



Press Release

Pantaloons to be the new fashion destination of Ghatkopar

Opens eighth store in the city

Mumbai, March 26, 2009: **Pantaloons**, India's leading fashion retailer, a part of Future Group, today inaugurated its eighth store in Mumbai, located at R-City, Ghatkopar. This store will be the first fashion and lifestyle destination for the people in Ghatkopar and will also cater to consumers from other nearby areas such as Powai, Chembur & Vikhroli. The new Pantaloons store is spread across a sprawling 20,000 sq.ft. Area. The store provides great shopping options to customers in apparel (men, ladies, kids & infants), sports apparel; lingerie; accessories; watches and sunglasses; fashion accessories; cosmetics, perfumes, toys and ladies hand bag.

The entire range of Pantaloons' popular apparel brands such as, John Miller, Lombard, Urbana, Scullers, RIG, Lee Cooper, UMM, BARE Denim, BARE Leisure, JM Sport, Ajile, Annabelle, Honey, Akkriti, Chalk, BARE 7214, etc will also be available here.

Commenting on the new store opening, **Sanjeev Agrawal, CEO, Pantaloons**, 'Pantaloons strengthens its presence in Mumbai with its 8th store. In a span of less than a decade we have become one of the most popular destinations for fashion in Mumbai . Pantaloons has presence across the length and breadth of Mumbai with stores from Lower Parel to Mulund and Borivli to Vashi . Now we are reaching out to an important catchment of Ghatkopar – Powai with a brand new store in R City.'

This 'fresh fashion' destination allows customers to shop for the latest in fashion apparel, accessories, watches, etc., throughout the year in an attractive and visually stimulating ambience.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India's largest chains of fashion stores, with 43 stores across over 20 cities. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude' offers, trendy and hip collections that are in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers. Pantaloons Fresh Fashion stands out as a fashion trendsetter, on the lines of how fashion is followed internationally. This 'fresh fashion' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience. Pantaloons Fresh Fashion stores have presence in 18 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Secunderabad, Mangalore, Bhubaneswar, Siliguri & Rajkot.

For further information please contact

Mr. Atul Takle
Head - Corporate Communications
Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in