



Press Release

Company Heads walk the ramp for the Pantaloons Style Inc Awards Unveil Pantaloons Spring Summer Collection 2010

Mumbai, March 5, 2010: Pantaloons, India's leading fashion retailer, a part of the Future Group, today hosted the *"Pantaloons Style Inc Awards"* at High Street Phoenix, Lower Parel.

This quest began when Pantaloons, in association with Afaqs, hosted the Pantaloons Style Inc. contest online to hunt for India's most stylish corporates. The contest got an overwhelming response and created an uproar in the online space as a staggering 15,000 plus voters voted for their favourite corporate big wigs.

Apart from the online voting, Pantaloons also announced a surprise set of awards for those corporate bigwigs that walked the ramp at the event. These honchos were judged by an all woman eminent celebrity jury panel.

On the esteemed panel of celebrity judges for the evening were Schauna Chauhan CEO Parle Agro, ace fashion photographer Manmeet Bhatti and Dr. Anjali Mukherjee MD & Co Chairperson – Dr. Anjali Mukherjee's Total Health.

The high profile finalists walked the ramp to compete for the Most Stylish CEO and unveiled the *"Pantaloons Spring Summer Collection 2010"* at the awards ceremony.

The show, which included models as well, showcased the new range of apparel for men and women that included bright coloured T Shirts for men, casual bottomwear like casuals trousers, cargos and shorts for men as well as Mix n Match ethnic wear for women as well as checkered tops.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India's largest chains of fashion stores, with 45 stores across over 24 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 24 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneshwar, Siliguri, Guwahati, Rajkot & Zeerakpur.

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