



Press Release

Pantaloons Femina Miss India 2009 winners unveil the season's new collection of Tunics at Pantaloons

Customers met and interacted with the reigning beauty queens

Mumbai, April 8, 2009: Pantaloons Femina Miss India World **Pooja Chopra**, Pantaloons Femina Miss India Universe, **Ekta Chowdhry** and Pantaloons Femina Miss India Earth, **Shriya Kishore**, today visited the Pantaloons store at High Street Phoenix for the first time, after being crowned India's most beautiful women for the year 2009. The three reigning beauty queens unveiled the **new collection of 'Tunics'** at Pantaloons.

Tunics are the new style statement this season. Pantaloons presents 'Tunic', the new silhouette for women, a garment that is versatile, trendy and 'the in-thing' these days. Pair these tunics with leggings or trousers, for a formal look. If you are in a casual mood, then pair them with your favourite pair of denim. For a Sunday brunch, you could pair them with shorts. And if you are really experimental, you can wear tunics just by themselves. Choose from a wide range and style in solids, checks and prints. Don the trendiest look of the season and create style waves. The trendy range of tunics is available at Pantaloons, from Rs.499/-onwards. Get a new look with Tunics and show the world, the trendy new you.

The three winners tried on the new collection of Tunics and posed for cameras, as well. They went around the store and shopped to their hearts content from womens wear, perfumes, cosmetics, and sunglasses sections in the store. Pantaloons customers were delighted to meet the three beautiful girls, who will be representing India in three of the most prestigious international beauty pageants – Miss World, Miss Universe and Miss Earth.

Pantaloons has been associated with Femina Miss India for four years and together they have been grooming fresh faces of India, who have been taking on the world.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India's largest chains of fashion stores, with 44 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, Bhubaneswar, Siliguri, Guwahati, Rajkot & Zeerakpur.

For further information please contact

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

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in