

'Toys for Joys' at Pantaloon brings cheer to underprivileged children

Pantaloon Femina Miss India 2009 winners gifted toys donated by Pantaloon customers to children from SOS Care India

Mumbai, April 21, 2009: Pantaloon, India's leading fashion retailer, brought cheer to the lives of underprivileged children from SOS Care India by presenting them with toys donated by Pantaloon customers as a part of 'Toys for Joys' initiative.

Customers can donate their old toys at any Pantaloon Store across the country. As a mark of commitment towards this cause, Pantaloon will issue customers, vouchers worth Rs. 50/- against every toy that they donate. These vouchers can then be redeemed on purchases made at kids- wear section.

Pantaloon Femina Miss India World **Pooja Chopra**, Pantaloon Femina Miss India Universe, **Ekta Chowdhry** and Pantaloon Femina Miss India Earth, **Shriya Kishore**, today visited the Pantaloon store to meet children from **SOS Care India**. The three reigning beauty queens shared smiles and gave away toys, that were collected during the '**Toys for Joys**' initiative organised by Pantaloon across all its stores in the country. The entire store was lit with cheers and smiles of these children, who rarely experience such joyful moments in life.

'**Toys for Joys**' is an initiative taken by Pantaloon, which encourages Pantaloon customers to give away their children's old toys to those who have been deprived of such simple joys in life. Pantaloon has tied up with **SOS Care India** to distribute these old toys amongst underprivileged children across the country.

SOS Care India is a non-profit, non-government, voluntary organization, committed to the care of children in need.

About Pantaloon

Pantaloon, a part of Pantaloon Retail (I) Ltd., is among India's largest chains of fashion stores, with 43 stores across over 24 cities. Pantaloon 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. Pantaloon 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. Pantaloon 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
Pantaloon Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonretail.in