

## **Aindrita Ray launches Pantaloons' revamped "Green Card" Loyalty Programme**

*~ The "Green Card" promises to open up a whole new shopping experience~*

*~ Enables everyone to avail exclusive benefits at no extra cost~*

*~Offers a range of unique privileges and value added services ~*

**Bangalore, April 7, 2011:** Pantaloons, India's leading fashion retailer, a part of Future Group launched its "Green Card" Loyalty Programme in an all "new avatar" this evening with much fanfare in the presence of the pride of Kannada cinema Aindrita Ray and Mr. Pankaj Tibrewal- Chief Operating Officer, Pantaloons.

Positioned at reiterating and strengthening Pantaloons partnership with its customers, Pantaloons Green Card – My Card My Way offers a host of unique privileges and value added services. Aindrita Ray charmed the shoppers at Pantaloons with her humility and grace. She happily signed autographs and posed with her fans. Adding to the electrifying atmosphere, were models strutting the ramp, highlighting each of the benefits of the "Green Card" Loyalty Programme.

Shopping enthusiasts in Bangalore can head to any of the four Pantaloons stores in the city and enroll themselves to this new loyalty card programme.

**Mr. Pankaj Tibrewal, Chief Operation Officer, Pantaloons** said, *"At Pantaloons, we constantly focus on serving our customers better through innovative customer contact initiatives. With this new Green Card Programme, we aim at making every customer feel special. It is an exclusive loyalty programme that will enable us to increase our engagement and further build our bond with our patrons."*

Commenting on this occasion **Aindrita Ray** said *"Like every woman I am a complete shopaholic and I am glad that Pantaloons has always focused on making every individuals shopping experience memorable and worthwhile. I am sure that this new Green Card will change the face of shopping in India."*

The membership to the Green Card Loyalty Programme enables shoppers instant gratification along with a plethora of benefits like complimentary shipping in India, exclusive sale preview, relaxed return policy, home drop of altered clothes to name a few.

This evening at Pantaloons was high on energy. Shopping, catching a glimpse of your favorite star and enrolling to a card that promises to change your shopping experience – Bangalore couldn't have asked for a more!!!

**About Pantaloons**

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 54 stores present across 28 major cities including both metros and smaller towns. Pantaloons 'Fresh Fashion' with its focus on 'fresh look, feel and attitude', offers trendy and hip collection that is in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloons 'Fresh Fashion' stands out as a segment trendsetter, in step with global fashion trends. This destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience at affordable prices. Pantaloons stores have presence in cities across India - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Bhopal, Aurangabad, Ahmedabad, Hyderabad, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik and Bhopal.

For details, visit [www.pantaloonretail.in](http://www.pantaloonretail.in) and [www.futuregroup.in](http://www.futuregroup.in).