

## Bhopal Gets Its First Pantaloon's Store

*Pantaloon's to become the new fashion destination in Bhopal  
Spread across an area of 22,000 sq. ft.*

**Bhopal, November 12, 2010:** Pantaloon's, India's leading fashion retailer, a part of Future Group, today inaugurated its store in Bhopal at DB City Mall. This is the first store to be launched in Bhopal and second in state of Madhya Pradesh after Indore.

Known as 'City of Lakes' capital of Madhya Pradesh, Bhopal is home to prominent colleges and institutes with a large youth population. With the opening of this store, Pantaloon's gives its urban residents great attractive shopping options in fashion apparel, (men, ladies, kids & infants), lingerie and nightwear apart from fashion accessories, watches and sunglasses, cosmetics, perfumes and ladies hand bags. The store is spread over an area of 22,000sq.ft.

In western wear the brands for Mens include *John Miller, Lombard, Urbana, Scullers, Indigo Nation RIG, UMM, BARE Denim, BARE Leisure, and JM Sport*. For Women it has *Annabelle, Honey, RIG, UMM, Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids*. In Ethnic wear customers can go for in-house brands like *Rangmanch, Trisha and Akkriti* along with trying hands on brands like *Biba, W etc.*

Apart from apparels, customers can shop for watches from brands like *Tommy Hilfiger, Citizen, Titan, Fastrack, Timex, Esprit, Kenneth cole and more*. The customers can also buy trendy sunglasses from popular brands like *Allen Solly, Polaroid, I Dee, Scott, Guess, Police and many more*. Ladies handbags brands like *Lino Perros, Richborn & 'Baggit'* and Colour cosmetics and perfumes will respectively be the added attractions to the accessory and beauty segments of the store.

On this occasion, **Pankaj Tibrewal, Chief Operating Officer, Pantaloon's** said, "Bhopal being the capital of a flourishing state is an important city for Pantaloon's. We recognize the aspirations of the people in Bhopal and want to give 'great fashion, great value' to everyone in the city. Post our success in Indore we are confident that the consumers in Bhopal will also relate to the Pantaloon's brand and give us a warm welcome.

### **About Pantaloons**

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores present across 27 major cities including both metros and smaller towns. Pantaloons 'great Fashion, great value' 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 'Great Fashion' stands out as a segment trendsetter, in step with global fashion trends. This 'great fashion, great value' 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, 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)