

Delhi Welcomes Its Second 'Next Gen' Pantaloons Store

Delhi, March 11, 2011: After the successful launch of 'Next Gen' Vasant Kunj store, Pantaloons, India's leading fashion retailer, a part of Future Group, today announced the launch of its new store at South Extension area, Delhi. This is the second store to be opened in the city with a new 'avatar' that gives it high end concept feel with colourful and bright interiors. With this store launch, Pantaloons boasts of having five stores in the city.

Spread over an area of 21,000 sq. ft, this store has been uniquely designed to create an international shopping experience for customers. The aesthetic, creative and prestigious ambience gives its patrons a chance to interact with the merchandise through touch and feel. Display of merchandise has been spaced out uniformly giving its customers room to walk around at their leisure enjoying the store experience.

The store offers comprehensive lifestyle experience with the best and trendy fashion merchandise. The store features ready to wear collections for men, women and kids, a full range of men's and women's accessories which would include a selection of ladies bags, belts, watches, sunglasses apart from cosmetics and perfumes. The store will be providing it's customers an exquisite experience in shopping with a luxurious combination of personnel service and attention to details.

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 Akkritti* 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, Pantaloons** said, *"We are very happy to launch our fifth store in Delhi which is one of our key markets. We have been receiving encouraging footfalls from customers across all our stores here. This launch only makes us believe that we have successfully delivered on Pantaloons promise of providing customers fresh fashion with our extensive array of private and internationally acclaimed brands."*

To share the joy and excitement with customers, Pantaloons welcomes its customers to shop and win gifts. The store has announced a bonanza of great offers and fabulous prizes. Customers can get assured gifts by shopping for Rs. 1,500 and 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, Bhubaneshwar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik and Bhopal.

For details, visit www.pantaloonretail.in and www.futuregroup.in.