

Nagpur Welcomes Its Second Pantaloons Store

One Stop Fashion Destination For All Spread Across An Area of 27,000 sq. ft.

Nagpur, October 15, 2010: Pantaloons, India's leading fashion retailer, a part of Future Group, has further enhanced its reach to customers today with the launch of its store in Nagpur. This is the second Pantaloons store to be opened in Nagpur at Empress City Mall near Gandhi Lake. With this store launch, the count of Pantaloons has reached forty-nine nationally.

Nagpur, considered the urban conglomerate is the third largest city by population in the state of Maharashtra. With the opening of this store, Pantaloons gives its customers great attractive shopping options in fashion apparel, (men, ladies, kids and infants), lingerie and nightwear, sports apparel, watches and sunglasses, fashion accessories, cosmetics, perfumes, toys and ladies hand bags to suit various occasions whether formal wear, casual wear, ethnic wear or fusion wear. The store is spread over an area of 27,000sq.ft.

The brands for Mens includes *John Miller, Lombard, Urbana, Scullers, Indigo Nation RIG, UMM, BARE Denim, BARE Leisure, and JM Sport*. For Women it has *Annabelle, Honey, Akkriti, RIG, UMM, BARE Denim Rangmanch, Trisha and Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids*.

Apart from apparels, customers can shop for watches from brands like *Tommy Hilfiger, Citizen, Titan, Fastrack, Timex, Esprit, Kennethe 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, **Zahid Shaikh, Head - Marketing, Pantaloons** said, "Nagpur is the second city in the state of Maharashtra where we are opening more than one store. The people of Nagpur have given a warm welcome to the fashion at Pantaloons through our Civil Lines store and we are confident that the launch of this new store at Empress City will further give its citizen a chance to fulfill their fashion needs."

About Pantaloons

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores, with 49 outlets across 24 cities. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude', offers a 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 '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 more than 27 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 and Nashik.

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