

Pantaloons continues its 'Next Gen' journey in Pune

~ By Launching its second high end Concept Store in the city~

Pune, July 15, 2011: After the successful launch of 'Next Gen' Senapati Bapat Marg store, Pantaloons, India's leading fashion retailer, a part of Future Group, today announced the launch of its new store at Phoenix Market City Mall, Pune. This is the second store to be opened in the city with the new 'avatar' that promises to expose Puneites to a unique and interactive leisurely shopping experience. With this store launch, Pantaloons boasts of having three stores in the city.

Spread over an area of 27,425 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.

The store offers comprehensive lifestyle experience with the best and trendy fashion merchandise. Pantaloons features ready to wear collections for men, women and kids, a full range of men's and women's accessories which includes a selection of ladies bags, belts, watches, sunglasses apart from cosmetics and perfumes.

Speaking on this occasion, **Pankaj Tibrewal, Chief Operating Officer, Pantaloons said**, *"We are delighted to launch our new concept stores in Pune and introduce the city to an inimitable shopping experience. We will continuously strive to deliver our best and meet the changing demands and preferences of our loyal customers."*

Pantaloons apparels appeal to every individual and are apt for different occasions. In western wear, the brands for Men include *John Miller, Lombard, Urbana, Scullers, Indigo Nation, RIG, UMM, BARE Denim, BARE Leisure, and JM Sport*. Women can take their pick from *Annabelle, Honey, RIG, UMM, Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids*. In Ethnic wear customers can opt 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.

What's more, Pantaloons exclusive loyalty programme promises customers an inimitable shopping experience. Positioned at reiterating and strengthening Pantaloons partnership with its customers, Pantaloons Green Card – My Card My Way offers a range of unique privileges and value added services to its members. The membership to this programme is open to all the shopping enthusiasts at no extra cost. Through this membership, customers not only have access to exclusive sale preview days but also can get instant discounts on every purchase, relaxed return policy, complimentary home delivery and a plethora of exciting benefits.

The store offers a unique shopping experience. The interior walls are made up of dark wood and tiles giving it a contemporary look. The lighting plays an important role in the showroom, climatically increasing its beauty with strategic accented highlights while the colour scheme used in the store is bright. The floor has been done in modern Italian tiles to provide just the right amount of sheen to the store. Display of merchandise has been spaced out uniformly giving its customers room to walk around at their leisure and enjoy their shopping experience.

With a host of exclusive offerings coupled with exceptional customer service and an inviting atmosphere, Pantaloons promises to be the heaven for all shopaholics in Pune.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd, is among India's largest chains of fashion stores with 60 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.pantaloonsretail.in and www.futuregroup.in.