

Press Release

Customers flaunt oldest most worn out jeans at 'Pantaloon Denim Exchange Fashion show'

- Pantaloon Showcases Denim Collection
- Miss India Puja Gupta judges the Fashion Show
- Customers with the oldest, most worn out, jeans to win the contest

Mumbai, June 15, 2007: Pantaloon Fresh Fashion, India's leading fashion retailer today showcased its denim collection in a dazzling Fashion show, which saw leading models walk the ramp along with some of the lucky Pantaloon customers, who got to flaunt their oldest most worn out denims. Three customers wearing the oldest most worn out jean and walking the ramp in style and panache, won surprise gifts from Pantaloon Fresh Fashion. The winners were judged by ***Pantaloon Femina Miss India Universe Puja Gupta***. The event was held at the recently opened Milan Mall at Santacruz (w), near Milan Subway, Mumbai.

The fashion show was held as a part of the ongoing Denim Exchange offer, whereby customers can walk into Pantaloon Fresh Fashion stores with old pair of jeans / trousers and get Rs.200 off on fresh purchase of Denims. Among the brands that were showcased by models on the ramp were, ***UMM, Bare, Jealous 21 & Lee Cooper***. The first two sequences saw leading models sizzle on the ramp showcasing denims for men and women. The most unique part of the show was the last sequence, whereby lucky customers got to flaunt their oldest, most worn out jeans and compete for prizes.

The Denim Exchange offer is on until June 24, 2007 and can be availed at all of 31 Pantaloon stores across 15 locations in the country.

About Pantaloon Fresh Fashion

Pantaloon Fresh Fashion, a part of Pantaloon Retail (I) Ltd., is among India's largest chains of fashion stores, with 31 stores across 15 cities. Pantaloon Fresh Fashion, with its focus on 'fresh look, feel and attitude' offers, trendy and hip collections that are in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers. Pantaloon Fresh Fashion stands out as a fashion trendsetter, on the lines of how fashion is followed internationally. 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. Pantaloon Fresh Fashion stores have presence in 15 cities across India including - Mumbai, Delhi & NCR, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Kanpur, Indore, Secunderabad, Mangalore & Rajkot.

About Pantaloon Retail (India) Limited

Pantaloon Retail (India) Limited is a leading retailer with a turnover of Rs. 2,019 crore for the financial year 2005-06. Headquartered in Mumbai, the company operates through primarily the 'Lifestyle' and 'Value' formats through multiple delivery mechanisms and lines of business — some

of them being, fashion, food, general merchandise, home, leisure and entertainment, financial services, communications and wellness.

The company has about 331 stores in over 40 cities across the country, constituting 5 million square feet of retail space. The company caters to the 'Lifestyle' segment through its 31 Pantaloon Stores and 4 Central Malls, as well as its other concepts. In 'Value' retailing it is present through 51 Big Bazaar hypermarkets, 77 Food Bazaars and 5 Fashion Stations, and other delivery formats.

About Future Group

Future Group is positioned to cater to the entire Indian consumption space. It operates through six verticals: Future Retail (encompassing all lines of retail business), Future Capital (financial products and services), Future Brands (all brands owned or managed by group companies), Future Space (management of retail real estate), Future Logistics (management of supply chain and distribution) and Future Media (development and management of retail media spaces).

The group's flagship enterprise, Pantaloon Retail, is India's leading retail company with presence in food, fashion and footwear, home solutions and consumer electronics, books and music, health, wellness and beauty, general merchandise, communication products, E-tailing and leisure and entertainment.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indianness' and its corporate credo is – Rewrite Rules, Retain Values.

For further information please contact

Mr. Atul Takle

Head - Corporate Communications

Pantaloon Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonretail.in