

Futurebrands presents Mohena the new Lingerie & Nightwear brand in India

Range of intimate wear especially designed for the Indian woman launched in Pantaloon and Central Stores

Mumbai, October 22, 2009: Futurebrands, a specialist subsidiary of Pantaloon Retail (India) Limited, with a portfolio of brands in apparel, FMCG , home durables categories has announced the launch of a new brand in the lingerie and nightwear category - **Mohena**, in the Indian market.

Mohena - a lingerie and nightwear brand that is specially designed for the Indian woman who aims to redefine style and comfort in Indian lingerie market.

Explaining Mohena brand conception, **Mr. Atulit Saxena, COO - Brands, Futurebrands Ltd**, said, "Our reading of Indian woman established her need to 'express herself with comfort', to drop the tag of 'traditional', and her growing desire to 'celebrate comfort and freedom in contemporary Indian context'. Fulfilling the above, Mohena brand gently wraps her into the world of Indian demure comfort while celebrating Indian figure.

In short, Mohena 'makes her comfort appealing' in an Indian way amidst western mannequin world."

Mohena's designs are an ode to the inimitable femininity of Indian women and celebrate the Indian woman's body and her choice in intimate wear. A wide array of structured lingerie available across many sizes will help serve as the core product that a woman can be sure of finding comfort in, on a daily basis while feeling her stylish best. The focus on nightwear has been to cater to the Indian preference by way of colours, fabrics, silhouettes and surface ornamentation.

Commented Mr. Jaydeep Shetty, Head-New Business Development, Future Group, "Mohena has a range of intimate wear which captures Indian femininity not only in design motifs, but also through the architecture of the product, through ease-breathing fabrics and fits suited to the Indian woman. With Mohena, we aim to create a brand that is reminiscent of the timeless portrayal of the Indian female form and that pays tribute to her beauty."

Mohena is priced strategically in the range of Rs. 299/- to Rs. 699/- for lingerie and Rs. 449/- to 799/- for nightwear. . Designed in India, Mohena is manufactured at world-class factories for the world best quality to offer comfort and style. Currently, Mohena will be available at the leading Pantaloon and Central Stores in all the major cities in India. In the product roll-out strategy, the brand will first make its presence in Mumbai, Delhi, Bangalore, Kolkata, Pune, Hyderabad and smaller cities like Siliguri, Guwahati, Rajkot & Bhubhaneshwar to name a few.

"We designed Mohena with a different mindset. Our studies showed that Indian women were not adequately satisfied with the choices they had presently and there was a market void of a brand that can understand their specific needs. We have introduced Mohena keeping in mind that Indian women want style, comfort and an element of durability in products but at affordable prices. We hope to create our own customer base through the product offerings of Mohena", says Mr. Shetty.

Mohena expects to yield revenues of Rs. 7-8 crores in the first full year of operations and then double it each year in the next two years. With five products (three nightwear & 2 lingerie) launched in the market to begin with, Mohena will be a Rs. 20-25 crores brand by end of the third year of operations (by 2012) and penetrate

20% of the mass premium market in the main metros over the next 3 years.

About Futurebrands:

Futurebrands, a subsidiary of Pantaloons Retail (India) Limited, is India's first Brand IPR company with a portfolio of 20 brands across apparels, FMCG and home durables categories. The total brands' net sales was Rs. 660 cr in 2008-09 at 40% growth. The company operates on the brand licensing model with a mandate to create, grow and protect the asset value of its brand portfolio. It also offers specialist services through Futurebrands Insights, Futurebrands Consulting, Futurebrands Partnering to companies outside Future Group.

For more details log on to www.futurebrands.co.in

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