

Pantaloons forays into Durgapur

~ Launches its first high end Concept Store~

Durgapur, June 24, 2011: Pantaloons, India's leading fashion retailer, a part of Future Group, today launched its first store in Durgapur at Junction Mall, City Centre. It is the 9th store in the east zone. This marks the advent of Pantaloons "Next Gen" Journey in Durgapur. Currently, Pantaloons boasts of 58 stores across 28 major cities including both metros and tier II and tier III cities.

Spread over three levels in an area of 30,000 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.

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. That's not all; the store also houses a whole gamut of toys for kids.

Speaking on this occasion, **Pankaj Tibrewal, Chief Operating Officer, Pantaloons said**, *"Durgapur is the fastest emerging city of West Bengal and is growing to become one of the mega city of Eastern India. We are delighted to launch our first store in this promising city and hope that Pantaloons with its innovative offerings, international experience and exclusive 'fresh fashion' merchandise becomes the fashion destination in Durgapur."*

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, 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. The store also has section dedicated to home fashion and fine jewellery.

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 Durgapur.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd, is among India's largest chains of fashion stores with 58 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.