

**Press Release  
For Immediate Publication**

## **Westside- the new fashion destination in Jabalpur!!!**

**Jabalpur, April 21, 2010: Jabalpur** has a new fashion destination! It's spacious and offers some of the most fashionable merchandise at unbelievable prices truly making it the most memorable shopping experience. **Westside**, the stylish store, launched its **1<sup>st</sup> store in Jabalpur** at Samdariya Mall. It offers a complete fashion wardrobe along with an exhaustive collection of household and gift items, furniture, cosmetics and accessories all at value prices.

With the launch of its new store in Jabalpur, Westside is now present in 25 cities and has 44 outlets with 4<sup>th</sup> franchise store across the country. Announcing the launch, **Mr. Gaurav Mahajan, COO, Westside** said, "We are very proud to extend the Westside experience to the discerning customers of Jabalpur. It has been our endeavor to enhance customer experience at our stores with the finest quality merchandise, service and an international shopping ambience that Westside has on offer."

Westside brings in a distinctive shopping experience to its valued customers by providing the newest styles at attractive prices.

Customers are in for a shopping treat as the Westside store will be **open on all days throughout the year** from **10.30 am to 8.30 p.m.** Spread across **10,000 sq. ft.**, the store has merchandise that complements every aspect of your lifestyle - be it at work, when you're relaxed, at family functions and while you party. The store will host wide range of ethnic and western wear for women, GIA (for the plus size women), lingerie, footwear (women and kids), cosmetics, accessories and entire range for kids. Additionally, ASCOT-smart formal wear for men, casual wear, RICHMOND - partywear and men's footwear. NUON - the trendy youth wear range will now be exclusively available at the new Westside store. Westside houses an exclusive collection of home furniture, furnishings and accessories.



With elegant interiors, every Westside store is fashionable and individualistic, providing not just value for money but a collection of finest quality merchandise. It's courteous and warm store staff, international ambience and ample parking space completes the ultimate shopping experience, thus, making it a much sought after shopping destination!

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### About Westside:

*Established in 1998, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores. The company has already established 43 Westside departmental stores measuring 15,000 - 34,000 square feet each, in Mumbai, Bangalore, Hyderabad, Chennai, Pune, Delhi, Noida, Ghaziabad, Gurgaon, Kolkata,*

*Nagpur, Indore, Jaipur, Jammu, Lucknow, Ahmedaba, Nashik, Faridabad, Guwahati and Raipur. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, womens wear, kidswear, footwear, cosmetics, perfumes and handbags, household furniture accessories, lingerie, and gifts. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers' shopping experience.*

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