



**Press Release
For Immediate Release**

**Westside wins 'The Most Admired Private Label Fashion Retailer of the Year'
at the Images Fashion Awards 2010**

Mumbai, February 9, 2010: Westside was awarded the '**The Most Admired Private Label Fashion Retailer of the Year**' at the **Images Fashion Awards 2010**, the feted fashion event of the year organized by the IMAGES Group. The awards ceremony was the culminating event of the India Fashion Forum 2010 (IFF) held on January 29, 2010 at The Renaissance, Powai.

Westside has 90 per cent of its merchandise as private label brands and witnessed a growth of nearly 28 per cent in the retail space last year, despite the downturn.

On receiving the awards, **Ms. Smeeta Neogi, Head- Marketing, Westside** said, "We are extremely happy and delighted to receive this appreciation as it re-affirms our belief towards the importance of customer engagement at every stage of merchandise development. This award serves as a great boost to our endeavor in understanding our customer requirements and delivering the best in fashion from India and international markets."

The Images Retail Awards followed strict international benchmarks in deciding the top honors with IRIS Retail Intelligence as Knowledge Partner and global consulting firm AT Kearney as the Process Approver. The selection process involved self-nominations as well as a countrywide poll to short-list the nominees.

Established in 1998, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores. The company has already established 42 Westside departmental stores measuring 15,000 - 30,000 square feet each, in Mumbai, Bangalore, Hyderabad, Chennai, Pune, Delhi, Noida, Ghaziabad, Gurgaon, Kolkata, Nagpur, Indore, Jaipur, Jammu, Lucknow, Ahmedabad, Guwahati and Nashik. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, women swear, kidswear, footwear, cosmetics, perfumes and handbags, household accessories, lingerie, and gifts. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers' shopping experience.

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