

Press Release

Lifestyle Opens new store at in Mohali, Punjab

60,000 square feet of international shopping experience now at North Country Mall

Mohali, April 23, 2014:

Lifestyle, India's leading shopping destination synonymous with fashion and gracious living, has launched its first store in Mohali at North Country Mall, NH - 21, Mohali-Kharar Road. The store is spread across 2 floors spanning 60,000 sq ft. of luxurious space, offering customers the trendiest in fashion and lifestyle needs.

Renowned for its widespread collection, fashion forward product portfolio and contemporary interiors, Lifestyle provides its customers a seamless shopping experience. Bringing for concepts under one roof – Apparel, Footwear, Children, and Beauty & Accessories, Lifestyle promises a one stop shopping destination for all needs. Customers can choose from hundreds of national and international brands such as **Louis Philippe, Van Heusen, Arrow, US Polo, UCB, Allen Solly, Levis, Kappa, Bossini, UCLA, Biba, Melange, Juniors, Catwalk, Red Tape** and many more.

Consumer friendly layouts, chic and comfortable ambience and attractive window & merchandise display are highlights of the new store. Convenient signage and navigation, attractive colour schemes, flooring and fixtures distinct to each category escalate the convenience and ensure a delightful shopping experience.

Commenting on the occasion, **Mr. Kabir Lumba, Managing Director, Lifestyle International (P) Ltd.** said, "Lifestyle stores epitomize innovative product portfolios, refined customer service leading into an exuberant shopping experience. The Lifestyle store in Mohali is our 41st store in India and we are truly delighted to launch our first store in Mohali. Considering the growing number of fashion enthusiasts in the city, we see great potential in this market."

Part of the prestigious Dubai based Retail to hospitality conglomerate, Landmark Group, Lifestyle Stores are present across leading Indian cities including Ahmedabad, Bangalore, Mangalore, Jalandhar, Kanpur, Chennai, New Delhi, Noida, Gurgaon, Hyderabad, Jaipur, Mumbai, Thane, Pune, Coimbatore, Ludhiana, Ghaziabad, Surat, Nagpur, Vijaywada, Bhopal, Chandigarh, Amritsar, Dehradun, Kolkata and now Mohali.

Lifestyle International (P) Ltd:

Lifestyle International (P) Ltd. opened its first Lifestyle store in India in 1999 and in a little over a decade has come to be recognized amongst leading retail companies in the country. It is a part of the multi-billion dollar Dubai based retail to hospitality conglomerate Landmark Group. Positioned as a trendy, youthful and vibrant store, Lifestyle offers consumers an enjoyable

shopping experience. Each Lifestyle store brings together five concepts under one roof – Apparel, Footwear, Children’s Wear, Homeware & furnishings and Beauty & accessories; offering a convenient one-stop shop and a choice of over 500 national & international brands.