



Press Release
For Immediate Publication

Westside launches their 2nd store in Chennai.

Chennai, October, 2009: WESTSIDE announced the launch of its second store, in **Chennai** at **Ampa Skywalk Mall**, located on Nelson Manickam Road. Following the success of its existing store at Spencer Plaza, the new store offers a complete range of fashion wardrobe along with an exhaustive collection of household and gift items, furniture, cosmetics and accessories.

Spread 25,000 sq. ft, the new Westside store is more spacious and offers some of the most fashionable merchandise, truly making it a shoppers' paradise!

The new categories that will be introduced for the customers in Chennai will include the entire range of NUON – Westside's vibrant and trendy line for the youth. The range offers funky, stylish, and incredibly comfortable garments that are a must in every teenagers and young adult's wardrobe. Created while keeping current international trends in mind, the collection is all about oomph and attitude and is available at unbelievable prices.

The Home Décor section boasts of beautifully crafted furniture consisting of varied styles for the bedroom, living room and dining hall make for added attraction.

Additionally, the store will have 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, and footwear for women and kids, cosmetics, accessories and kids wear. Additionally, ASCOT- smart formal wear for men, casual wear, men's footwear and household collection- home décor items will also be available.

With the launch of its 2nd store in Chennai, Westside is present in 22 cities and has 41 outlets across the country. Announcing the launch, **Ms. Smeeta Neogi, Head - Marketing, Westside** said, "We are very happy to launch our 2nd store in Chennai. It has been our endeavour to enhance customer experience at our stores with the superior merchandise, service and the overall international shopping ambience that Westside has on offer. The launch of Westside's 2nd store in Chennai is a significant achievement for us and underlines the importance of this city for Westside."

With elegant interiors, every Westside store is fashionable and individualistic, providing not just value for money but a collection of the finest quality merchandise from the house of the Tata's. 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!

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 40 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 and Nashik, Faridabad & Thane. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, women wear, 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.

For further information, please contact: