

Press Release

For Immediate Publication:

Big Bazaar Direct launches First Franchisee Centre in Nagpur

~Big Bazaar strength and reach to power your business~

~ No need to stock & deliver products, Big Bazaar will do it for you ~

Mumbai, November 13, 2013: Future Group today opens its first Big Bazaar Direct Franchisee Centre in Nagpur. Jay Bhanushali, popular TV actor & host participated in the ribbon cutting ceremony along with Mr. Vivek Biyani, Director – Future Group and Mr. Abhay Kumat, Project Director – Big Bazaar Direct to open the Franchisee Centre for the Big Bazaar Direct Franchisees and aspiring entrepreneurs of Nagpur. The newly opened Franchisee Centre located at Gupta Towers opp Institute of Science Playground, Civil Lines will help aspiring entrepreneurs and businessmen to understand the revolutionary business model of Big Bazaar Direct. Big Bazaar Direct Franchisee Centre will also conduct training session for the Big Bazaar Direct Franchisee from Big Bazaar Sales & Marketing team.

Big Bazaar Direct is a revolutionary new business model, where in franchisees can sell Big Bazaar products to their customers over 3G internet enabled tablet. The tablet will be integrated with the back-end of Big Bazaar, who will deliver the ordered products at customer's doorstep. Big Bazaar Direct will allow anyone to own their businesses and/or enhance the existing businesses with the benefit of brand Big Bazaar and gain access to low-cost operating & distribution model of Big Bazaar. Anyone who wants to be a part of this revolutionary model can log on www.bigbazaardirect.com today and apply or can give a missed call on 0 888 29 444 22.

Big Bazaar Direct is a business model with a mix of digitization and brick-n-mortar store. Big Bazaar Direct will allow anyone, shopkeepers, aspiring entrepreneur, home makers, and different type of service providers like insurance agents etc to become a Big Bazaar Direct franchisee with an investment of Rs 3 lacs. Out of the given amount of Rs 3 lac, Rs 1 lakh is the refundable security deposit, Rs 1 lakh is the set-up charge for the Big Bazaar Direct tablet, initial branding, a year's training and launch material and Rs 1 lakh will be used as advance payment of franchisee, which will be used for placing orders. Big Bazaar Direct franchisee gets associated with the Big Bazaar brand with no working capital and a huge opportunity to excel as an entrepreneur.

Big Bazaar Direct Franchisee key benefit includes-

- Comprehensive start-up and on-going training
- Stock and delivery will be responsibility of Big Bazaar
- Customized, local traffic-driving marketing campaign support from Big Bazaar
- Significant lower costs of operations with no rents, electricity and people costs

Speaking on the launch, Mr. Abhay Kumat, Project Director – Big Bazaar Direct, said, “We believe this is going to change the lives of millions of Indian consumers and aspiring entrepreneurs. It is about helping small shopkeepers and entrepreneurs make an even bigger success of their business. They have years of trust based relationship with the people. We will strengthen that trust with our expertise in best deals on wide range of products and nationwide distribution network.”

In this innovative ‘aided e commerce’ model, Big Bazaar Direct franchisee holder will take customer’s order over a tablet that will be integrated with the back end of Big Bazaar. Then Big Bazaar team will deliver customer’s order at their doorstep within 3 to 7 days. The customer will receive a confirmation SMS after the order and payment is completed.

Note: A detailed FAQ and factsheet is attached with this release for your reference.

About Future Group:

Future Group operates some of India’s most popular retail chains including Central, Big Bazaar, Food Bazaar, Home Town and eZone and also has allied businesses in life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group’s retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group’s core value of ‘Indianness.’ The group’s corporate credo is, ‘Rewrite rules, Retain values’

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Big Bazaar Direct Factsheet/FAQs

How It Works?

Step 1: Local shopkeepers, home makers, entrepreneurs and different type of service providers like insurance agents etc, become Big Bazaar Direct Franchisee with an investment of Rs 3 lakhs that includes advance against purchases.

Step 2: Big Bazaar Direct Franchisee takes orders directly from his existing and new customers on his tablet

Step 3: Big Bazaar Direct does the delivery

Step 4: No questions asked 7 days return policy

How They Benefit?

1. Franchisee:

- Gets commission on sales with average sales potential of Rs 40 lakhs - Rs 50 lakhs a year
- Benefits from being associated with the Big Bazaar brand
- No working capital required
- Opportunity to excel as an entrepreneur

2. Customer:

- Access to Big Bazaar's wide variety of products sitting at home
- Best prices on Big Bazaar's Best Deals
- No need to have credit cards, internet access or tech-knowledge

3. Big Bazaar:

- Reaches out to new customers whom Big Bazaar stores can not physically service
- Leverages Big Bazaar's vast sourcing potential to reach out to customers

Big Bazaar Direct converges the physical and digital retail to overcome each of the challenges of these models

Big Bazaar's sourcing strengths:

Current Annual sales at Big Bazaar

- 1.1 crore men's shirts and t-shirts
- 20 lakhs women's kurtis
- 1 crore jeans and bottom
- 20 lakh bed sheets

- 20 lakh towels
- 25 lakhs irons, mixer-grinders and induction cookers and other home appliances
- 25000 tons of wheat
- 1 crore packs of Maggi noodles