



All new Big Bazaar GEN NXT store launched in Noida

- **Big Bazaar Gen Nxt opens at DLF Mall of India**
- **Multi-sensorial experiences and technology set to make shopping a lot smarter, easier and joyful**
- **Enhanced Customer service features like Sit-down billing, Smart trial rooms, endless Aisles and customer relationship managers**

18th December 2015, Noida:Future Group today welcomed people of NCR to experience next generation world class shopping at its all new Big Bazaar GEN NXT store at DLF Mall of India in Noida. The Big Bazaar GEN NXT store is designed to be smarter and experiential- through use of technology, innovation in services, layouts & sections and digital interfaces.

Big Bazaar GEN NXT store located at DLF Mall of India and spread over 56,000 sq feet area is 'he very latest in retail innovation' and 'Next Generation' version of Big Bazaar store.

The Big Bazaar GEN NXT store brings the best of retail innovation under one roof.Speaking on the occasion, **Mr. Kishore Biyani, Group CEO, Future Group** said, *"We have put our 15 years of learning with Indian consumers in creating this concept of Big Bazaar Gen Nxt. It is designed to give a multi-sensorial, smart and easy shopping experience that heightens the joy of shopping. We believe these stores will redefine the shopping experience and set new benchmarks for retailing in India. Big Bazaar Gen Nxt store is where many of our innovations and ideas to give consumers a world class shopping experience have come together and it's great to see all under one roof."*

The Big Bazaar GEN NXTis designed in such a modular way that it will constantly evolve and can undergo continuous upgrade to incorporate more technology-led interfaces and innovations. Enhanced features like smart trial rooms, sit-down lounges

for checkouts and endless aisles or digital interfaces that can take orders for products or inventory not stored in every store are set to be added within a few months. Going forward the company will be opening more such stores and over time upgrade many of its existing stores up to these levels.

Commenting on the opening of Big Bazaar NXT GEN store in DLF Mall of India, **PushpaBector, Executive Vice President & Head, DLF Mall of India** said, *“With the Mall of India, we at DLF, aim to set new standards in retail and create benchmarks for the industry to follow. Our partners are in sync with our vision and are committed to offer customers with experiences that create lasting impressions and set the stage for future innovations. We are delighted to partner with the launch of the next generation of Big Bazaar stores in india- Big Bazaar GEN NXT. We are proud that this would be their first exclusive format launch only at the Mall of India. We thank them for all their support and look forward to working as partners to deliver the customer experiences that last forever.”*

Big Bazaar GEN NXTstore have technology upgrade at cash tills that ensure faster checkouts, experience zones for multi-sensorial experiences for food products, wider merchandize and assortments across all categories and a whole new design that has LED lighting, large digital screens, digital shelf talkers and energy saving technologies that optimize air-conditioning, humidity and lighting within the store. Each of these features are geared to attract every segment of customers including customers looking for superior service, are time-constrained, or are technologically savvy and look forward to experiencing newness in every shopping experience.

About Big Bazaar

Big Bazaar is the flagship hypermarket chain from Future Group, having presence in over 110 cities across the country. With its motto of “Making India Beautiful”, Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

About Future Group

The pioneer of modern retailing in India, **Future Group** takes pride in being an Indian company that understands and caters to the unique shopping needs of Indian. Future Group operates through three listed entities - Future Retail Limited, Future Lifestyle Fashions Limited and Future Consumer Enterprise Limited.

Future Retail Limited operates Big Bazaar, Foodhall, fbb, Ezone, HomeTown and Food Bazaar chains. It collectively operates over 400 stores spread over 11 million square feet of retail space. The company also holds substantial stakes in various companies including Future Supply Chain Solutions, manufacturing units and joint ventures with NTC, joint ventures in the insurance space with Generali Group and a partnership with Staples Inc.

Future Lifestyle Fashions Limited owns and markets over two dozen fashion brands through exclusive brand outlets, department stores and multi brand outlets, as well company operated chains such as Central, Brand Factory and Planet Sports. It collectively operates around 400 stores spread over 5 million square feet of retail space. The company has also invested in a number of fast growing domestic fashion brands and enterprises.

Future Consumer Enterprises Limited focuses on the food and FMCG sector. It markets a number of FMCG brands including Tasty Treat, Sunkist, Sach, Premium Harvest and Fresh & Pure, operates India's leading Integrated food park at Tumkur, has an extensive agri produce sourcing network and operates around 450 convenience stores under the brands, KB's, Nilgiris and Aadhaar.

Collectively, Future Group operates around 17 million square feet of retail space in over 160 cities and towns across India and provides direct employment to over 40,000 people. Around 28 million Indians are part of Future Group's loyalty networks.

About DLF Mall of India:

After the numerous exceptional and path-breaking retail masterpieces, DLF, India's leading developer of residential, commercial and retail properties, with its accrued and acquired experience, expertise and entrepreneurship, is all set to create history again and redefine the world of retail in India by presenting DLF Mall of India. With an expertise of more than six decades in the industry, DLF now presents the marquee project that is going to create a benchmark in the retail business of India – DLF Mall of India (NOIDA). The 1800 crore project which is spread across the retail space of 2 million sq.ft. (GLA) is bringing the unique concept of 'Zones' for the first time in India for the ease of shopping experience for the customers. With this project, DLF ups its retail portfolio from 1.4 million sq. ft. GLA to 3.4 million sq. ft. GLA. Strategically located in most of the posh locations of NOIDA (Sector 18), DLF Mall of India will have excellent connectivity with the key affluent catchment areas – East, South and Lutyen's Delhi as well as Noida and Greater Noida while also catering to secondary catchment of Faridabad, Gurgaon, Ghaziabad, Meerut and other adjacent regions.

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