

**Press Release**

For Immediate Publication:

**“Blindfold Sale” - The Most Believable Electronics Sale Only @ Ezone**

*~Enjoy Upto 60% off on the Entire Range of Electronics between 9<sup>th</sup>-18<sup>th</sup> August~*

*~5% cash back valid on Standard Chartered debit and credit card~*

*~Easy finance schemes and EMIs on credit cards~*

**Mumbai, August 07, 2013:** Ezone, the lifestyle electronics retailer, a part of the Future Group is back with its most awaited ‘**Blindfold Sale**’, an exciting 10 days of the most believable deals, big discounts and exclusive offers on TVs, Refrigerators, ACs, Laptops, Mobiles, Cameras, Home and Kitchen Appliances from **9<sup>th</sup> August – 18<sup>th</sup> August**.

Customers can just walk into an Ezone store and be rest assured, that they will get the most honest discounts and unbeatable offers with no hidden charges, no unnecessary conditions, and on the entire range of electronics, making sure there is something in store for everyone.

*“From its first year, Blindfold sale has become the best time to buy electronics, not only for gadget lovers but also for people who want electronic appliances for their homes.” said Mr. Rajan Malhotra, CEO – Ezone & President - Future Group. “With easy finance and exchange available on the latest in technology, we have made sure that your dream gadget is well within reach.”*

Customers can also enjoy a host of additional benefits at Ezone stores during the Blindfold Sale, like avail additional 5% cash back on Standard Chartered Debit and Credit cards, and 20% points back on redemption from Payback cards. One can also avail of the Blindfold Sale offers and many more exclusive deals on [www.ezoneonline.in](http://www.ezoneonline.in).

**EZONE** offers products across the following categories: -

- ❖ Home Entertainment –LCD, LED, Plasmas, Music systems, Home Theatre, DVD players, etc.
- ❖ Small Appliances – Kitchen & Domestic Appliances
- ❖ White Goods - ACs, Refrigerators, Microwaves, Washing Machines, Dishwashers etc.
- ❖ Communication – Smart Phones and Accessories, telephones, SIM cards, recharge cards etc
- ❖ Computers and Peripherals – Desktops, Laptops, Hybrid Touch Laptops, Cables, Accessories, Software etc.
- ❖ Imaging – Handycams, Digital Cameras, DSLRS, Connected Camera etc.

#### **About Ezone**

Ezone is a lifestyle electronics retailer, part of India's largest retail conglomerate - Future Group. Ezone brings together the best in national and international consumer durable & electronic brands. Ezone promises "Smarter Living" and plays the role of a digital diet planner enabling consumers to choose from the latest in technology, best suited to individual lifestyles. Ezone provides you with a complete shopping experience through touch & feel, allowing you to pick and choose from an array of best of brands under one roof. Spread across 11 cities in India with 46 stores and still growing.

Ezone is primarily a stand-alone concept, but is also present within other Future Group formats like Central malls, Pantaloons, Big Bazaar & Home Town.