

HomeTown redefines shopping experience in Kolkata

~ Opens its new store at Diamond Plaza Mall~

Kolkata, 13th September: HomeTown, India's unique, first of its kind home making and home improvement store, a part of Future Group, today launched its new store at Diamond Plaza Mall near Nager Bazar, Jessore Road. This is the fourth store in Kolkata. Currently, HomeTown boasts of 39 stores across 20 major cities including both metros and tier II and tier III cities. This is the sixth store in the eastern region.

Spread over an area of over 9500 sq ft, HomeTown offers consumers largest choice and variety for all that they need for their homes, under one roof. The store will also provide home making and home improvement services like *Design & Build*- a service through which Home Town aims at offering its customers a never before opportunity to have their house designed & build by professional designers and architects at most affordable prices.

The look and feel of the store is casual and strikes a delicate balance between aesthetics and functionality. With categories like *Furniture, Furnishing, Home Security, Modular Kitchen, Carpentry and Hardware, Design and Build*, HomeTown offers convenient 'end-to-end solutions' for the home under one roof. The store also has various *live displays* of the living rooms, bedrooms and kitchen.

Commenting on the launch, **Mr. Mark Ladham, President, HomeTown** said, *"Kolkata is expanding at a fast rate and it is our endeavour to revolutionize the way the people of the city shop for their homes. We are delighted at the response that HomeTown has received in Kolkata and are confident that this new store will fulfil all the requirements of our customers. The store has a good mix of products for budget-buyers, aspirational buyers as well as lifestyle buyers."*

About HomeTown

HomeTown is a unique, first of its kind home improvement retail format in India, from Pantaloon Retail (I) Pvt. Ltd., a part of the Future Group. HomeTown provides consumers, all that goes into building a house and everything to make it a 'Home'. HomeTown provides consumers the largest choice and variety for all that they may need for their homes, under one roof. The Store has live displays of various rooms like living room, dining room, bedroom. It also has a vivid display of products like sofa sets, dining tables, beds, kids furniture, kitchen fittings, bathroom fittings, furnishings, mattresses, paints, tiles, electrical fittings, decor lighting, plywood, consumer durables and electronics (through eZone shop-in-shop)