

For Immediate Release

Bangalore Central Redesigned, Redefined!

India's favourite fashion departmental store gets a makeover!

Subtle design, world class aesthetic interiors and an unmatched shopping experience

Bangalore served as the first home for Central when it was launched 11 years ago. Starting the journey with the vibrant city, the fashion retail chain has brought its customers high definition fashion, world class labels and a high street experience ever since. India's favourite fashion departmental store is now all set to commence a new, exciting phase. The first Central store, Bangalore Central located on Premium Residency Road opposite Mayo Hall has been redesigned with a layout unlike any other fashion departmental store in the country. The aim is to attract the style savvy individuals from one of the trendiest cities of the country. With a change in the look and feel of the entire space, the new Central will take the customers' shopping experience to the next level.

With more space, minimalistic fixtures and an aspirational fashion boutique feel, the new Central provides hassle free shopping, right from when the customer enters the store to the billing and cash counters. The space has subtle displays that compliment the store design and aesthetics. The customer service lounge has been detailed & upgraded to serve the shoppers as per international standards.

The fresh and renewed Central will showcase a premium mix of national & international brands in various categories like Men's and Ladies Formal Wear, Casual Wear, Ethnic Wear, Cosmetics, Fragrances, Handbags, Watches, Men's and Ladies Footwear, Toys, Kids Apparel, Lingerie and more.

Central has so far housed a wide range of international labels across categories. From brands like Tommy Hilfiger, Guess, Gucci, FCUK to acclaimed designer names like Michael Kors, Giorgio Armani, Ferragamo, Calvin Klein, Diesel, Roberto Cavalli, Versace, Dolce & Gabbana, Central will continue to display all of their collections, serving as a one stop shop for the fashion conscious customer of the city.

Speaking at the launch, **Mr. Kishore Biyani, Group CEO, Future Group** said, ***"We have always believed in staying ahead of the curve and understanding our customer's needs. We would like to give them experiences that they don't even know they want yet. The launch of the redesigned Central is an example of that. The amalgamation of world class brands with***

experiential design at the store provides customers with a global experience while keeping in mind Indian sensitivities”

Vishnu Prasad, CEO, Central, said, “The first Central was launched on this very same day 11 years ago. Re-launching the new and renewed Central on the same day at the same place is our way of saying thank you to the city of fashion which gave birth to India’s favourite fashion store. With the launch today, we are starting a new journey all over once again.”

For the many fashion forward citizens of Bangalore city, the redesigned Central is sure to appeal to their changing taste and meet the need for high definition fashion, through all seasons and for all ages.

Unique offerings that will enhance customer experience:

- Assisted shopping
 - **Central buddies & ushers at entry** – Central buddies at the elevator and ushers at entry will assist customers with store navigation and ongoing offers
 - **Fashion stylists** – They will help customers with expert advice on latest fashion trends
 - **By appointment** – Customers will be able to book an appointment with fashion stylists at stores who will help them revamp their wardrobe
 - **Fashion attendants** – Store staff to double up as fashion attendants for shoppers
 - **Reserved** – Customers can now choose a product and reserve it for free up to 48 hours if they are not sure about it instantly
 - **WhatsApp shopping** – They can now send their requirements through a WhatsApp message, get options and have the chosen product delivered to their doorstep
 - **Make-up school** – Beauty expert sessions will be held for customers where celebrity look make-up tips will be shared
- Ambience and store facilities
 - **Central aroma** – A distinct Central aroma will welcome customers at each floor
 - **Mother’s room** – Convenience hub for mothers that will give them a private space for nursing and changing diapers along with added amenities like milk bottle heaters and food heaters
 - **You are special** – Various exclusive benefits will be provided to Central Privilege customers, senior citizens and pregnant women

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including mens-wear, casual wear, ethnic-wear, womens-wear, kids wear, footwear,

accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Baroda, Indore, Vizag, Patna and Surat. At present there are 32 Central stores present in 18 cities operating over 3 million squarefeet of retail space across India.

Contact Details:-

Rajesh Rana
+91 7498274972
Rajesh.rana@futuregroup.in

Mitralli Bose
+91 9987946079
Mitralli.bose@futuregroup.in