

## **Future Group launches the most comprehensive home-making store- HomeTown, in Kolkata**

Everything a home needs - now under one roof!

With over 175 fully designed and furnished rooms on display, spread over 200,000 sq. feet, with a unique design and build offering, makes this the most comprehensive home-making store ever

**Kolkata, June 19, 2009:** Home Solutions Retail (India) Ltd., a part of the Future Group, today, announced the launch of '**HomeTown**', India's most comprehensive home-making store, at **New Town, 5 minutes from Salt lake Sector-V**. Spread over an area of about 2,00,000 sq.ft., HomeTown offers consumers the maximum choice and variety of home products under one roof as well as a specialized team of experts to install them all, at their homes. In addition to retailing home improvement products, HomeTown will also provide home making and home improvement services like:

**Design & Build-** This is a unique end-to-end solution that will help customers bring their dream home to life. From creative interior designs to turnkey project execution or renovating existing house, **HT Design & Build** services will help customers all the way. Most importantly, this service is flexible, transparent and easy-on-the-pocket.

This is Future Group's 8th HomeTown, with the other 7 located in Noida, Bangalore, Hyderabad, Pune, Ahmedabad, Lucknow and Indore.

The HomeTown store is divided into three sections – exhibitions, markets and services.

**Exhibition section:** HomeTown will have over 175 live displays in the exhibitions section consisting of - 30 living room settings, 10 dining room settings, 25 kids room settings, 30 bed room settings, 50 kitchen settings and 35 bath room settings, and 3 dream home settings, offering consumers a wide variety, to choose from.

**Markets section:** will feature products like sofa sets, dining tables, beds, kids furniture, kitchen fittings, bathroom fittings, furnishings, mattresses, paints, tiles, electrical fittings, decor lighting, plywood, and consumer durables and electronics (through eZone shop-in-shop).

**Services section:** offers the unique Design & Build service that provides services from Interior designing to installation with support like - Mr. Carpenter, Mr. Plumber, Mr. Electrician, Mr. Painter, Tilewala, door delivery and installation.

### **What is new at this HomeTown?**

**Solid wood collection:** This is a collection of select hand-crafted solid wood furniture and accessories using materials like solid sheesham wood and rubber-wood and the like. The line includes sofa sets, bed-sets, dinning sets, bar units, occasional seating, stools and more. There is history, experience and love going into each of these pieces. Each piece of furniture is Kiln-dried and termite treated, so it ensures a lasting life.



This HomeTown will also have a **Food Bazaar**, which is spread across 4000 sq.ft .

**Said, Mahesh Shah, CEO, HomeTown**, “We believe HomeTown will revolutionize the way Kolkatans, and those from the neighbouring cities, shop for their homes. HomeTown’s promise to customers is a convenient shopping experience, where they can get value as well as lifestyle products, across a wide range of categories, all under one roof. The store has a good mix of products for budget-buyers, aspirational buyers and lifestyle buyers, with an underlying principle of keeping traditions alive in a contemporary world.”

He added, “HomeTown will provide consumers in Kolkata, a single point destination for all their home needs and a great mix of products with traditional as well as modern designs, suitable to varied tastes and preferences. We are confident that Kolkatans will find products, unlike what they have seen so far. Moreover, the services like **Design & Build** that HomeTown offers will surely enhance the value proposition to our customers.”

HomeTown offers customers a unique, personalized shopping experience. Every customer walking into the store is escorted around the store by informative and helpful hosts and hostesses, who guide them about their requirements. The look and feel of the store is casual and strikes a delicate balance between aesthetics and functionality. HomeTown will display products from all major manufacturers from India and abroad. Customers will be given price, service and product guarantees. If customers find any products that they have purchased, cheaper elsewhere, they will be given a gift voucher of double the difference, provided they bring an original receipt within two days of purchase of the product. HomeTown will also guarantee workmanship of the jobs that it undertakes, for one year from the time the job is completed. Every product or service provided is backed by the reliable manufacturers and service providers. In case of any manufacturing defect, consumers will get the option to exchange or refund the product.

HomeTown will also facilitate fast and easy consumer loans through *‘Future Money’*, for purchases at HomeTown.

#### **About Home Solutions Retail (I) Ltd.**

Home Solutions Retail (India) Ltd, a part of the Future Group, is India’s fastest growing retailer of electronics, consumer durables, furniture and home improvement products. Headquartered in Mumbai, Home Solutions Retail operates numerous lifestyle and value retail formats. Among its lifestyle retail formats are – eZone (high end consumer electronics specialty store), collection i (luxury furniture & furnishings) and HomeTown (one-stop Home making store). It’s value retail formats are Electronics Bazaar (value electronics), Furniture Bazaar (value furniture) and Home Bazaar (value home making). Home Solutions Retail operates 33 eZone, 13 Collection i, 7 HomeTown, 87 Electronics Bazaar, 82 Furniture Bazaar and 1 Home Bazaar outlets across over 50 cities in India.

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