

Press Release

## Big Bazaar Makes its Foray in Patna

### A Unique Shopping Concept from the Pioneers of Indian Retail

**Patna, April 14, 2011:** Big Bazaar, India's popular hypermarket retail chain from Future Group has further enhanced its reach to the customers with the launch of its first store in Bihar's capital city Patna. The new store is located at P&M Mall, Industrial Estate Campus, Patliputra Colony.

Trusted by millions of families across the country, Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. Spread over an area of 35,000 sq. ft, Big Bazaar will prove to be a one-stop destination for the citizens of Patna, catering to each and every single household needs. Customers would be offered the widest range of products from each section - Food Bazaar, Farm Fresh, Electronics, GM, Mobile, Fashion, Home Fashion and Footwear at unparalleled prices.

With the opening of this new store, Future Group now has 148 Big Bazaar's nationally.

Big Bazaar will bring convenience plus rich shopping experience for the people of Patna. Big Bazaar will provide right ambiance and platform to add to customers delight. From the moment the customers enter to the time they leave, the store is aimed at enhancing a shoppers' experience. Located in the heart of Patna, the store offers a streamlined approach, enabling greater convenience in experiencing the comprehensive range of products.

Speaking on the occasion, **Mr. Manish Agarwal, Head, East Zone, Future Group** said, *"Though known as an historical city earlier, Patna, in modern days has grown into a major business hub of India. The sustained economic growth has driven the needs and tastes of the people of this city at par with any other modern city which has encouraged us to set up our first store here. The store would give people the opportunity to shop for all their requirements, save and enjoy the experience with their entire family at the same time."*

He further added, *"We are happy to launch our first Big Bazaar store in the city and will help enriching customers shopping experience through our vast retail expertise, values and product offerings."*