

*Press Release*

## **Indian Idol 4 Contestants Rock Orchid City Centre Mall**

**Mumbai, December 24, 2008:** As a part of the ongoing 'The Great Indian Shopping Festival', Orchid City Center Mall, today, invited Indian Idol 4 contestants Mohit Lalwani, Prashanjeet Kosambi, Rajdeep Chatterjee, Sourabhee, Torsha and Bahvya to celebrate the upcoming new year with it's customers. They welcomed the upcoming new year with a cake cutting ceremony and thereafter sang popular bollywood songs, which created a lot of excitement and joy in the crowd. The entire mall seemed to have come alive with the grand celebration and customers enjoyed interacting with the talented singers. They also signed autographs and posed for pictures with eager customers.

Orchid City Centre, located at Mumbai Central, is a neighbourhood mall, which is close 5 minutes walk from Mumbai Central station and within the radius of 10-15 minutes from the upmarket localities like Kemp's corner, Peddar Road and Haji Ali. Spread over an area of 250,000 sq.ft., this 4 storied mall has over 50 stores. Some of the prominent brands in this mall are Big Bazaar, Pantaloons, Jealous 21, eZone, HomeBazaar, The Body Shop, Staples, Lilliput, Biba, Lootmart, Kiah, Spaces, Top10, etc. The mall is a perfect destination for the entire family to shop for all their needs. The food court at Orchid City Centre serves a variety of cuisine viz; Indian, Chinese, Moglai and fast food, catering to the taste buds of one and all. Q's Kitchen and Nando's are the speciality restaurants present at the mall. The mall also has a gaming zone F123 for kids to play, while their parents do the shopping. Orchid city centre also has a gymnasium – Talwalkar's Fit & Active, in addition to Star & Sitara the beauty salon.

Orchid City Centre is truly a one stop shop which caters to all the needs of an individual.

### **About Future Group**

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics.

Led by its flagship enterprise, Pantaloon Retail, the group operates over 11 million square feet of retail space in over 63 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail. The group's speciality retail formats include- books and music chain - Depot; sportswear retailer - Planet Sports; electronics retailer - eZone; home improvement chain - HomeTown; and rural retail chain - Aadhar; among others. It also operates the popular shopping portal, [www.futurebazaar.com](http://www.futurebazaar.com).

Future Capital Holdings, the group's financial arm provides investment advisory to assets worth over \$1 billion that are being invested in consumer brands and companies, real estate, hotels and logistics. It also operates a consumer finance arm with branches in 150 locations. Other group companies include, Future Generali, the group's insurance venture in partnership with Italy's Generali Group, Future Brands, a brand development and IPR company, Future Logistics, providing logistics and distribution solutions to group companies and business partners and Future Media, a retail media initiative. The group's presence in Leisure & Entertainment segment is led through, Mumbai-based listed company Galaxy Entertainment Limited. Galaxy includes leading leisure chains, Sports Bar and Bowling Co. and family entertainment centres, F123. Through its partner company, Blue Foods, the group operates around 100 restaurants and food courts through brands like Bombay Blue, Spaghetti Kitchen, Noodle Bar, The Spoon, Copper Chimney and Gelato. Future Group's joint venture partners include - US-based stationery products retailers - Staples; Middle East-based Axiom Communications and India-based Blue Foods, Liberty Shoes, Talwalkars' and Asian Electronics.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'

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