

Press Release

## Big Bazaar Makes its Foray in Amravati

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

**Amravati, July 9, 2010:** Big Bazaar, one of the largest hypermarket chains in India and part of Future Group, has further enhanced its reach to the customers with launch of its first store in Amravati, one of Maharashtra's fastest growing industrial centers. With the opening of this new store, the total count of Big Bazaar stores has reached 133 nationally. The new store is located in the heart of the city at E-Orbit Mall, Badnera Road.

Spread over an area of 29,000 sq. ft, this new store will cater to each and every single household need of the citizens of Amravati and will be the one-stop-shop destination for the people of this city. Customers would be offered the widest range of products from each section - Food Bazaar, Electronics, GM, Mobile, Fashion, Navaras, Home Fashion and Shringar at unparalleled prices.

Big Bazaar will provide right ambience 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 Amravati, the store offers a streamlined approach, enabling greater convenience in experiencing the comprehensive range of products.

Speaking on the launch, Mr. Sharad Venkta, Business Head, West Zone, said, "Though known as an historical city earlier, Amravati, in modern days has grown to be a major industrial hub. With the advent of industrialization, the needs and tastes of the people of this city is in par with any other modern city which has encouraged us to set up this store. 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. We are happy to launch our first Big Bazaar store in the city and are confident that it will fulfill all household requirements of the customers."

He further added, "Big Bazaar maintains stringent procurement norms and quality control measures to ensure quality products sold at every Big Bazaar store. We are confident of our offerings both in quality and competitive pricing, which have earned us the trust of millions of family across the country."

At any given point of time, customers will find an amazing array of products from the following categories -

**Food Bazaar** - Wide range of products which include fruits & vegetables, Live Kitchen and Bakery along with other items - personal care, home care, home needs, beauty and more.

**Fashion** - Huge options from ready-to-wear apparels right from an extensive range of T- shirts and jeans to salwar kameez dupattas to kids wear.

**Navaras** - Amazing range of BIS certified gold and diamond jewellery including bangles, rings, pendants, jewellery sets etc.

**Home** - The section consists a wide range of household items like Utensils, Plastic, Crockery, Luggage and Footwear.

**Electronics & Mobiles** - Includes LCDs from leading brands ranging between sizes - 26 to 32 inches to match your home décor and fit in your budget.

**Shringar** - Host of items such as Imitation Jewellery, Bindis, Bangles etc. to choose from.

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