

Press Release

Panasonic Presents 'eZone 007 Gizmo Week'

Kicks Off with a first ever pan India 'Gadgets n' Gizmos Fashion Show' by an electronic store

Mumbai, June 28, 2007: eZone, the electronics specialty retail format from Home Solutions Retail (I) Ltd., a part of the Future Group, today kicked off the '**Panasonic eZone 007 Gizmo Week**' with a unique fashion show, which saw stylishly dressed models displaying the latest gadgets and gizmos, available to consumers. The fashion show showcased latest laptops with face recognition technology & touch screen applications, tablets PCs, mini laptops, digicams, personal music players, cellular phones, etc. Renowned models scorched the ramp, demonstrating the usage of these gadgets and gizmos. The eZone Gizmo Week will be held across all eZone stores in the country from July 28th - August 05, 2007, across cities such - Bangalore, Hyderabad, Indore, Lucknow, Agra, Ahmedabad, Kolkata, Mumbai & Delhi.

All eZone stores will sport a futuristic look in keeping with the gizmos theme. Unique features about gadgets & gizmos will be promoted and popularized among customers, through exciting in-store activities.

Mr. Manoj Kumar, CEO, E Zone & Electronic Bazaar, Home Solutions Retail (India) Ltd., "More than ever before, gadgets and gizmos are percolating our lives. We can no longer imagine our lives without cellphones, laptops, digicams, i-pods, etc. 'eZone Gizmos Week' recognizes this trend and showcases the best of gadgets & gizmos available to consumers today, in a novel way through the first ever gizmos fashion show and educates them about their usage."

'eZone Gizmos Week' will run at all stores across the following cities - Bangalore, Hyderabad, Indore, Lucknow, Agra, Ahmedabad, Kolkata, Mumbai & Delhi.

About eZone

eZone is an electronics specialty retail format from the Future Group, offering a wide range of consumer durables & electronics goods. eZone offers personal products like computers, laptops, handy cams, MP 3 players and mobile phones; entertainment products such as Plasma / LCD, Flat TV's, Home Theatre systems, DVD players, and Stereo systems; home products such as Refrigerators, Air Conditioners, washing machines and Microwave ovens among other kitchen related appliances. eZone has 16 stand alone and 4 shop-in-shop outlets across India.

About Future Group

Future Group is the country's leading business group that caters to the entire Indian consumption space. It operates through six verticals: **Future Retail** (encompassing all lines of retail business), **Future Capital** (financial products and services), **Future Brands** (all brands owned or managed by group companies), **Future Space** (management of retail real estate), **Future Logistics** (management of supply chain and distribution) and **Future Media** (development and management of retail media spaces).

The group's flagship company, Pantaloon Retail (India) Limited operates over 5 million square feet through 400 stores in 40 cities. Some of its leading retail formats include, Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, EZone, Depot, Health & Beauty Malls and online retail format, futurebazaar.com.

Future Group companies include, Indus League Clothing, that owns and retails brands like Indigo Nation and Scullers and Galaxy Entertainment that manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the group's financial arm, focusses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels.

The group's joint venture partners include Italian insurance major, Generali, US-based stationary products retailer, Staples and UK-based Lee Cooper and India-based Talwalkar's, Blue Foods and Liberty Shoes.

Future Group's vision is to, "deliver Everything, Everywhere, Everytime to Every Indian Consumer in the most profitable manner." The group considers 'Indian-ness' as a core value and its corporate credo is - Rewrite rules, Retain values.

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