

Press Release

Future Group set to democratize digital retail with FutureBazaar.com: Re-engineered as a "deal based" digital destination

**Launches 'The Battle', a mega fortnightly digital event offering the cheapest electronic gadgets**

**Battle no. 1 – To buy the Cheapest Mobile Phones – Oct 15th – Oct 18th**

**Mumbai, September 30, 2010:** In a move that will revolutionize Digital Commerce in India, the Future Group today unveiled its aggressive plans for **FutureBazaar.com**, the digital retailing arm of the group. **Mr. Kishore Biyani**, Group Chief Executive Officer outlined the company's plans to revitalize the Digital retail space in the country with new ideas and offerings on FutureBazaar.com.

**A key aspect of this launch is the commencement of 'The Battle'**, a unique shopping initiative in the digital retail space. The Battle will have consumers vying to possess the cheapest consumer electronics with genuine manufacturer's warranty. The first 'Battle' will allow consumers to buy their favorite mobiles at the lowest prices the market has ever seen! With the festive season just around the corner, this initiative is all set to create a rage in the electronics marketplace.

A first battle to buy mobile phones will be 'fought' as follows:

- Registration phase - 1st Oct, 0001 hrs to 13th Oct, 2359 hrs - Registration to 'Beat the queue' – by getting your own 'Battle ID – a unique digital code', enabling the consumer to shop 24 hours before everybody else – A big advantage to enhance his chance of buying a mobile of his choice.
- Exclusive preview for the registered shoppers – 14th Oct - 0001 Hrs to 2359 hrs, the registered shoppers with a unique battle ID will get an exclusive opportunity to buy the Battle Mobiles before anyone else, and most importantly, before all stocks run out!
- Main Battle for all shoppers – From 15th Oct, 0001 Hrs to 2359 hrs 18th Oct, doors open for all customers to shop for the cheapest mobiles.
- Registration phase for the next battle - Battle to buy the cheapest Laptops, the same process is followed

Elaborating the group's plans, **Mr. Kishore Biyani, Group Chief Executive Officer, Future Group** stated, "With a proliferating internet and mobile market, technology forms an integral part of an urban consumer's life today, who spend 12 to 15 hours a day using Digital Devices. Through this launch from FutureBazaar.com, we aim to empower Indian males between 21-44 years to indulge in lifestyle purchases at unbeatable prices and guaranteed quality. This launch will set the stage for digital retail to contribute 10% of our overall turnover and will bring about a D-Commerce revolution within the country."

With FutureBazaar.com, consumers can now buy genuine products which will come with an original manufacturer's warranty. Purchases can be made either **Online** ([www.FutureBazaar.com](http://www.FutureBazaar.com)) and on the **Phone** (1800 200 9495) thus giving them multiple purchase modes. That's not all; in a unique move, FutureBazaar.com will offer consumers multiple payment options - Cash, Cheque, Credit Card, Debit Card, M – chek, Cash payments at all ICICI bank branches & Suvidhaa thereby giving them freedom to make the payment in the mode most preferred by them. All products are delivered to the consumer within nine working days.

The entire initiative will be launched with a unique multimedia marketing campaign comprising of Television, Print, Online, Radio, Social Media. FutureBazaar.com is also the associate TV sponsor for the Australia vs India test and ODI series starting Oct 1st.

This enigmatic evening had everyone present explore the chef in them. With the aromas and the taste of the delicious flavors of the world lingering in their mouth and some fond memories safely bound in their heart, guests left the heavenly gates of the **Foodhall** with a smile on their face and a promise to return again.