

## Get upto 51% off at Central Happiness Sale

*Starting 19<sup>th</sup> December till 31<sup>st</sup> December, this is the much awaited Sale of fashion lovers*

**National, 18<sup>th</sup> December:** Central, India's Favorite Fashion Department Store presents its much awaited happiness sale from 19<sup>th</sup> December onwards. Get ready for this Festive and New Year with Central's fashion collection from over 500 brands at prices you just cannot say no to.

Central Happiness Sale begins on the 19<sup>th</sup> December and goes on till 31<sup>st</sup> December with a special preview launch for all Central Payback and Future Pay members on the 19<sup>th</sup> and 20<sup>th</sup> December. Customers can shop for the best of fashion at discounts up to 51%. Not just discounts but Central is also giving gift vouchers worth Rs. 1000 and Rs. 2000 with a shopping of Rs. 3999 and Rs. 5999 respectively.

Central houses a wide range of brands across categories. You can choose from a premium mix of national & international brands in various categories like Men's and Ladies Formal Wear, Casual Wear, Ethnic Wear, Handbags, Men's and Ladies Footwear, Sportswear, Winter wear, Toys, Kids Apparel, Lingerie and more. This festive season and New Year, get dressed head to toe in your favorite brands at unbelievable prices.

There's more in store for all Central Shoppers with exclusive 10% cash back from Axis Bank on shopping of Rs 5000. 20% cash back from Paytm. Rs 1000 cash back for Bajaj Finserv on shopping of Rs 5000 and above, 20% instant discount for AMEX cards and 20X Reward points on Central and SBI Co-Branded card.

Still thinking what to wear for this Festive Season and New Year's party? Head to the nearest Central store now!!

### **About Central:**

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Kolkata, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Guwahati, Baroda, Indore, Vizag, Bhubaneswar, Patna and Surat. At present there are 43 Central stores present in 25 cities operating over 3 million square feet of retail space across India.

**For more information, contact:**

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