

Team - Future Group Customers: Captain - Mohammad Azharuddin Vs Team - 'Housefull': Captain - Akshay Kumar

Future Group hosts a T10 Cricket Match- a first of its kind initiative

Mumbai, May 1, 2010: It was houseful at the Venus Sports Club grounds, Goregaon West, as "Mr. Khiladi"- Akshay Kumar and his team from Housefull played a 10 over cricket match against a motley bunch of Future Group customers, led by former Indian Cricket Team Captain – Mohd. Azharuddin.

The match between the team fielded by the star cast including Director, Sajid Khan and Producer, Sajid Nadiawala of "Housefull" and Future Group customers was a first-of-its-kind event to take place in India's cricketing and retail history, taking customer-relationship to hitherto unscaled heights.

The match was organized as a part of the ongoing "The Great Indian Shopping Festival" where Future Group won the match making 135 runs while "Housefull" team managed only 95 runs. Speaking about the match, one of the Future Group customers said, "It was like a dream come true; being a part of Azhar's team. The match helped me relive my younger days. I am happy that we won."

Watched in awe by a rapturous crowd, the T-10 game offered the "Housefull" and Future Group customers a never-before opportunity to take the experience of 'The Great Indian Shopping Festival' to a new level of excitement, unheard of before.

Future Group has organized various in-store activities, events & contests for its customers as part of the ongoing "The Great Indian Shopping Festival" across India and its formats like Pantaloons, Big Bazaar, Ezone and Central & Hometown. The team represented Future Group comprised customers who won the contests organized at Future Group stores.

Said **Sandip Tarkas, President – Customer Strategy, Future Group**, "We at Future Group are constantly striving to bring in new concepts and brands for customers across India. Customer satisfaction is our sole motive. And we take every such initiative to keep our customers content and entertained. The ongoing Great Indian Shopping Festival is one of such attempt. Hosting a T10 cricket match between the icons is another unique ambitious concept and project we have plunged into. This concept will get us closer to our consumers, bringing fun and entertainment into their lives".

'The Great Indian Shopping Festival' is a jumbo combination of offers on a 1,000 brands, with lakhs of gifts and prizes worth over Rs. 15 crore to be won in fun-filled ambience. The prizes include cars, television sets, A-C's and home appliances. All Future Group retail formats are participating in the shopping festival including the flagship formats – Big Bazaar, Food Bazaar, Pantaloons, Central, HomeTown and eZone. Other formats such as – Depot, LootMart, Brand Factory, Indigo Nation, Mobile One, Staples, Etam, Lee Cooper, and Food and fun places such as Bowling Company, Sports Bar, Copper Chimney and F123 are also part of this festival.

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, Pantaloons 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), Pantaloons 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.

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; French lingerie retailer - Etam; 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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