



Press Release

Future Group launches 'The Great Indian Shopping Festival' 2010

Offers on over 1000 brands. Prizes like cars, bikes, international holidays, gift hampers to be won with loads of entertainment. India's unique shopping event bringing together the country's most popular shopping destinations

April 16, 2010: The Future Group today announced the opening of the most awaited and exciting '**The Great Indian Shopping Festival**', at all its retail stores across the country. It would be a month long festival with exciting offers, contests, prizes and entertainment for its customers across India. Each retail format of Future Group will have their own special offers and activities planned for the customers, giving them variety and entertainment.

Future Group expects over 3 crore shoppers to visit its stores across the country during the shopping festival from the *17th April to 16th May, 2010*.

Said **Kishore Biyani, Group CEO, Future Group**, "In the second edition of the Future Group Shopping Festival, the event will be bigger and better. It is a unique event in India with celebrations and offers in across the country and forms one of the most ambitious marketing and consumer initiatives of Future Group. The festival brings in fabulous offers, bumper prizes and gifts and great entertainment, to make shopping experience exciting for the entire family. During the festival our objective is to introduce consumers to all our brands and formats, in different categories, and bring in new customers into each of our formats. We believe that customer sentiment is very positive, and we expect to see a huge response to the festival."

'The Great Indian Shopping Festival' is a jumbo combination of offers on over 1000 brands, gifts and prizes. Some of the prizes that can be won include *cars, bikes, international holidays and gift hampers*. All this coupled with loads of entertainment and fun. All Future Group retail formats will participate in the shopping festival including the flagship formats – *Big Bazaar, Food Bazaar, Pantaloons, Central, HomeTown* and *eZone*; as well as other formats such as – *Brand Factory, Indigo Nation, Celio, Staples, Mother Earth, etc.* *Food and fun places such as Sports Bar, Copper Chimney and Spaghetti Kitchen* are also part of this festival.

The Future Group has always been successful in gaining the confidence and trust of the consumers and intends to continue the same. The group hopes to bring fun, excitement and joy to the customers, like always, through 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 businesses spread across the consumption space in segments like retail, financial services and logistics.

Led by its flagship enterprise, Pantaloon Retail, the group operates close to 16 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon 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 specialty retail formats include supermarket chain - Food Bazaar, sportswear retailer - Planet Sports, electronics retailer - eZone, home improvement chain - Home Town and rural retail chain Aadhaar, among others. It also operates popular shopping portal www.futurebazaar.com.

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 'Indian-ness.' The Group's corporate credo is, 'Rewrite rules, Retain values'.

For further information please contact

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