

*Press Release*

## **Future Group opens Brand Factory in Pune**

**After enjoying tremendous success in Bangalore, Hyderabad and Ahmedabad, the fourth Brand Factory has come in Pune**

**Pune, April 6, 2007:** After experiencing tremendous success with Big Bazaar, Central Malls, Pantaloon's Fresh stores, Food Bazaar, E-Zone and Collection-I across the country, Pantaloon has come up with something new. This time by launching their latest retail format that has revolutionised Value - Fashion shopping in India. '**Brand Factory**', a value retail chain offering fashion brands at factory prices in a setting that is perfect to unleash the complete potential of a brand. The Future Group intends to take this format to all metros and 'A' class towns with 10 lakh plus population.

Located in the Convent street in Pune 'Brand Factory' brings to the consumer the **Best Brands** that India and the World has to offer at **discounted prices**, without compromising on the **Shopping Experience**. The brands will be presented in a fully air-conditioned, slick environment spanning **50,000** square feet.

According to **Mr. Vishnu Prasad, CEO-Central & Brand Factory**, "Over the years, we have seen that 'Factory Outlets' have become distinct shopping destinations with distinct audiences. With fashion cycles reducing, larger quantities of stocks are reaching factory outlets. But then, what is compromised here is the brand and its image. But, the emphasis at 'Brand Factory' is to offer the customer the widest range of brands possible at absolutely great prices in an ambience that befits the brand. The Future Group clearly has the first mover advantage in this space and we plan to capitalize on this by scaling up fast across key cities."

**Mr. Rajesh Seth, Chief – Marketing, Central & Brand Factory**, said "Our idea is to raise the bar of expectation and experience when it comes to 'Brand + Bargain Shopping'. Over 70% of the people shopping at Factory outlets are under the age group of 30 years who are smart shoppers that want fashion brands at reasonable prices. With most retailers focusing either on top or the bottom of the urban pyramid, there is a huge middle that has been clearly ignored. This is the segment that we wish to tap through 'Brand Factory'"

The growth in retail scope and scale has allowed Future Group to increase focus on emerging opportunities. The 'Brand Factory' stores promises its customers that value shopping is not about seconds' experience, it's not about a garage sale environment and it's not about buying cheap. Instead, it's all about an amazing experience of '**Buying Smart**'.

The first 'Brand factory' store is located in Marathahalli, **Bangalore**, the second at Abids **Hyderabad** and the third Brand Factory was opened in **Ahmedabad** last month.

With the launch of Brand Factory in Pune, customers get the benefit of value shopping along with the true brand experience, under one roof. The stores offers a wide range of products from, men's

wear, ladies' wear, infant wear, ladies' accessories, cosmetics, footwear, sportswear, luggage, home linen and much more.

Brand Factory will host many Indian and International fashion brands including Arrow, Esprit, Bossini, Van Heusen, Louis Philippe Levis, Lee, Pepe Jeans, DockersWrangler, Lee Cooper among many others.

### **About Pantaloon Retail (India) Limited**

Pantaloon Retail (India) Limited is a leading retailer with a turnover of Rs. 2,019 crore for the financial year 2005-06. Headquartered in Mumbai, the company operates through primarily the 'Lifestyle' and 'Value' formats through multiple delivery mechanisms and lines of business — some of them being, fashion, food, general merchandise, home, leisure and entertainment, financial services, communications and wellness.

The company has about 331 stores in over 40 cities across the country, constituting 5 million square feet of retail space. The company caters to the 'Lifestyle' segment through its 31 Pantaloons Stores and 4 Central Malls, as well as its other concepts. In 'Value' retailing it is present through 51 Big Bazaar hypermarkets, 77 Food Bazaars and 5 Fashion Stations, and other delivery formats.

### **About Future Group**

Future Group is positioned to cater 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 enterprise, Pantaloon Retail, is India's leading retail company with presence in food, fashion and footwear, home solutions and consumer electronics, books and music, health, wellness and beauty, general merchandise, communication products, E-tailing and leisure and entertainment.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indianness' and its corporate credo is – Rewrite Rules, Retain Values.

### **For further information please contact**

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