

## Press Release

For Immediate Publication:

### Future Group announces India's Biggest Shopping Bonanza "The 12 Months FREE Shopping Festival"

- Shop Free for 12 months across all your favourite Future Group stores\*
  - Shopping Bonanza in more than 100 cities
- Across all stores of Big Bazaar, Food Bazaar, Central, e-zone, Home Town, Brand Factory, Food Hall, I am in, Planet Sports and Big Bazaar Direct
  - Get Cashback of upto Rs. 3,00,000

Mumbai, September 29, 2014: With the most awaited festive season of the year just round the corner, India's most popular retail chains operated by Future Group brings back the largest and the most extravagant 12 days shopping carnival 'The 12 Months FREE Shopping Festival'. Future Group's 11 major brands are coming together to give its customers free shopping experience for 12 months through a never before Cashback offer. Starting from 1<sup>st</sup> October, 2014 to 12<sup>th</sup> of October, 2014 'The 12 Months FREE Shopping Festival' will be held in more than 100 cities and across all the stores of Big Bazaar, Food Bazaar, fbb, Central, e-zone, Home Town, Big Bazaar Direct, Brand Factory, Foodhall, I am in and Planet Sports.

From daily household needs to apparels, furniture, electronics, home décor, exotic gift hampers, fitness products and more; 'The 12 Months FREE Shopping Festival' will ensure there is something for everyone in the family, to shop for and thereby enjoy incredible savings across all categories. The cumulative shopping this festive season will reap benefits like never before. Customers can avail Cashback upto Rs. 3,00,000 this festive season that can be used for shopping through the entire year.

In an innovative approach towards creating more value for customers, every customer will be given a unique shopping card that can be used at any of the retail chains. Based on the cumulative spends during the 'The 12 Months FREE Shopping Festival' the customer can avail of Cashback that can be encashed for shopping at any of the group's retail chains during the rest of the year.

Shopping Slabs for The 12 Months FREE Shopping Festival:

Total Purchase (in INR)	Free Annual Shopping (in INR)	Free Monthly Shopping (in INR)
5000	600	50
10,000	1,500	125
25,000	4,200	350
50,000	9,000	750
75,000	14,400	1,200
100,000	21,000	1,750
2,00,000	44,000	3,700
3,00,000	72,000	6,000
4,00,000	1,08,000	9,000
6,00,000	1,68,000	14,000
10,00,000	3,00,000	25,000

Special Scheme (Optional)

Total Purchase (in INR)	Duration Of Free Shopping	Total Free Shopping (in INR)	Free Monthly Shopping (in INR)
5000	3 Months	450	150
10,000	6 Months	900	150
25,000	9 Months	3,600	400

**Disclaimer:** Redemption option for 1<sup>st</sup> three slabs has to be selected before the start of redemption. For further details refer to terms & condition available at your nearest Big Bazaar.

Speaking on this initiative, Mr. Kishore Biyani, Group CEO, Future Group said, "This is the biggest ever reward program being launched for our customers. Customers can spend on all categories for every member of the family during this festive season and get free shopping benefits through the next 12 months of the year for up to Rs 300,000. We believe it is among the most powerful ideas from the group and will form a year-long relationship with customers that will be unique and valuable for everyone."

So, what are you waiting for, fill your carts to your heart's content with your favorite products and enjoy free shopping for 12 months.

### About Future Group:

Future Group operates some of India's most popular retail chains including Central, Big Bazaar, Food Bazaar, Home Town and eZone and also has allied businesses lifestyle fashion, food and FMCG, insurance, logistics infrastructure and supply chain and skill development. The group operates around 17 million square feet of retail space in over 100 cities and towns and 40 rural locations across India. The group's retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. 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'