

BE A MODERN RETAIL ENTREPRENEUR WITH BIGBAZAAR.COM

~ Future Group launches BigBazaar.com Online selling agent, a new age business model ~

~ Big Bazaar further strengthens the sellers in remote regions~

~ No need to stock & deliver products, Big Bazaar will do it for you~

Mumbai, December 2014: A digital-savvy world, which revolves around enabling convenient shopping for customers, is demanding every business to follow the trend. Future Group, a pioneer of successful retail business in India, is revolutionizing this trend by empowering the sellers across India with the launch of new age business model - **BigBazaar.com Online Selling Agent**. As a part of Omni Channel Retail Strategy, BigBazaar.com Online selling agent model is where an online selling agent can connect with its customers and sell them wide offers and products of Big Bazaar without keeping the stock.

The role of BigBazaar.com online selling agent is to be a trusted link between physical and online retail. Using advanced technology, every Big Bazaar Online Selling agent can sell anywhere, anytime. He/she will be provided with a 10 inch tablet or 21 inch touch screen slate with range of Big Bazaar products listed. Customers can browse and select the products on the tablet. After the customer selects the product, the agent will place their order. A confirmation message will be sent to the customer's mobile number after which the agent can take the payment and his/her work is done. The after sales query and delivery will be handled by Bigbazaar.com. Big Bazaar will deliver the products to the customer's doorstep. Big Bazaar's State Of The Art Distribution Centres are present across India in different locations so that the agent will not have the hassle of maintaining inventories and storing products.

BigBazaar.com Online Selling Agent has extensive benefits:

- Ease of business:

Agent takes an order on tablet → Customer makes a payment to the agent → Big Bazaar delivers products at customer's doorstep

- Stock and delivery will be responsibility of Big Bazaar
- Customized, local traffic-driving marketing campaign support from Big Bazaar
- Significant lower costs of operations with no rents, electricity and people costs

Elaborating the concept on the launch, Mr. Vivek Biyani, Director, Future Group said, *“BigBazaar.com Online selling agent will amplify every kind of seller to not only sell products in the vicinity but across regions. Every business requires its consequential footprint across varied sections. Big Bazaar - one of the largest and most established retailers in India has adopted this omni channel reach thereby providing an opportunity for aspiring entrepreneurs, home makers, shop-keepers, agents etc., to adopt this business.”*

The business model of BigBazaar.com ensures low investment and high returns. Anyone can apply to become a BigBazaar.com agent through www.bigbazaaragent.com. The agent will have to invest Rs. 1,00,000 in which Rs. 50,000 is refundable security deposit whereas the remaining Rs. 50,000 is for setup charges. The set-up charges include a tablet/slate, marketing material, training, field team support etc. The agent will earn commission on sale of every product along with additional regards and rewards programs.

Note: A detailed FAQ is attached with this release for your reference.

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 in life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 104 cities and towns across India. The group’s retail formats connect over 330 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’

BigBazaar.com Online Selling AgentFAQs

How It Works?

Step 1: Local shopkeepers, home makers, entrepreneurs and different type of service providers like insurance, real estate and all types of agents etc, become BigBazaar.com Online Selling Agent with an investment of Rs 1 lakhs

Step 2:The agent takes orders directly from his existing and new customers on his tablet

Step 3: Big Bazaar does the delivery & takes care of after-sales query

How They Benefit?

1. Agent:

- Gets commission on sale of every product
- Benefits from being associated with the Big Bazaar brand
- No need to invest in stock
- Opportunity to excel as an entrepreneur

2. Customer:

- Access to Big Bazaar's wide variety of products closeto home
- Best prices on Big Bazaar's Best Deals
- No need to have credit cards, internet access or tech-knowledge

3. Big Bazaar:

- Reaches out to new customers whom Big Bazaar stores can not physically service
- Leverages Big Bazaar's vast sourcing potential to reach out to customers