

Chennai to have its Third Big Bazaar in Royapuram

- A special dedicated section for electronics (Electronics Bazaar) and furniture (Furniture Bazaar)
- Buy any Adidas, Nike, Reebok, Lotto, Puma, Lee Cooper, ID, Red Tape, Provogue shoe's and get Flat 40% off
- Buy 1 Get 1 free on Ladies apparel range

Chennai, Sep 07, 2009: Big Bazaar, India's largest hyper market chain, part of Future Group, has further enhanced its reach to the customers with the launch of its third store, today at Chennai. Spread over 42168 sq.ft. area, the Big Bazaar store located at Cemetery Road, Royapuram, will serve as a convenient shopping destination for the people in Royapuram and North Madras. Royapuram, known for its oldest Railway station in the country, is well connected with the city through rail and road. Densely populated, Royapuram will through the launch of this Big bazaar, now have the latest variety of merchandise across categories at the best prices.

As part of the inaugural celebrations, Big Bazaar has announced many special launch offers for its customers. Haier 21" Flat TV + Passion DVD 333 Only @ 5990 , 2 Door wardrobe with Mirror and Drawer Now @ 5999, Branded 3 ltr Pressure cooker @ Rs.399, Soft Trolleys @ Rs. 399, Ponni raw rice supreme (20k) @ Rs.34.45/kg & many more exciting offers. For the added benefit of the residents of Chennai this store will also house **Star & Sitara** - a shop-in-shop for Wellness and Beauty Products.

In order to make it a destination store catering to every single household need of customers, other shops in shops that form a part of it are **Food Bazaar** (for food and groceries); **One Mobile** (for all mobile phone related needs) and **Depot** (for books, music and stationery).

Looking at the fashion needs of the city, the store also has a **Fashion@Big Bazaar** shop- in-shop, which offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants.

The store also offers, a wide collection of accessories such as sunglasses, watches and handbags; as well as general merchandise products including plastics, crockery, utensils, home care and home fashion products, footwear, toys, luggage, sports goods and gifting options.

Mr Venkateshwar Kumar, Business Head, **South Zone - Big Bazaar**, said, "Looking at the overwhelming response the other two Big Bazaar stores have received in Chennai, we decided that the time is right to bring the same shopping experience to residents of Royapuram and North Chennai. Since Chennai is expanding at a fast rate, it is our endeavour to reach out to more and more homemakers in the city, and also give them an opportunity to save maximum while they shop for their monthly requirements. We are happy to launch the third Big Bazaar store in this city and are confident that the new store will fulfil all the household requirements of customers all under one roof."

Chennai Big Bazaar has the following categories and sections devoted to specific products:

Food Bazaar: All food items, pulses, grains, fruits, vegetables

One Mobile: A mobile shop offering latest and affordable handsets

Electronics Bazaar: Complete range of branded electronic goods and appliances

Depot: Books, music and stationary

Navaras: Gold & diamond jewellery brand

Apparel For Ladies, Men, Kids for all season. Western, ethnic, casuals and formals

Appliances: All kitchen appliances like Mixer Grinder, Toaster, Microwave and Juicer

GM-Home: Entire range of kitchen needs, Utensils, Plastic-ware, Home-linen

GM-Fashion: Accessories, Luggage, Gift items and many more...

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 118 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, makes the format unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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