

'Big Bazaar Supercentre' opens in Tarnaka, Secunderabad

Secunderabad, April 15, 2009: Future Group, today announced the launch of its second '**Big Bazaar Supercentre**' in the twin cities of Hyderabad and Secunderabad. Spread across five levels, over a sprawling 66,000 sq.ft. area, the new 'Big Bazaar Supercentre' is located in **Saadath Plaza, Opposite Aradhana Theatre, New Flyover, in Tarnaka, Secunderabad**. The new Big Bazaar Supercentre will cater to all household shopping needs of consumers from Tarnaka and its neighbouring areas like Uppal, Shivam, Habsiguda, Mettiguda, Safilguda, Nacharam etc.

The new supercentre will offer great options to consumers across categories such as food and groceries (**Food Bazaar**); apparels for men, women, children and infants (**Fashion@Big Bazaar**); general merchandise (utensils, plastics, crockery and luggage); footwear; fashion accessories; books, music & stationary (**Depot**); toys; sports goods; furniture (**Furniture Bazaar**), electronics (**Electronics Bazaar**); home décor and home care products (**HomeBazaar**); and mobiles (**One Mobile**). Additionally, Big Bazaar Supercentre will have newer categories and retail formats from the Future Group such as beauty salon, wellness and beauty products (**Star & Sitara**); a multi-cuisine food court (**Chowpatty**); and a dedicated gaming zone (**F123**). Thus, the new Big Bazaar Supercentre store is a one stop shopping destination for the entire family, catering to all their shopping, leisure and entertainment needs.

Said **Sudheendra GP, Store Manager - Big Bazaar Supercentre, Tarnaka**, "We are delighted to launch Big Bazaar Supercentre in Secunderabad. Over the years, Big Bazaar has managed to truly connect with consumers in Hyderabad. The new Big Bazaar Supercentre is much bigger, better and takes care of all shopping, leisure and entertainment needs of the entire family. The Big Bazaar Supercentre promises a wonderful fun-filled experience for the entire family, as it's not just about shopping but happy memories that come with the experience. Apart from the usual attractive offers, Big Bazaar Supercentre will continuously have added attractions for consumers such as food festival, fashion fiesta, kids karnival, home mela, women's festival and much more."

He added, "We have been receiving a phenomenal response from consumers for our Big Bazaar stores and supercentre in Hyderabad. and felt that the time was now right to open up a new Supercentre for consumers in Secunderabad. We are confident that the Big Bazaar Supercentre will be a destination store for entire family."

Some of the attractive events for this weekend are:

- On April 16, 2009 there will be a Food Carnival at chowpatty where customers can enjoy unlimited buffet in Indian, Chinese and Tandoor cuisine. Special attraction would be the 5 ft. Dosa.
- Painting competition for kids on April 17, 2009 organised by Depot.
- Fashion Show on April 19, 2009 showcasing the latest collection from Fashion@Big Bazaar.

Big Bazaar is widely known for its unbelievable pricing and unmatched offers throughout the year and is a source for mega cost savings for every home. Big Bazaar is designed to cater to every single household needs for the citizens', under one roof. Trusted by millions of family across the country, Big Bazaar will bring value to customers' with its unmatched offers, discounts and unbelievable round-the-year promotions on all categories be it personal care products, garments, footwear, toys, home décor, home utilities, kitchen utilities, packed food, pulses, fruits or vegetables, groceries and many more.

With the addition of this new supercentre, Big Bazaar now has presence in 5 locations (Abids, Chikkadpally, Mansoorabad, Ameerpeth and Tarnaka) in the twin cities of Hyderabad and Secunderabad.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 112 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 very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

For further information please contact

Mr. Atul Takle

Head - Corporate Communications
Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in