



*Press Release*

## **Smart Start Launches 'Taare Zameen Par Do-it-yourself Hobby Kits' at the hands of Darsheel Safary with Big Bazaar**

**Mumbai, 9th April 2009:** Smart Start along with Big Bazaar and Depot launches '**Taare Zameen Par Do-it-yourself Hobby Kits**', stationery products at the hands of the award winning child actor **Darsheel Safary**. Taare Zameen Par Do-it-yourself (DIY) colouring kits contain hobby kits such as Painting, Puzzle Fun, Elements Art, Magazine Holder, Face Mask, Self Portrait, Greeting Card and Bear Dressing Fun. These stationery hobby kits are priced from Rs. 49-169. These will be available at all Big Bazaar and Depot outlets across the country.

**Smart Start** presents a new range of fun and educational self help stationery kits which encourages the logic and motor development skills among kids. It is a part of the merchandise initiative of the movie Taare Zameen Par.

Taare Zameen Par revolutionized the way people looked at schooling and education patterns, thus Smart Start associates itself with the bedrock idea of the film which goes in line with their core belief. The Taare Zameen Par range of products have been specially developed after consulting qualified professionals like art teachers, child psychologists, special educators and industry related professionals so as to enhance the thinking process and creativity of a child in a fun way.

The products are designed specifically to test the motor and identification skills of kids unlike the rote Indian system of education and learning. The 'Do it yourself' educational products helps enhance creativity and unconventional thinking, a must in this day and age. These products have a specific target audience from three years and above and include variable kits ranging from simple painting and craft activities to a complex self assemble kit.

"One of the most constructive ways of self-expression is 'art'. Taare Zameen Par DIY Colouring Kits will provide ready made, easy to use, eco friendly, kid safe art materials; making it easy for children to draw, paint and thus showcase their talents. We are delighted to be associated with 'Taare Zameen Par DIY Colouring Kits', being endorsed by the child star Darsheel Safary. These DIY colouring kits are an ideal way to introduce children to the world of art, making it a fun learning experience for them," said **Sadashiv Nayak, President, Big Bazaar**.

Big Bazaar organised a painting competition for kids on this occasion, wherein Darsheel interacted with the participants, judged the contest and distributed prizes to the winners. While the competition was on, the venue resembled the painting competition scene, from the movie. Darsheel also posed with customers for photographs. Three winners across two age groups 5-10 years and 11-15 years were selected and awarded prizes.

'Creativity is a type of learning process where the teacher and pupil are located in the same individual', this is the core ideology behind the conceptualization of Smart Start.

**Mr. Rajesh Mehta, Director, Smart Start Enterprise Pvt. Ltd** and **Mr. Naim Halai, Director, Sterling Impex**, joined hands in partnership, forming an amalgamation of youth, experience, dynamism and foresight to create the Smart Start brand. It is steadily becoming one of the most trusted brands for toys in India. Mr. Halai believes in encouraging the primary and parallel intuitive education skills among kids and their range of products are specially designed to fulfill this requirement.

The Smart Start Taare Zameen Par products will be available in all leading stores across India from today, 9th April, 2009.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 109 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.

### **About DePOT**

DePOT is a chain of retail stores from Pantaloons Retail (India) Limited (a part of Future Group), which sells books, music and gifts. Books available at DePOT span a diverse range of subjects including fiction, general reference, management, kids, cookery, self help etc. DePOT ensures that it stocks popular music CDs and cassettes, spanning genres including rock, pop, Hindi, Indipop, devotional and many more. A range of popular and chart buster home videos (VCD and DVD) and multimedia CD-ROMs are also available at DePOT. It also has an attractive range of gifts (candles, mugs, photo-frames, theme packs) toys and stationery (office, children's and fancy stationery). Depot stores display the products in an informal setting, focusing of affordable pricing. It aims at providing a localized, youthful, lively and interactive retail experience to it's customers.

DePOT opened its first shop-in-shop store at Big Bazaar, Fatimanagar, Pune in December 2005 and the first standalone store at Mangalore in April 2006. It is one of the fastest growing stores not only in Pantaloons Retail (I) Limited but also amongst other competitors in this segment. DePOT currently has over 121 outlets including presence in over 90 shop-in-shop outlets in the other Future Group stores such as Big Bazaar, Pantaloons, Central, HomeTown, etc and 6 stand alone stores in strategic locations.

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

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