

Shop for electronics at 'Cost Price' for 48 hours at the eZone 'Zero Margin Birth Day Celebrations'

- Stores to remain open for 48 hours non-stop
- Great offers and deals at Zero margin prices

Mumbai, June 9, 2010: eZone, the electronics specialty store, a part of the Future Group, is celebrating its birthday in a grand style with the 'Zero Margin Prices' on a wide range of electronics & brands. The celebrations will commence at the stroke of midnight on June 11, 2010 at all the eZone stores across the country and will continue until midnight of June 13, 2010. This will be the first time in the history of Indian retail that a specialty store chain will remain open for 48 hours non stop.

In cities like Bombay, Bangalore & Kolkata; eZone would offer Chartered bus services " E Zone Midnight Shopping Express" to all the customers from 11:00 pm to 7:00 am, to make their shopping more convenient. One will also get free electronics and gift hampers from ezone during this mega 48 hour celebration. Special gift vouchers are being given out at various hangout and shopping destinations like Bombay Blues, Noodle Bar, Café Coffee Day, Talwalkars, Gold's Gym, Pantaloons, Home Town, Central, etc.

Customers can also avail of these offers at Cost Price on ezoneonline.in from the comfort of their home or office. Dedicated kiosks with EZone representatives will also be seen around various Café Coffee Day outlets in cities like Mumbai, Delhi and Bangalore. Café Coffee Day customers can make their electronic purchases through this dedicated kiosk then and there on ezoneonline.in and get them delivered anywhere in the country.

Says, Nitish Tipnis- President eZone: "We wanted to do something different and unique for our customers and celebrate our birthday with them. So, we thought of this exciting concept, where one can shop at a time that is truly convenient for him/her. eZone is the first national consumer durables and electronics retail chain, to introduce this innovative concept at such a large scale for all its consumers across the country. We hope that our customers will enjoy this shopping bonanza and shop to their heart's content".

About eZone

eZone is an electronics specialty retail format from the Future Group, offering a wide range of consumer durables & electronics goods. eZone offers personal products like computers, laptops, handy cams, MP 3 players and mobile phones; entertainment products such as Plasma / LCD, Flat TV's, Home Theatre systems, DVD players, and Stereo systems; home products such as Refrigerators, Air Conditioners, washing machines and Microwave ovens among other kitchen related appliances. eZone has 36 stand alone and 22 shop-in-shop outlets across India. The store truly enables consumers to experience electronics, through three dedicated zones - Liberation Zone, Experience Zone and Home Zone, to meet the consumer durables and electronics needs of the entire family.

About eZoneonline.in

Ezoneonline.in is the largest electronic retailing portal in India and a digital extension of the Ezone retail chain. It is operated by Future Bazaar India Ltd, a group company of Future Group – India's largest retail conglomerate and owner of brands like Big Bazaar, Pantaloons & Central. It offers the widest choice in consumer durables and electronics, cameras, kitchen appliances, gizmos, gadgets, mobiles computers and accessories, with guaranteed manufacturers' warranty on all products. To reinforce its service guarantee they

offer a 7 day delivery guarantee to their customers. It delivers products all over India and is perhaps the only retailer, which has such a wide coverage, delivering to more than 1,600 plus cities and towns, while servicing over 16,000 pin codes. Some of the top selling products on the portal include - USB drives, mobiles, kitchen appliances, laptops, and digital cameras. The payment gateway is VeriSign Secured and offers a safe transaction platform to the customer.

About Future Group

Future Group, led by its founder and Group CEO, Mr Kishore Biyani, is one of India's leading business houses with businesses spread across the consumption space in segments like retail, financial services and logistics.

Led by its flagship enterprise, Pantaloons Retail, the group operates close to 17 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloons Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

The group's specialty retail formats include supermarket chain - Food Bazaar, sportswear retailer - Planet Sports, electronics retailer - eZone, home improvement chain - Home Town and rural retail chain Aadhaar, among others. It also operates popular shopping portal www.futurebazaar.com.

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 'Indian-ness.' The Group's corporate credo is, 'Rewrite rules, Retain values'.

For details, visit www.pantaloonsretail.in and www.futuregroup.in.

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