

*Press Release*

## **'Bring anything old and get anything new' at Big Bazaar's 'The Great Exchange Offer'**

*February 20 – March 21, 2010*

A month long offer for its customers across the country

Mumbai, February 21, 2010: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, today announced the launch of 'The Great Exchange Offer', a month long event, wherein, consumers can get a great value for their old junk including newspapers, clothes, footwear, plastics, electronics, furniture, etc. The offer will start on February 21 to March 21, 2010 at all the Big Bazaar stores across India.

The value will be in the form of coupons, which can then be used by customers to get extra savings of 20-25% over & above the special offers running in-store. Big Bazaar would weigh the products and value them as per the rates mentioned and then issue the Exchange Coupons of that value. i.e. If a customer brings 5 kg of Utensils, he/she gets coupons worth Rs.375 (Utensils buying price – 75/-). The customer can redeem the Rs. 375 worth of coupons on multiple occasions.

Customers can avail great shopping value by exchanging any old item in any condition and shop at Big Bazaar in return. This time exchange is applicable on entire Food category (all food products) and Electronics Category (but one has to shop 8 times the value of coupon for Food, Electronics).

This offer is valid on a wide range of products at Big Bazaar such as apparel, home fashion, utensils, plastics, crockery, luggage, toys & much more.

Big Bazaar will give customers coupons of unbelievable value, for their old scrap items.

- Old Newspapers/ magazines / books at Rs.25 per kg
- Old Clothes at Rs.200 per kg
- Old Plastics/ Utensils/ Leather goods at Rs.75 per kg
- Old Footwear/ Luggage Rs.100 per kg
- Old Pet/ Bottles/ Tins at Rs.25 per kg
- Old Tyres at Rs.50 per pc
- Get upto Rs.10,000 in exchange of old Furniture
- Get upto Rs. 5,000 in exchange of old Electronics

Big Bazaar will set up special kiosks outside the store, where a team will value the old scrap items received from customers and issue coupons on the spot. Besides this, Big Bazaar will also tie-up with Corporate Offices & various housing societies as they have lots of old products like old computers, stationery, printouts etc. that are waiting to be disposed off. Big Bazaar will send canter to the offices and the housing societies in various localities across the city, to collect junk items from the employees and the consumers and issue them coupons for the requisite value.

This offer is valid in all Big Bazaar stores across the country.

#### About Future Value Retail

Future Value Retail Limited is a wholly owned subsidiary of Pantaloon Retail (India) Limited. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, Big Bazaar and Food Bazaar. The company operates over 120 Big Bazaar stores, 170 Food Bazaar stores, among other formats, in over 70 cities across the country, covering an operational retail space of over 6 million square feet. As a focussed entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India.

#### About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 120 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.

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