



Press Release

Lara Dutta @ Home Town, Vikhroli

Joins the celebration of the ongoing Future Group "The Great Indian Shopping Festival"

Offers on over 1000 brands. Prizes like cars, bikes, international holidays, gift hampers to be won at India's unique shopping event

Mumbai, April 25, 2010: Today, Lara Dutta visited HomeTown, a part of Future Group, to celebrate the ongoing Future Group's "The Great Indian Shopping Festival" and at the same time to promote her forthcoming movie "**Housefull**". Lara was thrilled to see the warm response of her fans and promised everyone the movie would be one of her best.

As she spoke about her role in the movie, she also shared her excitement over the "The Great Indian Shopping Festival". Touring the entire Home Town store, Lara was thrilled to see the large and varied collection of Home Decor items and shared her enthusiasm over shopping.

'The Great Indian Shopping Festival' would be a month-long affair with exciting offers, contests, prizes and entertainment for its customers across India. Each retail format of Future Group will have its own special offers and activities for customers.

Future Group expects over 3 crore shoppers to visit its stores across the country during the shopping festival to be held from the April 17 to May 16, 2010.

'The Great Indian Shopping Festival' is a jumbo combination of offers on over 1000 brands, gifts and prizes. Some of the prizes that can be won include cars, bikes, international holidays and gift hampers. All Future Group retail formats will participate in the shopping festival, including the flagship formats – Big Bazaar, Food Bazaar, Pantaloons, Central, HomeTown and eZone.

Other formats such as Brand Factory, Indigo Nation, Celio, Staples and Mother Earth are also throwing in their lot behind the festival in a big way. Food and fun places such as Sports Bar, Copper Chimney and Spaghetti Kitchen are also part of this festival.

Future Group has always been successful in gaining the confidence and trust of the consumers and intends to continue doing the same. The group hopes to bring fun, excitement and joy to the customers, like always, through this festival.

Future Group also thanks Lara for being a part of the celebration and wishes her movie 'Housefull' a grand opening and continued success.



About HomeTown

HomeTown is a unique, first of its kind home improvement retail format in India, from Home Solutions Retail (I) Pvt. Ltd., a part of the Future Group. HomeTown provides consumers, all that goes into building a house and everything to make it a 'Home'. HomeTown provides consumers the largest choice and variety for all that they may need for their homes, under one roof. The Store is divided into three sections – exhibitions, markets and services. Exhibitions section features live displays of various rooms such as living room, dining room, bedroom, kids' room, kitchen & bathroom. Markets section features products like sofa sets, dining tables, beds, kids furniture, kitchen fittings, bathroom fittings, furnishings, mattresses, paints, tiles, electrical fittings, decor lighting, plywood, consumer durables and electronics (through eZone shop-in-shop), books & music (through Depot shop-in-shop), etc. The services section will offer service options such as - Mr. Carpenter, Mr. Plumber, Mr. Electrician, Mr. Painter, Tilewala, Design and Build, door delivery and installation.

About Future Group

Future Group is one of the country's leading business groups present in retail, asset management, consumer finance, insurance, retail media, retail spaces and logistics. The group's flagship company, Pantaloon Retail (India) Limited operates over 7 million square feet through 500 stores in over 50 cities. Some of its leading retail formats include, Pantaloons, Big Bazaar, Central, Food Bazaar, etc.

Future Group companies includes, Future Capital Holdings, Future Generally India, Indus League Clothing and Galaxy Entertainment that manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels. The group's joint venture partners include Italian insurance major, Generally, French retailer ETAM group, US-based stationary products retailer Staples Inc, UK-based Lee Cooper and India-based Talwalkar's, Blue Foods and Liberty Shoes.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." The group considers 'Indian-ness' as a core value and its corporate credo is - Rewrite rules, Retain values.

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