

## **Future Group redefines the shopping experience in Pune ~ Opens Fourth Central store in the city~**

**Pune, May 18<sup>th</sup>, 2012:** Central, the leading lifestyle format from Future Group, today announced the launch of its fourth store in Pune at Karvey Road. Spread across 150,000 sq ft this store with its new exclusive sections and offerings guarantees an unparalleled shopping experience. With 21 existing stores in 13 cities, Central has successfully revolutionized the way people shop.

With over 1000 brands, Pune Central at Karvey Road offers customer's unimaginable choices across a vast array of categories. Central has created a unique shopping environment with 8 distinct zones, each with a distinct identity. Watch and jewelry galleries, Shoe and handbag boutiques, retro ethnic zone, Jeans garage, Kid's zone, Beauty buffet, Ladies wardrobe, Men's wardrobe and a separate section offering good price points in footwear & hand bags, this store has it all. These distinct zones boast of products of –reputed brands *like Tommy Hilfiger, Fast Track, Holii, Baggit, Catwalk, Biba, Neerus, Pepe, Levi's, Wrangler, Barbie, Gini& Jony, Maybelline, Lakme, Arrow, Scullers, Van Heusen, Louis Phillipe* to name a few. It also has a dedicated space of 12000 sqft for home fashion, bed linen, cutlery, appliances and more.

This new Central in Pune has introduced three new sections **The Baby's world, OMG and Top Buys**. The Baby's World is a one stop destination for every babies needs. To buy a gift for a loved one, one can head straight to the OMG section which offers quirky gifting items and accessories. Top Buys highlights the best deals for various products available at the store. With a host of exclusive offerings, coupled with exceptional customer service Central promises to offer a seamless shopping experience to one and all. Walking into Central will be a dream come true for anyone as it has something to suit everyone's tastes and needs. Positioned at

reiterating and strengthening its partnership with customers, Central also offers exceptional loyalty programmes like Payback and T24

**Mr. Vishnu Prasad, Chief Executive Officer, Central & Brand Factory said,** “We are glad to launch our 4th Central store in the city. Pune as a market has been very good for us with remarkable response from our customers. We have added 3 more sections to the new store and we are confident that we will continue to cater to the lifestyle needs of the brand-conscious consumers in Pune,”

With world-class ambience, service and a continuous calendar of events for customers Pune Central at Karvey road will offer an exciting and a brand new shopping experience.

#### **About Central:**

Central was launched in May 2004 in Bangalore as the biggest lifestyle retail brand from Future Group aimed at catering to the lifestyle needs of the burgeoning urban aspirational shoppers. Today, Central is the most popular fashion destination in the country offering the latest in fashion across all categories. Offering discerning shoppers options of choosing from over 1000 national and international brands across categories including apparel, cosmetics, fragrances, eyewear, watches, hand bags, accessories and much more for the entire family. There are currently 23 Centrals at present viz. Bangalore (4), Hyderabad, Vishakapatnam, Vadodara, Mumbai (4)- Sobo, Vashi, Goregaon and Thane, Pune (4), Ahmedabad, Indore, Jaipur, Raipur, Surat, Nashik and Gurgaon.

Keeping in line with the tag line- **brand.new**, Central offers over 1000 fashionable brands to customer’s country wide. Central strives to offer the most pleasurable and convenient shopping experience by offering enhanced service standards across stores. Brands available at Central include Arrow, Van Heusen, Louis Philippe, Reid & Taylor, V dot, Provogue, Remanika, 109F, Levi’s, Pepe Jeans, Lee, Wrangler, Global Desi, Neerus, Biba ,Diesel, DKNY, Fossil, Seiko, Casio, Emporio Armani, Asmi, Cygnus, Nakshatra, Sangini, Rawhide, Catwalk, Clarks, Tresmode, Buckaroo, Red Tape, Woodland, Hidesign, Holii, Baggit, Labelle, Fastrack, Lakme, Revlon, Maybelline, Chambor, Streetwear, Maxfactor, Davidoff, CK, Hugo Boss, Dunhill, Escada, YSL, Versace and many more.

#### **About Future Group**

Future Group operates some of India’s most popular retail chains including Pantaloons, Central, Big Bazaar, Food Bazaar, Home Town and eZone and also has allied businesses in consumer finance, life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group’s retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. 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 ‘Indianness.’ The group’s corporate credo is, ‘Rewrite rules, Retain values