

## Depot Hosts 'Mi Shivajiraje Bhosale Boltoy' stars at College Road Big Bazaar

**Nashik, March 28, 2009:** Depot, the 'books, music and gifts' store, a part of the Future Group, in association with Everest, hosted the team of the much awaited Marathi Film '**Mi Shivajiraje Bhosale Boltoy**'. Award winning actor, director and producer Mahesh Manjrekar and the Marathi superstar Sachin Khedekar visited Big Bazaar College Road and Big Bazaar Urban Space, Nashik. They conducted an exciting contest, whereby they asked trivia about 'Shivaji Maharaj', to customers present at the store and gave away gift hampers to the winners. They also interacted with customers and signed autographs for them.

Speaking about the film, the popular actor, director and producer, **Mahesh Manjrekar**, said "Making of 'Mi Shivajiraje Bhosale Boltoy' was a unique experience. The film portrays the life of a middle-class Marathi man, hence 'connects with the audience' and leaves behind an inspirational message for the viewer. The protagonist in the film undergoes a significant change, which is brought about by 'Shivaji Maharaj' and his inspirational talk, a character I have enjoyed playing."

"The Marathi film industry is on a roll and is matching the world cinema in terms of technology, characterization and every other aspect of film making. 'Mi Shivajiraje Bhosale Boltoy' is definitely a world-class movie. I would like to thank Depot for hosting us today and enabling this direct interaction with our fans", he added.

"Although this is a Marathi film about a Marathi person, it is also about the transformation of an ordinary many - Dinkarrao, into an extraordinary role model. The storyline and the characterization will definitely strike a chord with all communities, enabling the film to connect with viewers beyond the Maharashtra audience", said **Sachin Khedekar, Marathi star**.

"We are very happy to have the stars of 'Mi Shivajiraje Bhosale Boltoy' at our store. This movie is all set to take Marathi films to newer heights. It is our endeavour to render the best of work to our customers and provide them with the latest. Depot has successfully been able to bring to its customers, both new talent as well as the works of successful, renowned artists in numerous languages and thereby connect with its customers", said **Darshana Shah, Senior Manager, Marketing**.

The MP3 costs Rs.35 and Audio CD costs Rs.160 and will be available at Big Bazaar / Depot stores across the country.

### 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.

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