

Big Bazaar launches its first store in Tinsukhia

- Largest hypermarket store in Tinsukhia
- Over 1,60,000 products for sale
- Now shop for all your household needs under one roof
- Round the year discount and special offers

Tinsukhia, January 18, 2009: Big Bazaar, India's largest hyper market chain, part of the Future Group, today announced the launch of its store in Tinsukhia, the business capital of Assam. Spread over 25,000 sq.ft., the Big Bazaar store located at Rangagora Road, Near Apollo Clinic, will serve as a convenient shopping destination for residents of Tinsukhia and its neighbouring areas. With the launch of the Tinsukhia store, Big Bazaar now has 105 stores across India.

Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. With over 1.6 lakh products under various categories, the new Big Bazaar will be a destination store catering to every single household need of the entire family, under one roof. The store offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants; a wide collection of accessories such as sunglasses, watches and handbags and general merchandise products (including plastics, crockery, utensils, home care and home fashion products, utensils, footwear, toys, plastics, stationary, luggage, sports goods, and gifting options). Additionally, food and groceries (Food Bazaar); electronics (Electronics Bazaar); mobiles (Mobile One); books and music, beauty and wellness products will also be available at Big Bazaar.

Says, Mr. **Sandeep Marwaha, Head Operations - East Zone, Pantaloon Retail (I) Ltd.**, "Big Bazaar will bring convenience plus rich shopping experience for the people of Tinsukhia. We are a consumer-driven company, which ensures that all our Big Bazaar stores fulfil the needs of the entire household under one roof. This is our second store in Assam and we plan to create a significant presence across the state. The great offerings that we provide to our customers both in terms of quality and competitive pricing, have helped us earn the trust of millions of families across the country. We are delighted to add Tinsukhia to the Big Bazaar family."

Following are the categories/section devoted to specific products/requirements at the Tinsukhia Big Bazaar:

Food Bazaar: All food items, pulses, grains, fruits, vegetables

Apparel : For Ladies, Men's, Kids for all season. Western, ethnic, casuals & formals

Appliances: All kitchen appliances like Mixer Grander, Toaster, Microwave, Juicer.

GM-Home: Entire range of kitchen need, Utensils, Plastic-wear, Home-linen

GM-Fashion: Accessories, Luggage, Gift items and many more...

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 104 stores the country. With its motto of "*Is se sasta aur accha kahin nahir*", 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, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

About The Future Group

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics.

Led by its flagship enterprise, Pantaloon Retail, the group operates over 11 million square feet of retail space in over 63 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon 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 speciality retail formats include- books and music chain - Depot; sportswear retailer - Planet Sports; electronics retailer - eZone; home improvement chain - HomeTown; and rural retail chain - Aadhar; among others. It also operates the popular shopping portal, www.futurebazaar.com.

Future Capital Holdings, the group's financial arm provides investment advisory to assets worth over \$1 billion that are being invested in consumer brands and companies, real estate, hotels and logistics. It also operates a consumer finance arm with branches in 150 locations. Other group companies include, Future Generali, the group's insurance venture in partnership with Italy's Generali Group, Future Brands, a brand development and IPR company, Future Logistics, providing logistics and distribution solutions to group companies and business partners and Future Media, a retail media initiative. The group's presence in Leisure & Entertainment segment is led through, Mumbai-based listed company Galaxy Entertainment Limited. Galaxy includes leading leisure chains, Sports Bar and Bowling Co. and family entertainment centres, F123. Through its partner company, Blue Foods, the group operates around 100 restaurants and food courts through brands like Bombay Blue, Spaghetti Kitchen, Noodle Bar, The Spoon, Copper Chimney and Gelato. Future Group's joint venture partners include - US-based stationery products retailers - Staples; Middle East-based Axiom Communications and India-based Blue Foods, Liberty Shoes, Talwalkars' and Asian Electronics.

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.'

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