



Press Release

For Immediate Publication:

Easyday launches 10th store in Kolkata

~A Unique Shopping Concept from the Pioneers of Indian Retail~

Kolkata, 1st June, 2018: Easyday, the small format retail format of Future Group opened its 10th store in Kolkata today. Located at Woodburn Street in Bhowanipore, the store is spread across ...Sq.ft. The store was inaugurated today by popular actress and former Miss Kolkata Rachana Banerjee.

Located in one of the most high street areas of Kolkata, this store promises to be the one-stop neighbourhood store. The new Easyday store has a huge array of everyday essentials from food & grocery, fresh fruits & vegetables, and household items. One can get their daily-need groceries like staples, processed foods, bakery and diary products, meat and poultry, and fresh produce at the new store.

Easyday is a reimagined neighbourhood food and grocery store that is driven by local communities and serves a modern, personal and Indian shopping experience to its customers. The exclusive membership program Easyday Club serves its members with the best-in class products, a pleasant shopping experience and unmatched offers across the best brands.

As part of its loyalty program Easyday Club, shoppers can get exclusive benefits such as Free Home Delivery, WhatsApp shopping, Personal ordering of their

favourite products, Best in class shopping experience and 10% off on all their favourite brands.

About Easyday

Easyday is a convenient neighborhood store that offers refreshing shopping experience to its customers to shop their daily household essentials. It is designed on a simple principle, of being a “Pados ki Dukaan”, that understands shoppers and their needs. Not only it ensure good shopping experience but also helps customers save money while they shop. Store size ranges from 2,500 sqft to 5,000 sq ft. and offers thousands of products that include groceries, personal care, household essentials, toiletries and more. The neatly organized product shelves, hygienic ambience, transparent pricing, well-appointed staff and quick billing makes everyday shopping experience a lot more fun and interesting.

Easyday became part of Future Group portfolio after the strategic partnership that took place between Future Group and Bharti Retail in May 2015..

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