



KIDZANIA MUMBAI ANNOUNCES BRAND PARTNERSHIP WITH FUTURE GROUP

KidZania Mumbai ties-up with Big Bazaar for Supermarket and Central for the Department Store to provide a real-life retail experience for kids

Mumbai, India, January, 2013: KidZania, the world's fastest growing edutainment brand, today announced its partnership with brands - Big Bazaar and Central of Future Group, one of India's retail giants to provide a unique and educational retail experience for kids. Soon after closing the bank establishment with YES Bank, KidZania Mumbai joined hands with Future Group to provide an authentic shopping and learning experience for children.

In the KidZania Supermarket and Department Store establishments, kids can don various hats such as that of a customer, a floor manager or cashier and redefine the way of shopping at a retail outlet. Kids can have fun throughout the experience depicting these roles in an authentically operated environment. They can earn money as employees or can shop in the store and pay for the experience. Even if no purchase is made, kids will be encouraged to come in and enjoy browsing. An educational aspect of the shopping experience is gaining an awareness of the relationship between earning and purchasing.

The retail establishments will augment their knowledge and help them comprehend various aspects such as weights, measures, colours and shapes while truly stimulating their power of thinking. At both these establishments kids learn the nuances of typical transactions, operational procedures, inventory control and security measures; dealing with customers, managing a floor and that of being a cashier. All these activities enhance a child's social development; motor skills, coordination sense and an educational experience through participation in an exercise of trust, respect, tolerance and empathy towards people with different capacities.

Expressing his views on this association, **Mr. Sanjeev Kumar, Director and CEO, KidZania India** said, *"We are delighted to associate with Future Group brands in implementing and setting up the Supermarket and Department Store establishment at KidZania Mumbai. It is our constant endeavor to enrich the KidZania experience, making it authentic, immersive and rewarding for kids through differentiating platforms where they will discover real-life skills."*

Speaking on their partnership, **Kishore Biyani, Founder and Group CEO, Future Group**, said, *"Children and young adults are our existing and future customers and we are excited to partner with KidZania on such a unique concept built around education and entertainment for children. Our partnership with KidZania helps provide us with an innovative platform to engage with kids and young adults and take them through the experiences of choice, brands and value-added consumption that modern retail provides."*



Bollywood superstar and popular icon amongst children, Shah Rukh Khan is instrumental in bringing the brand to India. The first center of KidZania in India is slated to open the second quarter of 2013 at R City Mall, Mumbai. The family entertainment indoor theme park is spread across 75,000 square feet, and will have buildings, paved streets, vehicles and recognizable destinations, offering kids more than 75 role-playing options in its 60 establishments. Following the KidZania Mumbai launch will be KidZania centers in the National Capital Region and Bengaluru. Till date, KidZania has a footprint in 8 countries worldwide across 11 centers, with 12 more centers under development and to be launched during the next 3 years.

ABOUT KIDZANIA

KidZania is one of the fastest growing kid's interactive entertainment brands in the world. It is an interactive kids' city combining inspiration, fun and learning through realistic role play for children 4-14. Kids independently explore a safe and contained 75,000 square foot kid-sized city with nearly 100 exciting careers that they can try out as they learn about the inner-workings of a city and the concept of managing money. Each ultra-realistic experience is designed to empower kids, giving them the confidence to be their best selves, and inspiration to be great global citizens. With 11 centers in 8 countries and rapidly growing globally, KidZania is one of the most inventive kid's edutainment concepts in the world.

For more information about KidZania

Join us on the web: <http://mumbai.kidzania.com/en>

Facebook: <http://www.facebook.com/KidZaniaMumbai>

OVERVIEW - KIDZANIA

Opened: 1999

Headquarters: Mexico City, Mexico

Founder: Xavier López Ancona

Visitors: More than 20 million global visitors since opening in 1999, with 500,000 to 1 million visitors annually at each center.

Global Footprint: There are currently 11 KidZania centers located in 8 global markets with plans to add an additional 13 facilities over the next few years.



Global Corporate Sponsors: Hundreds of brands authenticate the content at KidZania, including, Air Asia, Coca-Cola, Domino's, Fuji Film, Gillette, Honda, HP, Johnson & Johnson, Pepsodent, Dettol, BASF, Lifebuoy, Britannia, Oreo, Swatch, McDonald's, Mitsubishi, Nestlé, Nike, HSBC, Sony, Wal-Mart. *(Note: These are global partners and not necessarily partners in India. Partners vary by facility).*

Employees: More than 4,000 associates worldwide

Open Facilities: Mexico City - Santa Fe, Mexico (1999), Monterrey, Mexico (2006), Tokyo, Japan (2006), Jakarta, Indonesia (2007), Koshien, Japan (2009), Lisbon, Portugal (2009), Dubai, United Arab Emirates (2010), Seoul, South Korea (2010), Kuala Lumpur, Malaysia (2012), Mexico City - Cuicuilco, Mexico (2012), Santiago, Chile (2012)

In Development: Bangkok, Thailand (2013), Kuwait City, Kuwait (2013), Jeddah, Saudi Arabia (2013), Cairo, Egypt (2013), São Paulo, Brazil (2013), Mumbai, India (2013), Istanbul, Turkey (2013), London, England (2014), United States (2014), Singapore, Singapore (2014), Moscow, Russia (2014), Manila, Philippines (2014), Doha, Qatar (2015)