

HomeTown forays into Kochi

~India's most comprehensive one stop home making destination opens its first store at Gold Souk Grand, Kochi with unbelievable inaugural offers~

Kochi, August 17, 2012: HomeTown, India's unique, first of its kind home making and home improvement store, a part of Future Group, today launched its first store in Kochi at Gold Souk Grand. This is the 12th store in the south zone. With the launch of this store, HomeTown also kick starts its 'Believe it or not promotion', an incredible inaugural sale with a wide range of combo offers and flat discounts which promises to make your home beautiful this Onam. Currently, HomeTown boasts of 40 stores across 20 major cities including both metros and tier II and tier III cities.

Spread over an area of about 12400 sq.ft, HomeTown offers consumers largest choice and variety for all that they need for their homes, under one roof. The store will also provide home making and home improvement services like **Design & Build**- a service through which Home Town aims at offering its customers a never before opportunity to have their house interiors designed & built by professional designers and architects at most affordable prices.

The look and feel of the store is casual and strikes a delicate balance between aesthetics and functionality. With over 15 categories like *Furniture, Home fashion, Kitchens, Bathrooms, Home Security, Kids Bedrooms* to name a few, HomeTown offers convenient 'end-to-end solutions' for the home under one roof. The store also has various *live displays* of the living room, bedroom, kitchen and bathroom to give you ideas for your home.

Commenting on the launch, **Mr. Mark Ladham, President, HomeTown** said, *"We believe HomeTown will revolutionize the way the people of Kochi shop for their homes. The store has a good mix of products for budget-buyers, aspirational buyers as well as lifestyle buyers. HomeTown will provide consumers in Kochi, a single point destination for all their home needs and a great mix of products with traditional as well as modern designs, suitable to varied tastes and preferences. . Moreover, the services like Design & Build that HomeTown offers will surely enhance the value proposition to our customers."*

About HomeTown

HomeTown is a unique, first of its kind home improvement retail format in India, from Home Solutions Retail (I) Pvt. Ltd., a part of the Future Group. HomeTown provides consumers, all that goes into building a house and everything to make it a 'Home'. HomeTown provides consumers the largest choice and variety for all that they may need for their homes, under one roof. The Store has live displays of various rooms like living room, dining room, bedroom. It also has a vivid display of products like sofa sets, dining tables, beds, kids furniture, kitchen fittings, bathroom fittings, furnishings, mattresses, paints, tiles, electrical fittings, decor lighting, plywood, consumer durables and electronics (through eZone shop-in-shop)