

Press Release

Future Group Introduces First 'Family Center' in AP

A Unique Community Focused Initiative located in the Heart of Hyderabad

Hyderabad, December 15, 2010: In a strategic move to reach out to the various communities within a city, India's leading retailer Future Group, today announced a completely new concept for its hypermarket chain called '**Big Bazaar Family Centre**'. The new Big Bazaar Family Centre is an extension of the traditional Big Bazaar with a unique community oriented focus – catering to a wide array of products/ merchandise and offering a slew of 'First Time' services.

The first of its kind **Big Bazaar Family Centre** was introduced to the citizens of Hyderabad today. Located at Old Maheshwari Parmeshwari Cinema Complex, Kachiguda, the 1,40,000 (One Lakh Fourty Thousand) sq.ft., **Big Bazaar Family Centre** is designed and customized meticulously in such a way that it will offer everything that a particular neighborhood community prefers and wants, under one roof – be it products or services which are of daily essentials to a very seasonal specific and regional in taste.

The launch of first Big Bazaar Family Centre at Maheshwari also marks the addition of two more Big Bazaar Family Centre for Hyderabad city. The traditional Big Bazaar stores presently at Ameerpet and Tarnaka will now be transformed and known as Big Bazaar Family Centre with its own unique product and services offerings as per its catchment area.

Speaking at the occasion, **Mr. Sadashiv Nayak, Joint CEO (East & South), Future Value Retail** said, "This is the first ever community inclusive initiative by any retailer. Big Bazaar is providing a unique concept of customizing offerings according to the needs of the people living in and around the catchment area. Community based initiatives will be a regular part of the Family Centre culture and will help in contributing to the local communities.

"Encompassing the various needs of the consumer, we have brought in many home-grown companies right from Mamtha Sales Agencies to Hyderabad House, Kalamandir, Burkha Bazaar, Andhra Pradesh Handicraft and much more into Big Bazaar. The merchandise mix in the store reflects this and we believe that the store will emerge as a favourite destination among the people of Hyderabad", added **Mr Nayak**.

Every Big Bazaar Family Center aims to build and nurture relationships with customers of multiple communities within its neighborhood catchment area; from offering endless varieties of food items to cater to the taste buds, to products and merchandise which are not of mass appeal in nature but are an essential needs of only a particular community, to wide array of services ... thus becoming the preferred shopping destination for the entire family.

With such unique offerings, the new Big Bazaar Family Centre intends to be a modern town centre within the city to be able to celebrate the culture and ethos of its catchment community.