

Press Release

Future Group Introduces First 'Family Center' in North

A Unique Community Focused Initiative located in the Heart of South Delhi

New Delhi, March 4, 2011: In a move to reach out to the various communities within a city, India's leading retailer Future Group today announced a unique concept called '**Big Bazaar Family Centre**'. The new **Big Bazaar Family Centre** will cater to a wide array of products and merchandise according to the community mix in the catchment.

The first of its kind **Big Bazaar Family Centre** was introduced to the citizens of Delhi today. Located at Ambience Mall, Vasant Kunj, the 1,20,000 (One Lakh Twenty Thousand) sq.ft., **Big Bazaar Family Centre** is designed and customized meticulously to offer everything that a particular neighborhood community prefers and wants, under one roof – be it products or services which are of daily essentials to season and regional taste specific mix.

The Family Centre will have the largest regional, national and international product mix and assortments ranging from 75 varieties of Rice, largest range of exotic Fruits and Vegetables, over 50 varieties of Indian and international bakery products, regional and international range of Spices, 150 assortments of Organic products, Dairy Products, International Food, Live Kitchen, Fashion and Home Needs.

Speaking at the launch, **Mr. Sanjeev Agrawal, Joint CEO, Big Bazaar** said, "The Big Bazaar Family Centre concept is the first ever community inclusive initiative by a retailer with a focus on the largest ever product assortments. Big Bazaar is providing a unique concept of customize offerings catering to the taste of different communities. The merchandise mix in the store reflects this and we believe that the store will emerge as a favourite destination among the people of Delhi.

The **Big Bazaar Family Center** aims to build and nurture relationships with customers of multiple communities; 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** indents to be a modern town centre within the city to be able to celebrate the culture and ethos of its catchment community.

About Future Group

Future Group is among India's leading business houses with multiple businesses spanning across the consumption space. The group operates some of India's leading retail chains like Pantaloons, Big Bazaar, Food Bazaar, Central, Home Town and eZone and also has allied businesses in consumer finance, life and non-life insurance, logistics infrastructure and supply chain and brand and IPR development. The group operates around 15 million square feet of retail space in over 80 cities and towns and 60 rural locations across India. The group's retail formats connect over 220 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. 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.'

For Media queries, please contact:

Leeladhar Singh
Future Group
Mob.: +91 9323913947