

EasydayClub brings a new way of shopping to Ranchi with three new stores

The membership-based neighborhood stores will provide value offers, cash back offers and many other benefits

WhatsApp shopping, best-in-class shopping experience

Ranchi, 19th February, 2019: Easyday Club, the small format retail business of Future Group, comes to Ranchi with the launch of three stores. These stores are located in Doranda, Antu Chowk and Damayankita. Easyday Club is a membership driven retail experience that promises a new way of shopping for customers who seek value and convenience in their daily shopping.

The new Easyday Club stores have 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 dairy products.

Mr. Dhananjay Sengupta, CEO, Small Formats – Future Retail Ltd., commented on the entry of Easyday Club in Ranchi, saying “At Easyday Club, we believe in creating new and better shopping experiences for our customers. The club is purely a community driven store in every neighborhood, where we will reward all our members on a regular basis through value deals, cashback offers and many benefits. We are working on adding technology layer to our services to provide whatever our customer desires, whenever the customer needs and to wherever the customer resides.”

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. Through this exclusive membership program, Easyday Club serves its members by constantly renewing its shopping experience with unmatched offers that are customized to cater local communities.

As part of its loyalty program Easyday Club, shoppers can get exclusive benefits such as free home delivery, WhatsApp shopping, best-in-class shopping experience and 10% additional discount on all their favourite brands. Easyday Club extends cost benefits across all the other Future Retail formats like Big Bazaar, Food Bazaar, Central, Ezone and HomeTown.

Customers can become a member on [easyday.in](https://www.easyday.in) and find a nearby Easyday Club by visiting <https://www.easyday.in/club-locator/>. Making it easy and extremely accessible for all its

customers, registered members can simply login on Easyday Club and shop using WhatsApp anytime, anywhere.

Customers can get an annual membership for their nearby Easyday Club with a registration fee of just Rs.999 & get, minimum 10% discount every time they shop, Rs.500 cash in Future Pay Wallet, a complimentary welcome gift worth Rs.500, Free Home Delivery, up to 10% off across Future Group stores like Big Bazaar, Brand Factory, Central; all this summing up to savings of minimum Rs.5,000++ for the year.

About Easyday Club:

As a part of the evolution of Retail 3.0, Easyday incorporates the New Retail experience which will combine your physical world with a supreme digital experience enabling you to shop with no bounds.

Easyday Club is a reimagined neighborhood food and grocery store that is driven by local communities and serves a modern, personal and Indian shopping experience to its members. For the local community of loyal members, it is your NayeAndaaz Wale ApnePados Ki Dukaan.

With more than 1000 stores spread across the country, Easyday Club along with Nilgiri's, Heritage Freshand FoodWorld is well on its way to reach customers in every locality. The exclusive membership program of Easyday Club serves its members with the best-in-class products, a pleasant shopping experience and unmatched offers across the best brands.