

## Easyday Club launches in Ahmedabad with four new stores

Become a member and get minimum 10% discount every time you shop all year round  
Enjoy Free home delivery, WhatsApp shopping, cash back offers, and many other benefits

**Ahmedabad, 30<sup>th</sup> April 2019:** Easyday Club, the membership-based food and grocery neighborhood store by Future Group enters Ahmedabad with four new stores. The stores are located at Ghodasar, Chandkheda, Nikol and Vastral in Ahmedabad. Easyday Club are neighborhood stores that run on a unique membership format that promises lowest prices in the city at great convenience and exclusive offers to its members throughout the year.

Easyday Club stores have a wide range of everyday essentials from staples, processed food, fresh fruits and vegetables, milk and dairy products, home care, personal care at the lowest prices for its members. Members can save thousands of rupees in daily shopping and enjoy attractive cashback offers, combo offers aimed to surprise and delight.

Speaking about launching four stores in Ahmedabad, **Dhananjay Sengupta, CEO-Small Formats, Future Retail Ltd.** says, "Members are at the heart of Easyday Club. We provide the best products at the best prices and make it convenient for our members to shop with us. Easyday Club are convenient stores that are created to meet the specific needs of the community in the specific area. Each store will serve customers within the vicinity with products and offers that add convenience and at the same time reduce their *mahine ka kharch*. We invite the people of Ahmedabad to experience shopping at their *naye andaaz wale apne pados ki dukaan*."

Customers can become a member by logging on [www.easyday.in](http://www.easyday.in) and find a nearby Easyday Club. Easyday Club makes it easy and extremely accessible for all its registered members who can simply login on Easyday Club and shop using Whatsapp anytime, anywhere. Customers can get an annual membership to their nearby Easyday Club with a registration fee of Rs. 999 and get minimum 10% discount every time they shop, Rs. 500 cash back in Future Pay e-wallet on sign up, complimentary welcome gift worth ₹500 on their store visit, upto 10% off across Future Group stores, free home delivery and other member exclusive offers.

### **About Easyday Club:**

As a part of the evolution of Retail 3.0 Easyday Club 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 Naye Andaaz Wale Apne Pados Ki Dukaan.

With more than 600 stores spread across the country, Easyday along with Nilgiris and Heritage is well poised to efficiently reach customers in every locality. The exclusive membership program Easyday Club serves its members with the best-in class products, a pleasant shopping experience and unmatched offers across the best brands.

**FOR MORE INFORMATION, CONTACT:**

**Website:** <https://www.easyday.in/> | **Facebook:** @easydayclub | **Twitter:** @easydayclub |  
**Instagram:** @easydayclub | **Twitter:** @fg\_buzz