

For Immediate Release

**Yuvraj Singh launches his sports brand 'YWC' at the All New Mana
Hyderabad Central today**

***YWC/ YouWeCan is a sports clothing and equipment brand owned by Yuvraj Singh
YWC products will be available at Hyderabad Central***

5th June, 2018: Yuvraj Singh, Indian International cricketer, launched his sports brand **YouWeCan** at the newly renovated Mana Hyderabad Central today. YouWeCan is a sports brand by Yuvraj Singh that supports cancer awareness. The brand has a huge range of sportswear, sports accessories and equipments. YWC products will be available at all Central stores across India.

Yuvraj Singh visited the newly launched Central at Punjagutta which is spread across 5,00,000 sq.ft. Offering world class designs, with over 500 brands displayed in high definition and latest trends, this one-stop destination for shoppers will ensure the best shopping experience for fashionistas of the city. This is a one of its kind store with India's largest menswear, ladies wear, kids wear, handbags, footwear, eye wear, watches, travel gear, fragrance and cosmetics department. With world class services and a bouquet of high fashion brands to shop from under one roof, the **High Definition Central** will take the shoppers' buying experience to the next level.

The High Definition Central in Hyderabad has a premium mix of national & international brands in various categories like Men's and Ladies Formal fashion, Casual Wear, Ethnic Wear, Cosmetics, Fragrances, Handbags, Watches, Men's and Ladies Footwear, Kids fashion, Lingerie and more. From brands like Tommy Hilfiger, Guess, Gucci, FCUK to acclaimed designer names like Michael Kors, Giorgio Armani, Ferragamo, Calvin Klein, Diesel, Roberto Cavalli, Versace, Dolce & Gabbana, Hyderabad Central will serve as the one stop shop for the fashion conscious customers of the city.

For the fashion patrons of Hyderabad, this **Next Generation Central** is sure to appeal to their evolving tastes and meet the need for high definition fashion, through all seasons and for all ages.

Unique Services that will enhance customer experience at Central:

- Assisted shopping , central services
 - **Valet Parking** - To give its customers a comfortable shopping experience, this high definition store has an exclusive valet parking service.
 - **WhatsApp shopping** – Customers can now send their requirements through a WhatsApp message, get options and have the chosen product delivered to their doorstep

- **Lux Billing** - A sit down billing is a unique feature, to ensure comfort to the customers
- **Complimentary Wi-fi** – Following the international store trends, this High definition Central offers complimentary wi-fi service to its shoppers
- **Express alterations** – Customers can now get their clothes altered in a matter of a few hours at the store
- **Ambience and store facilities**
 - **Mother's room** – Convenience hub for mothers that will give them a private space for nursing and changing diapers along with added amenities like milk bottle heaters and food heaters
 - **Additional facilities** – Electric wheel chair, baby trolley are also available to aid hassle-free shopping. Customers can also avail the facilities of a recharging station and money exchange (forex)

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Kolkata, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Guwahati, Baroda, Indore, Vizag, Bhubaneswar, Patna and Surat. At present there are 40 Central stores present in 25 cities operating over 3 million squarefeet of retail space across India.

About Future Group

Future Group is home to some of the leading consumer businesses in the country that connects with a diverse and passionate community of Indian buyers, sellers and businesses. Operating over more than 22 million square feet of retail space, the Group serves more than 500 million customers through 1,800+ stores across India. With a retail presence in every state, and through stores in more than 250 cities, the Group effortlessly qualifies as among the leading national retailers.

Future Group also owns and markets over a hundred brands in the food, FMCG, fashion and homeware segments that cater to almost every category and consumer segments in the country.

The Group operates through its flagship companies like: Future Retail Limited (FRL), Future Lifestyle Fashions Limited (FLFL), Future Consumer Limited (FCL), and Future Enterprises Limited (FEL). Its 300+ acre Food Parks in Tumkur and Nagpur (India's zero mile) also makes it a food factory of India.

Future Group employs over 60,000 people directly from every section of the society. It sources its supplies from enterprises across the country, creating fresh employment, impacting livelihoods, empowering local communities and fostering mutual growth. The Group is driven by its corporate credo 'Rewrite Rules, Retain Values.'

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