

Jamshedpur gets its first Big Bazaar store

Special inaugural offer : Shop for Rs 999/- and get 1kg onions + 1 Kg potatoes free every week for 1 year

- Offer not valid on electronics, mobile and furniture
- To avail this offer, 52 weekly coupons will be issued and they will be redeemable on a minimum weekly purchase of Rs.149/- on every Wednesday
- Offer valid up to November 29, 2009

Jamshedpur, November 18, 2009: Big Bazaar, India's largest hyper market chain, part of Future Group, has further enhanced its reach to the customers with the launch of its first store, today at Jamshedpur. Spread over an area of **50,000 sq.ft.**, the Big Bazaar store located at, *NH 33, opposite Hanuman Mandir, Near Dimna Chowk*, will serve as a convenient shopping destination for the people in Jamshedpur.

Jamshedpur is not only the largest city in the state of Jharkhand, but also the first well planned industrial city of India, founded by late Jamshedji Nusserwanji Tata. Jamshedpur also houses the Xavier Labour Relations Institute- one of the most trusted business schools in the country. All this has given rise to the urban population in the city, thus increasing the consumer needs. The first Big Bazaar store will serve as a complete shopping destination that will cater to this growing consumer demand. For the added benefit of the residents of Jamshedpur this store will also house **Star & Sitara** for Wellness and Beauty Products.

In order to make it a destination store catering to every single household need of customers, there is a **Food Bazaar** (for food and groceries); **One Mobile** (for all mobile phone related needs), **Furniture Bazaar** (for home furniture and furnishings) and **Depot** (for books, music and stationery).

Fashion@Big Bazaar, which offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants, will cater to the fashion needs of the city.

The store also offers, a wide collection of accessories such as sunglasses, watches and handbags; as well as general merchandise products including plastics, crockery, utensils, home care and home fashion products, footwear, toys, luggage, sports goods and gifting options.

Mr. Manish Agarwal, Business Head, East Zone said, "Looking at the overwhelming response of the other Big Bazaar stores in Jharkhand, we decided that the time is right to bring the same shopping experience to residents of Jamshedpur. Since Jamshedpur is expanding at a fast rate, it is our endeavor to reach out to more and more homemakers in the city, and also give them an opportunity to save maximum while they shop for their weekly, monthly or special occasion requirements. We are happy to launch the first Big Bazaar store in this city and are confident that this store will fulfill all the household requirements of customers."

Jamshedpur Big Bazaar has the following categories and sections devoted to specific products:

Food Bazaar: All food items, pulses, grains, fruits, vegetables

One Mobile: A mobile shop offering latest and affordable handsets
Furniture Bazaar: Complete range of furniture and home furnishings

Electronics Bazaar: Complete range of branded electronic goods and appliances

Depot: Books, music and stationary

Apparel For Ladies, Men, Kids for all season. Western, ethnic, casuals and formals

Appliances: All kitchen appliances like Mixer Grinder, Toaster, Microwave and Juicer

GM-Home: Entire range of kitchen needs, Utensils, Plastic-ware, Home-linen

GM-Fashion: Accessories, Luggage, Gift items and many more

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group. With its motto of 'Is se sasta aur accha kahin nahin', Big Bazaar ensures that all the products are of good quality and offered at the lowest prices.

Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals makes the format unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

For further information please contact

Mr. Atul Takle

Head - Corporate Communications

Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in