

## **Popular Bengali movie star Jeet Celebrates Future Group's 'The Great Indian Shopping Festival' at Big Bazaar, Sealdah**

Exciting offer & discounts up for grabs

**Kolkata, April 21, 2010:** Debonair Bengali movie actor Jeet today shared his excitement over Future Group's 'The Great Indian Shopping Festival' at the Big Bazaar Family Centre, Sealdah.

Jockeying to grab the best deals and flash a look at the star at the same time, thousands heard Jeet share his thrill over the shopping bonanza and speak about his upcoming movie *Wanted*. Playing host to Jeet, this newly opened Big Bazaar centre offered customers a rare combination of tinsel glamour and irresistible shopping deals.

'**The Great Indian Shopping Festival**' would be a month-long affair from April 17 to May 16, 2010 with exciting offers, contests, prizes and entertainment for its customers across India in all Future Group retail formats and categories. To make the festival unique and entertaining, Big Bazaar has lined up various in-stores activities and will offer never-before deals for consumers. Customers also stand to win exciting bumper prizes by participating in various contests and lucky draws.

**"Big Bazaar is excited to welcome the ambitious, 'The Great Indian Shopping Festival', across its stores in Kolkata. The festival is unique in its own way and the one and only such festival in the country. The festival brings in fabulous offers, bumper prizes and gifts and great entertainment, to make shopping experience exciting for an entire family",** said Raj Banerjee, Area Manager - East Zone.

He added, **"We are very happy to have Jeet amidst us today and hope that our customers are equally excited to meet him. Future Group thanks Jeet for being part of the celebrations and wishes him great success ahead."**

Big Bazaar will host an amazing array contests like **Kids Carnival – Talent Hunt**.

**The contest will be for** Best Singers –Boys & Girls, Best Singers (Regional/ Hindi) Boys & Girls, Best Dancers (Western) Boys & Girls, Best Dancers (Indian Classical/ Films) Boys & Girls and Most Talented kids. The store will also host a special **Summer Camp** where kids can learn Origami, Bonsai (Paper Flowers) & Painting. To cater to every taste across age groups, Big Bazaar will also host various forms of dance and musical performances at its stores.

Big Bazaar will run discounts and offers in its Electronic, Food & beverage, Apparel, Home Fashion and Travel categories. Electronic goods like digital cameras, Split A-Cs, Laptops, Microwave Ovens and Food Processors will be available at amazing discounts. Food & beverage items like cold drinks, biscuits, grocery, pickles and health drinks will also be on offer at similar discounts.

'The Great Indian Shopping Festival' is a jumbo combination of offers on over 1,000 brands, and gifts and prizes. Some of the prizes that can be won include cars, motorbikes, international holidays and gift hampers. All Future Group retail formats will participate in the shopping festival, including the flagship formats – *Big Bazaar, Food Bazaar, Pantaloons, Central, HomeTown and eZone*. Other formats such as *Brand Factory, Indigo Nation, Celio, Staples and Mother Earth* are also throwing in their lot behind the festival in a big way. Food and fun places such as Sports Bar, Copper Chimney and Spaghetti Kitchen are also part of this festival.

Future Group has always been successful in gaining the confidence and trust of the consumers and intends to continue doing the same. The group hopes to bring fun, excitement and joy to the customers, like always, through this festival.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 120 stores across the country. 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, make the format unique and distinct. The consumer experiences a new level of standard in prices, convenience, comfort, quality and store service levels.

### **About Future Group**

Future Group, led by its founder and Group CEO, Mr Kishore Biyani, is one of India's leading business houses with a pan-Indian footprint across the consumption space in segments like retail, financial services and logistics.

Led by its flagship enterprise, Pantaloons Retail, the group operates close to 17 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai, Pantaloons Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar, is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

The group's specialty retail formats include the supermarket chain, Food Bazaar, sportswear retailer Planet Sports, electronics retailer eZone, home improvement chain Home Town and rural retail chain Aadhaar, among others. It also operates the popular shopping portal, [www.futurebazaar.com](http://www.futurebazaar.com).

Future Group believes in developing strong insights into Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indian-ness.' The group's corporate credo is, 'Rewrite rules, Retain values'.

For details, visit [www.pantaloonsretail.in](http://www.pantaloonsretail.in) and [www.futuregroup.in](http://www.futuregroup.in).



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