

Big Bazaar @Aurangabad Celebrates "50 years of Maharashtra Day" in a true Maharashtrian Spirit

April 30 – May 1, 2010

Aurangabad, April 30, 2010: *Big Bazaar*, India's largest hypermarket chain, a part of the Future Group, today, begins the magnificent celebration for the "50 Varshe Ek Swarnahyog" at its Aurangabad store. The celebration was flagged off by Mrs. Vijaya Rahatkar, Former Mayor – Aurangabad through a ribbon-cutting ceremony. To bring in the fun and excitement, Big Bazaar has lined up various in-stores activities and events at the store.

The celebration will start with a fascinating "Paithani Fashion Show". Mrs. Vijaya Rahatkar will lead the walk on the ramp along with professionals and customers wearing the ethnic Paithani attire. Maharashtra folk dance & act, Kids Fashion Show, Hansya Vinod (Dada Khondke Show) etc., will enhance the festive atmosphere amongst the customers at the store. The celebration mood is further brought in with the launch of the 'Maharashtrian Food Festival' where customers can enjoy eating the famous delectable cuisines of the State. The stores during the festival will serve famous Maharashtra snacks & cuisines e.g. **Vada Pav, Misal Pav, Kothimbir Vadi, Bread Pakora, Jhunka Bhakri, Papads & Fryums, Surali Vadi, Matta/Tak, Masala Rice** etc.

May 1, promises to bring much more excitement and entertainment for the customers. The celebration will begin with the launch of a book written by the renowned writer and poet **Shri Dasu Vaidya**. Post which Big Bazaar will host a special literary session with him in its in-store show called "Lekhakar Aaplya Bhetiya".

Big Bazaar also plans to honour the dignitaries who have made Aurangabad proud by hosting an award ceremony giving away prestigious **Jeevan Puraskar (1 no.) and Gaurav Puraskar (8 nos.)**. The Jeevan Puraskar is a lifetime achievement award and the Gaurav Puraskar is for the felicitation of notable contributors to the society in Aurangabad District from the field of Art, Literature, Music, Industrial estate, Education, Sports etc. The awardees will be presented with a shawl and a memento. Award ceremony will begin with various cultural programmes and folk dances. Guests will be invited from different government sectors.

On this memorable day, Mr. Yogesh Phorad, store in-charge, Aurangabad, said, "This is the most memorable day for Big Bazaar and the State. We are celebrating '50 years of Maharashtra Day' together. We are extremely delighted to celebrate it with the consumers in the Aurangabad District who have always been loyal and supportive to the store. This is one of our ways to express our gratitude to the society and to bring more joy and entertainment in their lives."

Big Bazaar welcomes the customers to become a part of its celebration and at the same times thanks its valued customers for the trust and support laid on the brand so far and believes it will remain so forever.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, with over 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 very unique and distinct. The consumer experiences a new level of standard in price, 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 multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics.

Led by its flagship enterprise, Pantaloons Retail, the group operates over 16 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), 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 speciality retail formats include 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 popular shopping portal - www.futurebazaar.com.

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

For details, visit www.pantaloonsretail.in and www.futuregroup.in.

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