

Future Group ropes in Sachin Tendulkar to Co-create Sach Toothpaste

First ever Co- Created private brand in this segment

Mumbai, March 23, 2010: Sachin Tendulkar and Future Group Co-created Brand – SACH; today announced the launch of **Sach toothpaste**.

On this occasion, **Mr Kishore Biyani, Group Ceo, Future Group**, said, “We are extremely delighted to have Sachin Tendulkar, a persona every Indian likes to emulate; to co-create brand Sach. We are confident that brand Sach will build an emotional connect with consumers, inspire the youth and will create a history like Sachin always does.”

On this occasion **Sachin Tendulkar – Co-Creator of brand - Sach** feels that It’s a tremendous opportunity of being part of Future Group. He also says that “As a team we can take this brand to such heights where the others can only admire.

Sach brand has already entered the Oral Care category with its toothbrush range last year, and is currently at 25% share in future group stores; and the new Sach toothpaste will complete the oral care category assortment.

Devendra Chawla – Head private brands says “‘**Ab Din Ki Surovat Sach se**’ is the brand’s core message that is drawn from the basic Indian values of inculcating good habits, and inspired from Sachin as an individual who stands for humility, honesty and Integrity and also the product truth and functionality of ‘brushing teeth every morning’. The product has been tested against the best brands in the country. Also especially for this launch we have planned a ‘**Master Blaster Pack**’, which will create huge consumer excitement”.

Sach toothpaste will be available in white paste (100g) with **Calcium & Minerals** for stronger teeth; Red (80g & 150g) & Blue Gels (80g) – with **Dissolvable Mentho Cool Beads** for long lasting freshness. White toothpaste will have **Spearmint** flavour, Red will come with **Icy Spicy Fresh** & Blue will have **Icy Minty Fresh** flavours.

Sach toothpaste will give a mega consumer offering through its:-

Sach Master Blaster Pack which include 200gm + 100 gm white paste & Sach Toothbrush FREE only for Rs. 74/- &

Sach Maha Combi pack which is an innovative offering of 200gm white paste + 80gm red gel & Sach toothbrush FREE also at Rs. 74/-. It’s a family pack where families have a choice of their favorite flavour in a single pack.

Sach toothpaste initially will be available at all Future group formats viz Bigbazaar, Foodbazaar and Kb’s Fairprice in Mumbai, Pune, Bangalore, Hyderabad, Ahmedabad, Kolkatta and delhi and soon in all formats nationally.



Future Group has successfully launched a series of private brands ranging in foods with Tasty Treat, Home and personal care range with Cleanmate, & Caremate, staples with Fresh & Pure and Premium Harvest, and Sach is a big leap for the company in the direction building its private brands portfolio through its association with an iconic figure like Sachin Tendulkar, will be setting the tone based on Sachin's values and mass appeal.

Future Group private brands have always launched their products keeping "Indianness" in mind through consumer insights. Launch of Tasty Treat soups with a mug and Tasty Treat Cornflakes with a bowl are some of the success stories in past . Past one year has seen aggressive roll-outs from private brands with products like Sach toothbrush, Cleanmate Diapers, Tasty Treat noodles and soups with both classic and Chinese range, Fresh and pure Desi ghee which has helped in giving consumer quality products at great value.

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, Pantaloon 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), Pantaloon 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.pantaloonretail.in and www.futuregroup.in.

For further information please contact
Mr. Atul Takle
Head - Corporate Communications
Pantaloon Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonretail.in

