



*Press Release*

## **Big Bazaar Opens its first store in Jalandhar**

*Spread over an area of 35000 sq ft*

Jalandhar, April **26, 2010**: Big Bazaar, India's largest hypermarket chain, a part of the Future Group today enhanced its first store in Pragpur, Jalandhar.

Spread over a sprawling area of 35000 sq ft., Big Bazaar in Jalandhar is located at Viva Collage Mall on GT Road of Pragpur, Jalandhar. The store will cater to every single household needs for the people in Jalandhar, under one roof. Big Bazaar is widely known for its unbelievable pricing and unmatched offers throughout the year, hence this will provide added benefit which the customers could avail of.

The star attraction will clearly be a Limousine that will be adorned by the Big Bazaar logo and will be an integral part of the mass rally. The vans which form a part of the mass rally will be branded by Big Bazaar's in house categories and properties:

Fashion@ Big Bazaar

Electronics & Furniture

GM Home & Fashion (Plastics, Utensils crockery & Home Linen)

GM (Luggage, Footwear & Toys)

Navras

Monthly Bachat Bazaar, Wednesday Bazaar, SS4D, 5DMB and Exchange.

**Commenting on the launch Mr. Vineet Jain, General Manager, S & M, said, "We at Big Bazaar are constantly finding ways to delight our customers. We intend to become a one-stop shopping destination for the customers across the nation. We are confident of our offerings both in quality and competitive pricing, which has earned us the trust of millions of family across India. At Jalandhar, Big Bazaar will continue to bring convenience plus rich shopping experience to the people. We are a consumer-driven company and this is evident in every aspect of Big Bazaar. We ensure that all our Big Bazaar stores fulfill the needs of the entire household under one roof."**

With launch of Big Bazaar at Jalandhar, Future Group, now have over 125 Big Bazaar and more than 176 Food Bazaar stores across the country.

The Big Bazaar Viva Collage Mall will have the following categories/section devoted to specific products:

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

**Apparel:** For Ladies, Mens, Kids for all season. Western, ethnic, casuals & formals



**Appliances:** All Kitchen Appliances like Mixer Grander, Toster, Microwave, Juicer etc

**GM-Home:** Entire range of kitchen need, Utensils, Plasticwear, Home-linen

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

**Furniture Bazaar:** Offers an entire range of Home Furniture at affordable pricing.

**Electronic Bazaar:** Presents the best deals in branded electronic goods & appliances.

**Navras:** Fabulous range of diamond and gold jewellery, including trendy artificial accessories

**Food SIS:** To cater to the ever experimenting taste buds of Jalandhar natives

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 125 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 businesses spread across the consumption space in segments like retail, financial services and logistics.

Led by its flagship enterprise, Pantaloon 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 (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 specialty 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](http://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 'Indian-ness.' The Group's corporate credo is, 'Rewrite rules, Retain values'.

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

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