

Future Group launches Sobo Central a “Seamless Mall” in Tardeo, Mumbai

- Shop, Eat and Celebrate is the new mantra for residents of South Mumbai

Mumbai, July 2, 2009: Future Group, India's *leading* business house with strong presence in *retail* sector today announced the launch of SOBO Central, the seamless mall to redefine and revolutionize the shopping experience for people in South Mumbai. This is a prestigious moment for Central to yet again create a landmark in the Centre of a city. The new destination to SHOP, EAT & CELEBRATE is geared up to welcome their customers in a grand gala opening at Cross roads, Tardeo.

Sprawling over a massive 1,00,000 square feet, Sobo Central will offer over 500 national and international brands, across categories like apparel, footwear, hand bags, sportswear, watches, eye wear, footwear, cosmetics & fragrances, accessories and much more.

“We have seen tremendous success with our Vashi and Goregaon Centrals, and it was time for us to bring Central to South Bombay. The SOBO Central will continue with our brand promise of providing complete shopping experience to everyone. Central will entertain its audience through various event and activities throughout the year to provide them with a reason to celebrate shopping with a difference”, says **Vishnu Prasad, CEO, Central and Brand Factory**.

Sobo Central is one of the few destinations, which offer brands like *Levis, Pepe, Titan, Indigo Nation, Allen Solly, Ritu Kumar, Tommy Hilfiger, CKU, Raymond & many more*, all under one roof. The new Sobo Central houses **E-Zone** over an area of 19,721 sq. ft, which offers the latest range of electronic goods and gadgets. The mall also houses **Planet sports** which have the largest sportswear collection from brands like Reebok, Adidas, Puma, Nike, etc.

“The USP of Central is its seamless concept which allows brands to present their true identity and experience to customers. The seamless shopping experience has been much appreciated by customers in all existing Central as it offers the exposure to multiple brands at the same time. The brands are also laid out in such a manner that it is easy for a customer to locate and access a category in which all the related brands are showcased together”, says **Rajesh Seth, VP, Marketing & Customer Experience, Central and Brand factory**.

For customers to enjoy a quick bite with family and friends, Sobo Central offers an unbelievable spread of food and drinks at the Food Court offering scrumptious, delectable food. In addition, one can opt to have delicious snacks, shakes, desserts and coffee at ‘The Coffee Bean’ or hang out at the lounge bar – ‘The Rain’. While for those with a discerning palate and a more formal lunch or dinner, Sobo Central also hosts multi-cuisine fine dining restaurant for at ‘Mainland China’.

Central shoppers can also enjoy various value added service offerings at the Central hotspots such as **Beauty Central** which will provide the customers valuable beauty tips and also get their free makeovers done. With **Radio Central** customers can experience their favourite live music & entertainment and update on promotions at Central. DJs will also liven up the place on weekends and shoppers can place their request for their favourite numbers songs. Customers can get connected for free internet connectivity at **Wi-Fi Central**. They can also pick up Fresh Seasonal flowers & bouquets at the Flower Central.

Sobo Central will also serve as a great community space where customers can spend valuable time with their families. There are many opportunities for customers to participate in events and festivals where they can have lots of fun and win prizes.

So come and hang out at the latest sensational and cool destination in Mumbai.

For further information please contact

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