

For Immediate Release

Central Celebrates its 15th Anniversary with 3 Days Free Shopping

Shop for Rs.3999 and get cashback worth Rs.3999 this weekend

8th May: Central, India's Favorite Fashion Department store, is celebrating its 15th anniversary this weekend from 10th to 12th May offering free shopping opportunity at all Central stores.

With Central's 3 Days Free Shopping offer, you can now shop for Rs.3999 and get Rs.3999 cashback in your Central Wallet by Future Pay. Apart from the Future Pay cashback, customers with Axis Bank Debit and Credit Cards will also get 10% cashback on shopping of Rs.5000 and above. PayTM users can also avail a 30% cashback on shopping of Rs.3000 and above.

Apart from the cashbacks, customers will have an option to be rewarded with assured gifts for shopping at Central during the anniversary period. On shopping of Rs.9,999, you can get a Converse backpack free worth Rs.2,500. On shopping of Rs.19,999, you can get a Google Home Mini free worth Rs 4,999 and a 32" Koryo LED TV free on shopping for Rs.99,999.

As part of the 15th Central anniversary celebrations, the brand is also running a Wish Card contest, where every store will fulfill wishes of 15 customers. Customers need to just fill a wish card and wish for any item at special display in Central.

Vishnu Prasad – CEO at Central, said "We are really excited to celebrate the 15th anniversary of Central. With more than 45 stores across India, Central has brought the best of global and Indian fashion trends to fashion lovers across the country. To celebrate the love that we have received from our customers in the last 15 years, we have introduced exciting anniversary offers."

Central stores offer world class designs, with over 500 brands displayed in high definition and latest trends, this one-stop destination for shoppers will ensure the best shopping experience for fashionistas. You can choose from a premium mix of national & international brands in various categories like Men's and Ladies Formal Wear, Casual Wear, Ethnic Wear, Handbags, Men's and Ladies Footwear, Toys, Kids Apparel, Lingerie and more.

So, hurry up and avail the limited period anniversary offers at your nearest Central store!!

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Kolkata, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Guwahati, Baroda, Indore, Vizag, Bhubaneswar, Patna and Surat. At present there are 46 Central stores present in 25 cities operating over 3 million squarefeet of retail space across India.

For more information, contact:

Mitrani Bosa | +91 9987946079 | mitrani.bose@futuregroup.in

Rajash Rana | +91 7498274972 | rajash.rana@futuregroup.in

Facebook: @centralandme | **Instagram:** @centralandme **Twitter:** @centralandme