

**For Immediate Release**

## **Central presents Red Haute Saturday on 14<sup>th</sup> July**

***Everything at 50% off + 50% cashback on purchase of Rs.3000***

**10<sup>th</sup> July, 2018:** Central, the fashion destination of Future Group, presents Red Haute Saturday this 14<sup>th</sup> July. This Saturday, you can shop at your nearest Central and let Central pay for it. With Red Haute Saturday's unique proposition 'You Shop, We Pay', fashionistas can now shop to their fullest.

With Central's Red Haute Saturday, everything at Central will be at flat 50% on Saturday. Also, shoppers will get 50% cashback in their Central wallet powered by Future Pay on a minimum purchase of Rs.3000. To participate in this Super Saturday, customers can buy the Red Haute entry pass online for Rs.300 which is redeemable in-store and includes priority entry and billing features. Fashion lovers can travel to Central by OLA and get an additional discount of Rs.200 on shopping for Rs.3000. Customers who shop for Rs.19,999 can get a Google Home Mini for Rs.499 only.

Customers can also skip the queue by registering themselves online on [www.redhautesaturday.com](http://www.redhautesaturday.com) for Rs.300. Not only do they get to skip the queue, they'll also get priority billing. 10 lucky Red Haute pass holders also get a chance to win a Google Home Mini. You can also buy the pass on [www.insider.in](http://www.insider.in).

Central houses a wide range of brands across categories. 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 get your Red Haute Saturday passes!!

### **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 42 Central stores present in 25 cities operating over 3 million squarefeet of retail space across India.