

For Immediate Release

Central launches its first High Definition store in Guwahati

India's most popular fashion destination opens its first store in The North-Eastern part of the country

1st April, 2018: Future Group today launched its first ever High Definition **Central** store in Guwahati. The store located in Zoo Road promises to change the fashion benchmark of the city forever. Guwahati Central was launched by **The Hon. Chief Minister of Assam Sarbananda Sonowal** by the customary cutting of the ribbon in the presence of **Kishore Biyani – Group CEO at Future Group, Vishnu Prasad – CEO at Central and Manish Agarwal – CEO of East Zone at Future Group**. Post the launch, The Chief Minister went through an elaborate walk-through of the store.

Guwahati Central offers world class fashion designs, with over 500 international & domestic brands that display the latest trends making this the one-stop destination for customers who like to dress up like a showstopper. Spread over a sprawling one lakh sqft, **Central** aims to attract the style savvy individuals from the city. With world class services and a bouquet of high fashion brands to shop from under one roof, the **High Definition Central** will take the shoppers' buying experience to the next level.

With state-of-the art décor, minimalistic fixtures and an aspirational fashion boutique feel, the High Definition Central vows to provide a never-before shopping experience to its customers right from the time they enter the store to the billing and cash counters. The space has subtle displays that compliments the store design and aesthetics. The store is designed & specialized to offer an enhanced and a more customized service to the customers as per international standards.

Speaking at the launch, **Mr. Kishore Biyani, Group CEO, Future Group** said, ***“North-East India has always been special for us at Future Group. The launch of Central High Definition in Guwahati is a proud moment for us. We have always believed in staying ahead of the curve and understanding the need of our ever evolving customer. Guwahati Central defines the best of both the worlds in terms of fashion, choice, culture and sensitivity.”***

Vishnu Prasad – CEO at Central said, ***“We are really excited to bring the best of fashion to one of the most fashionable cities in the country. The blend of top global fashion brands with international ambience at the High Definition Central in Guwahati will make it a truly global fashion experience.”***

Manish Agarwal – CEO of East Zone, Future Group commented saying, “Central in Guwahati strengthens our presence in North-East India. No other region understands fashion as well as this region does. We are very excited to serve the fashionable customers of North-East in the most stylish way and giving them the best shopping experience in India.”

The High Definition Central in Guwahati will showcase a premium mix of national & international brands in various categories like Men’s and Ladies Formal fashion, Casual Wear, Ethnic Wear, Cosmetics, Fragrances, Handbags, Watches, Men’s and Ladies Footwear, Toys, Kids fashion, Lingerie and more. From brands like Tommy Hilfiger, Guess, Gucci, FCUK to acclaimed designer names like Michael Kors, Giorgio Armani, Ferragamo, Calvin Klein, Diesel, Roberto Cavalli, Versace, Dolce & Gabbana, Guwahati Central will serve as the one stop shop for the fashion conscious customers of the city.

For the fashion patrons of Guwahati, this **Next Generation Central** is sure to appeal to their evolving tastes and meet the need for high definition fashion, through all seasons and for all ages.

Unique Services that will enhance customer experience at Central:

- Assisted shopping , central services
 - **Valet Parking** - To give its customers a comfortable shopping experience, this high definition store has an exclusive valet parking service.
 - **Fashion stylists** – They will help customers with expert advice on latest fashion trends
 - **Shopping By appointment** – Customers will be able to book an appointment with fashion stylists at stores who will help them revamp their wardrobe
 - **Fashion attendants** – Store staff to double up as fashion attendants for shoppers
 - **Reserved shopping** – Customers can now choose a product and reserve it for free, for up to 48 hours if they are not sure about it instantly
 - **WhatsApp shopping** – Customers can now send their requirements through a WhatsApp message, get options and have the chosen product delivered to their doorstep
 - **Lux Billing** - A sit down billing is a unique feature, to ensure comfort to the customers
 - **Complimentary Wi-fi** – Following the international store trends, this High definition Central offers complimentary wi-fi service to its shoppers
- Ambience and store facilities
 - **Central aroma** – A distinct Central aroma will welcome customers at each floor
 - **Mother’s room** – Convenience hub for mothers that will give them a private space for nursing and changing diapers along with added amenities like milk bottle heaters and food heaters
 - **You are special** – Various exclusive benefits will be provided to Central Privilege customers, senior citizens and expecting mothers

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 Baroda, Indore, Vizag, Bhubaneswar, Patna and Surat. At present there are 40 Central stores present in 25 cities operating over 3 million squarefeet of retail space across India.

About Future Group

Future Group is home to some of the leading consumer businesses in the country that connects with a diverse and passionate community of Indian buyers, sellers and businesses. Operating over more than 22 million square feet of retail space, the Group serves more than 500 million customers through 1,800+ stores across India. With a retail presence in every state, and through stores in more than 250 cities, the Group effortlessly qualifies as among the leading national retailers.

Future Group also owns and markets over a hundred brands in the food, FMCG, fashion and homeware segments that cater to almost every category and consumer segments in the country.

The Group operates through its flagship companies like: Future Retail Limited (FRL), Future Lifestyle Fashions Limited (FLFL), Future Consumer Limited (FCL), and Future Enterprises Limited (FEL). Its 300+ acre Food Parks in Tumkur and Nagpur (India's zero mile) also makes it a food factory of India.

Future Group employs over 60,000 people directly from every section of the society. It sources its supplies from enterprises across the country, creating fresh employment, impacting livelihoods, empowering local communities and fostering mutual growth. The Group is driven by its corporate credo 'Rewrite Rules, Retain Values.'

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