

eZone and Collection-i outlets launched at Homeland Mall

While eZone will offer several brands of consumer durable and electronics, Collection-i will house a large product range in furniture and furnishings

Kolkata, West Bengal, April 19, 2007 /[India PRwire](#)/ -- Home Solutions Retail (India) Ltd, part of the Future Group today launched eZone, an electronics specialty store and Collection-i, a furniture and furnishings Store at Homeland Mall, Ashutosh Mukherji Road, Bhawanipur. These large stores are first independent outlets of eZone and Collection-i in Kolkata, spread across 13,300 sq.ft. and 18,200 sq.ft. respectively, which have traditionally been present as shop-in-shop formats in other Pantaloons stores at Kakurgachi and Camac Street.

Speaking at the launch, Mr. Kush Medhora, Operations Head, Home Solutions Retail (I) Ltd. said, "We are delighted to introduce eZone and Collection-i outlets at Homeland Mall at Bhawanipur. It is our constant endeavour to offer newer outlets at convenient locations to our customers. These large new stores will enable us to provide a complete service experience to our customers, unique to these formats."

eZone offers several brands of consumer durable and electronics. eZone has three dedicated zones - Liberation Zone, Experience Zone and Home Zone to meet the electronic needs of the entire family and different target groups. The Liberation Zone offers personal products like computers, laptops, handy cams, MP 3 players and mobile phones, while the Experience Zone has a wide array of entertainment products such as Plasma / LCD, Flat TV's, Home Theatre systems, DVD players and Stereo systems. The Home Zone has all electronic products that go in a home such as Refrigerators, Air Conditioners, washing machines and Microwave ovens among other kitchen related appliances.

The Collection i store is built on the concept of ideas for good living, offering a complete range of quality furniture, modular kitchens, lighting, furnishings, crockery and home accents at affordable prices. The store provides a live display of living rooms, dining rooms, bedrooms and modular kitchens with furnishings and accessories to provide customers a first hand look and feel of how the furniture would look in their homes.

Mr. Manoj Kumar, Head – Consumer Durable and Electronics, Home Solutions Retail (I) Ltd., "eZone is not only about showcasing the electronics products and gadgets but providing a complete shopping experience through touch and feel. A customer gets to choose from an array of different brands under one roof. The unique post purchase customer service support is one of the best in the industry."

Mr. Mahesh Shah, Head - Furniture, Home Solutions Retail (I) Ltd., "A home plays a very important role in a person's life and is a prized possession for most of us. At Collection-i we enable our customers to democratize the process of decorating one's home by enabling them to ideate their perfect home through our room settings and purchase the trendiest products at the most affordable prices."

Notes to Editor

About Pantaloon Retail (India) Limited

Pantaloon Retail (India) Limited is a leading retailer with a turnover of Rs. 2,019 crore for the financial year 2005-06. Headquartered in Mumbai, the company operates through primarily the 'Lifestyle' and 'Value' formats through multiple delivery mechanisms and lines of business — some of them being, fashion, food, general merchandise, home, leisure and entertainment, financial services, communications and wellness.

The company has about 331 stores in over 40 cities across the country, constituting 5 million square feet of retail space. The company caters to the 'Lifestyle' segment through its Pantaloons Stores and Central Malls, as well as its other concepts. In 'Value' retailing it is present through Big Bazaar hypermarkets, Food Bazaars and Fashion Stations, and other delivery formats.

About Future Group

Future Group is positioned to cater to the entire Indian consumption space. It operates through six verticals: Future

Retail (encompassing all lines of retail business), Future Capital (financial products and services), Future Brands (all brands owned or managed by group companies), Future Space (management of retail real estate), Future Logistics (management of supply chain and distribution) and Future Media (development and management of retail media spaces).

The group's flagship enterprise, Pantaloon Retail, is India's leading retail company with presence in food, fashion and footwear, home solutions and consumer electronics, books and music, health, wellness and beauty, general merchandise, communication products, E-tailing and leisure and entertainment.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indianness' and its corporate credo is – Rewrite Rules, Retain Values.

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