

For Immediate Release



Bharti Retail's easyday Store Opens at Ashiana Village Centre in Bhiwadi

Bhiwadi, Rajasthan, 1 September 2010: Ashiana Housing Ltd today announced the launch of Bharti Retail's easyday store at Village Centre (the retail cum hotel development of Ashiana Housing Ltd) at Bhiwadi, Rajasthan. This is the first easyday store in Bhiwadi and marks the opening of Village Centre - Ashiana Housing's first foray in the commercial real estate space.

The 4800 square feet easyday store, located at Village Centre, offers a great shopping experience to the customers with a wide assortment of quality products including general merchandise, home ware, toys, books, food & grocery and fresh fruits & vegetables, at low prices.

Being a part of Ashiana Village, Village Centre would cater to 3.85 lakh population around Bhiwadi. After creating a benchmark in Retirement Housing, Ashiana Housing Ltd. has come up with Village Centre, which would make the shopping experience of Bhiwadi dwellers more convenient and accessible. This fast developing shopping centre will be home to many premium national brands like easyday, Reid & Taylor, Habib's and Amul and also has been successful in attracting many local businesses also.

On the launch of easyday, **Mr. Vishal Gupta, Managing Director, Ashiana Housing** said "In order to introduce **Village Centre** as one stop shop solution, Ashiana Housing is tying up with the brands which cater to daily needs. Easyday will provide an extensive product mix with the largest choice of brands across categories, with a low price guarantee. With time, Village Center will become the shopping center of choice for the people of Bhiwadi"

Village Centre sprawls over 1,00,000 sq feet and is the largest organized retail setup in Bhiwadi. Iconic brands like Foods Smiths, Jawed Habib, Reid & Taylor, Diagold, HDFC Bank (ATM) and Sunshine Children's wear will be available in Village Centre. With popular brands to choose from, across categories including food & beverages, sports wear, daily need items, mobiles & telecom accessories, gift items and electronics, Village Centre will open tremendous potential for retail, entertainment and leisure businesses in Bhiwadi.

About Bharti Retail

Bharti Retail is a wholly owned subsidiary of Bharti Enterprises, one of India's leading business groups. The company has launched more than 80 'easyday' neighborhood stores in the state of Punjab, Rajasthan, Haryana, Uttar Pradesh, Uttarakhand and Delhi. The Company also has 6 Compact hypermarket stores called 'easyday Market' in the state of Punjab, Rajasthan and Delhi.

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