

## eZone and Collection-i outlets launched at Homeland Mall

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.'

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