

**For Immediate Release**

## **Central Celebrates Red Haute Saturday on 19<sup>th</sup> January**

*Everything at 50% off + 50% cashback*

**16<sup>th</sup> January:** Central, India's favorite fashion department store, celebrates Red Haute Saturday this 19<sup>th</sup> January. With Red Haute Saturday's unique proposition 'India, You Shop, We Pay', fashionistas can now shop to their fullest as your shopping will be on Central.

Everything at Central will be at flat 50% discount on this Saturday. Also, shoppers will get 50% cashback in their Central wallet powered by Future Pay on a minimum purchase of Rs.3000. To avail additional benefits on this Red haute Saturday, customers can register for the Red Haute entry pass online on [www.Centralandme.com](http://www.Centralandme.com), [www.Insider.in](http://www.Insider.in), or through miss call on 080-46224242. Registered Fashion lovers get additional discount of Rs. 400 with applicable terms and conditions. Axis Bank customers will also get additional 10% discount for shopping at Central.

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 with over 200 brands participating in the offer.

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

**For more information, contact:**

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