

SIDCL/ Sect/ 2015-16/ 570

July 2, 2015

**BSE Limited**  
**Phiroze Jeejeebhoy Towers**  
**Dalal Street, Mumbai - 400 001**  
**Fax - (022) 2272 2041**  
**BSE Scrip Code: 511411**

**The Secretary**  
**The Calcutta Stock Exchange Limited**  
**7, Lyons Range**  
**Kolkata - 700 001**  
**CSE Scrip Code: 26027**

Dear Sir,


**Sub: Press Release**

This is to inform you that Shristi Housing Development Limited (wholly owned subsidiary), has issued a Press Release regarding its Krishnagar project. The said Press Release is enclosed for your information and records.

This may please be treated as compliance with Clause 36 of the Listing Agreement with the Stock Exchanges.

Thanking you,

Yours faithfully,  
**For Shristi Infrastructure Development Corporation Limited**



**(Manoj Agarwal)**  
**Company Secretary**

Encl: Copy of press release



## Press Release

### Big Bazaar To Open Its First Hyper Market In Sentrum Mall, Krishnagar

**Kolkata, 2<sup>nd</sup> July, 2015:** Big Bazaar, India's largest hyper market chain from the Future Group is coming up with their first store at Krishnagar Sentrum Mall tomorrow, a project of Shristi Housing Development Ltd.

Spread over a sprawling area of 24000 sq ft, Big Bazaar located at Krishnagar Centrum Mall. Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. With over 1.6 lakh products under various categories, the new Big Bazaar will be a destination store catering to every single household need for the people of Nadia, under one roof. The store will offer a wide range of formal, casual, ethnic and denim apparels for women, men, children and infants; a wide collection of accessories such as sunglasses, watches and handbags and general merchandise products including plastics, crockery, utensils, home care and home fashion products, utensils, footwear, toys, plastics, stationary, luggage, sports goods and gifting options. Additionally, food and groceries (Food Bazaar); electronics (Electronics Bazaar); mobiles (Mobile One); books and music, beauty and wellness products will also be available at Big Bazaar.

“Big Bazaar will bring convenience plus rich shopping experience for the people of Krishnagar. The offerings that Big Bazaar will provide to its customers both in terms of quality and competitive pricing are unmatched”, said Mr Sunil Jha, Managing Director, Shristi Infrastructure Development Corporation Limited.

Krishnagar Sentrum Mall, apart from Big Bazaar, houses stores of international brands like Allen Solly, Grande, Louis Phillipe, Aureila, Van Heusen and other brands like W, Planet Fashion, Arrow, Flying Machine, Killer, K Lounge, American Turister, Khadims, Hoffman, Capital Electronics, etc. Other well known brands are also on the verge of opening their stores there.

Krishnagar Sentrum located on National Highway - 34, is spread over 4.5 acres. It consists of 6 premium housing towers G+13 floors, Shopping mall with multiplex, a club with indoor games, landscaped gardens. Tower 1 is complete and handover over to residents. Construction work for Tower II is in progress.

#### About Shristi

The vision of Shristi is to create world class infrastructure in tier 2 cities, to meet local aspirations, by way of unique theme based townships, logistic hub and commercial centre. They are unique to the place and the multitude. The company has pioneered in developing first of its kind projects in every city, starting with the first signature project of South Bengal, the Durgapur City Centre, a multi utility urban plaza, which has been successfully operational. It is the first model seen by the inhabitants of the city. Some of the flagship projects of the company include first of its kind are - an integrated Green Township, Shristinagar - Asansol, which is the best address in Asansol today, the first logistic hub in South Bengal belt - Raniganj Square, which has a large number of state-of-the-art warehouses, truck terminals, drivers' rest rooms to enhance the logistic utilities for the area, the first residential city in Haldia, a city centre in Krishnagar with shopping mall and residential apartments & the first premium bungalow estate with state of art and entertainment facilities built in Santiniketan.

#### About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 105 stores in the country. With its motto of “Is se sasta aur achchha kahin nahin”, Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6 - lakh mass market product ranges.





For further information please contact:  
Sreeraj Mitra / Kaushik Chatterjee  
Sagittarius Communications Pvt Ltd  
Ph: 9007307884 / 9830006528

