

Press Release
For Immediate Publication

BE THE NEXT YOUNG FACE OF WESTSIDE!

Mumbai May 17, 2010: Westside is all set to spice up your kid's summer vacations with an exhilarating bonanza you just cannot miss. Starting today till the 30th of May, shopping at Westside will give your kid an opportunity to become famous. All kids aged between 4 to 14 years can register for auditions by shopping for kids merchandise worth Rs.750/- at any Westside store. Four young faces will feature in the next Westside campaign, win a trip to Hong Kong Disneyland and get gift vouchers.



Announcing the launch of the event, **Mr. Gaurav Mahajan, COO Westside** said *"While the Young & Famous hunt is about **Fame**, it is also about **Fun** and **Family**. This summer, every Westside store will not just be a destination to buy great fashion but also to have loads of fun with your family. There are games, contests, jugglers, story-telling, talent-acts, prizes, surprises and more. Amidst all this fun, we will choose four glamorous young stars from across the country to be the face of Westside."*

Kids who register for the hunt will have their pictures taken by a photographer at the store as the first step with towards selection process. Shortlisted contestants in each city will be called for an audition on the 5th and 6th June wherein the contestants can perform to a talent unique to them.

Four finalists per city will compete at a national level for the big gratis. A jury panel comprising of a stylist, photographer and film maker will select the final four kids who will win a 2 night/3 days stay at Hong Kong Disneyland, gift vouchers worth Rs.10000 and get to feature in the new Westside campaign.

That's not all. There are other fun-filled activities at the store that spells absolute fun times for the kids...so they can have fun on the run!!!!!!

About Westside:

Established in 1998, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores. The company has already established 45 Westside departmental stores

Westside Young and Famous Hunt

- **Registration and photo shoot** 15th – 30th May 2010 at the Westside stores from 1 pm to 9 pm.
- **Talent Auditions** 5th and 6th of June at select Westside stores. 4 pm to 8pm.
*Westside, Army Navy, Kalaghoda; Westside Infinity Mall, Andheri; Westside Inorbit Mall, Vashi.
- **Gratification**
Four winners to win a free trip to Hong Kong Disneyland, gift vouchers worth Rs.10000 and get to

measuring 15,000 - 34,000 square feet each, in Mumbai, Bangalore, Hyderabad, Chennai, Pune, Delhi, Noida, Ghaziabad, Gurgaon, Kolkata, Nagpur, Indore, Jaipur, Jammu, Lucknow, Ahmedabad, Nashik, Faridabad, Guwahati, Raipur, Jabalpur & Mangalore. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, women's wear, kids wear, footwear, cosmetics, perfumes and handbags, household furniture accessories, lingerie, and gifts. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers' shopping experience.

For further information, please contact:

Asha Bajpai/ Sudatta Banerjee/Amruta Desai
Vaishnavi Corporate Communications
Mob: 9820783566/9867035865/9987811894