

**Press Release
For Immediate Publication**

Shop More, Get More at the Fully Loaded festive promotion at Westside.

Shop at the Westside 'Fully Loaded' festival and drive home in an Audi A4!

Mumbai, September 30, 2011: Shopping this Diwali will be rewarding like never before! You will need all the help you can get to load up on Westside's fabulous offers that light up your shopping experience this festive season. In addition to fabulous festive merchandise, shoppers get a chance to win prizes like never before!



Shop for Westside merchandise worth Rs.2500 and above, between **October 1st - October 30th**, and enter the Westside Sweepstakes. You get a chance to play for daily and weekly prizes, as well as the big prize- *a sleek, luxurious Audi A4.*

Shop to your hearts content, and in addition to the Audi, 2 lucky winners also stand a chance to win Harley Davidson Iron 883 bikes. In addition, lucky customers also could win iPads on a daily basis, as well as mobile phones on a hourly basis!

Clubwest members are in for an additional treat as Westside will dazzle with an exclusive Nirvana Diamond jewellery set worth Rs. 25,000 with cumulative purchases of Rs.50,000 and above. The offer is valid from 1st October - 30th October.

**ClubWest Member Exclusive
from 1st Oct to 30th Oct**

- Shop as many times between 1st Oct and 30th Oct for a cumulative amount of Rs. 50,000 and get a Nirvana Diamond jewellery set worth Rs. 25,000 free.

Sweepstake

Shop for merchandize worth Rs.2500 and above and win

- One Audi A4
- 2 Harley Davidsons Iron 883 bikes
- iPads (daily prize)
- Mobile phone (hourly prize)

That's not all!!!

Customers also stand to get a Rs 1000 voucher free on shopping worth Rs 5000 and above on a single invoice. Additionally, Citibank credit card holders also get 10X the reward points and get a Rs 250 gift voucher on purchases of Rs 2500. The Citibank offer is also valid from 1st oct - 30th Oct.

So, what are you waiting for?

Rush to the nearest Westside store this festive season and fill your shopping carts to avail the best deals of the season.

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 59 Westside departmental stores measuring 8,000 - 34,000 square across 31 cities feet each, in Ahmedabad, Aurangabad, Bengaluru, Bhopal, Chandigarh, Chennai, Coimbatore, Delhi, Faridabad, Ghaziabad, Goa, Gurgaon, Guwahati, Hyderabad, Hubli, Indore, Jabalpur, Jaipur, Jammu, Kanpur, Kolkata, Lucknow, Ludhiana, Mangalore, Mumbai, Mysore, Nagpur, Nashik , Noida, Pune, Panaji, Raipur, Rajkot, Surat, Vadodara and Varanasi. 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:

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