
CENTRALTIMES

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REIMAGINE THE NEW EXPERIENCE TOGETHER

Embracing the New Definition of Pleasure



Central Ayutthaya

Reaching New Areas

Central Group has been expanding its reach in destinations throughout the country to provide new and varied experiences and activities to local residents and tourists alike, so that those in provincial centers will also be able to enjoy the best in shopping.



Central Ayutthaya



Central Si Racha



Central Chanthaburi



Mega Bangna



Central Village

Extension of Formation

Create enchanting spaces and different areas of interest for exploration. Stores with a significant outdoors element are also being reimagined to visually charm and add activities for residents and visitors.



Porto De Phuket



Central : The Original Store

Recall and Explore the Memories

Central Group’s very first store has been renovated for visitors to explore the past times and the origins of a group that began as a small family enterprise in Bangkok 74 years ago, and which is now Thailand’s biggest retailer. Modern concepts infused with original displays have created in this modest shophouse a living museum that contains cafés, a souvenir store and areas to surprise and delight.



Central : The Original Store



Central Embassy



Central Westgate



Central Embassy

Fulfilling Diverse Lifestyles

Changing atmospheres within the malls and developing different concepts for the stores are all part of the overarching concept of Central of Life, increasing enjoyment and generating community spirit.



Central Eastville



B2S ThinkSpace Central Chidlom



Central Embassy



Common Ground Co-Working Space



Central Embassy



Common Ground Co-Working Space



Centara Mirage Beach Resort Dubai



Centara Grand Island Resort & Spa Maldives



Centara Mirage Resort Mui Ne



Centara Reserve Samui



Centara Reserve Samui

Embrace the New Leisure

Hotels have long been an integral component of Central Group, spreading new leisure opportunities and experiences for domestic and global travelers. Expansion worldwide of the number of hotels and resorts continues, the most recent including new destinations across the continents.



Centara Reserve Samui



Centara Reserve Samui



Escent Town Phitsanulok



Niyham Boromratchchonnani

New Ways of Living

Developing and building residential properties that enhance the lives of the residents begins with quality architectural design, landscaping, and interiors. Space, greenery and light all play a natural part in the process, and to this can be added the smart living features that help make modern lives easy.



Niyham Boromratchchonnani

Smart Living



Phyll Phahol 34



Carsch-Haus Düsseldorf



Kadewe



Vienna Project

The Heart of Europe

Central Group’s presence in Europe continues to expand, Central of Life now becoming a feature in European cities with the distinctive appearance of the stores inside and out acting in alliance to release yet more potential for global retailing.



Globus Zurich



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details about payment
and delivery



SHOP
Purchase the product
and have it delivered
wherever you like





Illum



Illum

Borderless Shopping on Demand

Shopping at international stores within Thailand is now available with omnichannel services for customers to order and receive products that can usually only be purchased overseas with online services and personal assistance added to the contactless features for safe and convenient shopping.



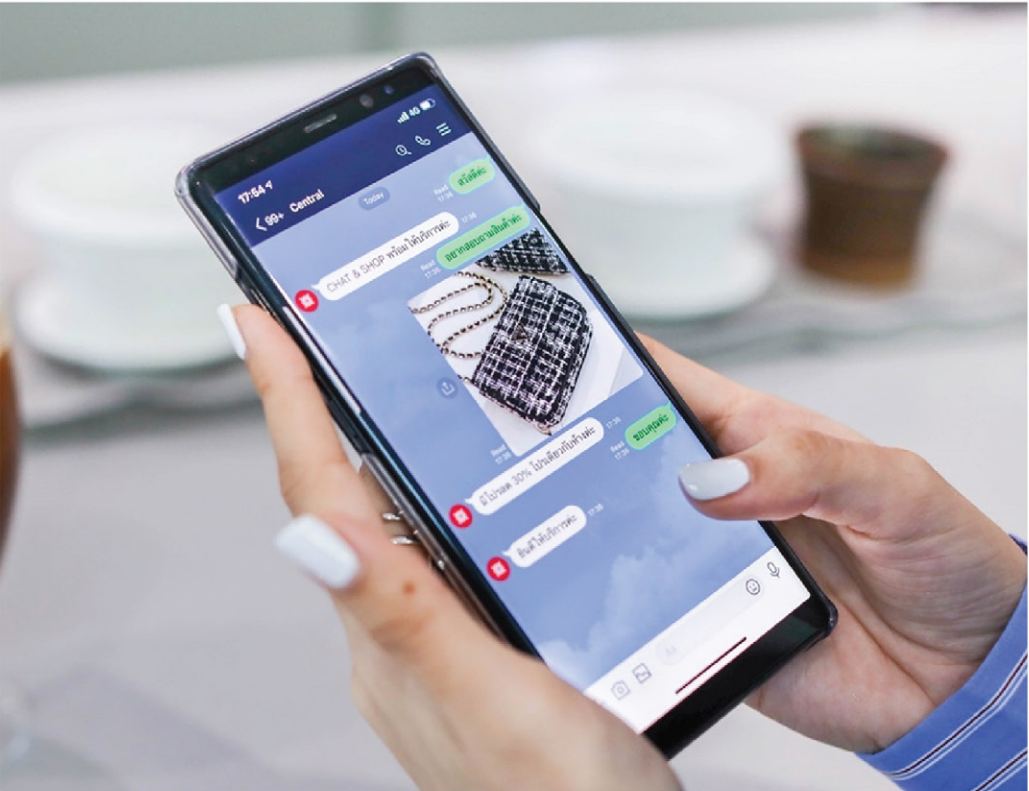
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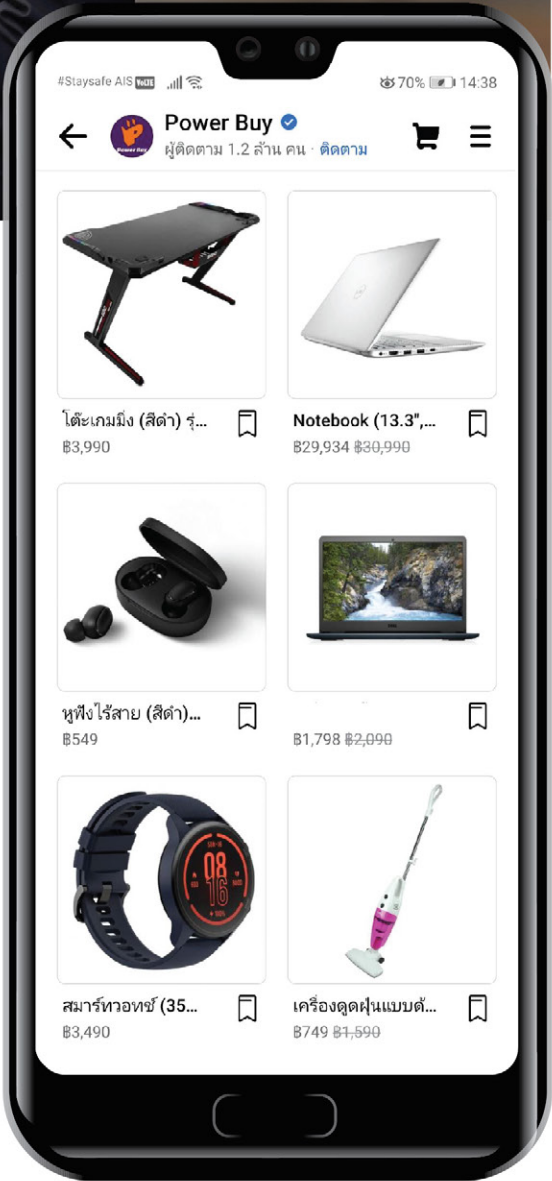
Shop Online



Shop & Drive Thru



Chat & Shop



Shop via Facebook



Personal Shopper

Omniservice Experience

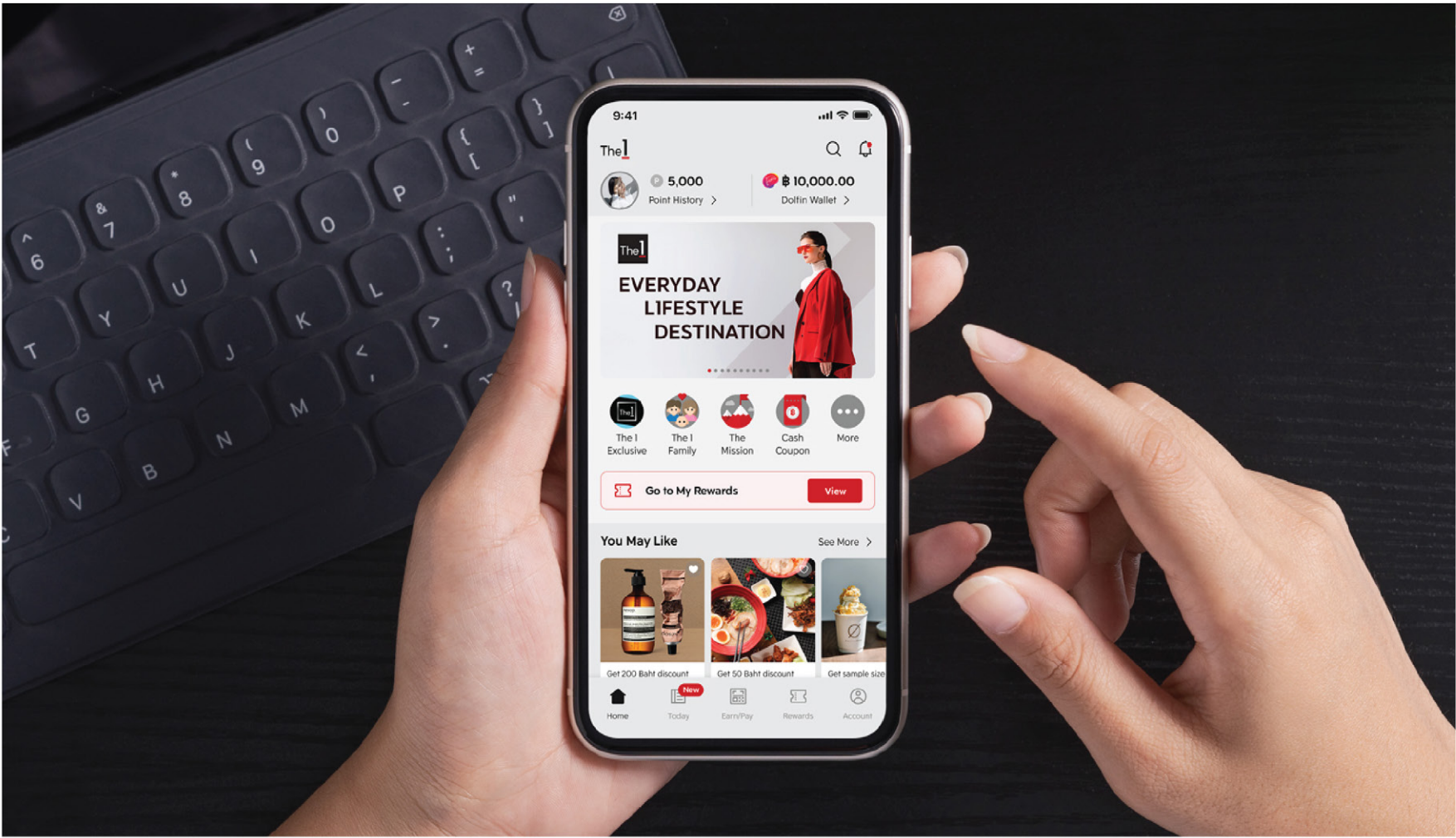
To reimagine for a better, easier, more convenient shopping experience new way to shop such as Shop Online, Shop via Facebook, Chat & Shop services and Click & Collect are launched. Even greater with a range of provided services like Personal Shopper, Call & Shop, or Shop & Drive-Thru to ensure your seamless experience unlike never before.



Call & Shop



Call & Shop



The 1 Application



The 1 Application



Dolfin



Cellreturn



Ralph Lauren

Taking Ultimate Experiences from Famous Global Brands

World famous international products and brands from fashion to gadgets are available through retail outlets, with new and stylish ideas to be discovered within the stores and malls, presenting an opportunity for customers to continually be at the forefront with changing global tastes and trends.



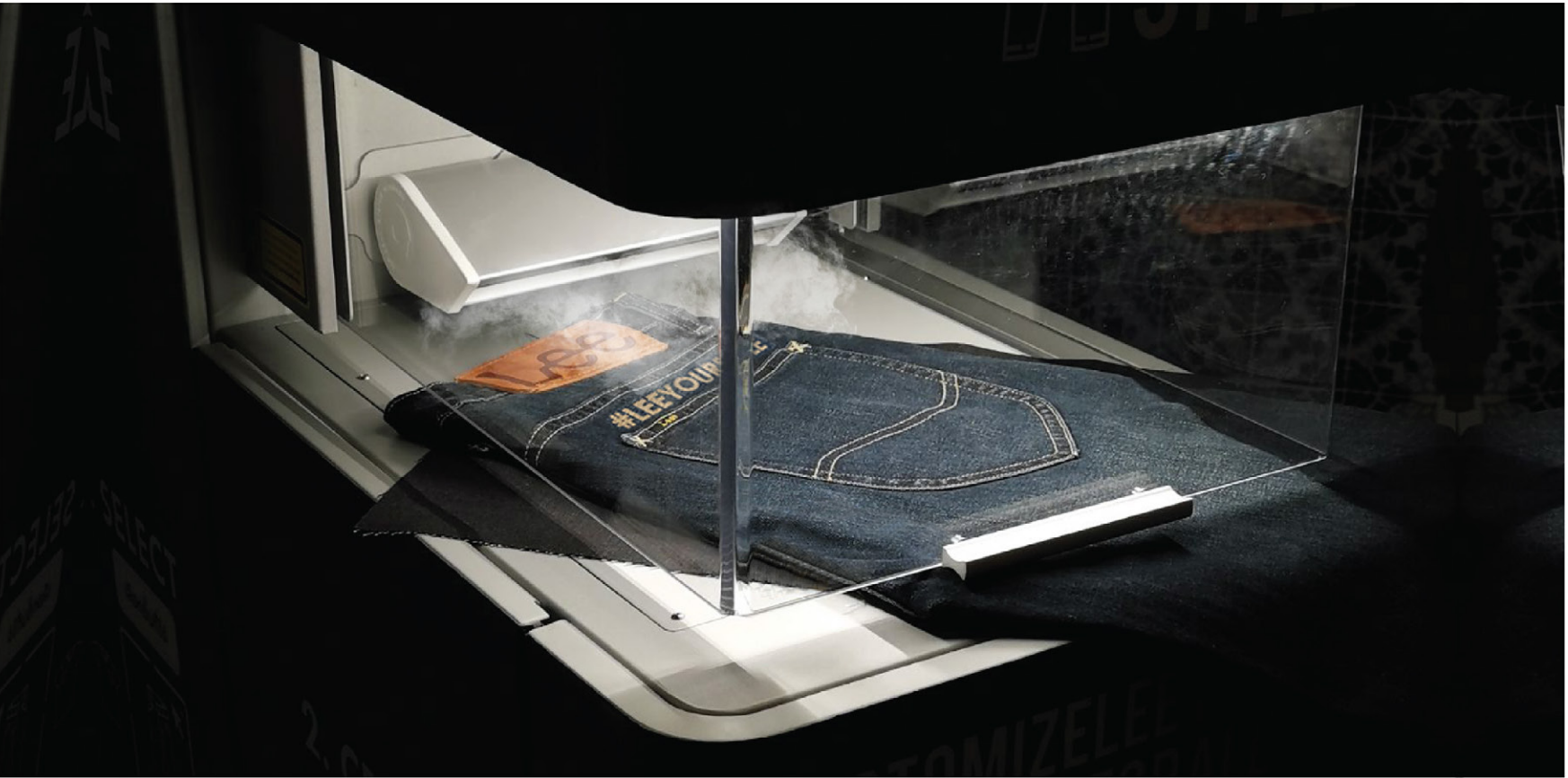
Garmin



Casio



KIKO Milano



Lee



Dyson



GO! Vietnam

A World of Flavors

Customers visiting stores find every kind of produce imaginable, from every corner of the world, including fresh foodstuffs from Thai farms, orchards, and fishing communities through to fruits, vegetables, nuts, meat, seafood, and branded products brought in from far-flung destinations to provide an extraordinary range of global flavors.



Kadewe Store Käsetheke



Kadewe Store SanLucar



Central Food Hall Lad Prao



Central Food Hall James the Butcher



Healthiful, The Crystal (Ekamia - Ramindra)



Jing Jai Farmer's Market



Central Food Hall Wine Cellar



Central Food Hall Ham and Brie



Central Food Hall Asian Flavours



Rinascente Florence



Alsterhaus Hamburg



Globus Bern



Kadewe Berlin



Oberpollinger Munich



COAST Beach Club & Bistro Hua Hin

Dining Out on Global Cuisines

Restaurants, cafés, bars, and malls present a diversity of places to enjoy a meal in a pleasant atmosphere, with brand names and food styles from across the world, and the latest tastes in dishes and drinks continually being added to ensure there is always something new for customers to explore.



Lofter Central Chidlom



Groove Central World



Salad Factory Aree Soi 2



Food Park Robinson Lifestyle



Arigato X Mister Donut

Transformation of Restaurants

New formatting across the entire spectrum of restaurants means that menus have been revamped to add diversity, and that services have been fully modernized to include cloud kitchen operation, self-collection, kiosk and curbside ordering, and the use of serving robots to increase convenience and safety.



Auntie Anne's and Mister Donut



Nong Temjai, Assistant Robot at Tops and Central Food Hall



Food Hunt



Katsuya Serving Robot



KFC Self Pick-up Service



Eco-friendly Packaging



Forest Restoration

Sustainable Development for a Better World

The Central Group projects to drive the vision of developing sustainability throughout the organization. Supporting agriculture and local products, creating job opportunities, reducing landfill waste, and promoting the circular economy, and these and others are underway or are being created to help solve social and environmental problems for long-term sustainable development.



Waste Segregation



Solar Rooftop



Community Contribution



Cultural Heritage



People with Disabilities

Tham-Dee Online Crowdfunding Platform

Opening up endless opportunities for individuals both who willing to create their projects or wishing to support with good intentions for the society. A new reliable and traceable digital crowdfunding platform 'Tham-Dee' is now live.



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