

## Press Release

For Immediate Publication:

# Visit Big Bazaar's "India's Most Stylish Homes" Festival & Win Free Home Makeovers

Leading TV personalities Ram Kapoor and Sakshi Tanwar can be your guests – Win Big Bazaar's 'India's Most Stylish Homes' contest

Amazing deals on the latest and widest range of products to style your home

Is your home stylish? Is it the neighbor's envy? Do people praise your home every time you have them over? If yes, then it's time to visit Big Bazaar's 'India's Most Stylish Homes' festival from 22<sup>nd</sup> December 2012 to 1<sup>st</sup> January 2013. You can avail the hottest deals and best offers on a wide and stylish range of Home makeover products. Also part of the festival is a contest to judge India's Most Stylish Homes. What's more is that if you win the contest, you can have Indian television's hottest onscreen couple Ram Kapoor and Sakshi Tanwar visiting your home and being your guests. To add to this, there are also free Home Makeovers to be won for 31 city winners and 106 store winners.

India's Most Stylish Homes festival will have the most amazing deals on home fashion, home needs, luggage, and footwear categories. The festival running across India in 31 cities starting from 22<sup>nd</sup> December 2012 to 1<sup>st</sup> January 2013 will offer customers the best offers on a wide range of products to style their homes at the most affordable price.

Some of the amazing offers on the home makeover products are Flat 40% off on carpets with an MRP of Rs 1000 and above, Flat 25% off on curtains and 10% off on the entire range of Dreamline kitchenware and entire range of Milton and Cello casseroles. There's also Flat 50% off on Milestone soft/hard trolleys and wheel duffel bags.

Speaking about this mega home festival, Mr. Sadashiv Nayak, CEO, Big Bazaar said, "When it comes to home, we have a wide range of products for the living room, kitchen, bedroom and bathroom. For these 11 days, we have spanned the entire space of furniture; appliances, storage, and crockery to create an exciting

range with the best offers to bring the whole home come alive. We want to help every Indian achieve their dream of owning a stylish home”.

Participating in Big Bazaar’s ‘India’s Most Stylish Homes’ is simple and easy. You are immediately entitled to participate once you make a purchase of Rs. 300 at any of the Big Bazaar outlets. This contest is being held across 106 Big Bazaar outlets in over 31 cities.

The process of participating in the contest is really simple.

- You can enter the contest by registering through your Facebook account
- If you don’t have a Facebook account, you can always Email the photograph of your stylish home or
- Or you can use the specially created Big Bazaar drop box at the Big Bazaar store to participate in the contest.

When asked why the brand associated with Ram and Sakshi, Mr. Nayak explained, “The idea was to come up with a prize that the customer would remember forever. That’s when we decided to get Sakshi Tanwar and Ram Kapoor who are both well known celebrities and feature in the popular Hindi serial on television called ‘Bade Ache Lagte Hain’. They have a certain degree of unique style element to them which makes them the ideal couple for our contest.”

Big Bazaar’s ‘India’s Most Stylish Homes’ will be judged on various parameters including Space Utilization, Aesthetics and Innovation. Winners from each of the 106 Big Bazaar stores, areas and cities will be announced separately. The Eminent Jury Panel will comprise renowned Interior decorators’ and the top management of Big Bazaar. All of city and store winners will compete to be the National winner who will be chosen by Ram Kapoor and Sakshi Tanwar. The contest begins from December 22<sup>nd</sup> at all Big Bazaar outlets and will conclude by January 1<sup>st</sup> 2013.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 163 stores across the country. With its motto of “Naye India ka bazaar”, 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 that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make

the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

### **About Future Group**

Future Group is among India's leading business houses with multiple businesses spanning across the consumption space. The group operates some of India's leading retail chains like Pantaloons, Big Bazaar, Food Bazaar, Central, Home Town and eZone and also has allied businesses in life and non-life insurance, logistics infrastructure and supply chain and brand and IPR development. The group operates around 16.5 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group's retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'