

Press Release

For Immediate Publication:

Big Bazaar's 6 Days of Mahabachat Gives More Power to Rupee

~Mega saving and mega bargain gives MORE Power to your Rupee~

~Consumers to get Rock bottom prices, Mega deals & Discounts From 10th - 15th

Aug~

Mumbai, August 08, 2013: From 10th August to 15th August 2013, Indian rupee's downward slide will come to an end and will see an upward swing. Mega Bargain & Mega Value on the widest range of products during the 6 days of Mahabachat will see an increase in the power of Rupee as Indian people will once again pay less and get much more.

With the prices of everything going up, what you get for your money today is lesser. The monthly budgets are getting tighter; your shopping bags are getting lighter. But these 6 days of Mahabachat in Big Bazaar from 10th to 15th August, will be an opportunity for customers to maximize the power of their money by filling their shopping carts with great products at unbeatable prices. From electronics to household items, food & grocery items to fashion apparel, kitchenware to home décor, Big Bazaar's Mahabachat will help customers to reap maximum saving with unbelievable offers and discount.

Speaking on the occasion Mr. Akshay Mehrotra, Chief Marketing Officer, Big Bazaar, *"The 6 days of Big Bazaar's Mahabachat is the most awaited shopping period for India's masses. It is a testimony to our belief as a retailer in providing the maximum savings and value to our customers."* He added, *"There is a major concern among people about the weakening of the Indian rupee, and it directly affects the prices of regular purchased products and monthly budget of every household. So this year's Mahabachat is about maximizing the power of your rupee and giving customers much more within their budget. The idea is to help our customers to shop and stock in bulk during big sale days like Mahabachat. We are expecting to attract more*

than 2 Crore Indian households this year.”

Some of the key offers during 6 days of Mahabachat are –

- **Groceries** : get value for the best quality groceries esp on Oil, Rice & Atta not only on value but also great discount on healthier products and brands like Amul, Britannia, premium Olive Oil
 - Best Special Basmati Rice 5kg + Fortune Sunflower Oil 5ltr Jar + Madhur Crystal Sugar 5kg Rs.899
 - Buy 3 Get 1 Free - Britannia Jim Jam Cream Biscuit 150g/Parle Hide & Seek Milano 75g MRP Rs.25/Pc
- **Home Decor:**
 - Select from a wide range of bed sheets with special offers of Premium Printed Double Bed Sheet Set MRP Rs.899 – Rs.1299 Buy 1 Get 1 free
 - Wide Range of Imported carpets MRP Rs 1000 Onwards Flat 50% off
- **Kitchen Supplies & Electronics**
 - Widest range of kitchen appliances with special offer on brands like Prestige, Bajaj, Koryo & Philips
 - Prestige 3 Burner Glass Top Gas Stove, 4 Pc Non Stick Cookware, Pressure Cooker 3l & Electric Kettle MRP Rs.13,100 at Rs.7295
 - Philips 32(81cm) HD LED TV with USB Movie Rs.23999* (*Under Exchange)
 - Magic Mop Bucket with 2 Refills MRP Rs.2450 Rs.999
- **Fashion:** wide range of mens and kids jeans and one of India’s largest range of Ethnic kurtas and Churidaar range available at Big bazaar
 - Ladies Cotton Stretch Churidaar Rs. 299 Buy 2 at Rs. 499

What started off in 2006 as a single day campaign has now become India’s most awaited and exciting annual shopping festival for consumers to choose and grab great products at great prices. So what are you waiting for, visit your nearest Big Bazaar and “Ab Paise ki Power Badhega”!

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 164 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.