

## **Big Bazaar Rings in Holiday season with India's First ever "Public Holiday Sale"**

- *Many exciting offers across categories and price points*
- *Consumers to get Rock bottom prices, Mega deals & Discounts*
  - *India's first ever Public Holiday Season Sales Initiative*
- *Special offer for Corporate and PSU employee on "Labour Day"*

**Mumbai, April 27, 2012:** India's leading chain of hypermarket, Big Bazaar today added another first in the Indian retail sector with the announcement of India's first ever "Public Holiday Sale" at all its stores across the country from **28<sup>th</sup> April to 1<sup>st</sup> May, 2012**. The Public Holiday Sale is a **4 day Mega Sale** offering jumbo combination of exciting offers, mega deals and discounts on wide range of products across various categories.

Big Bazaar was founded on the principle of providing low prices on the broadest assortment of merchandise. And over the years Sabse Saste Din, Republic Day Sale have been the most awaited and exciting shopping days for consumer and benchmark for the retail sector. Big Bazaar is reinvigorating its leadership promise with India's first ever holiday season shopping bonanza with "Public Holiday Sale", an exciting shopping festival for consumer to choose and grab great products at great prices. From daily household needs of food and grocery to apparels, footwear, toys, luggage, kitchenware, bed and bath ware, home decor, furniture, electronics and fine gold jewellery; "Public Holiday Sale" will have a bonanza to offer for each and every one in the family.

Speaking on the occasion, **Mr. Sadashiv Nayak, CEO, Big Bazaar**, said, "*Big Bazaar has been a forerunner in driving consumption through exciting deals on the widest range of products and creating new paradigm in Indian retail sectors through properties like Sabse Saste Din and Republic Day Sale. Over the years these innovative properties have become Industry practices and most awaited shopping days for Indian consumers. And we are sure that "Public Day Sale" is one more addition to re-establish our commitment to be one-stop shopping convenience and delight out customers with best deals and discounts.*"

Also on the occasion of “Labor day”, Big Bazaar will be offering employees of Public Sector Units by offering them special discounts and offers. These special offers can be availed by showing the Employee ID card. This is initiative from Big Bazaar to show our gratitude to the people and organization who have been working towards nation building.

Some of the Key offers for ‘Public Holiday Sale’:

### **FMCG**

- Coca Cola 2 Lt. Rs.65 BUY2 GET1 FREE
- Britannia Good Day Cashew Biscuit (185g /162g) Rs.75 ,  
Get Chocochip cookies (87.5g/2\*50g) Rs.20/Choconut cookies 90g Rs.22 FREE , Buy 3 and Get 1

Free\* (Offer not valid in Guwahati)

### **Electronics**

- Koryo 1.5Ton 2 Star Split Ac, MRP Rs. 24,990 Offer price Rs. 21,990

### **Fashion**

- Men's Jeans Rs. 399-699 Flat Rs. 299(on select range)
- Ladies fashion jeans and tees Rs. 249-799 Flat 30% off

### **Home Needs**

- Prestige 2 Burner Glass Top Gas Stove, 3 Pc Non Stick Cookware Set & Pressure Cooker 3l Rs 8500 Rs 5095

### **Luggage**

- AT/Skybags/Safari Soft Trolleys\* Flat 50% Off (\*Select Range)

### **Home Fashion**

- Bombay Dyeing Double Bed Sheet Set with Two Pillow Covers Rs 1099 Buy 1 @ Rs 699 Buy 2 @ Rs 1299

### **About Big Bazaar**

*Big Bazaar is the flagship hypermarket retail chain from Future Group, having 161 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 consumer finance, 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 250 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.'*