

Go Back 2 School With Big Bazaar!

- Bring old school bags and get a flat 25% off on any new school bag
- Buy 1 Get 1 Free on purchase of stationery items
- Get 30% off on purchase of Water Bottles and Tiffins
- Participate in 'Back 2 School Lucky Draw' and win exciting prizes

Mumbai, May 28, 2009: Summer season is winding down and summer vacations are coming to an end. It's back to school time! Parents and kids are eagerly on a lookout for upcoming sales to shop for a multitude of stationery items, school supplies and other essentials. At a time like this, Big Bazaar, India's largest hypermarket chain, part of Future Group brings to you the 'Back 2 School' campaign.

As a part of this campaign, for the first time ever, Big Bazaar introduces an exchange offer on school bags. Customers can bring their old school bags and get a flat 25% off on any new school bag. The old school bags collected during this campaign would be given to an *NGO - Save The Children, India*. Attractive offers like 'Buy 1 Get 1 Free' on Disney and Creations stationery and pens, 30% off on water bottles and tiffins, 20 % off on the entire range of school shoes are sure to woo both kids and parents alike.

From **May 23 – June 14, 2009**, 'Back 2 School' at Big Bazaar will provide customers exciting offers and discounts on a wide range of school stationery and merchandise like school bags, water bottles, tiffin boxes, school shoes, study tables and much more .

That's not all! Big Bazaar in association with *Hindustan Pencils* is also organising a mega 'Back 2 School Lucky Draw', where on purchase of Apsara, Colorama and Natraj stationery of Rs 100/- and above customers can win exciting prizes like Laptops, DVD players, DVD's etc.

Some of the exciting offers under 'Back 2 School' are:

- Anupam Notebooks (set of 5 with 176 pages) - Buy 1 Rs. 89/- Buy 2 Rs. 149/- (MRP - Rs.120/-)
- Buy Oxford Dictionary (MRP - Rs.155/-) and Atlas (MRP - Rs.138/-) for Rs. 99/- only
- Avail 20 % off on the entire range of school shoes
- Niko study table for Rs. 2,499/- (MRP - Rs. 4,000/-)
- Nilkamal Kids Wardrobe (Small) - Offer price Rs. 3,199/- (MRP – 4,200/-)

Said **Mr. Hans Udeshi, CEO – General Merchandise, Pantaloons Retail (India) Ltd.**, "With the re-opening of schools across the country for the new academic session, it's time for parents to shop for stationery and other merchandise like books, pens, shoes, school bags etc. In these trying times, when everybody is looking for ways to save more, Big Bazaar through its 'Back 2 School' campaign offers discounts on a complete range of school merchandise. With more than 525 offers, the Back 2 School campaign is sure to woo both kids and parents alike."

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 114 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', 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, makes the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

For further information please contact

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