

Chennai Gets Its Largest Big Bazaar

A Superb Savings Destination for home, food and fashion products in the city

Chennai, June 18, 2010: Chennai got its newest savings destination today in the form of a new Big Bazaar store at Express Avenue Mall. The new store is meant to be a mega savings destination with great deals and combo offers for the people. Chennai store will provide a wide range of products to choose from. This spacious Big Bazaar store is the 4th in Chennai but undoubtedly the largest that Chennai has.

Mr. Sadhashiv Nayak, CEO, Big Bazaar, said, "Chennai is among the fastest growing cities in India today and to keep up with the growing needs of the people of Chennai, we felt the need of a modern savings destination. This new store is going to cater to all their shopping needs and surprise them not only with the range but with the best prices too. Our main objective is to provide Value For Money for each product bought at our store."

He further added, "Immense care has been taken on the store design so that people navigate at ease inside the store and we are positive that this store will provide a wholesome and complete shopping experience to the entire family."

Located in the heart of the city, occupying a retail space of 70,000 sq. ft., and housed in a single floor, the customers are offered the widest range of products from each section - Food, Home and Fashion which are available at unbeatable prices. Special emphasis has been laid on the affordable price factor apart from Quality and Variety of the products to induce huge savings for the customers.

At any given point of time, customers will find an amazing array of products from the following categories -

Fashion – Huge options from ready-to-wear apparels right from an extensive range of T shirts and jeans to salwar kameez dupattas to kids wear. In T-shirts, there are over 1000 options, over 300 options in Jeans and over 300 options in Ladies Kurtis to choose from. Prices of jeans start - Rs. 299 onwards, T shirts – Rs. 99 onwards and ladies Kurtis – Rs. 199 onwards.

Home – Consists a wide range of household items like Utensils, Pressure cookers in aluminum, stainless steel and hard ionized from 2ltrs to 10 ltrs, available from Rs. 449 onwards. In Crockery, huge varieties of dinner sets in melamine, glass ware, ovenware and bone china.

Travel solutions – Soft trolleys and accessories to fulfill all travel requirements.

Electronics - Over 30 LCDs from leading brands from 19 inch to 42 inch to match your home décor and fit in your budget.

Fruits and Vegetables - Over 120 varieties of vegetables and 80 varieties of fruits to choose from basic to exotic range.

Stylized to provide ample space to move around, the store lay out has been designed to give a very contemporary and international look with wide aisle for easy movements. Products are displayed and

highlighted with customer friendly signages, lighting and fixtures to enable hassle-free shopping for all. In addition, to facilitate the billing process, the store has 27 check-out and 6 Express counters.

The new store would have a dedicated customer service area of 500 sq. ft. for the exhausted shoppers. Another noteworthy feature of the store is a dedicated space 2000 sq ft of Live Kitchen and Ready-To-Eat take-away section catering exclusively to the local taste buds by stocking scrumptious pastries, burgers, sandwiches and other local delicacies coming up shortly.

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