

## **Kota get its first Big Bazaar store**

Introducing a wide range of merchandise at extremely affordable prices

**Kota, October 2, 2009:** Big Bazaar, India's largest hyper market chain, part of Future Group, has further enhanced its reach to the customers with the launch of its first store, today at Kota. Spread over an area of **35,534 sq.ft.**, the Big Bazaar store located at *City Mall, Jhalawar Road* will serve as a convenient shopping destination for the people in Kota. Kota, which is known for its distinctive style of painting, saris, stone products and a vibrant education sector, is well connected with rail and road. The numerous coaching centers, which prepare aspirants for India's elite engineering and medical colleges, have given a totally new character and identity to the city, creating a space for modern retail.

This Big Bazaar store will serve as a complete shopping destination that will cater to the growing consumer needs of the people of Kota. For the added benefit of the residents of Kota this store will also house **Star & Sitara** for Wellness and Beauty Products.

In order to make it a destination store catering to every single household need of customers, there is a **Food Bazaar** (for food and groceries); **One Mobile** (for all mobile phone related needs) and **Depot** (for books, music and stationery).

**Fashion@Big Bazaar**, which offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants, will cater to the fashion needs of the city.

The store also offers, a wide collection of accessories such as sunglasses, watches and handbags; as well as general merchandise products including plastics, crockery, utensils, home care and home fashion products, footwear, toys, luggage, sports goods and gifting options.

**Mr. Anand Adukia, Zonal Head, Gujarat and Rajasthan Zone said,** "Looking at the overwhelming response of the other Big Bazaar stores in Rajasthan, we decided that the time is right to bring the same shopping experience to residents of Kota. Since Kota is expanding at a fast rate, it is our endeavor to reach out to more and more homemakers in the city, and also give them an opportunity to save maximum while they shop for their weekly, monthly or special occasion requirements. We are happy to launch the first Big Bazaar store in this city and are confident that this store will fulfill all the household requirements of customers."

**Kota Big Bazaar has the following categories and sections devoted to specific products:**

**Food Bazaar:** All food items, pulses, grains, fruits, vegetables

**One Mobile:** A mobile shop offering latest and affordable handsets

**Electronics Bazaar:** Complete range of branded electronic goods and appliances

**Depot:** Books, music and stationary

**Apparel:** For Ladies, Men, Kids for all season. Western, ethnic, casuals and formals

**Appliances:** All kitchen appliances like Mixer Grinder, Toaster, Microwave and Juicer

**GM-Home:** Entire range of kitchen needs, Utensils, Plastic-ware, Home-linen

**GM-Fashion:** Accessories, Luggage, Gift items and many more

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group. 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 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**

Mr. Atul Takle

Head - Corporate Communications

Pantaloons Retail (India) Limited

Email: [mediarelations@futuregroup.in](mailto:mediarelations@futuregroup.in)

Website: [www.pantaloonsretail.in](http://www.pantaloonsretail.in)