



Press Release

Big Bazaar launches 'Sarodia Utsav'

Some special Big Bazaar offers for Pujo 2009:

- Shop for Rs 499/- & get reimbursement of your Up & Down Local Train Fare
- Shop for Rs.2999/- & get Timex Pair Watch of MRP 1490/- for 599/-
- Shop for Rs 999/- & participate in lucky draw
- Mega Prize- 2 BHK Flat in Greenfield city
- Bumper prize: 12 bikes

Kolkata, August 28, 2009: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, today announced the launch of 'Sarodia Utsav' a large scale shopping celebration created at all Big Bazaar outlets in the city. As the city prepares for the cheerful frenzy of the Puja, Big Bazaar is all geared up to join the celebrations of this Mahotsav. On this occasion, popular Bengali actress Sreelekha Mitra inaugurated the Pujo celebration at Big Bazaar, Highland Park.

The celebration will see all Big Bazaar outlets in the city replicate the Puja fervour. All the Big Bazaar stores in the city will be decked with Pujo Pandal entrance gate, huge dhaki cut outs, thematic lightings, and a gallery of pictures showcasing Pujo, and bring in the aura of festivity before the actual Durga Puja celebration starts.

"Big Bazaar has always been known for giving its customers an added reason to celebrate. This 'Sarodia Utsav' will allow Big Bazaar to share the festivity with their customers by giving them exciting offers during their puja shopping. The decked up Durga Puja look, fabulous gifts and prizes and a wide range of new collections will be an excitement for the entire family and bring the aura of festivity even before the actual festival starts, which is exactly one month from now", said Manish Agarwal- Big Bazaar, Business Head-East.

Durga Pujo lucky draw prizes include 2 BHK flat, bikes, electronic appliances and mobile phones. There will also be wide range of new collections in categories ranging from apparel, footwear, watches & sun glasses and home fashion. Customers will also be able to enjoy mouth watering delicacies at the food joints placed in front of the stores.

"Kolkata is the most happening city in India, around Durga Pujo. I am very happy and excited to be part of this, as Durga Puja is not just a religious festival, but a complete celebration and the most awaited time of the year for Kolkatans. It is celebrated with great pomp and gaiety and what better way to do it than shop to your heart's content. I am sure Big Bazaar customers will have a wonderful shopping experience with all these exciting offers and prizes offered to them", said actress Sreelekha Mitra during the inauguration function.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 116 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 unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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