



## **Big Bazaar Completes 10 Years**

### **Commemorates the Occasion with a Fresh Branding & New Promises**

**Mumbai, 17<sup>th</sup> November, 2011:** Big Bazaar today unveiled a new logo with a new tag line, '*Naye India Ka Bazaar*' on completion of 10 years of serving Indian customers.

Born out of the idea of amalgamating the look, touch and feel of Indian bazaars with the choice, convenience and hygiene that modern retail provides; the first three Big Bazaar stores were launched during the festive season in 2001 in the cities of Kolkata, Bangalore and Hyderabad. Since then, 151 more stores have come up in 90 cities across the country. Millions of customers, across the length and breadth of the country have benefitted from the Big Bazaar's promise of providing affordable and quality products to everyone. Today, Big Bazaar provides a platform for over 15,000 small, medium and large producers and manufacturers to sell their products to Indian consumers. Needless to add, during this period Big Bazaar too evolved in terms of product offerings, display, customer conveniences and the experience it offers.

The opening of the 100<sup>th</sup> Big Bazaar store in 2009 marked the fastest organic expansion of a hypermarket retail format anywhere in the world. Simultaneously, the format earned multiple awards and accolades, including being adjudged the Most Trusted Brand by two of India's leading media houses in 2011.

During this time, India too has changed dramatically and so has customers who walk into Big Bazaar. Keeping in mind this evolution and to stay a step ahead, Big Bazaar unveiled a new logo that stands for a dynamic forward movement and a more modern outlook designed for each member of the great Indian family.

# BIG BAZAAR

NAYE INDIA KA BAZAAR

Big Bazaar will now present itself with a new tag line, 'Naye India Ka Bazaar,' replacing the earlier one, 'Isse Sasta Aur Accha Kahin Nahin.' A television, print and social media communication initiative is also being launched to mark this event. The new logo design was developed by Bangalore-based design house, Idiom and the media campaign has been developed by Mudra Communication.

The inspiration for the new ad campaign commemorating the 10 years of Big Bazaar comes from an ancient Jain custom of "Michchami Dukkadam", which translates into colloquial language as "Bhool-chook maaf" or "Please forgive me if I have offended you knowingly or inadvertently".

Apart from a commitment to further improve services provided to customers, a key initiative being rolled progressively across all stores are priority counters for senior citizens, pregnant women and mothers with infants. Big Bazaar stores will also have more customer feedback sections. Stores across the country will also be rolling out signature community initiatives like *Annasantharpane* and *Protsahan*.

## **About Future Group:**

*Big Bazaar is part of the retail network of Future Group. Future Group operates some of India's most popular retail chains including Pantaloons, Central, Big Bazaar, Food Bazaar, Home Town and eZone and also has allied businesses in consumer finance, life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 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 300 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.'*