



Press Release

Coca-Cola India's new refresher – Minute Maid Nimbu Fresh launched exclusively In Big Bazaar and Food Bazaar

Minute Maid Nimbu Fresh will be available only in 96 Big Bazaar and Food Bazaar stores across top 7 cities during February 19 to February 28, 2010

Mumbai, February 22, 2010: Big Bazaar & Food Bazaar, India's largest hypermarket chain, a part of the Future Group, announced the 'Shubh Mahurat' launch of 'Coca-Cola India's' new lemon-juice based drink 'Minute Maid Nimbu Fresh'. Minute Maid Nimbu Fresh will be available exclusively at Big Bazaar & Food Bazaar's 96 outlets across 7 cities including Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, Pune and Ahmedabad till February 28, 2010.

Under the 'Shubh Mahurat' programme, Big Bazaar brings out exciting new products for its consumers every month. Prior to this they launched their in-house brands 'Tasty Treat Cereals' and 'Milestone Strolley Bags' and which got a great response by the consumers. With the launch of Minute Maid Nimbu Fresh, Big Bazaar becomes the one and only retail chain to exclusively launch Minute Maid Nimbu Fresh with so much of fanfare for its consumers.

On the occasion **Mr. Sadashiv Nayak, President, Big Bazaar** said, "We at Big Bazaar are constantly trying to find new ways to delight our customers with the new & quality offerings. *Big Bazaar's Shubh Mahurat* is one of such initiatives where every month we introduce new brands across our stores and we have been very successful in doing that. This time we have partnered with Coca-Cola India, the most trusted company of the country, to launch *Minute Maid Nimbu Fresh*. We hope it brings a new thrill & refreshing experience into our customer's life with the Freshness of Minute Maid Nimbu Fresh. Customer's satisfaction is our ultimate goal and we are confident that like our earlier Shubh Mahurat launches, this one would also hit success".

According to **Mr. Sumanta Datta, Vice President Customer & Commercial leadership, Coca-Cola India**, "We are happy to partner with Big Bazaar to launch Minute Maid Nimbu Fresh through the modern trade. Minute Maid Nimbu Fresh is a refreshing lemon juice-based drink developed especially for Indian consumers. This partnership presents a win-win opportunity for all as it provides Coca-Cola India the scale to refresh its consumers across the 4 metros, Hyderabad and Pune, all in one go. At the other end, this special relationship enables Big Bazaar to offer a brand like Minute Maid Nimbu Fresh to their consumers.

For further information please contact

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