

Unbelievable value for Scrap at Big Bazaar's 'The Great Exchange Offer'

- Get a bed for Rs.3199/-; digital cameras for Rs.5299/-; 4 branded shirts for Rs.999/- & many more exciting offers
- Consumer to get 'rock bottom prices, mega deals & discounts'
- Easy Installment finance scheme available from Future Money

Mumbai, February 12, 2009: *Big Bazaar*, India's largest hypermarket chain, a part of the Future Group, today announced the launch of '**The Great Exchange Offer**', a three week long event, wherein, consumers can get **unbelievable value for their old scrap** including newspapers, clothes, footwear, plastics, etc. In these trying times, when everyone is trying to save money, Big Bazaar offers consumers a chance to get maximum value for their scrap items and thus save some money.

Consumers can walk into any Big Bazaar store between **February 14 to March 8, 2009** and get great value for their old scrap items. The value will be in the form of coupons, which can then be used by customers to get **extra savings of 25% over & above the special offers running in-store**. This offer is valid on a wide range of products at Big Bazaar such as apparel, home fashion, utensils, plastics, crockery, luggage, toys & much more.

Big Bazaar will give customers coupons of unbelievable value, for their old scrap items such as newspapers at Rs. 25/- per kg; old clothes at Rs.200 per kg; plastics/utensils/leather goods at Rs.75 per kg; footwear/luggage Rs.100 per kg; pet/ beer bottles at Rs.15 per kg; tyres at Rs.50 per kg; and others at Rs.20 per kg.

Customers can also get upto Rs.10,000/- for their old furniture & upto Rs.5000/- off on new electronic items, in exchange for old electronic items.

Big Bazaar will set up special kiosks outside the store, where a team will value the old scrap items received from customers and issue coupons on the spot. Besides this, Big Bazaar will also send out trucks to housing societies in various localities in the city, to collect old scrap items from consumers and issue them coupons for the requisite value.

This offer is valid in all Big Bazaar stores across the country.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 108 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 very 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

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