

Shopping Ka Maha Dhamaka - The 5 Days Of Shopping Extravaganza

Big Bazaar's 5 Days Maha Bachat Kicks Off from Aug 12

- *Maha Savings with exciting offers on over 1,60,000 products including like Haier 32 (81 cm) LCD TV. Rs. 22,990/- & Acer Laptop with Intel processor Rs18,990/ and many more*
- *Maha Bachat offers available across categories from food and grocery to apparel, footwear, toys, luggage, kitchenware, bed and bath ware, home décor, furniture, electronics, fine gold jewellery and more*

Mumbai, August 10, 2009: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, once again brings the most anxiously awaited annual national event '**5 Days Maha Bachat**' on the occasion of Independence Day. Starting from *August 12, 2009 to August 16, 2009*, the '5 Days Maha Bachat', will be held across all the *116 Big Bazaar* stores in the country.

Continuing with its efforts to provide the best shopping deals and savings to Indian consumers, Big Bazaar is all set to make this year's Independence Day weekend shopping, truly memorable, with the best deals and mega offers leading to great savings. Apart from Big Bazaar stores, Maha Bachat offers will also be available at all **Furniture Bazaar, Home Bazaar, Navaras** and **One Mobile** outlets. To avail of exceptional offers on over **1,60,000 products**, over 55 lakh consumer footfalls are expected across **Big Bazaar stores** spread through the geography of the country.

True to its commitment of offering BIG savings every year, Big Bazaar's '5 Days Maha Bachat' will have an exciting array of attractive offers and discounts. From daily household needs of **food and grocery to apparel, footwear, toys, luggage, kitchenware, bed and bath ware, home décor, furniture, electronics, fine gold jewellery** and more; '**Maha Bachat**' will ensure there is something for everyone in the family, to shop for and thereby enjoy maximum savings.

Commenting on this occasion said **Sadashiv Nayak, President Concept Big Bazaar**, "Now into its fourth year, '**5 Days Maha Bachat**' has become synonymous to 'value shopping' for millions of customers across India. A period of almost six months goes into the planning for Maha Bachat. After we do the planning, we get in touch with our vendor partners and together work out the offers. We buy our goods in bulk, and thereby pass on the savings to our customers. This year's Maha Bachat is bigger with attractive offers for every household. With 116 stores, Big Bazaar promises to reach to the masses of India in many newer towns and cities and give customers a novel shopping opportunity and experience."

Some of the Key offers for 'Maha Bachat' are:

- Swagat Bed room Set (Queen Metal Double bed with wooden leg poles + 2 Door wardrobe with mirror + Nightstand) at Rs.9,999/-
- 2 Bombay Dyeing premium printed double bedsheets with 2 pillow covers- Rs.999/-
- Acer Laptop with Intel processor Rs18,990/-
- Haier 32 (81 cm) LCD TV. Rs. 22,990/- (FREE DTH + 3 month subscription)
- Buy Nokia Phones & Get up to 20 % Off on MRP
- Set of 3 Milestone Trolleys at Rs. 3,299
- Forbes UV Water Purifier Rs 3,990

- Buy Nirlep 4 Burner Black Pearl Gas Stove Rs. 4,995 & Get 7 items worth Rs. 3,579/- Free
- *Tilda Khush* Long Grain Rice 5 Kg + Fortune oil 5 Ltr Jar + Sugar 5 Kg MRP Rs.1,000 Offer Price Rs.579
- Mens Jeans MRP Rs 599/- Buy 1 Get 1 Free & Sarees MRP Rs. 799 Buy 1 Get 2 Free
- Up to 50 % OFF on Making Charges! A flat Rs.99 per gm* Making Charges for 22 K BIS Hallmarked Gold Jewellery
- Britannia Combo (Good day Cashew + Good day butter + Bourbon) Family pack MRP Rs.63 / 64 / 67 Save Rs 15/- on MRP

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.

For further information please contact

Mr. Atul Takle
Head - Corporate Communications
Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in