

Big Bazaar's 'Sabse Saste 4 Din' is back with 'abundant' deals

The years most economical four days of shopping

- Many exciting offers across categories and price points
- Consumer to get 'rock bottom prices, mega deals & discounts'

Mumbai, January 20, 2010: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, today announced that it's biggest shopping event - '**Sabse Saste 4 Din**', will be held across its over **120 Big Bazaar stores and other group stores across 70 cities between January 23rd to 26th, 2010.**

Continuing its efforts to provide the best shopping deals and savings to empower Indian consumers and create abundance, Big Bazaar is all set to make this years' Republic Day weekend shopping, truly memorable, with rock bottom prices, best possible discounts and mega offers. Apart from the flagship Big Bazaar and Food Bazaar stores, other Future Group retail formats, like Furniture Bazaar, Electronic Bazaar and Home Bazaar stores, will also be part of this mega campaign.

This year, over 50 lakh customers are expected to flock to the stores to avail of offers on a wide range of products available across categories like fashion, food, electronics, home needs, furniture and much more as a part of this four-day event.

From daily household needs of food and grocery to apparels, footwear, toys, luggage, kitchenware, bed and bath ware, home décor, furniture, electronics and fine gold jewellery; '**Sasbe Saste 4 Din**' will have an exciting array of attractive offers, deals and discounts, ensuring something for everyone in the family, to shop for, and a maximum 'value for money' for all customers. This year will also see select never before categories come up with the smartest offers.

Speaking on the occasion, Mr. Sadashiv Nayak, President, Big Bazaar, said, "Sabse Saste 3 Din has been a humungous success with consumers and has become synonymous with **value shopping** for millions of consumers across the country. Big Bazaar started this campaign on January 26, 2006 with 24 stores, followed by 43 stores next year and over 80 stores last year. We have seen unbelievable sales like 80,000 DVDs, close to 175,000 shirts; 37,000 jeans; 36,000 sarees; 22,000 food combos, and last year Sabse Saste 3 Din attracted more than 55 lakh customers. As the name suggests, Sabse Saste 4 Din will be the **most economical** four days of shopping at Big Bazaar and we look forward to it being yet another successful Shopping Bonanza."

"**Special offers** have been created based on **customer insights and** past learnings. Consumers are always looking for the **best value for their money** and with one extra sale day, Sabse Saste 4 Din is a great opportunity for them to **save money** and get the best products at the best possible prices. These four days will truly signify freedom from high prices for consumers and make aspirations affordable," he added.



Exciting offers across categories include:

Sansui 32 (81 cm) LCD at TV Rs.19,990

Eden Solid Wood Sofa Set from Rs. 36,000 Rs.19,999

Men's and ladies' T-shirts* Buy 2 Get 2 Free

Jeans* Buy 1 Get 1 FREE

Salwar Kameez Dupatta Sets* Flat 50% Off *Offer valid on a wide range

Tilda Khush Rice (5 kg) + Fortune Oil Jar (5 ltr) + Madhur Sugar (5 kg) Rs. 1,110
Rs. 679

Britannia Combi (Good day Cashew 180g-270 g + Mariegold 304g-370g + Bourbon 169gms) Rs.64 - Rs
70 Rs. 18 Off

Rin Detergent Powder 6 kg Rs.415/- Rs. 290/-

Bombay Dyeing Coral Vine Bath Towels Buy 1 Get 1 FREE

Recron Pillows Buy 1 Get 1 FREE

Silver Oak Bedroom Set Rs. 35,500 Rs.22,999

Prestige 4 burner Gas stove Rs.5695 Get 5 items FREE

Nirlep non stick Kadhai Rs. 599 Get Non stick Tawa + Frying Pan worth Rs 924 FREE

Olympus Digicam 12 MP 3X Optical zoom Rs.6,995 Rs. 3999

Laptop Rs.15990 with High speed Data card

Nokia, Sony Erickson & Samsung Mobile Phones, Upto 25 % off*, * Offer valid on select models

Buy a Blackberry Smartphone and get a One Mobile gift voucher worth Rs. 2,100

Also, on offer during this period will be Future Generali's Accident Suraksha Policy at a special price of Rs. 79/-. This nominal investment will cover the insured for a year and extend a monthly support of Rs.10,000 per month for a period of 10 months in case of accidental death or permanent disablement due to an accident. Big Bazaar has also made available special insurance packages for Home and Life at magic price points starting at Rs. 199 during these four days.

For net savvy consumer, Big Bazaar has also made all these offers (except fashion range) available online at www.bigbazaar.com.

Celebrating the success of Big Bazaar's Sabse Saste 4 Din, this year, Central Bank of India has come forward to be the presenting sponsor across the country. This historical tie-up also brings additional 5% Cash back on Central Bank of India MAESTRO Debit Cards during these four days!

About Future Value Retail

Future Value Retail Limited is a wholly owned subsidiary of **Pantaloon Retail (India) Limited**. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, **Big Bazaar and Food Bazaar**. The company operates over **120 Big Bazaar stores**,

170 Food Bazaar stores, among other formats, in over **70 cities** across the country, covering an operational retail space of over **6 million square feet**. As a focussed entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India.

For further information please contact

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