

## **Ab India Rahega Har Din Ready with Big Bazaar Beauty Bazaar** Brings you the best beauty products under ₹99

**National, 12<sup>th</sup> February 2020:** Big Bazaar - India's leading hypermarket chain from Future Group has always stayed ahead and met the requirements of all its customers. Today, Big Bazaar is a one stop shopping destination; that offers the best of food, fashion, home and daily utilities, all under one roof for the entire family. Unlike other daily utilities that can be generalized for all, beauty products are used as per personal brand preferences and requirements. Reaching out to all beauty enthusiasts, make-up lovers, youth and women across all age group Big Bazaar presents India's Beauty Bazaar. Customers can get the best products by leading brands at all under ₹99 only at Big Bazaar's Beauty Bazaar.

Customers can experience Beauty Bazaar present in all Big Bazaar stores and can choose from a wide range of hair, skin, face, eyes, lips, nail and other beauty essentials all under ₹99. From housemakers, to office going women, to teenagers and young elders the Beauty Bazaar includes all everyday essentials. Lakme enrich lip crayon lipstick MRP 225 at ₹99, Maybelline lip balm MRP 175 at ₹99, Faces black kajal MRP 179 at ₹99, Garnier Cleanser Micellar Water MRP 175 at ₹99, Kara makeup remover wipes MRP 175 at ₹99, TS Manicure set MRP 125 at ₹99.

Speaking about India's Beauty Bazaar **Pawan Sarda, Group Head – Digital and Marketing, Future Group** says, "At Big Bazaar, we have always worked towards empowering our customers in a way that they enjoy a valuable shopping experience. In today's digitally savvy world everyone wants to be insta or selfi ready; this has led to an increasing need and demand for personal grooming. With Beauty Bazaar customers can save more by buying the same branded products at a much lower price and not compromise on self-love."

Beauty Bazaar is present at all Big Bazaar stores in the country. Makeup and fashion enthusiast customers can purchase foundation lotions, face scrub, nail paints, compacts, different type of hair brushes, nail care and much more all under the special price of ₹99. Not only this; Big Bazaar will soon launch a digital platform that will share all beauty regimes, hacks, tips and tutorials for all fashion lovers.

Go visit your nearest Beauty Bazaar and Be Everyday Beautiful!

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group and is present in over 140 cities across the country. The Group also operates Big Bazaar GenNxt which integrates superior shopping experiences with innovations such as interactive digital screens, sit-down checkouts and smart customer service. Big Bazaar promises to offer the 'Har Din Lowest Price' with a massive price drop on over 1,500 everyday-use items at all the stores in the country. It also offers a host of value-added services like home delivery, fast billing and grinding flour amongst others. Big Bazaar has created mega shopping properties like SabseSaste Din, Public Holiday Sale, Smart Search, Wednesday Bazaar and Great Indian Home Festival which

empowers the customers to shop the best at the lowest price. Through 'Future Pay' digital wallet, Big Bazaar provides its consumers with cash credits that can be redeemed for future purchases at all its stores in the country.

**For more information, contact:**

**Website:**<http://www.bigbazaar.com> | **Facebook:** @BigBazaar | **Instagram:** @bigbazaar\_beautyready  
**Twitter:**@BigBazaar | **Twitter:**@fg\_buzz | **Youtube:**  
<https://www.youtube.com/user/bigbazaarindia/featured>