

Big Bazaar Makes its Foray in Bareilly

A Unique Shopping Concept from the Pioneers of Indian Retail

Bareilly, March 23, 2011: Big Bazaar, India's popular hypermarket retail chain from Future Group has further enhanced its reach to the customers with the launch of its first store in Bareilly. The new store is located at Ground Floor of Phoenix United Mall, Near Mahanagar Colony, Pilibhit bypass road.

Trusted by millions of families across the country, Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. Spread over an area of 30,000 sq. ft, Big Bazaar will prove to be a one-stop destination for the citizens of Bareilly, catering to each and every single household needs. Customers would be offered the widest range of products from each section - Food Bazaar, Farm Fresh, GM, Fashion, Home Fashion and Footwear at unparalleled prices.

With the opening of this new store, Future Group now has 161 Big Bazaar's nationally.

Big Bazaar will bring convenience plus rich shopping experience for the people of Bareilly. Big Bazaar will provide right ambiance and platform to add to customers delight. From the moment the customers enter to the time they leave, the store is aimed at enhancing a shoppers' experience. Located in the heart of Bareilly, the store offers a streamlined approach, enabling greater convenience in experiencing the comprehensive range of products.

Speaking on the occasion, Mr. Dhananjay Sengupta, GM, North Zone, Big Bazaar said, *"Bareilly is a fast growing city and the sustained economic growth has driven the needs and tastes of the people of this city at par with any other modern city which has encouraged us to set up our first store here. The store would give people the opportunity to shop for all their requirements, save and enjoy the experience with their entire family at the same time."*

He further added, *"We are happy to launch our first Big Bazaar store in the city and will help enriching customers shopping experience though are vast retail expertise, values and product offerings."*

At any given point of time, customers will find an amazing array of products and offerings from the following categories -

Food Bazaar & Farm Fresh - Wide range of products which include fruits & vegetables, Live Kitchen and Bakery along with other items - personal care, home care, home needs, beauty and more.

Fashion - Huge options from ready-to-wear apparels right from an extensive range of T-shirts and jeans to salwar kameez dupattas to kids wear.

Home - The section consists a wide range of household items like Utensils, Plastic, Crockery, Luggage and Footwear.

About Big Bazaar

Big Bazaar is part of the retail network of Future Group. Future Group operates some of India's most popular retail chains including Pantaloons, Central, Big Bazaar, Food Bazaar, Home Town and eZone and also has allied businesses in consumer finance, life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group's retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'