

Big Bazaar Introduces the World's First Digital Pujo Pandal

National, 25th September 2019: Big Bazaar – the most loved hypermarket chain from Future Group has always participated in the festivities that India celebrates. Taking the festive celebrations a level further, Big Bazaar is all geared up to add more glitter to the upcoming Durga Pujo. Adding to the grandeur of the Pujo Pandal, for the first time ever Big Bazaar has come up with a very unique concept. Big Bazaar invites the country to get together to co-curate the World's First Digital Pujo Pandal.

The Pujo Pandal is a magnificent sight, which every year gets better and grander! This year, Big Bazaar gives everyone an opportunity to design the Pujo Pandal as per their own creativity and imagination that too digitally. The Digital Pujo Pandal is simply created by voting for one's favourite backdrop, colour and pattern. The pandal with the highest vote will be revealed and celebrated on www.bigbazaar.com.

Speaking about the idea **Pawan Sarda, Group Head, Digital - Future Group** says, "Festivals are an integral part of our Indian culture. Durga Puja is yet another important festival that is celebrated in our country and Pandals are a significant aspect of this celebration. We at Big Bazaar are celebrating the essence of togetherness by using the digital platform to engage with and celebrate this festival with everyone.

One needs to register on the site to enjoy exclusive Pujo offers at Big Bazaar. The co-creation has begun where more than 64,000 people have actively participated in creating the world's most exclusive digital Pujo Pandal.

So come, let's create a Digital Pujo Pandal by choosing from the different themes and enshrine the beautiful idol of Goddess Durga. Link - www.bigbazaar.com/DigitalPujoPandal/

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of "Making India Beautiful", 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, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

For more information, contact:

Website: <http://www.bigbazaar.com> | **Facebook:** @BigBazaar | **Instagram:** @bigbazaar

Twitter: @BigBazaar | **Twitter:** @fg_buzz