

## Big Bazaar Launches Two New Mega Stores For The People Of Patna

### First store in Patna to feature HomeTown - the home furniture and fashion destination

~ Will offer unique features like LIVE chakki fresh atta, LIVE kitchen and much more ~

~ Future Group will now operate a total of 5 Big Bazaar stores in this city ~

**Patna, 2<sup>nd</sup> August 2019:** Big Bazaar, one of India's leading hypermarket chains from Future Group, announces the launch of two mega stores in the city of Ganga - Patna. In the past few years Patna has significantly contributed to the retail consumption, making it one of the important cities in India. Expanding the presence of Big Bazaar in Eastern India, the two new stores are located at K P Mall on Budh Marg and MFC Complex near Patna Sahib Railway Station of the city, respectively. Both the Big Bazaar stores are tremendously spacious and spread over an area of 75,000 sq. ft. and 60,000 sq. ft. respectively. In addition to these stores, the city has three Big Bazaar stores that are evenly placed all over Patna.

Designed to provide a one-stop family shopping experience, the two Big Bazaar stores span over four floors each; showcasing the widest range of products, all under one roof. For the first time in the city of Patna, the two Big Bazaar stores will have a LIVE Kitchen, where preparation of authentic cuisines could be witnessed. Customers can enjoy other exclusive features like freshly-ground atta from the LIVE chakki, mobile billing, a huge dedicated section for electronic gadgets & accessories, convenient parking area, same-day home delivery, separate billing counter for young elders, assistance for PWD (persons with disabilities) customers, special trial rooms and toilets for PWD customers and much more. The store is designed with smart and safe trial rooms, open aisles and well-trained staff to provide an effortless shopping experience to our customers.

Big Bazaar offers over 1,00,000 products under categories like fashion, food, electronics, home furnishing and much more, fulfilling the requirement of every household. Consumers can find anything and everything to upgrade one's home at the new Big Bazaar stores, right from fresh vegetables, fruits, snacking products in the food section to an impeccable collection of home furnishing items like curtains, bedsheets and much more in the home section.

Speaking about the launch of the new stores, **Mr. Rakesh Biyani, Joint Managing Director, Future Retail Limited**, said, *"Today, Patna goes beyond being just a city which is known for its rich culture. This city is driving the retail growth in the country and we are happy to have chosen to add two more Big Bazaar stores in Patna. The stores are designed with features that provide a hassle-free and delightful shopping experience for all our customers. Be it our country's Independence Day, Raksha Bandhan, Diwali or Holi, we invite all our customers to experience all Indian festivals and joyful shopping with Big Bazaar."*

Adding a new section, Big Bazaar introduces home furniture, furnishing and fashion destination – 'HomeTown' at the new store in KP Mall. Attracting all homemakers, HomeTown offers the latest trends in all home fashion needs ranging from good quality king-size beds, to designer beddings, kitchenware and more.

Big Bazaar will soon inaugurate the big saving days for its consumers by launching, 'Mahabachat' from 10<sup>th</sup> to 15<sup>th</sup> August 2019. Residents of Patna can now also be a part of the large Big Bazaar's 'Profit Club' family. Profit Club is truly a one-of-its-kind membership where one can pay Rs. 10,000 and can shop for Rs. 1000 per month for the next 12 months i.e. Rs. 12,000 over a period of 12 months. This membership benefits can be availed across 300 + Big Bazaar, Food Bazaar and fbb (fashion) stores across the country.

Also, customers can avail benefits of Future Group's digital wallet Future Pay which has an active base of millions of users. Future Pay provides an effortless shopping experience with cashback offers and irresistible deals. Customers can shop using Future Pay at over 1000+ Future Group stores including Big Bazaar, fbb, Ezone, HyperCity, Central, Easyday Club, Heritage, Nilgiris and Brand Factory.

### **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.

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