

Big Bazaar Presents ‘New Launches with Bharti’ For Its Festive Campaign

Series of LIVE episodes featuring the laughter queen unveiling the festive offers

National, 22nd October 2019: Big Bazaar, the most loved hypermarket chain from Future Group is celebrating the pre-Diwali festive period with a twist. Diwali is the most important time of the year for all retailers and giving it a different appeal, Big Bazaar is engaging with its consumers with a laughter ride. Like every year, even this year Big Bazaar presents a host of different products and offers in home, fashion and food categories. Giving it an interesting approach, for the first time Big Bazaar presents a digital series – ‘New Launches with Bharti’.

‘New Launches with Bharti’ is a series of four LIVE episodes featuring standup comedian Bharti Singh and her spouse Haarsh Limbachiya. Known for her mass appeal, Bharti Singh launches the festive offers in a fun and masaledar avatar. Through the LIVE streaming, customers get to engage directly with the brand, know the offers and at the same time enjoy a free dose of laughter with Bharti. Comedy is the highest consumed genre on digital media and through this Big Bazaar aims to drive its customers from online to its stores.

Speaking about the idea **Pawan Sarada, Group Head- Digital - Future Group** said, “Audiovisual as a medium works well on digital and entertainment as a genre is consumed the most. To make this festive season not just about offers but also entertaining we partnered with Bharti Singh. This helps us drive huge amount of footfalls to the store through couponing and also increase consumer engagement.”

New Launches with Bharti – By Big Bazaar, is streamed LIVE through 4 episodes on Big Bazaar Facebook Page. 11 products by Big Bazaar are unboxed across all 4 episodes. Customers, while watching the show can give a missed call on 18002706999 and avail offer coupon for additional discount at Big Bazaar. The episodes have witnessed a great response with people engaging and being part of the entire content piece.

Links

<https://www.facebook.com/BigBazaar/videos/392649348329489/>

<https://www.facebook.com/BigBazaar/videos/402379534028611/>

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.

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