

Big Bazaar scores the 100th goal

- The largest retailer of India - Big Bazaar is now the only modern retail chain to be present across more than 100 cities -
- Big Bazaar to celebrate the 100th city goal with big bang - to offer extensive discounts across categories -

National, 20th December 2014: Big Bazaar, India's largest modern retailer is set to break all records. It is now present across more than 100 cities in India. Big Bazaar's Rourkela store in Orissa is the latest entrant in the market making the retail chain hit the 100th goal. Now, Big Bazaar reaches out to every consumer's home from Agartala in East to Bhuj in West, from Zirakpur in North to Palakkad in South. Within the span of last 3 months, Big Bazaar opened 17 new stores across the country, adding cities like Jharsugda, Bhopal, Varanasi, Bokaro etc. in its kitty.

In over a decade now Big Bazaar has the change the way people shop in India. Since its inception, Big Bazaar has been a front runner in industry for creating occasions of consumption for Indians. Shopping days which were created by Big Bazaar like "Sabse Saste Din", "Maha Bachat", "Wednesday Bazaar", and "Monthly Bazaar", have now become an industry norm. The attractive deals that range across product categories coupled with the best of quality, have always delighted millions of Indians. To celebrate this 100th city milestone, Big Bazaar is all set to present "100 cities Celebration" from 24th December 2014 to 04th January 2015 at all Big Bazaar outlets. "100 cities Celebration" offers up to 50% off in various product categories - like kitchenware, home furnishings, fashion apparels, electronics and many more categories.

On this landmark occasion, Sadashiv Nayak, CEO Big Bazaar says *"It is the belief in our Indian roots which has made this journey extremely fruitful. Each & every store of Big Bazaar was given birth after in-depth research about its vicinity - seamless understanding about prospective consumers culture, style of living, needs etc. Our strategy has been to understand the art of doing business in India, while putting in the best practices in Science of retailing. This has helped us customize a complete experience for our customers. We are glad and thankful for making Big Bazaar one of the most reliable & trustworthy brand in India."*

Big Bazaar today has emerged as a community centre that has dedicated itself to the service of customers irrespective of socio-economic positions. Big Bazaar has enabled every Indian to have equal standard of living, so much so that consumers from every strata of society shop at Big Bazaar. From Fashion to Food to Home, Big Bazaar ensures that every category has the best of variety of offerings. That's not all! Big Bazaar today has a loyal customer base of over two and a half crore. These

customers are part of various loyalty programs of Big Bazaar like, Payback, T24 Mobile and Big Bazaar Profit Club that offer them more out of every rupee that they spend in our stores.

Along with bringing in modernization in business, Big Bazaar's roots are imbibed deep down to Indian culture. Every employee of Big Bazaar believes in SEVA, that has become everyone's way of life. Be it a customer, colleague, society or community, Big Bazaar is forefront in facilitating a free helping hand in every way possible.

Big Bazaar will roll out a marketing campaign to celebrate the 100th city milestone. From TVC to print to outdoor, the "100 cities Celebration" of unmatched deals and exhaustive offers will make its way in to your home soon. Join us in our celebration from 24th December onwards.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having over 184 stores 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.