

Big Bazaar celebrates Valentine's Day with #LoveSabKeLiye campaign

Organises love walkathon for young elders and differently abled customers

National, 10th February 2020: Love needs to be celebrated every day in fact, Valentine's Day should be even more special for all your loved ones. Big Bazaar – one of India's leading hypermarket chain celebrates love with a special in store and digital campaign planned for the Valentine's Day weekend. The brand has created two heartwarming stories that convey deeper meaning of love shared between different individuals. Connecting with the young elders in every family, the first campaign narrates a special bond shared between an old married couple. The campaign sheds light on how with nothing but love and a little nok-jhok the couple share a timeless bond.

Promoting the inclusive and welcoming culture encouraged at all Big Bazaar stores, the second campaign depicts a story that leaves a much deeper message. The campaign features a special marriage where the wife is hearing and speech impaired. The story revolves around how the husband plans a sweet surprise to celebrate Valentine's Day with his wife.

Old couple campaign link – <https://www.facebook.com/watch/?v=1707503626058602>

Differently abled campaign link – <https://www.facebook.com/watch/?v=791708961321971>

Speaking about the campaign **Pawan Sarada, CMO, Future Retail** says, "As a brand, Big Bazaar has always believed in celebrating occasions and moments with everyone. Valentine's Day is no different because love simply has no limitations. The Love Weekend at Big Bazaar celebrates an all-inclusive valentine's day with all our customers. From young elders to specially abled, everyone has a love story. We welcome our customers to visit our stores to experience this special kind of love from 14th-16th Feb, after all #LoveSabkeLiye."

Big Bazaar has organized a Love Walkathon that will be held on 15th February which invites over 10,000 young elders and persons with disability to participate. In addition to this all Big Bazaar stores will be offering a range of gifting offers grooming products and the latest fashion collection to ensure that you organize the best Valentine's day for your partner.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group and is present in over 140 cities across the country. The Group also operates Big Bazaar GenNxt which integrates superior shopping experiences with innovations such as interactive digital screens, sit-down checkouts and smart customer service. Big Bazaar promises to offer the 'Har Din Lowest Price' with a massive price drop on over 1,500 everyday-use items at all the stores in the country. It also offers a host of value-added services like home delivery, fast billing and grinding flour amongst others. Big Bazaar has created mega shopping properties like SabseSaste Din, Public Holiday Sale, Smart Search, Wednesday Bazaar and Great Indian Home Festival which empowers the customers to shop the best at the lowest price. Through 'Future Pay' digital wallet, Big Bazaar provides its consumers with cash credits that can be redeemed for future purchases at all its stores in the country.

For more information, contact:

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