

## **Big Bazaar launches its first GEN NXT store in Eastern India**

### **Built with special services and features to meet customer needs**

Priority Billing for Senior Citizens and People with Disability, Free Live Chakki, Live Kitchen, Fresh Juice Bar, Free Home Delivery, Wheelchair Assistance, Trial Room for Differently Abled

**Siliguri, 5<sup>th</sup> April 2019:** Big Bazaar, one of India's leading hypermarket chain by Future Group, introduces the futuristic version of retail – Big Bazaar GEN NXT, its first in Siliguri. For the first time customers in eastern India will have the opportunity to experience the all new 'GEN NXT' version of Big Bazaar which offers an innovative, indulging and convenient shopping experience. Designed on a single floor spreading over 50,000 sq.ft. Big Bazaar GEN NXT will offer special services and personalised assistance to its customers which will make shopping a joyful experience.

Buzzing with full of life and happiness, the new GEN NXT store promises its customers a multi-sensorial experience and uses technology to make shopping a lot smarter, easier and joyful. The store has enhanced customer service features like priority billing for senior citizens and people with disability, free Live chakki (flour grinding) facility, live kitchen, fresh juice bar, free home delivery, wheelchair assistance, trial room for differently abled, returns and exchanges, free car parking and much more.

Big Bazaar GEN NXT brings the best and widest range of food, fashion, home and other daily essentials all under one roof. The **Food Zone** offers more than 70+ brands in food alone and an array of international food products. The store has a Live open bakery section which showcases an assortment of breads, cakes and pastries along with a pick-and-go food service. Satisfy your hunger pangs with some hot delicious food or sip on some fresh juice prepared at the Live Kitchen and experience relaxing shopping.

The food zone also has a wide range of international dairy products with 10+ types of cheese from different countries, a wide range of health food that include different varieties of exotic and organic products. Customers can also choose from a wider food palate that includes Oriental, South Indian and Italian cuisine for their cooking needs.

Speaking about the new store **Mr. Manish Agarwal - Zonal CEO - Big Bazaar East** said, "We invite all our customers to visit our first GEN NXT store in Siliguri and indulge in shopping like never before. Apart from relishing the best of food, fashion and home products our customers

can experience a list of special services that will introduce you to the futuristic version of shopping only at Big Bazaar.”

For Home utilities, the GEN NXT store offers a premium range of personal care solutions from leading international brands. The **Home Section** offers high-end homeware, kitchenware products under glass storage, fridge storage, glass bottles, and canisters, among others. The store offers 60+ varieties of brands like Milton, Cello, Prestige, Wellberg, Borosil and much more. The Big Bazaar GEN NXT will also be the perfect go-to for travellers, with its wide range of luggage options from brands like VIP, American Tourister, Wildcraft, Milestone and much more!

The **Fashion** section **fb** is designed keeping in mind the gen next shoppers and the youth. This section caters to fashion needs of women, men and kids at very reasonable prices on leading brands. The ladies’ section carries brands like Lee Cooper, DJ&C, Spunk, Srishti, Shyla and Ateesa, the men’s segment carries brands like Lee Cooper, Buffalo, DJ&C, Spunk. For kids, the store houses brands like Pink & Blue, DJ&C, Lee Cooper, Disney and much more.

So come visit the all new Big Bazaar GEN NXT and make the most of it!

### **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

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