

## Big Bazaar launches its first store in Koderma

**Koderma, August 2019:** Big Bazaar, one of India's leading hypermarket chains from Future Group, announces the launch of its' first store in Koderma. Known for being the once upon a time mica capital of India, this district will now be a home to a spacious Big Bazaar store spread over 26,000 sq ft. of space. Located at Jhanda Chowk, near the Modi market, this store is a one-stop destination that will cater to the household, fashion and lifestyle needs of every neighbourhood family in Koderma.

Consumers can find anything and everything at the new Big Bazaar store as it offers over 1,00,000 products under categories like food, home furnishings, fashion, footwear, household products and much more. To fulfil the fashion needs of every family, the fashion section has an impeccable collection of ethnic wear, formal wear, casual clothing for men and women and a vast collection of kids wear. The food section comprises of a wide range of fresh vegetables, fruits, staples, packaged food items, sauces, snacking products and much more etc. The home section displays a wide range of home appliances along with stylish furnishings like curtains, bedsheets, carpets etc, everything that is essential to upgrade one's home.

Speaking about the launch of the new store, **Mr. Manish Agarwal, CEO-East Zone, Big Bazaar** said, *"We are delighted to launch our new stores, as this will help every family in the neighbourhood to shop with convenience as everything is under one roof. We are happy to give Koderma a new landmark that will bring families together to create beautiful shopping memories. We invite customers to experience shopping with us and make the most of the list of unique offers only at Big Bazaar."*

The Big Bazaar store is extremely spacious, thus making shopping easier, comfortable and joyful for our customers. In addition to this, the new store is designed with smart and safe trial rooms and additional cash counters allowing our customers to shop with convenience. They also have well trained staff to provide a hassle-free and delightful shopping experience for the people of Koderma.

Residents of Koderma can now be a part of the large Big Bazaar's 'Profit Club' family. Profit Club is truly a one of its kind memberships 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.

### **For more information, contact:**

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

**Twitter:** @BigBazaar | **Twitter:** @fg\_buzz