

Big Bazaar leverages the power of experiential marketing for the gifting season

Brings the store experience closer to the customer through mobile gifting vans

National, 26th October 2018: It is that time of the year where the entire country begins preparations to welcome the festive season with a bang. Making it even special this year, Big Bazaar, India's leading hypermarket from Future Group enhances the use of experiential marketing for the gifting season. As a popular household name, year on year Big Bazaar partakes in the festive celebrations of its consumers. Taking it a step closer to its customers, Big Bazaar has deployed a special gifting van that is travelling to each and every corner in Delhi.

The van is specially designed with features that will make shopping convenient and at the same time, give customers the Big Bazaar experience at their destination. The Big Bazaar gifting van will feature variety of products that are perfect gifting options for everyone. The van is equipped with a host of other features like digital brochures, tab activities to engage with the customers, sampling of the latest products and much more.

Speaking about the unique approach **Sadashiv Nayak, CEO, Big Bazaar** says, "Over the years Big Bazaar has played an active role in the festivities that India celebrates. With changing lifestyles customers are falling short of time, which impacts their festive celebrations. At Big Bazaar, it is our endeavor to get closer to the customer so that they can shop at ease without missing the store experience."

Adding an element of surprise, customers need to spot the gifting van and upload a picture with a caption to win exciting vouchers. Not only this, the gifting van will also conduct many interactive games to engage with the customers while they move from one destination to the other.

So go spot the gifting van and win some exciting vouchers!

About Big Bazaar:

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 140 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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