

# Big Bazaar opens first store in Darbhanga

Outlet launching before Diwali, Chhat Puja with offers galore

**Darbhanga, 16<sup>th</sup> October 2019:** Big Bazaar, one of India's leading hypermarket chains from Future Group, announces the launch of its first store in Darbhanga, on the auspicious occasion of Diwali and Chhat Puja. The headquarters of Darbhanga district and once capital of the Mithila region, Darbhanga will now be home to a spacious Big Bazaar, spread across 32,000 sq ft. of space. Located at Sivanchal Complex, Girindra Mohan Path, near Income Tax Chowk, the store is easily accessible from all corners of the town.

The new Big Bazaar 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 fbb fashion section has an impeccable collection of ethnic wear, formal wear, casual clothing for men and women and a vast collection of kids' wear. Customers can avail attractive offers of Rs 300 worth digital unconditional voucher on fashion shopping of Rs 3000, Rs 500 voucher on fashion shopping of Rs 4000 and Rs 1000 voucher on fashion shopping of Rs 7000.

Also, as part of Dhanotsav, customers will get a 10gm silver coin on single bill of Rs 10,000 to Rs 19999 across all categories, and a 30gm silver coin on a single bill of Rs 20000 to Rs 49999. For customers shopping in a single bill for Rs 50000 to Rs 124999, there is a reward of a 1gm gold coin and those shopping in single bill for Rs 2,00,000 to Rs 2,99,999, get a 5gm gold coin. These Dhanotsav offers are valid from 16th October to 27th October, 2019.

The food section comprises a wide range of fresh vegetables, fruits, staples, packaged food items, sauces, snacking products and much more. The home section displays a wide range of home appliances along with stylish furnishings like curtains, bedsheets, carpets, etc. The usual customer benefits like **Har Din Lowest Price** in daily needs in food and grocery products, **Wednesday Bazaar**, **PHS** (Public Holiday Sale), **Sabse Sasta Din**, **Mahabachat**, etc will all be available at the Darbhanga store.

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.

Speaking on the launch of the new store, **Mr. Manish Agarwal, CEO-East Zone, Big Bazaar**, said, *"We are delighted to launch our new store, offering parking facility and home delivery, which will help every family in Darbhanga to shop with convenience. We are happy to give Darbhanga 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 unique offers only at Big Bazaar."*

Residents of Darbhanga can now be a part of the large Big Bazaar's 'Profit Club' family. Profit Club is a truly one-of-its-kind membership 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. New members enrolled till 31<sup>st</sup> October will get additional Rs 500 worth Big Bazaar gift vouchers and 4 fashion vouchers.

Darbhanga will be the group's 12<sup>th</sup> store in Bihar. Apart from the six outlets in Patna, there are operational Big Bazaar/fbb outlets in Bihar Shariff, Hajipur, Gaya, Muzaffarpur and Bhagalpur. New stores are coming up in Motihari, Samastipur, Raxaul, Chapra, Betiah, Nawada, Siwan, Sahersa and a second outlet in Bhagalpur.

### **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:**

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