



## **Big Bazaar welcomes the New Year by announcing 'End of Decade Sale'**

Buy a wide range of products at the price sold in 2009 instead of the current MRP value in 2019

**National, 19<sup>th</sup> December 2019:** As we come to the end of another decade, Big Bazaar - India's leading hypermarket chain from Future Group is all set to embrace 2020 with a bang. Big Bazaar presents, 'End of Decade Sale' from 21<sup>st</sup> December 2019 to 1<sup>st</sup> January 2020. End of Decade Sale by Big Bazaar, is a once in a life time chance to purchase products at the price in which they were sold ten years ago. This means, customers can buy a wide range of products like Maggi as per the price sold in 2009 i.e. at Rs. 71 versus the current MRP which is Rs.89.

Big Bazaar's 'End of Decade Sale' includes special offers, discounted prices and a list of exciting offers on food, daily essentials, home furnishings, electronics, homeware, luggage, stationary, toys, fashion and more. With Future Pay, wallet app by Future Group customers can purchase products at even more special prices and also avail Buy 1, Get1 free offers. One can opt for a new 4 burner gas stove MRP 8245 at just Rs. 5295, Bombay Dyeing bedsheets MRP 999 at Rs.499, Aristocrat hard trolley set of three MRP 20,000 at just Rs. 6999 etc. to name a few.

Speaking about End of Decade Sale **Mr. Sadashiv Nayak, CEO, Big Bazaar** says, "A flash back to the last decade makes us realise the changes, developments, new store launches, exciting offers, wide product portfolio and many more things Big Bazaar has undertaken over the years. As we witness the end of a decade with 'End of Decade Sale' we would like to take our customers to a nostalgic journey of shopping at the prices of 2009. We invite our customers to experience value shopping only with their favourite brand Big Bazaar."

Customers can also head to fbb – the fashion shopping destination and get the latest fashion trends at the best prices for men, women and kids. Not only this Kotak Mahindra Bank users can avail an additional 10% discount on a minimum shopping of Rs.3000, upto a maximum of Rs. 400 on one transaction during the sale period.

### **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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