

Big Bazaar's 'Neki' campaign helps shoppers donate while they shop

Hyderabad, June 1, 2018: Big Bazaar has kickstarted a 'Neki' campaign this Ramadan to enable its shoppers in "Spreading Smiles, Spreading Happiness, Spreading Neki". As part of the campaign, it has planned a donation drive between June 2 and June 14 across four Big Bazaar stores in Hyderabad; namely Ameerpet, Abids, Kachiguda and Santhosh Nagar/Saidabad.

As part of the Neki campaign, shoppers can volunteer to donate products from their shopping baskets in these four Big Bazaar stores. Additionally, the billing counter will have a 'Big Bazaar Neki' rack placed for shoppers to leave their contributions at. Big Bazaar will match the donations collected at each of the outlets, to double the love being collected and sent out to those in need. What's more, the shoppers will also be treated with exclusive offers on seasonal food items to make the donations easier on their pockets too!

Two city-based NGOs that predominantly work with children in need, Sphoorti Foundation and Pratyusha Support, in association with Future Group, conceptualised this campaign to spread love and happiness to the children in need.

"It's a great gesture from the Future Group towards the children of Sphoorti. Coinciding with the pious month of Ramzan, in the true spirit of the month, we are fortunate to be a beneficiary of this generous act. We assure Future Group that our children will work harder, do well in life and do justice to the faith you have reposed in us. Thank you for choosing to impact the lives of our kids," said Srivyal, Director, Sphoorti Foundation.

Seshanka of Pratyusha Support also echoed, "Team Pratyusha Support is glad to be a part of Big Bazaar's #NekiWithBigBazaar campaign. Since we work towards the health of the children from various NGOs and also, with our 'Wish Come True' initiative, we try and make the wishes of those unfortunate kids suffering from life-threatening illnesses come true, this campaign is a wonderful way to spread smiles with the treats and goodies from Big Bazaar. Hope we can cater to as many kids as possible through this."

Celebrities like Pranitha Subhash, Lakshmi Manchu and Pragya Jaiswal will also be extending their support by promoting the campaign and reaching out to their fans to come out in large numbers and show love.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having a 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.

About Spoorti Foundation:

SPHOORTI is a non-profit organization working for underprivileged children - orphaned, abandoned, destitute and other vulnerable groups. The Foundation's mission is to change lives of such children - by providing them with long-term care. This includes basic needs, education and healthcare, and skills necessary to transform them into responsible citizens. The Foundation is based in Dundigal, outskirts of Hyderabad.

About Pratyusha Support:

Conceptualized by leading South Indian actress - Samantha Ruth Prabhu, Pratyusha Support has started its services in February 2014. Since then, the non-profit has been serving the underprivileged by delivering some unparalleled medical support to women and children, while fulfilling wishes of those children suffering from life-threatening medical conditions.

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