



This Year Big Bazaar's Public Holiday Sale Gets Bigger and Better

Starting 1st to 5th May Enjoy Mega Cashback Offers, Value Deals and Exciting Discounts on the widest range of products

National, 29th April 2019: As families begin to prepare for the most awaited time of the year – Summer Vacation; Big Bazaar one of India's leading hypermarket chain by Future Group presents its, 'Public Holiday Sale'. Giving everyone a reason to celebrate the summer holidays, Big Bazaar's Public Holiday Sale promises to be even more exciting and is fully loaded with irresistible offers. Starting on 1st May, Public Holiday Sale will be held for full five days ending on 5th May 2019.

This year, Public Holiday Sale has something to offer for everyone be it food, homeware, home fashion, luggage, electronics, toys and much more. Customers with Future Pay (digital wallet) will benefit with special prices and cashback offers. Grab milk or your favourite cold drink either Coke, Fanta, Thums Up at the price of water. Buy exotic soaps like Dove and Pears at the price of economy soaps.

Big Bazaar Public Holiday Sale will be held at all Big Bazaar, HyperCity and fbb stores across the country. During the Public Holiday Sale, shop for Rs.3000 and get Rs.600 cash back – Rs.300 Paytm Cash + Rs.300 Future Pay Cash. Also, get 7.5% additional discount on shopping above Rs. 3000 on HDFC Debit and Credit cards

Speaking about the Public Holiday Sale, **Sadashiv Nayak, CEO, Big Bazaar** says, "Holiday's call for spending quality time with family and creating experiences that result in sweet memories. Big Bazaar is a family destination where all members come together and indulge in shopping all that they need. Customers always come first for us, which is why we carefully listen to their needs and concerns; this helps us make the Public Holiday Sale better year on year."

Customers can buy stylish Aristocrat luggage at a Flat 70% off and also get additional 10% cashback, likewise get a Prestige Gas Stove with 2, 3 or 4 burners at 40% off and 10% additional cashback. Adding more excitement, buy a 43 inch HD LED Smart Koryo TV priced at Rs. 45,990 at a special Future Pay price of Rs. 21,390. Not only this, make the most of the buy one get one free offer on deodorants, shampoos and many other daily utilities. Head to your nearest Big Bazaar, HyperCity and fbb store to make the most of the Big Bazaar Public Holiday Sale.

About Big Bazaar:

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 124 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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