

Celebrate 'Inclusiveness' with Big Bazaar on International Day of People with Disability

'Cooking Without Looking' LIVE show featuring visually impaired Chef. Mamta Tambe
'Able Hands', an initiative to volunteer and experience the joy of shopping with the differently-abled persons

National, 3rd December 2019: Big Bazaar, the most loved hypermarket chain from Future Group is a destination where anyone and everyone is welcome to shop. Big Bazaar has always celebrated special days that build a sense of awareness and responsibility towards life. Empowering the differently abled people, Big Bazaar celebrates 'International Day of People with Disability' from December 3rd to 7th across all Big Bazaar stores PAN India. Big Bazaar is engaging in a host of online and instore activities like the Quite Hour, Cooking without Looking, Able Hands and host of other initiatives.

Celebrating the spirit of the differently abled people, all Big Bazaar stores in the country will conduct 'Quiet Hour' from 10am to 12pm on 3rd December, providing a comfortable shopping experience to people with autism. Encouraging the participation of the differently-abled, Big Bazaar's digital cooking class 'Cook Along' will LIVE stream a show on the Big Bazaar Food Youtube Channel (<https://www.youtube.com/c/BigBazaarFoodOfficial>), called, '**Cooking Without Looking**'. The show will feature talented visually-impaired Chef Mamta Tambe.

Sharing his views **Pawan Sarda, Group Head- Digital - Future Group** said, "Big Bazaar is a one stop shopping destination which welcomes each and every one. Differently abled persons go through many challenges and while there is an international day dedicated to them, it is our constant endeavor to make our stores inclusive for their daily shopping needs."

Keeping up the spirit of resilience amongst the children, Big Bazaar is hosting 'Kids Fungama' in partnership with Mattel, a series of fun engaging activities like building-blocks, colouring activities for kids with disability during the 'Quiet Hour' at Big Bazaar. The store is also coming up with a unique initiative called '**Able Hands**', where non-disabled shoppers can register and get an opportunity to volunteer and help the disabled shoppers, thus experiencing the joy of shopping together under one roof.

For all those who wish to volunteer can register at - <https://www.bigbazaar.com/ablehands/>

So, come shop at Big Bazaar and experience a space that is determined to be inclusive!

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 most 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 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> | **YouTube:** BigBazaarFood | **Facebook:** @BigBazaar |

Instagram: @bigbazaar | **Twitter:** @BigBazaar | **Twitter:** @fg_buzz