

Big Bazaar's 'The Great Kitchen Awards'

Hyderabad, August 04, 2012: The grand finale of Big Bazaar's "The Great Kitchen Awards" held at its Ameerpet store drew a tremendous response from the homemakers across Hyderabad and also had a heady mix of glamour quotient with Tollywood star Sumanth Ashwin felicitating the winners.

The Great Kitchen Awards campaign began last month during the The Great Indian Kitchen Festival, with Big Bazaar inviting people's participation. The contest was open for public. Participants were asked to register themselves at Big Bazaar along with the photograph of their kitchen. Big Bazaar short listed 25 contestants out of 5000 entries it received.

Speaking on the occasion, Venkateshwar Kumar, Head - South Zone, Big Bazaar said, "The Great Indian Kitchen Awards is an opportunity to recognize the innovation of the homemakers across Hyderabad. Big Bazaar is quite happy to have set the trend. Having seen a huge response for this event, we wish to continue the trend".

The winners were judged in the various categories like Best Kitchen, Most Hygienic Kitchen, Most Creative Kitchen and Best low budget kitchen.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 164 stores across the country. With its motto of "Naye India ka bazaar", 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.