

## Jalpaiguri gets its first Big Bazaar store

**Jalpaiguri, 13<sup>th</sup> October 2018:** Big Bazaar, one of India's leading hypermarket chain by Future Group launches its first store in Jalpaiguri, the largest city in West Bengal. Located in the heart of the town in PRM market city at Kadamtala More, the new Big Bazaar store is spread over 11,539 sq.ft. Big Bazaar will be a one stop destination for the people of Jalpaiguri offering over 1,00,000 lakh products under categories like fashion, food, electronics, home furnishing and much more, everything under one roof.

The store is spread over three floors, starting with the lower ground floor which is the fashion section for men, women and kids. This floor will showcase the latest fashion trends in casual, formal and ethnic clothing from popular brands like DJ&C, Ateesa, Buffalo, Champion and Lee Cooper to name a few. The ground floor will offer home fashion, kitchen appliances, sports goods, stationery, toys, and many other products. The first floor is dedicated to food, staples, groceries, vegetables, fruits and other important daily essentials.

With the, 'Har Din Lowest Price' promise Big Bazaar offers lowest price on over 1,500 everyday-use items. Not only this, Big Bazaar has big saving days like Sabse Saste Din, Public Holiday Sale, Wednesday Bazaar and Maha Bachat that are held in stores across the country. Through these properties customers in Jalpaiguri, can now avail offers and discounts on a wide category items like food, home & personal care, fashion products and home appliances.

Speaking about the first store launch **Rakesh Biyani, Joint Managing Director, Future Retail Limited** said, *"We are happy to increase our presence in West Bengal by launching Big Bazaar in Jalpaiguri as well. With the support of our customers, Big Bazaar has grown from one store to now more than 25 stores covering West Bengal. Big Bazaar is a one stop destination for all family needs and we believe that our new store will become an integral part of all the families in Jalpaiguri."*

Residents of Jalpaiguri can now be a part of the large Big Bazaar's 'Profit Club' family. Profit Club is truly a one of its kind membership where one can pay Rs. 10,000 and can shop for Rs. 1000 per month for the next 12 months i.e. Rs. 12,000 over a period of 12 months. This membership benefits can be availed across 280 + Big Bazaar, Food Bazaar and fbb (fashion) stores across the country.

Also, customers can avail benefits of Future Group's digital wallet Future Pay which has an active base of millions of users. Future Pay provides an effortless shopping experience with cashback offers and irresistible deals. Customers can shop using Future Pay at over 1000+ Future group stores including Big Bazaar, fbb, Ezone, HyperCity, Central, Easyday Club,

Heritage, Nilgiris and Brand Factory.

Big Bazaar brings convenience plus a rich shopping experience for the people of Jalpaiguri and nearby area. The Big Bazaar store is stylish and extremely spacious to make shopping easier, comfortable and joyful. The store is designed with smart & safe trial rooms, open aisles and well trained staff to provide an effortless and delightful shopping experience.

So come visit the newly launched Big Bazaar and make the most of it!

### **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

**Twitter:** @BigBazaar | **Twitter:** @fg\_buzz