

This Mother's Day Your Mother Can Host Her First Ever LIVE Cookery Show with Big Bazaar!

National, 6th May 2019: While we believe Mother's Day needs to be celebrated all 365 days in a year, worldwide 12th May is dedicated to thank all our mothers for their unconditional love. Participating in this mega celebration Big Bazaar, India's leading hypermarket chain is giving everyone an opportunity to gift their mothers a chance to host her first ever cookery show LIVE. In order to encourage aspiring chefs and homemakers, Big Bazaar recently launched, 'Cook Along' a YouTube LIVE show that is hosted by various popular home and celebrity chefs like Ripu Daman Handa, Varun Inamdar and Kabita's Kitchen to name a few.

Big Bazaar's Cook Along is a live cooking show that is hosted on the brands YouTube channel; Big Bazaar Food, every Tuesday, Thursday and Friday at 5pm. Cook Along show enjoys a growing fan base of viewers and offers recipes that can be tried across all communities in India. Making it special for Mother's Day, Big Bazaar is inviting everyone to share the name of their mothers best cooked dish. The winner gets an exciting opportunity to gift their mother a chance to host her first ever cookery show LIVE with Big Bazaar. Users can register on <https://www.bigbazaar.com/mothersday1/cook/> or call on 18002706999 to register and they can feature LIVE on the channel, this 7th & 9th May.

Speaking about the campaign **Pawan Sarda, Group Head - Digital, Future Group** says, "We owe a lot to our mothers especially for the unconditional love they pour out to us through food. Maa ka khaana is the best which is why we are inviting everyone to share the delicious food prepared by their mothers. Through this, every mother has an opportunity to live her dream of hosting their own cookery show."

Making this even grander, the glamorous actress Kriti Kharbanda too is participating in this campaign. Kriti will be cooking LIVE with her Mom on 10th May at 5 pm. Log in on <https://www.bigbazaar.com/mothersday1/cook/> to participate in this exciting opportunity.

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

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