



# Big Bazaar's '6 Days Maha Bachat' from 10<sup>th</sup> August

*'Mehengai pe HALLA BOL'!*

Mumbai, August 8, 2012: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, once again brings the most anxiously awaited annual national event '6 Days Maha Bachat' on the occasion of Independence Day. Starting from August 10, 2012 to August 15, 2012, the '6 Days Maha Bachat', will be held across all the Big Bazaar, Food Bazaar and FBB stores in the country.

Over the years, inflation has become an inevitable part of Indian consumer life. Our slogan for this Maha Bachat 2012-Mehengai Pe Halla Bol is aptly coined as we give our customers an opportunity to fight inflation these 6 days with never before savings across all categories at Big Bazaar, Food Bazaar and FBB stores across India. In its seventh year now, Maha Bachat started as a single day campaign, has been getting bigger and better with every year, enabling maximum savings for Indian consumer.

True to its commitment of offering BIG savings every year, '6 Days Maha Bachat' will have an exciting array of attractive offers and discounts. From daily household needs of food and grocery to apparel, footwear, toys, luggage, kitchenware, bed and bath ware, home décor, furniture, electronics and more; 'Maha Bachat' will ensure there is something for everyone in the family, to shop for and thereby enjoy maximum savings.

Some of the Key offers for 'Maha Bachat':

- Tide 3.5 Kg Detergent powder Rs.294 Free 1 Kg Tide worth Rs.88
- BRITANNIA Digestive 100g  
Goodday cashew 185g/162g + Free choconut cookies 90g.  
Buy 3 Get1 \*
- 5L OIL + 5kg Rice + 5kg Sugar MRP Rs.1355 offer Price-Rs.839



10<sup>th</sup> - 15<sup>th</sup> August



- Akai (Logo) Slim LED TV with Full HD USB Movie Rs.21990 Rs.18888
- Koryo 3 Jar Mixer Grinder Rs.999
- Men's Fashion Jeans Rs. 399
- Ladies Graphic Tees Buy 2 for Rs. 299
- Prestige (Logo) Induction cooktop+3l pr. Cooker+ 4 induction cookware worth 7808/- 4495/-
- Prestige (Logo) 3 bnr glass top gas stove+3 pc. Non stick set +3l pr. Cooker+juicer worth 12895/- 7295/-
- Imported carpets from Turkey and Egypt 51% off\* (\*Rs.1000 onwards)

On this occasion Mr. Sadashiv Nayak, CEO, Big Bazaar, said, *"The greatest value that we can provide our customers is great low prices on quality products that they want. This year's Maha Bachat is going to ease the stress that people are facing due to constant price rise by allowing them to buy what they want, with strong savings across all categories"*

So, are you ready for these 'Maha Bachat'? Rush to your nearest Big Bazaar, Food Bazaar and FBB!

### **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.