

## Jodhpur gets its First Big Bazaar

- **Largest hypermarket store in Jodhpur**
- **Over 1,60,000 products for sale**
- **Unmatched offers + unbelievable pricing = MEGA SAVING**

Jodhpur, June 29<sup>th</sup>, 2012: Big Bazaar, India's popular hypermarket retail chain by Future Group, today announced the launch of its first store in Jodhpur. Located next to Sanghi Petrol Pump, Opp. Old Olympic Cinema, the new Big Bazaar store is spread over a sprawling 32,000 sq.ft. area to serve as the first convenient shopping destination for the residents of Jodhpur and its neighboring areas.

With this launch, Big Bazaar now has a strong presence of 8 stores in Rajasthan and 164 stores across country.

Trusted by millions of families across the country, Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. The new Big Bazaar will be a destination store catering to every single household need of the entire family under one roof.

The store offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants; a wide collection of accessories such as sunglasses, watches and handbags and general merchandise products including plastics, crockery, utensils, home care and home fashion products, footwear, toys, stationary, luggage, sports goods and gifting options. Additionally, food and groceries (Food Bazaar); electronics (Electronics Bazaar); mobiles (One Mobile) will also be available at Big Bazaar.

Commenting on the new store opening, Mr. Anand Adukia- Head, West Zone, Big Bazaar said, *"Looking at the overwhelming response of our Big Bazaar stores in Rajasthan, we decided that the time is right to bring the same shopping experience to residents of Jodhpur. Since Jodhpur is expanding at a fast rate, it is our endeavor to reach out to more and more homemakers in the city, and also give them an opportunity to save maximum while they shop for their weekly, monthly or special occasion requirements. We are happy to launch the first Big Bazaar store in this city*

*and are confident that this store will fulfill all the household requirements of customers."*

Big Bazaar will bring convenience plus rich shopping experience for the people of Jodhpur. From the moment the customers enter to the time they leave, the store is aimed at enhancing a shoppers' experience. Located in the heart of Jodhpur, the store offers a streamlined approach, enabling greater convenience in experiencing the comprehensive range of products.

At any given point of time, customers will find an amazing array of products and offers from the following categories -

**Food Bazaar & Farm Fresh** - Wide range of products which include fruits & vegetables along with other items - personal care, home care, home needs, beauty and more.

**Fashion** - Huge options from ready-to-wear apparels right from an extensive range of T- shirts and jeans to salwar kameez dupattas to kids wear.

**Home** - The section consists a wide range of household items like Utensils, Plastic, Crockery, Luggage and Footwear.

**Electronics & Mobiles** - Includes LCDs from leading brands ranging between sizes - 26 to 32 inches to match your home décor and fit in your budget.

**T24 Mobile services**- innovative and First-of-its-kind value propositions - "Shop More, Talk More" and "Talk more, Shop more" - customers will be rewarded with free talk-time for every purchase above Rs 350 made at any of the Future Group shopping outlets.

#### **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.