

Nashik Gets Its Third Big Bazaar Store

- Now, savings and convenience get closer to homemakers
- Introducing Foto Depot - a unique photo printing and photo gifting options format

Nashik, May 15, 2009: Big Bazaar, India's largest hyper market chain, part of Future Group, today inaugurated its third Big Bazaar store in Nashik. Located at City Centre, Near PWD Office, Lawatenagar, the new Big Bazaar store is spread over 40,503 sq.ft. area. Keeping up to its promise of 'Isse Sasta Aur Accha Kahin Nahin', the Big Bazaar store at Lawatenager, Nashik will provide shoppers mega-savings along with special discounts and offers on over 1,60,000 products under various categories.

For the benefit of residents of Nashik, Foto Depot, a unique **photo printing and photo gifting options format is sure to serve as an added attraction. At Foto Depot, customers can get their pictures clicked and also get the same printed on a variety of fun surfaces and products like T-shirts, wallpapers and mugs in just a few minutes.**

Foto Depot apart, other regular categories include food and groceries (Food Bazaar); electronics (Electronics Bazaar); mobiles (One Mobile); furniture (Furniture Bazaar); beauty and wellness products.

Looking at the fashion needs of the city, the store also has a Fashion@Big Bazaar shop- in-shop, which offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants.

The store also offers a wide collection of accessories such as sunglasses, watches and handbags. Additionally, consumers can also choose from a large variety of home care and home fashion products, utensils, footwear, toys, stationery, luggage, sports goods and gifting options.

Says, Sharad Venka – Business Head, West Zone, Pantaloons Retail (I) Ltd.,“We had launched the first Big Bazaar store in Nashik in 2004. Over the years, we have received an overwhelming response from all our customers of Nashik and its neighbouring areas. Since Nashik is a growing city, it’s our endeavour 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 monthly requirements. We are happy to launch the third Big Bazaar store in Nashik and are confident that the new store will fulfil all the household requirements of customers under one roof.”

Lawatenagar Big Bazaar will have the following categories/section devoted to specific products:

Food Bazaar: All food items, pulses, grains, fruits, vegetables

One Mobile: This mobile shop offers the very latest and affordable handsets

Electronics Bazaar: Complete range of branded electronic goods and appliances

Furniture Bazaar: Offers an entire range of Home Furniture at affordable pricing

Foto Depot: Offers Photo print and photo gifting options for customers

Fashion@Big Bazaar: Latest in fashion apparel for women, men and children across categories like western, ethnic, casual and formal wear

Appliances: All kitchen appliances like Mixer Grinder, Toaster, Microwave, Juicer

GM-Home: Entire range of kitchen needs, Utensils, Plastic-ware, Home-linen

GM-Fashion: Accessories, Luggage, Gift items and many more...

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 114 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', 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, makes the format unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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