

Big Bazaar Completes Six Glorious Years In Orissa

Anniversary special attractions – Offers, Lucky Draw Contests and Assured Gifts (March 24th – 31st)

Orissa, March 24, 2010: *Big Bazaar*, India's largest hypermarket chain, a part of the Future Group, today, celebrated its sixth anniversary with customers across its stores in Orissa. The inaugural ceremony was jointly flagged off by Mr. (Dr.) Prasanna Patasani, Member of Parliament and Mr. Anant Narayan Jena, Mayor of Bhubaneswar. This was followed by the cutting of a grand cake.

Speaking on the anniversary celebrations, Sanjeev Todi, Area Manager, Big Bazaar said, "Today is an equally significant day for each one of us at Big Bazaar and the people of Orissa. I would like to take this opportunity to thank each one of you for your continued support, loyalty and trust bestowed on us all these years which made the association grow stronger every year. It has been our privilege to serve you these 6 years and we will continue to do so in future."

As a part of the anniversary celebrations, Big Bazaar has announced a bonanza of great offers and exciting prizes for its consumers. Starting from March 24 – 31, Big Bazaar stores across Orissa (Bhubaneswar & Cuttack) will host various in-store events to ensure consumer participation.

Customers can participate in competitions like drawing contest, self portrait making, singing contest, housie, sand art, etc. In addition, food stalls, fashion show, mehndi and tattoo corners would also be there in the store. To create the ambience of celebration, the store will have cartoon characters walking in and around the stores to entertain the customers.

Besides these, there are loads of prizes to be won by customers. At every Rs 999/- purchase ticket, Big Bazaar has announced several prizes like a Hero Honda CD Deluxe Bike, to be won as part of a Bumper Lucky Draw. Other exciting offers can also be availed by the customers like – Shop for Rs.999 and get a Scratch & Win coupon. Customer can win 2 Jar Mixer Grinder, Jaipan 2 pcs Non Stick Set, AT Duffle Trolley, Timex Gents Watch, Timex Ladies Watch, 2 pcs steel glass set, Jaipan Dry iron, 3 pcs luminarc glass set, 4 pcs bowl set, Air bag, 19 Pcs Yera Dinner Set, Jug + 6 Glasses Yera Lemon Set amongst others.

On this eventful occasion Big Bazaar welcomes the customers to become a part of its celebration.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, with over 120 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, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.



About Future Group

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics.

Led by its flagship enterprise, Pantaloon Retail, the group operates over 16 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

The group's speciality retail formats include supermarket chain - Food Bazaar, sportswear retailer - Planet Sports, electronics retailer - eZone, home improvement chain - Home Town and rural retail chain - Aadhaar, among others. It also operates popular shopping portal - www.futurebazaar.com.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'

For details, visit www.pantaloonretail.in and www.futuregroup.in.

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