

Big Bazaar presents 'Superhits of 2009' The Best of 2009 offers - A special festive reward for customers

Mumbai, December 19, 2009: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, has launched 'Superhits of 2009', a special Best of 2009 offer. Superhits of 2009 will see Big Bazaar providing consumers the cherry-picked best offers of 2009, one more time, for a short period.

This is a final chance for customers who missed the bus on Big Bazaar's most sought after offers Sabse Saste 3 Din, Mahabachat and Maha Exchange.

The Superhits of 2009 will have the best products from these promotions and will showcase some of the sold out products, most popular offers, fastest moving offers and lowest priced combos.

With increasing prices being the order of the day, not just on essentials, but on every single household item, customers always look for an opportunity to make use of low price offers. 2009 witnessed effects of inflation, increased tax, resulting in rise in prices on essentials. In an effort to help customers combat these price rises, Big Bazaar has always brought out very pocket friendly promotions.

"Best of offers means different things to different customers. Package offers, bundled offers, lowest prices have been the highlights drawing customers to Big Bazaar throughout the year. Shopping takes a new meaning during the festive period and customers always welcome great offers. Superhits of 2009 will be a show case of 'Box office Hits' and we expect customers to embrace it with enthusiasm and fervour," said Mr Sadashiv Nayak, President Big Bazaar.

The offer will be across all Big Bazaar stores in the country and across categories.

Some of the exciting Superhits of 2009 offers include:

- Men's Jeans: Buy 1 Get 1 free.
- Reebok Footwear MRP: Rs. 2,999. Offer: Rs. 1,999 + Reebok Bag Free worth Rs. 599
- Sky Bag Luggage (Select Range) Flat 50 % Off
- Printed Double Bedsheet with 2 Pillow Covers Rs. 749. Offer: Buy1 Get 1 FREE
- Proton Metal Double Bed. MRP: Rs. 7,000. Offer Price: Rs. 3,899
- 20 ltrs Koryo Grill Microwave oven Rs 2,499/-

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group. 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.

For further information please contact

Mr. Atul Takle
Head - Corporate Communications

Pantaloon Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonretail.in