

## **Hema Malini Visits Big Bazaar**

**Kolkata, June 22, 2009:** Dream Girl Hema Malini, who is also the co-creator of Big Bazaar's Dreamline brand, today visited the Big Bazaar store at The Metropolis, 6 Hiland Park, to felicitate the lucky winners of 'Meet The Dreamgirl' contest.

Dreamline had organised a Lucky Draw contest, where customers who purchased Dreamline products from Big Bazaar, got a chance to participate in a slogan writing contest. The lucky winners of this contest were not only given Dreamline gift hampers by the Bollywood diva, but they also got an opportunity to meet and interact with the beautiful and charming actress.

Big Bazaar launched its Dreamline brand in 2007. Dreamline is India's first and only cross-category home adornment brand, which offers products across household plastics, utensils, crockery, bed and bath linen, furniture and even home décor. Being an 'aggregator of ideas' to beautify homes, Dreamline is an umbrella brand with sub-categories like **Dreamline Kitchen, Dreamline Bed, Dreamline Bath, Dreamline Furniture, Dreamline Décor**. The brand is available across Future Group formats, with Big Bazaar being the largest consumer interface for the brand.

Said, **Atulit Saxena, COO – Brands, Future Brands Ltd.** "Today's women have evolved from being a mere civilizer or an organiser of homes to a passionate beautifier. Women of today, have better taste of aesthetics, which are required to decorate their homes. Through Dreamline, we have tried to cater to the varied shopping needs of our customers, by offering them the best quality products available at attractive designs and prices. True to the positioning of the brand, Hema Malini's association with Dreamline has surely helped the brand to get recognised in a very short period of time and become one of the most preferred household names amongst our customers."

**Sadashiv Nayak, President – Concept Big Bazaar,** said "Dreamline, is a novel initiative where both Big Bazaar and Future Brands Ltd. have come together to make quality branded products available for customers at attractive prices. We have received tremendous response from our customers in the past two years, and we hope to continue providing them with the widest range of products at affordable prices in the future as well."

Said **Hema Malini,** "I feel very lucky to be associated with a Brand like Dreamline, as it helps me to reach out to a larger number of audiences. It gives me an opportunity to understand and appreciate emerging trends, tastes and preferences in India, and helps me to connect with the contemporary Indian women in a real way."

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 115 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 very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

**About Future Brands Ltd.**

Part of the Future Group, Future Brands owns over 18 trademarks across apparel, FMCG, consumer electronics and home solutions that retail across formats in over 40 cities. All the trademarks have cumulatively generated sales of Rs 567 crores in 2007-08. Future Brands is an intellectual property rights company that creates, nurtures and grows brands. The company has strategic business operations in Consumer Insights & Knowledge, Brand Consulting, Brand Management and Design & Distribution.

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