

Karad gets its first Big Bazaar

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

Karad, April 30, 2009: Big Bazaar, India's largest hyper market chain, part of Future Group, today announced the launch of its first store in Karad city of Satara District. Located at Shaniwar Peth, Vijay Chowk, Next to Karad Bus Stand, the new Big Bazaar store is spread over a sprawling 18,576 sq.ft. area and will serve as the first convenient shopping destination for the residents of Karad and its neighbouring areas. With this launch Big Bazaar has a strong presence of 113 stores across the country.

Trusted by millions of families across the country, Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. Karad Big Bazaar will have over 1.6 lakh products under various categories. 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, **Sharad Venkta – Business Head, West Zone, Pantaloons Retail (I) Ltd.**, "Big Bazaar will bring convenience plus rich shopping experience for the people of Karad. We are a consumer-driven company, which ensures that all our Big Bazaar stores fulfil the needs of the entire household under one roof. It is because of our unmatched offers and unbelievable pricing, which has helped us earn the trust of millions of families across the country. We are confident that the new Big Bazaar store in Karad will become the preferred shopping destination for customers in and around Karad."

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

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

One Mobile: A mobile shop offering latest and affordable handsets

Electronics Bazaar: Complete range of branded electronic goods and appliances

Apparel : For Ladies, Mens, Kids for all season. Western, ethnic, casuals & formals

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 113 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.

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