

## Kidwai Nagar To House Kanpur's Second Big Bazaar

- A special dedicated section for electronics (Electronics Bazaar) and furniture (Furniture Bazaar)
- Special launch offer - Shop for Rs. 2,999/- and get 24 pieces Melamine dinner set worth Rs. 695/- absolutely free
- Buy any Adidas, Nike, Reebok, Lotto, Puma, Lee Cooper, ID, Red Tape, Provogue Men's shoe and get ladies foot wear absolutely free
- Buy 1 Get 1 free on the entire apparel range

**Kanpur, June 12, 2009:** Big Bazaar, India's largest hyper market chain, part of Future Group, has further enhanced its reach to the customers in Kanpur with the launch of its second store, today at Kidwai Nagar. Spread over 38,405 sq.ft. area, the Big Bazaar store located at **South X Mall, Shop No. 9, Block O, Scheme 2, Kidwai Nagar**, will serve as a convenient shopping destination for the people in Kanpur and its neighbouring areas.

As part of the inaugural celebrations, Big Bazaar has announced a **special launch offer**, where customers who shop for **Rs. 2,999/- would get 24 pieces Melamine dinner set worth Rs. 695/-** absolutely free ( \* \* Conditions Apply – Offer not applicable on purchase of electronics, mobile phones, oil, ghee, sugar, *atta* etc.).

**Electronics Bazaar** and **Furniture Bazaar**, special dedicated sections for electronics and furniture are also part of the store. For the added benefit of the residents of Kanpur, this store will also house **Star & Sitara** - a shop-in-shop for Wellness and Beauty Products as well as a salon.

In order to make it a destination store catering to every single household needs of customers, other shops in shops that form a part of it are **Food Bazaar** (for food and groceries); **One Mobile** (for all mobile phone related needs) and **Depot** (for books, music and stationery).

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; as well as general merchandise products including plastics, crockery, utensils, home care and home fashion products, footwear, toys, luggage, sports goods and gifting options.

**There is a special Buy 1 Get 1 Free offer running at the store. The offers include:**

- Buy 1 Get 1 free on the select apparel range
- Buy any Adidas, Nike, Reebok, Lotto, Puma, Lee Cooper, ID, Red Tape, Provogue Men's shoe and get ladies foot wear absolutely free
- Buy a Liberty Wardrobe for Rs. 17,999/- (MRP – 19,000/-) and get a Liberty Storage Queen Bed worth Rs.15, 000/- free
- Buy a Sony Ericsson T 700 mobile and get a branded mobile free

Said, **Vineet Jain - General Manager, Sales & Merchandise, North Zone** "We had launched the first Big Bazaar store in Kanpur in 2007. Over the years, we have received an overwhelming response from all our

customers of Kanpur and its neighbouring areas. Since Kanpur is a growing city, it's our endeavour to reach out to more and more homemakers in the city, and give them an opportunity to save maximum while they shop for their monthly requirements. We are happy to launch our second store in Kanpur and are confident that the new store will fulfil all the household requirements of customers under one roof."

**Kanpur Big Bazaar has the following categories and sections 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

**Depot:** Books, music and stationary

**Navaras:** Gold & diamond jewellery brand

**Apparel** For Ladies, Men, Kids for all season. Western, ethnic, casuals and formals

**Appliances:** All kitchen appliances like Mixer Grinder, Toaster, Microwave and 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 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.

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