

Press Release

For Immediate Publication:

BIG BAZAAR'S 'THE GREAT INDIAN KITCHEN FESTIVAL' IS BACK

~ Amazing offers and exciting deals on wide range of Kitchenware products~

Mumbai, 29 May 2015: Want to give your kitchen the ultimate makeover but not sure where to begin? Head to your nearest Big Bazaar as it is bringing back the most popular and awaited 'The Great Indian Kitchen Festival'. With exciting deals and great offers, the festival offers a wide range of kitchenware. This month long extravaganza from May 29, 2015 to 5th July, 2015 will provide an opportunity to reinvent your kitchen into a beautiful place without putting any pressure on the wallet.

This year's Great Indian Kitchen Festival offers varied range of kitchenware brands, designs, attractive hues of kitchen products and appliances. Customers will be spoilt for choice from an array of reputed national and international brands like Prestige, Tuffware, United, Dreamline, Milton, Cello, Asian, Signoraware, Fackelmann, Borosil etc. Big Bazaar's Great Indian Kitchen Festival will enable customers to shop products at special prices on cookware, cooktops, containers, dinner sets, and kitchen appliances for a more stylish kitchen for your home.

The other kitchenware products available to enhance your better living & hygienic habits are glass containers, glass bottles for storage, silicon and Carbon Steel Bake ware range for healthy cooking. The festival is also curating exclusive range of products created for Big Bazaar customers from brands like Prestige, Pigeon, Nirlep and Wellberg.

Few highlights of the festival is as below:

- Worlds slimmest CookTop, Prestige Dual Purpose design - Hob + Table top gas stove is for Rs 16500
- Amazing offers on cutlery like 20 piece Opala Dinner set for Rs 1299, Prestige Curry pan with lid (Ceramic coating with forged body & soft rubberized handles for Rs 2695 and many more such exciting deals)

Speaking on Great Indian Kitchen Festival, **Akshay Mehrotra, Chief Marketing Officer, Big Bazaar** says *"With higher aspiration and better lifestyle, today kitchen in every home has gone into a major transformation. People want their kitchen to be stylish and yet functionally superior. Big Bazaar's*

Great Indian Kitchen Festival will help our customers to upgrade to a better quality and more convenient kitchen through this festival as it offers the best and latest range.”

And not just the offers, The Great Indian Kitchen Festival will conduct fun cooking competition where chefs will be seen whipping exotic dishes at Big Bazaar. Watch the chefs give their culinary skills a shot and all of this coupled with discounted shopping experience.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of “Making India Beautiful”, 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.

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