

Big Bazaar partners exclusively with Snapdeal for Maha Bachat Days

Customers across India can avail Big Bazaar's Maha Bachat days' offers on Snapdeal

New Delhi, August 12th, 2016: Snapdeal, India's largest online marketplace, today announced that its partnership with Future Group is now live for Big Bazaar's annual Maha Bachat Sale. As part of this partnership Big Bazaar's Maha Bachat deals will now be available online exclusively on Snapdeal from 13th to 17th August, 2016.

The partnership between Snapdeal, India's largest online marketplace and Big Bazaar, India's largest hypermarket chain, leverages the massive reach of Snapdeal and the wide assortment that Big Bazaar offers through its hypermarkets.

Commenting on the partnership, **Tony Navin, Senior Vice-President, Partnerships and Strategic Initiatives, Snapdeal**, said "We have built a comprehensive and frictionless interface between Snapdeal and Big Bazaar. This partnership is a winning arrangement for the consumers as it gives them easy access to Big Bazaar's deep assortment of popular products, all from within the comfort of their homes. The value and popularity of Big Bazaar products and the tremendous reach of Snapdeal form a strong foundation for a long term partnership between us."

Commenting on the partnership, **Rajan Malhotra, President, Retail Strategy & Convergence, Future Group**, said "Big Bazaar's Maha Bachat Days is India's most widely anticipated sale and we are pleased that this sale will be even bigger this time through our exclusive online partnership with Snapdeal. This partnership will help us take the deals of Maha Bachat to the customer base of Snapdeal and widen our reach to geographies where Big Bazaar is not physically present. Snapdeal customers will also be able to benefit from great deals that Big Bazaar provides with its sourcing strength."

This partnership will benefit consumers across the country by bringing Big Bazaar products to their doorsteps. Products purchased on Snapdeal will be home delivered by Snapdeal through its formidable delivery network that covers more than 28,000 pin codes across India. Future Group already operates in 240 cities and towns across India and through this association with Snapdeal, millions of additional buyers across more than 6000 cities and towns in India will now gain access to the Maha Bachat offers of Big Bazaar.

During the five day mega event, customers can choose from a wide range of Big Bazaar's assortment, on the Snapdeal platform. Maha Bachat days will offer exciting deals and offers across multiple categories such as kitchenware, home décor, home electronics, personal care appliances, to name a few.

About Snapdeal:

Snapdeal's vision is to create India's most reliable and frictionless commerce ecosystem that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal. Today Snapdeal is India's largest online marketplace, with the widest assortment of 35 million plus products across 800 plus diverse categories from over 125,000 regional, national, and international brands and retailers. With millions of users and more than 300,000 sellers, Snapdeal is the shopping destination for Internet users across the country, delivering to 6000+ cities and towns in India. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as SoftBank, BlackRock, Temasek, Foxconn, Alibaba, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

For further information, visit www.snapdeal.com

About Future Group:

About Future Group Future Group is a pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India. Future Group operates through its three listed entities –Future Retail Limited, Future Lifestyle Fashions Limited and Future Consumer Enterprises Limited. Collectively, Future Group operates around 18.5 million square feet of retail space in over 240 cities and towns across India.

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