



Press Release

For Immediate Publication:

Big Bazaar unveils Kolkata Pro Kabaddi team “Bengal Warriors”

~ Launched the team logo and jersey along with Team Captain & Coach ~

Kolkata, June 26, 2014: Big Bazaar, India’s largest retail chain and promoter of Kolkata franchise team of Pro Kabaddi league today unveiled the team logo and jersey in a glittering ceremony. Kolkata Pro Kabaddi team is aptly named “**Bengal Warriors**” befitting the status and culture of the city. Sri Radheshyam Agarwal, General Secretary Amateur Kabaddi Federation, West Bengal Unit graced the occasion.

The “Bengal Warriors” logo comprises of roaring tiger in the hue of gold and Blue, the colors of Royals and brave hearts. About the concept **Mr. Sandip Tarkas, CEO, Bengal Warriors**, said, *“The name and logo identity encapsulates the fearlessness, valor, perseverance, endurance and control of the royal bengal tiger, synthesizing with speed and agility. Royal Bengal Tiger, the national animal of India gives a special pride and feeling of Indianness, which is one of the core values of Big Bazaar.”*

The Pro-Kabaddi League to be played by 8 teams in a caravan format, will see the home matches of Bengal Warriors against seven other teams between July 30 and August 2 at the Netaji Indoor Stadium. The league will commence on July 26 2014 in Mumbai. Speaking on the occasion **Mr. Manish Agarwal, Business Head (East), Big Bazaar** said, *“It is a moment of great pleasure for us to present the identity of the Kolkata Pro Kabaddi team to the people of the city and sports lovers across India. First Big Bazaar was opened in Kolkata in 2001 and since then it has been a city where Big Bazaar has launched most of its new ventures and innovations. When it came to choosing a team franchise, team Kolkata was the most natural choice for Big Bazaar.”*

Bengal Warriors, one of the most promising team of Pro Kabaddi, also announced the



names of its squad members. The 12 member Bengal Warriors Kolkata team is lead by the Captain of the team Mr. Surjeet Singh and coached by Mr. Raj Narain Sharma. Speaking about the team **Mr. Raj Narain Sharma, Coach, Bengal Warriors** said, *“Bengal Warriors Kolkata squad has been constituted with an intention to strike a balance between experience, exuberance, international expertise and promising talent of present and future. We are looking to play aggressive and entertain the crowd showcasing the true spirit of our Indian sport.”* **Captain of Bengal Warriors Surjeet Singh** said that he and the team is all charged to bring the first Pro Kabaddi league trophy to Kolkata.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having over 165 stores 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.