

Press Release

For Immediate Publication:



Big Bazaar's "5 Days Mahabachat" from 13th to 17th Aug

~Consumers to get Rock bottom prices, Mega deals & Discounts from 13th-17th Aug~

~ Huge Cash back –10% on Axis Bank, 15% on Paytm~

Mumbai, August 10, 2016: It's that time of the year! Rock Bottom Prices; Mega Discounts & Biggest Savings! India's most awaited shopping days- Big Bazaar's '5 Days Mahabachat' is here once again. Big Bazaar's biggest shopping event - "5 Days Mahabachat", will be held across in over 200 Big Bazaar stores in over 100 cities between August 13th to 17th, 2016.

What started off in 2006 has now become India's most awaited and exciting annual shopping festival for consumers to choose and grab great products from the widest range of categories at great prices. From daily household needs of food and grocery to apparels, footwear, toys, luggage, kitchenware, bed and bath ware, home decor, furniture and electronics; '5 Days Mahabachat' has a bonanza to offer for each and every one in the family.

Speaking on the occasion, Mr. Sadashiv Nayak, CEO, Big Bazaar, *"Big Bazaar's "Mahabachat" has become the most awaited shopping days in India due to its range & size of the mega saving deals and offers on various products across our stores.*

These 5 days will provide the biggest saving opportunities on shopping at Big Bazaar and we look forward to it being yet another successful shopping bonanza for consumers”

Additionally customers can avail Maha Saving through -

- 10% instant Cashback by paying through Axis bank debit/credit card for purchase of Rs 2500 or more*
- 15% Cashback on minimum transaction of Rs 500 using Paytm wallet at Big Bazaar*
- Rs 200 Cashback on orders of Rs 3000 or more*

**For more information visit your nearest Big Bazaar*

Some of the Key offers for **“5 Din Mahabachat”**:

Food & Staples

- Fortune Soyabean Oil (5 L) + Golden Harvest Mp Sharbati Atta (5 Kg) + Golden Harvest Dil Khush Basmati Rice (5 Kg) : Mrp 1345, Offer Price 835
- Biscuits – Buy 3 Get 1 FREE

Home Fashion

- Wide Range Of Bed Sheets, Towels & Pillows from Bombay Dyeing/ Mafatlal/ Welspun/ Recron/ Trident (Mrp Rs499 onwards) : Offer Buy 1 Get 1 FREE

Fashion

- Flat 50-60% OFF on wide range of Mens, Ladies & Kids apparel

Electronics

- KORYO Super Slim 32 (81 cm) HD Ready LED TV with 2xUSB /2xHDMI MRP 17990, Offer Price 9999* (Under Exchange)
- Koryo 20L Microwave Oven with Defrost Function MRP 4990 Offer Price 3999

Home Care

- Borosil , Larah 32Pcs Opalware Dinner Set- MRP 3695/-, Offer Price 1699/-
- Magic Mop Bucket with Wheels and one refill free worth Rs 200 – MRP 3000/-, Offer Price 999/-

So, are you ready for “5 Din Mahabachat”? Rush to your nearest Big Bazaar store for details on many more exciting discounts and amazing offers.

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.

For further information, please contact:

Rajesh Rana

Corporate Communications, Future Group

Mobile: 8451804501 / 7498274972. Email: rajesh.rana@futuregroup.in