

BIG BAZAAR ANNOUNCES "CRAZY WEEKENDS" FOR SHOPPERS

~ A chance to buy Apple iPhone5S (16GB) at INR 19,999 only~

"Happy Hours" for shoppers to grab most unbelievable offer and many more crazy deals ~

~ "Nutty Combos" for the unmatched combo offers on wide range of products~

National, April XX 2015: Our wish-list is never ending - sometimes serene apparels or sometimes suave tech gadgets, our choices keep evolving with time. Taking your shopping experience by storm, Big Bazaar is all set to make weekends get crazy - crazier - craziest! The biggest weekend shopping bonanza with enticing range of deals is Big Bazaar's "Crazy Weekends" starting 3rd April 2015, launching weekend special deals that are unbelievably true. Big Bazaar is introducing new unbelievable offers valid throughout the weekend on diverse range of products. From Wacky Draws on Apple iPhone 5S (16 GB) at INR 19,999 to Happy Hours on Electronic Items to Nutty Combos to Mad Flash Sale, shopping at Big Bazaar during weekends will be a crazy experience!

Big Bazaar customers can now enjoy **Insane Happy Hours** - where customers will get most unbelievable offer of the weekend for a limited period during each day of the weekend. Things get wackier with **Wacky Draw** that will boggle your mind - like this Crazy Weekend's Wacky Draw is buy 2 T-shirts and win a chance to buy an iPhone 5S (16GB) at Rs. 19,999 only. The already alluring shopping experience is about to get more maddening with **Nutty Combo** deals on Deodorants & Trimmers. Bang comes in **Mad Flash Sale**, more **Crazy Deals** and the concept of **Bill Toh Pagal Hai** which will amp up your excitement to another level.

Sharing his views on Big Bazaar's Crazy Weekends, **Akshay Mehrotra, Chief Marketing Officer, Big Bazaar** said, *"Revaluating, Revolutionizing and Redefining are three key pillars of Big Bazaar and reasons behind the success of our successful customer centric initiatives. We reevaluate our each store and develop customize sale offers that help us serve our customer better. We understand the need to evolve and keep redefining our propositions that enhance value to our customer. With Crazy Weekends, we are positive that we will create a exciting shopping experience and make our customers weekend stuffed with shopping bags of happiness. We are sure that with Crazy Weekends, we would be able to make big bazaar a more enticing destination for our customers to visit on weekends."*

KEY OFFERS DURING THE WEEKENDS:

- **CRAZY DEALS:** Buy Mens/Ladies Jeans (2 pairs) & get an American Tourister Backpack at Rs 299
- **WACKY DRAW:** Buy Mens/Ladies T-Shirts (2 pcs) and get a chance to buy an iphone 5S 16 GB at 19999
- **NUTTY COMBO:** Any 2 Deos & WAHL Trimmer at Rs 699

- **HAPPY HOURS:** Koryo Sandwich Toaster at Rs 599

So what are you waiting for? This weekend head to a Big Bazaar near you and go crazy with “Crazy Weekends”.

For further details, please contact:

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