

## **Cricketer Shikhar Dhawan walks with the winner of fbb contest at National College**

**Mumbai, 20<sup>th</sup> June 2014:** Aakash Mahendra Joshi from Mumbai walked into his college fashionably and confidently like he was walking the ramp. Why wouldn't he? After all, he was the lucky one to win the fbb contest and had the golden opportunity to walk with the popular Indian cricketer Shikhar Dhawan.

Shikhar Dhawan and Aakash Joshi entered the National College located at Khar West together making Joshi's college day very special and memorable. Shikhar Dhawan twirling his moustache and showing his biceps made Aakash feel like the dude of his college.

Aakash Joshi was chosen as the lucky winner from 40,000 contestants who registered for the contest from across the country. He is a student of third year B.Com from National College, Mumbai. Aakash Joshi stood out distinctively in his stylish, dashing attire from fbb. The contest required the contender to simply fill a form and drop the same at any of the fbb or Big Bazaar outlets.

Making the first day of college the best one is very important for the young college students. fbb took this opportunity to make the day exceptional with young icon Shikhar Dhawan's presence.

fbb designed this offer especially for the young buds bustling with enthusiasm for starting a new inning of life. To make classy purchases more delightful were amazing discounts for students, free Earphones and free T-shirts and accessories signed by Shikhar Dhawan himself.

**The contest was held at over 220 Big Bazaar and fbb outlets across the country since May 28, 2014**

### **About fbb**

fbb has been the face of affordable fashion destinations in India since 2008. With a mission to make India *Thoda aur stylish*, its philosophy reinstates the fact that it doesn't cost much to be stylish with fbb. It believes in aspirational value fashion.

From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, fbb creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fbb has something in store for everyone.



fbf targets a youthful audience in India that wishes to stay synonymous with current trends. The brand spreads across all the metro cities, mini metros and also penetrates well in tier II cities.