



## Press Release

### Big Bazaar launches Pujo initiative to reignite Para culture

#### Cash prize and awards to be won in Pujo Ready Shera Para initiative

**Kolkata, August 26:** True to its philosophy of connecting with the people of Bengal, Big Bazaar today launched its latest initiative "Sarbojonin Shopping Pujo" that is meant to bring back the nostalgia attached with the gregarious cultural mainstream of Bengal reflected through its Para through **Pujo Ready Shera Para** competition with huge cash prizes up for grabs among other offers.

*"Durga Puja is symbolised by its sarbojonin nature. It is only at pandals that para members may meet these days, if at all. However true togetherness happens when they spend time with each other so shopping together for pujo creates a bonding that lives beyond Durga Puja. At Big Bazaar with our initiative we want to bring back the bonding,"* **said Manish Agarwal, Head East Zone, Big Bazaar.**

*"Durga Puja being the biggest festival in this part of the sub-continent Big Bazaar could not sit quiet and not add to the happiness. These initiatives will multiply happiness and rewards and bring back the chance of enjoying the rich social life of paras,"* **Mr Manish Agarwal added.**

This four-fold initiative led by Tollywood stars Abir, Soham, Tanusree and Parno brings unlimited bonanzas for the Big Bazaar customers. While Pujor Aage Pujor Bonus (Aug 27 to Sep 10) promises a whopping Rs 2000 cash/bonus vouchers and Rs 3000 fashion bonus vouchers on a purchase of Rs 2500, Mahasaje Pujo Ready (Aug 27 to Oct 11) will have seven product stories in ethnic, printed, colour, fusion, denim, t-shirts and kids.

The third initiative **Pujo Ready Shera Para (Aug 27 to Sep 20)**, that has already 100 paras registered for competition, will highlight the para culture through seven parameters with the top three prizes being cash awards of Rs One lakh, Rs 75,000 and Rs 50,000 and several prizes of Rs 10,000 each. So everybody wins.

The fourth being Shop-more-get-more-gifts campaign where the shoppers can earn more points and rewards with whatever they buy within the campaign period.

Big Bazaar launched a theme song for the campaign along with a commercial featuring the four stars. The song has been written and composed by Chandrabindoo. The launch became a star studded affair with the quartet coming in as showstoppers for the Big Bazaar pujo range launch.

### **About fbb**

fbf, Fashion hub of India has been the face of affordable fashion destinations in India since 2008. With a mission to make India Thodaaur 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.

### **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:**

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### **Pujo Ready Sera Pujo Factsheet:**

1. What are the criteria to become Pujo Ready Sera Para?

- a) Most Cooperative Para
- b) Most Stylish Para
- c) Most Socially Active Para
- d) Para with Best Selfie moment
- e) Most Enthusiastic Para
- f) Most Trending Para
- g) Most Shopaholic Para
- h) Young at Heart Para
- i) Para with Young Exuberance
- j) Pretty Posers Para

The registered Para must upload pictures aiming to these different categories.

2. What will my para win once they are crowned winners?

The winning Para Puja Committee bags prize money of Rs. 1 lakh, while its Rs 75,000 and Rs 50,000 for the first and second runners. The other sub category Para Puja Committee winners will get Rs 10,000 each.

3. How can my para win Pujo Ready Sera Para?

The Para should upload as many photographs as possible of their Pujo Ready moments on the social media based on the above categories and showcasing how the para is getting ready for Pujo for example pujo rehearsals, pujo meeting, pujo shopping, pujo subscription drive etc. Active and group participation in all activities related to the campaign will be used as a parameter to judge the Pujo Ready Sera Para for Durga Puja 2016.