

Big Bazaar celebrates unsung relationships in its latest film for Raksha Bandhan

National 7th August 2017: Big Bazaar, the flagship retail chain from Future Group and a household name in India presents a heartwarming film for Raksha Bandhan. The film is part of the ongoing campaign called ‘**Har Tyohaar Mein Big Bazaar**’ which celebrates the fact that the brand is a part of every Indian festival through their wide-range of product offerings.

Created by **DDB Mudra West** the story pulls a slice from the life of a Big Bazaar shopper stranded in the rain outside the store; all alone with several shopping bags. Her unsuccessful calls for an auto-rickshaw are noticed by a staff member of the store. He goes ahead and gets her an auto so she can reach her home safe and sound. On Raksha Bandhan, the same shopper expresses her gratitude towards his random act of kindness with a ‘Rakhi’. The film ends with a beautiful line- ‘Pyaar Ke Dhaagon Se Jode Dil Ke Tar; Har Tyohaar Mein Big Bazaar’ (Helping connect the strings of heart with threads of love; Big Bazaar for every festival).



Speaking about the campaign **Mr. Sadashiv Nayak, CEO, Big Bazaar** says, “This film shows how Big Bazaar is integrated in the lives of our customers and how we have been a part of their celebrations for any occasions. As a brand we share a very enriching bond with our customers and will continue to provide safe, affordable and quality products to help the consumers maintain the well-being of themselves and their dear ones.”

The film is promoted on Television, Radio, Print, social media platforms and across all Big Bazaar and Big Bazaar GenNext stores in the country. In addition to this consumers can avail exciting Raksha Bandhan offers on a variety of products like Chocolates, Toys, select Koryo electronic items, Clothing items etc.

Link to the campaign: <https://www.youtube.com/watch?v=R5mmvs3-Qo4>

Credits

- **Agency:** DDB Mudra West
- **Creative:** Rahul Mathew, Nilay Moonje, Manoj Bhagat, Suman, Nilesh, Vikas
- **Account Planning:** Mehak Jaini, Neha Kulkarni

- **Account Management:** Sanjay Panday, Sharon Picardo, Abhay Bhonsle, Vishwendra Singh Parmar, Zeeshan Patel
- **Agency Production:** Vishal Sane, Minaz Lala, Pravin Misal

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 more information, contact:

Averil Gouria | +91 9820778275| averil.gouria@futuregroup.in

Rajesh Rana | +91 7498274972| rajesh.rana@futuregroup.in

Website: <http://www.bigbazaar.com/>

Facebook: @BigBazaar

Instagram: @bigbazaar

Twitter: @BigBazaar

Twitter: @fg_buzz