

Press Release

For Immediate Publication:

## Big Bazaar launches Festive Fashion for Indian Homes

~ Over 500 unique designs of Bed sheets, bed covers, Curtains ~

Mumbai, Oct 14, 2013: Big Bazaar, India's leading hypermarket chain unveils its widest and vibrant range of home decor collection for the festive season. The new festive collection of home décor suits every lifestyle and enhances the ambience of your home. Big Bazaar's "festive collection" home décor boasts of exclusive and over 500 unique design collection of Curtains, Cushion Covers, Bed sheets, Bed Covers, Dohars, Quilts, Blankets, Carpets, Towels and kitchen linen.

Big Bazaar's home décor festive collection ushers in a new stylish era in home fashion with the widest range of coordinated home furnishing to suit every mood and aesthetic sensibility. Besides the premium bed linen and curtains, collection also includes imported carpets, towels and kitchen linen. The collection sports contemporary designs and also festive colors like red and orange.

"The highlight of this collection is the widest range of Home Décor for a total makeover of your home in a very affordable range. The colors used are rich & vibrant with innovative designs giving it a very contemporary look" commented Akshay Mehrotra, Chief Marketing Office, Big Bazaar on the new home décor collection. He added, "Complete home makeover is which is what we aim to provide with solution for your bedroom, drawing room and kitchen décor range.. Our home décor range is a lifestyle product for today's style conscious customer but it is also a cost-effective way of giving your house a new look."

Big Bazaar's home fashion of exclusive & unique designs in each of its products that have been thoughtfully crafted for Indian homes.

### Collection Descriptions:

Bedsheets– Transform your bedroom into your ‘sanctuary’ with our range of high thread count bed sheets. With over 64 options to choose from you will be spoiled for a choice. Each bedsheet comes with a pair of co-ordinated pillow covers. With our range including collections like the Jaipuri Classic, Serenity of Ladakh you will surely be wowed!

Curtains – Drape your doors & windows with our readymade range of curtains which are not only gorgeous but also made with the best of fabric like jacquard, velvet to name a few. Each pack contains a pair of curtains with eyelets made to easy drape doors.

Carpets – Furnish your floors with carpets imported from Egypt, Belgium, Turkey...countries that are known for their carpets. The designs range from traditional to fusion to modern with a variety of textures to choose from too.

Towels – Pamper yourself with the softest & the largest range of dyed and designer towels at Big Bazaar. Our luxurious collection boasts of vibrant colours as well as the best quality which offers you high absorbency.

Winter – Enjoy this winter season with our beautiful winter collection. With a vast variety of fleece, mink blankets & quilts to choose from we assure you a cozy & comfortable sleep.

Cushions– Liven up the sofa or the bed or your reading nook with some cheery cushions. There are chenille, jacquard, velvet and a lot more covers in various sizes as well as filled cushions. Take some home today and give that sofa a mini makeover!

### About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 164 stores across the country. With its motto of “Naye India ka bazaar”, 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.

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