

Press Release

Tirupur gets its First Big Bazaar

- Largest hypermarket store in Tirupur
- Over 1,60,000 products for sale
- Unmatched offers + unbelievable pricing = MEGA SAVING

Tirupur, April 15, 2011: Big Bazaar, India's popular hypermarket retail chain by Future Group, today announced the launch of its first store in Tirupur, nere Coimbatore. Located at Veera's Arena, Municipal office road, near Valarmathi bus stand, the new Big Bazaar store is spread over a sprawling 38,000 sq.ft. area to serve as the first convenient shopping destination for the residents of Tirupur and its neighboring areas.

With this launch, Big Bazaar now has a strong presence of 6 stores in the State of Tamil Nadu and 149 stores across country.

Trusted by millions of families across the country, Big Bazaar is widely known for its unbelievable pricing and unmatched offers, throughout the year. The new Big Bazaar will be a destination store catering to every single household need of the entire family, under one roof.

The store offers a wide range of formal, casual, ethnic and denim apparel for women, men, children and infants; a wide collection of accessories such as sunglasses, watches and handbags and general merchandise products including plastics, crockery, utensils, home care and home fashion products, footwear, toys, stationary, luggage, sports goods and gifting options. Additionally, food and groceries (Food Bazaar); electronics (Electronics Bazaar); mobiles (One Mobile) will also be available at Big Bazaar.

Commenting on the new store opening, **Mr Venkateshwar Kumar, Business Head, South Zone, Big Bazaar** said, *"Looking at the overwhelming response of our Big Bazaar stores across Tamil Nadu, we decided that the time is right to bring the same shopping experience to residents of Tirupur. Since Tirupur is expanding at a fast rate, it is our endeavor to reach out to more and more homemakers in the city, and also give them an opportunity to save maximum while they shop for their weekly, monthly or special occasion requirements. We are happy to launch the first Big Bazaar store in this city and are confident that this store will fulfill all the household requirements of customers."*

Big Bazaar will bring convenience plus rich shopping experience for the people of Tirupur. From the moment the customers enter to the time they leave, the store is aimed at enhancing a shoppers' experience. Located in the heart of Tirupur, the store offers a streamlined approach, enabling greater convenience in experiencing the comprehensive range of products.