

Press Release

For Immediate Publication:

Get Rs.800 for Old Shoes at Big Bazaar

~ India's largest shoe exchange drive ~

~ Get Rs.800 GVs for Old Shoes in any conditions ~

Mumbai, Oct 14, 2013: Anyone looking for a good excuse to revamp their shoes collection will get a helping hand from Big Bazaar's Great Exchange on Footwear. So gather up your old casual, formal, sandals or sports shoes of any brand and let Big Bazaar gives you an opportunity to turn it into something valuable. For every pair of Old shoes Big Bazaar will give you exchange coupons worth Rs 800, which can be redeemed on a wide range of branded Sports shoes in Big Bazaar. Big Bazaar's Great Exchange on Footwear will be on till 16th November, 2013.

Customer can walk into their nearest Big Bazaar till 16th November 2013 and get great value for their old shoes. Under this exchange offer any pair of old shoes can be handed over at "Designated Exchange Counter". Irrespective of the condition of the old shoes, in return customer will get three coupons of Rs 100, Rs 200 and Rs 500 denominations worth Rs 800. Customers can use these coupons to avail an outright discount on a wide range of branded shoes available in Big Bazaar based upon the value of coupon.

Commenting on Big Bazaar's Great Exchange on Footwear, Akshay Mehrotra, Chief Marketing Officer, Big Bazaar said, "Unlike old appliances or electronic products old shoes have no value for anyone, we thought why not provide cash value to the old shoes and give our customers a reason to upgrade to the new and stylish collection that Big Bazaar has to offer. We have an impressive wide range of very stylish footwear and we are sure people will use this as an opportunity to upgrade to newer pair as per their taste and liking."

So head down to your Big Bazaar store and spoil yourself with a new pair of shoes.

Terms & Conditions for Shoe Exchange Mela

- 1) Offer Valid on select sports shoes only
- 2) Coupon Valid till 16th November 2013
- 3) One Coupon Valid on single purchase of a pair of sports shoes
- 4) Valid on stocks available in select Big Bazaar stores
- 5) Coupon to be redeemed at issuing store
- 6) No two offers can be clubbed
- 7) This coupon cannot be exchanged for cash
- 8) Coupon cannot be split / clubbed for redemption of discount on separate article / separate bills
- 9) Coupon once issued in lieu of old shoes will not be reversed

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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