

Big Bazaar Gives Customers On-The-Spot Cash Credit With A Scan Of Rs.100 Note

Scan Rs. 100 on Facebook camera and recharge your FuturePay wallet to avail exciting offers

National, 17th January 2019: Big Bazaar has always strived to serve its customers by providing them the best products laced with the most enticing deals. At India's biggest shopping Festival 'SabseSaste 5 Din', deals combine with technology through an exciting offering. This year, Big Bazaar is giving its customers the opportunity to avail Rs. 100 as cash credit in the FuturePay wallet by scanning an old Rs. 100 note using an Augmented Reality (AR) filter. They can redeem this cash credit at all the Big Bazaar stores from 23rd- 27th January.

In line with the vision of bringing back the 'Sone Ki Chidiya' to India, Big Bazaar is now realizing this dream in a unique way, through an Augmented Reality innovation for the first time ever. This offering will enable users to scan an old Rs.100 note using their Facebook camera's AR filter and get Rs. 100 cash credit in the FuturePay wallet. The user needs to scan an old Rs. 100 note through an SMS link sent to them. Once scanned, the user has to tap on the bird and submit the details. The user will then have to download the Future Pay wallet, register with the same mobile number and avail the cash credit. The Rs 100 cash credit in FuturePay can be redeemed in all the Big Bazaar stores on the shopping of Rs 1000 only during 'SabseSaste 5 Din', from 23rd -27th January 2019.

Speaking about the innovative offering, **Pawan Sarada, Head Digital – Future Group** says, "SabseSaste 5 Din is one of India's biggest shopping festivals and this year, we wanted to make it even bigger. While we have the best deals and the biggest offerings for our customers this year as well, we are taking it to the next level by giving them cash to go to our stores and avail these deals! Through this innovative feature & being part of the digital generation, we want to tap into a newer set of customers and appeal to a younger, more mobile savvy generation. Augmented Reality combines with value for money- an added bonus to your shopping experience."

'SabseSaste 5 Din' is known for giving customers offers and deals that are simply irresistible. With this innovative addition, Big Bazaar has merged Augmented Reality with shopping in a way that has never been seen before. Who would have thought that scanning a note on your Facebook camera could automatically transfer money into your e-wallet! Grab your phones, download FuturePay and shop your heart out!

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group and is present in over 140 cities across the country. The Group also operates Big Bazaar GenNxt which integrates superior shopping experiences with innovations such as interactive digital screens, sit-down checkouts and smart customer service. Big Bazaar promises to offer the 'Har Din Lowest Price' with a massive price drop on over 1,500 everyday-use items at all the stores in the country. It also offers a host of value-added services like home delivery, fast billing and grinding flour amongst others. Big Bazaar has created mega shopping properties like

SabseSaste Din, Public Holiday Sale, Smart Search, Wednesday Bazaar and Great Indian Home Festival which empowers the customers to shop the best at the lowest price. Through 'Future Pay' digital wallet, Big Bazaar provides its consumers with cash credits that can be redeemed for future purchases at all its stores in the country.

For more information, contact:

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

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

Website:<http://www.bigbazaar.com> | **Facebook:** @BigBazaar | **Instagram:** @bigbazaar

Twitter:@BigBazaar | **Twitter:** @fg_buzz | **Youtube:**

<https://www.youtube.com/user/bigbazaarindia/featured>

Link to the Scan & Earn:

<http://bit.ly/2Dcy32K>