

**Press Release**

For Immediate Publication:

**Big Bazaar's '5 Days Mahabachat' from Aug 11—15 Gets Even Bigger!**

- *For the first time, celebrated in Brand Factory, Central, Easyday, Nilgiris, Heritage Fresh and Foodworld*
- *Cashback of up to Rs1200 on Future Pay Wallet and Paytm, upon Spending Rs3000*
- *10% discount on purchasing with SBI debit cards, upon spending Rs.3000*

National, **August 08**, 2018: Big Bazaar is back with its iconic Mahabachat sale that gives customers rock-bottom prices, mega discounts and the biggest savings! India's most awaited shopping days - **Big Bazaar's '5 Days Mahabachat'** is here to bedazzle India with the country's grandest shopping extravaganza, from **August 11—15, 2018**. Going bigger and grander on its promise of ensuring even better and greater savings to its customers this year, Mahabachat will offer its customers a cashback of up to Rs1,200 in their Future Pay Wallet and Paytm, on purchases worth Rs3,000!

Not just in offers and prices, the '5 Days Mahabachat' also promises a larger scale, this year, with a shopping experience that will step beyond the Big Bazaar stores. This year for the first time, even Brand Factory, Central, Easyday, Nilgiris, Heritage Fresh and Foodworld stores will be a part of the Mahabachat sale, thereby leading to addition touch points and convenience for customers.

As the pioneer of celebrating Independence Day with massive discounts and deals, Big Bazaar will offer mega bargains across all categories during "5 Days Mahabachat" to households across India. These five days will showcase a wide assortment of offers across categories, starting from discounts on products like butter, toothpaste, tawa to grander offers in kids and ladies fashion, homeware, luggage, electronics, and more! Shoppers can choose and grab great products from the widest range of categories at great prices. From electronics to household items, food and grocery items to fashion apparel, kitchenware to home décor, Big Bazaar's 5

Days Mahabachat will help customers reap maximum savings with its unbelievable offers and discounts.

**Speaking on the occasion, Mr. Sadashiv Nayak, CEO, Big Bazaar says,** *“Big Bazaar’s Mahabachat is our way of showing our commitment in serving the best value and savings to our customers. This year, we have not only come up with greater offers but have also upgraded our preparations significantly so that our customers can enjoy a hitch-free shopping experience. With other formats of the group - Brand Factory, Central, Easyday, Nilgiris, Heritage Fresh and Foodworld also being a part of Mahabachat, we hope to add additional convenience to our customers.”*

This nationwide shopping fest further promises shoppers an upgraded customer experience, this time, with provisions to beat the billing queues. Home delivery service, convenient check in/check out for heavy products, m-POS facilities for busting long billing queues, and pre-booked fast billing slots will ensure a smoother shopping experience.

What took off with the Independence Day celebration of 2006 has now become India’s most-awaited and exciting annual shopping festival for a nation full of consumers. So, this Independence Day, keep your shopping list ready because your shopping list is your ‘savings’ list too!

#### 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.

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