

## Big Bazaar's 'SabseSaste 5 Din' ab 20% aur bhisasta

~India's biggest shopping festival from 23<sup>rd</sup> to 27<sup>th</sup> January~

~Shop for Rs. 3000 and get cashback of 20% and more~

~Exciting offers and discounts on wide range of products~

**National, 14<sup>th</sup> January 2019:** India's biggest shopping festival – Big Bazaar's 'SabseSaste 5 Din' is back with its exciting offers and discounts. From 23<sup>rd</sup> to 27<sup>th</sup> January 'SabseSaste 5 Din' promises to be 'ab 20% aur bhi sasta' by giving an additional 20% cashback on shopping of Rs. 3000 and above in their future pay wallet.

SabseSaste 5 Din is known for giving its customers unbelievable offers and heavy discounts. These 5 days of the sale is a shopping extravaganza for every Indian family. Every member can take their pick and choose the best discount and amazing deals on a wide range of categories ranging from food, household items, electronics, fashion apparels, footwear, toys, luggage, kitchenware, home décor and many more.

Customers can avail additional discount on their shopping by paying with their RuPay cards. On a minimum transaction of Rs. 500, customers can avail additional 7% discount and an additional discount of 10% on a minimum transaction of 5000. There's more in store for all the loyalty members. A special member-only preview sale will be conducted on the 21<sup>st</sup> and 22<sup>nd</sup> January offering them an additional Rs.100 discount on shopping of Rs. 1000.

Customers can also buy Big Bazaar eGift vouchers from PayTM and get 50% cashback, use the same gift vouchers to shop at Big bazaar and get discounts on products + 20% additional cashback too.

Speaking on the occasion, Sadashiv Nayak, CEO, Big Bazaar said, "SabseSaste 5 Din is one of our most iconic sales which every customer waits for. We wanted to make it even bigger this year and give our customers more than just discounts on products. We are giving our customers an additional 20% cash back on high discounted products and giving them value for their money. At SabseSaste 5 Din, the more you shop, the more you save with higher cashback making it the ultimate shopping festival."

SabseSaste 5 Din gives Indians what they are always looking for – quality products at lowest prices. Big Bazaar has changed the way Indian's shop and made shopping a family affair. SabseSaste 5 Din is not just a sale but is a carnival.

Some of the key offers during the 'SabseSaste 5 Din' are as follows:

- Men's, Ladies & Kids Fashion Flat 50% Off + 20% Additional Cashback
- Koryo 32 inch (80 cm) Super Slim LED TV, 2 HDMI, 2 USB MRP Rs 22990; Future pay offer price Rs. 7992
- Koryo 1 Ton Split Air Conditioner 3 Star MRP Rs 27990; Future pay offer price Rs. 20990
- Redmi 6A 2GB/16GB Offer Price Rs 6299
- Redmi Y2 3GB/32GB Offer Price Rs 9299

- Entire Range of Home Furnishing Up to 60% Off + 20% Additional Cashback
- Pigeon 3 Burner Glass top Gas Stove + 5 L Induction Base Aluminium Pressure Cooker + 4 Pc Non-stick Cookware Set + Koryo Mixer Grinder MRP Rs 13925; Future pay offer price Rs. 3999
- BOROSIL LARAH 27 Pcs Dinner Set + 6 Mug Set + 6 Printed Glass Set + 2 Pcs Serving Bowl Set MRP Rs 5850; Future pay offer price Rs. 2400
- VIP/American Tourister/Kamilant/Safari/Skybags Trolleys & Backpack (Select Range), Offer Flat 60 % off on MRP + 20% Additional Cashback
- Aristocrat Trolleys Set of 3 MRP Rs 19315; Future pay offer price Rs. 7199.

### **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:**

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