



Remove the Old and Bring Home the New at Big Bazaar's 'The Great Xchange' from 16th February to 24th March 2019

Announces Big Bazaar's first ever fashion 'Wardrobe Xchange'

Your chance to exchange your old fashion, electronics, kitchenware and much more and get redeemable cash coupons

National, 15th February 2019: Big Bazaar, India's most loved hypermarket presents, 'The Great Xchange' festival from 16th February to 24th March 2019. During Big Bazaar's 'The Great Xchange' customers can exchange all their old junk and in return get Xchange currency in the form of redeemable cash coupons. Customers can exchange old items like newspapers for Rs. 50 per kg, electronics for upto Rs. 5000 per piece, utensils at Rs. 300 per kg and much more. In exchange, customers can buy food, grocery, electronics and small appliances at an extra 10% off. Customers, can also buy homeware, kitchenware, home fashion and luggage at an extra 20% off.

Making it a must attend festival for the first time ever Big Bazaar is introducing its fashion 'Wardrobe Xchange'. Customers can exchange their old denims for a redeemable cash coupon of Rs. 250, old footwear for Rs. 150, ladies and men's ethnic wear for Rs. 100 and kids wear for Rs.50. Conducted at all Big Bazaar stores present in over 140 cities, 'The Great Xchange' promises to offer exciting discounts on a wide range of products across home, food and fashion needs.

Article Description (Select Items)	Unit of Measurement	Xchange Value
Old Newspaper	KG	50
Old Clothes (incl Bed Sheet, Towels, Soft Toys, Mens Jacket Woolen)	KG	100
Old Furniture Items	PIECE	500
Old Utensils	KG	300
Old Plastics	KG	100
Gas stove	PIECE	500
Doormat	PIECE	50
Old Mattress	PIECE	1000

Speaking about The Great Xchange, **Mr. Sadashiv Nayak, CEO, Big Bazaar** says, "Over the years Big Bazaar has evolved with time to meet the needs of its customers. From providing special products during every festival, to creating mega shopping festivals, to offering required assistance to its customers, our stores don't only provide products and services but is very close to the heart of all our customers. Through this festival we give each and every customer a chance to get some value for things that are not of any use and in return benefit them by proving a special exchange value."

Customers will receive redeemable cash coupons in denomination value of Rs. 50, Rs.100 and Rs. 250 from 16th February 2019 to 17th March 2019. Customers can redeem the coupons as

per the conditions mentioned on them from 16th February 2019 to 24th March 2019 at the nearest Big Bazaar, Big Bazaar GenNXT, HyperCity and fbb stores in the country.

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 Sabse Saste 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:

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

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

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