



Senior Citizens celebrate the week of love with Big Bazaar's Young Elder's Walkathon

Over one lakh Young Elders participated to gift themselves a healthier life

National 16th February 2019: While everyone shares gifts to make their loved ones feel special, what's better than gifting yourself with a healthier life? Big Bazaar, one of India's leading hypermarket by Future Group organized Young Elder's Walkathon today on 16th February to celebrate love for fitness and good health. Big Bazaar's Young Elder's Walkathon was held in 40 plus cities with over one lakh participants who joined the walkathon in their respective cities.

As part of Big Bazaar's Young Elder's Walkathon, a path was identified 1km away from the respective store in each city. Young elders participating in the Walkathon demonstrated what true love stands for by happily joining the 1km walk to the stores where they were provided with refreshments. The young elders who participated were overwhelmed with happiness at the finish line for completing the Walkathon.

Mr. Sadashiv Nayak – CEO at Big Bazaar, commented on the initiative saying, *"Age is truly just a number and the walkathon held across the country was a testimony of this phrase. Young Elders as we address them at Big Bazaar form an integral part of all our stores; which is why year-on-year and week-on-week we dedicate a day to glorify their presence. We are happy to see many young elders participate in the walkathon every year."*

Senior citizens form a very special part of Big Bazaar's customer base. To celebrate their youthfulness, Big Bazaar had started Young Elder's Day at all Big Bazaar stores. Celebrated every Thursday, several activities are held at the stores to make their shopping special. Young Elders at Big Bazaar can now take ample amount of rest at the special seating's for them in between shopping. Other special initiatives include Priority Shopping which has assisted shopping, separate checkouts, guaranteed trolley for elders, VIP status for complaint resolutions and hotline for home deliveries.

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>