

Big Bazaar Public Holiday Sale from 22nd to 25th December

~ We are giving you Rs. 101 to shop~

~ Exciting offers on staples, dry fruits, dinner sets, electronics, luggage etc. ~

~ Extra 5% discount for SBI card users on a transaction of Rs. 3500 and above ~

~ 50% off on men, ladies and kids apparel range ~

National, 18th December 2017: Big Bazaar, one of the leading hypermarket chain from Future Group is back with the mega shopping festival '**Public Holiday Sale**' from **22nd to 25th December 2017** across more than **240 Big Bazaar stores** in the country. This year Public Holiday Sale will be most memorable for the customers as for the 1st time even before shopping Big Bazaar will offer **special credit** to all the customers, which can be used during the Public Holiday Sale. Big Bazaar's Public Holiday Sale will have exciting offers and amazing deals on a wide range of products like grocery items, home fashion, apparel wear, electronic products and much more.

Even before Public Holiday Sale starts, Big Bazaar will add an amount of Rs. 101 to all the customers in their Future Pay wallet which can be redeemed for any purchases during the 3 days of Public Holiday Sale. Customers who do not have the Future Pay wallet can also avail the credit by giving a give miss call on 8010 350000.

Public Holiday Sale will have amazing deals and offers for every member of the family. 4 days sale will have great offers on a wide range of products and categories. Few of the great deals and offers on categories like Fashion where customers can purchase **apparel for men, women and kids and get a 50% discount**. In staples and food, **Saffola Gold Oil 5 liter Jar** which is priced at Rs. 750 will be available at a special price of Rs. 715 packed with an additional 1 liter pouch absolutely free. **Home fashion** products like bedsheets, blankets, quilts etc. will be available at a **30% off**. **Luggage bags** and hard trolleys from popular brands like Skybags, Safari, Aristocrat, Kamilian etc. can be grabbed at a flat **60% discount**.

Speaking about the Public Holiday Sale, **Sadashiv Nayak, CEO, Big Bazaar** said, "At Big Bazaar it's always our endeavor to be an integral part of our customer's celebrations of any important occasions and festivals. Public Holiday Sale has now become one of the most awaited shopping days in India. Our offer to preload money in our customer's wallets for the shopping festival is a small way of thanking them by adding a bit of sparkle in this festive season."

In addition to this, customers can also avail special offers by scanning the QR codes that will be printed in Big Bazaar advertisements through their mobile phones and also on the digital platform. Big bazaar believes in delivering an everlasting experiences and has unbelievable offers on every item you ever need to make your holidays a memorable one. Get ready, as the countdown has begun!

About Big Bazaar:

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 124 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.

For more information, contact:

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

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

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