



Big Bazaar to offer Xiaomi smartphones during its festive sales

Redmi Note 4 and Redmi 4 to be available during Big Bazaar Festive sale

Lucknow, 12th October 2017: Big Bazaar, one of the leading supermarket chain from Future Group with over 240 stores in India has partnered with Xiaomi for its festive season sale. Through this partnership Redmi Note 4 and Redmi 4 will be available with exciting offers across all Big Bazaar stores in the country. This marks Big Bazaar's back into the smartphone retail business after several years.

Big Bazaar is a popular household name and is a leading supermarket chain. It operates on the principal of providing affordable and high quality products to everyone. Xiaomi with a vision of innovation for everyone, shared this belief and caters high end innovative technology to everyone. The two brands are coming together for Big Bazaar's biggest festive sale across 240 stores and would be making Redmi Note 4 and Redmi 4 available across all Big bazaar stores.

Customers can purchase Redmi Note 4 and Redmi 4 at a special price starting at Rs. 9999/-. In addition to this, customers can also grab these smartphones through No Cost EMI offer in association with Bajaj Finserv. Adding further discounts, all ICICI Bank Credit and Debit card users can get an additional 6% discount on these products.

Speaking about the partnership, **Mr. Sadashiv Nayak, CEO, Big Bazaar** says, "We are extremely happy to partner with Xiaomi, as this will give us an opportunity to offer some more exciting products to all our consumers. Since this time of the year is considered auspicious for making valuable purchases, customers can make the most of this limited stock offer."

"We are delighted to partner with Big Bazaar, as it's one of the leading retail chains in India. Big Bazaar has been able to establish itself as a household name in India and is known as a masses brand which provides value for money service. A key reason for our partnership for the festive sale was the similarity in our vision for our consumers. We look forward to delighting our Mi Fans further with Xiaomi technology with the help of Big Bazaar," said **Sunil Baby, Offline Sales Head – South and East, Xiaomi India.**

Xiaomi Redmi 4 and Redmi Note 4 are popular for the two day long lasting battery, 13 mega pixel camera, expandable storage and stylish matte finish. Xiaomi smartphones are available in limited stock at all Big Bazaar outlets in India, so grab the exciting offer till stock last.

Redmi Note 4 sports a premium metal body with elegant anodized high-gloss aluminium lines and a beautifully symmetric design. It features 2.5D curved glass on the front which, paired with tapered edges, makes the device extremely comfortable to hold.



Powered by a Qualcomm Snapdragon 625 processor, Redmi Note 4 delivers fast and seamless performance. Snapdragon 625 is the first chipset in its class to use 14nm FinFET technology, which is substantially more power-efficient than processors based on 28nm technology. As a result, Redmi Note 4's 4100mAh battery lasts on average 25% longer than Redmi Note 3. Redmi Note 4 is currently India's highest shipped smartphone and Xiaomi sold more than 5 million units in less than 6 months. As per IDC Q2 2017 smartphone tracker, Redmi Note 4 is India's highest shipped smartphone in a quarter in the history of Indian smartphone industry.

Redmi 4 is a 5-inch smartphone with a metal body and a fingerprint sensor. It sports a beautiful symmetric design, with a 2.5D curved glass that makes the phone super elegant and extremely comfortable to hold. Powered by a Qualcomm® Snapdragon™ 435 Octa-core processor and an Adreno 505 GPU, Redmi 4 offers high performance gaming and multitasking. Redmi 4 is powered by a massive 4100mAh (typ) battery that can power through up to two days of regular usage.

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.

About Xiaomi India

Xiaomi was founded in 2010 by serial entrepreneur Lei Jun based on the vision "innovation for everyone". We believe that high-quality products built with cutting-edge technology should be made accessible to everyone. We create remarkable hardware, software, and Internet services for and with the help of our Mi fans. We incorporate their feedback into our product range, which currently includes Mi and Redmi smartphones, Mi TVs and set-top boxes, Mi routers, and Mi Ecosystem products including smart home products, wearables and other accessories. With presence in over 30 countries and regions, Xiaomi is expanding its footprint across the world to become a global brand. Xiaomi India is the #1 smartphone brand in the online market and the 2nd biggest smartphone brand overall (including online and offline) in Q2 2017, as per IDC.

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