

Press Release

Big Bazaar launches exclusive edition of 'ICC World Cup 2011' products under Brand Sach

Mumbai, January 2011: Big Bazaar, the hypermarket retail chain of Future Group and the authorized licensed merchandiser for ICC World Cup 2011, has launched an exclusive range of personal care products - '**Gel Toothpaste**' and '**Glycerine Bathing Bars**' under its private brand '**Sach**', to commemorate the biggest cricketing extravaganza in the World.

Brand '**Sach**' is inspired and co-created by none other than the legendary cricket icon – Sachin Tendulkar and Future Group. The Brand **Sach** which already has toothbrushes, toothpastes & kids wear within its portfolio has now extended its portfolio in Bathing Bars.

The exclusive World Cup product range of '**Sach Gel Toothpastes**' comes in 3 variants – *Fresh Mint*, *Icy Spicy Fresh* and *Triple Action Gel*, while the '**Sach Glycerine Bathing Bars**' have 2 variants in *Active Energy* and *Germ Protect* to offer.

Speaking on the launch of Big Bazaar's ICC World Cup 2011 exclusive merchandise, **Mr. Sanjeev Agarwal, Joint CEO, Big Bazaar** said, *"We are delighted to be associated with ICC as the authorized retailer for ICC Cricket World Cup 2011 merchandise. Through our vast exclusive product offerings, we attempt to cement a strong relationship with our customers by enabling them to express their appreciation and cheer for Cricket by sporting the fan look."*

The **Sach Icy Spicy Fresh Red Gel** toothpaste gives a prolonged spicy freshness throughout the day, while **Sach Fresh Mint Green Gel** toothpaste comes in a refreshing green mint flavour that leaves an extended freshness in the mouth. The third and most unique variant is **Sach Triple Action Gel** toothpaste which has extracts of *meswak*, *neem* and *tulsi* – a unique combination in a gel toothpaste.

All these toothpastes have the signature Mentho Cool beads of the Sach line of gel toothpastes that releases tingling freshness slowly while brushing and ensures extended fresh feel in the mouth.

In the **Sach Glycerine Bathing Bars** range – the exclusive 2 variants brings in a good mix of traditional and modern - within the context of skin care with a distinctive value add enriched with the goodness of natural extracts.

The exclusive World Cup range is available at all Big Bazaar outlets across the country.