

## Big Bazaar announces first 24 Hours Facebook Live Shopping Carnival

**Aims to reach out to 3 crore plus customers with exclusive hourly offers that can be availed across Big Bazaar stores in the country**

**National, 23<sup>rd</sup> January 2018:** Celebrating the 12<sup>th</sup> Anniversary of 'Big Bazaar Sabse Saste Din', Big Bazaar is all set to make this Sabse Saste 5 Din larger than life. **Big Bazaar will organise one of the world's first 24 hours of Facebook Live Shopping Carnival** from 9am on Friday 26<sup>th</sup> January to 9am on Saturday 27<sup>th</sup> January 2018. Celebrating the Republic Day with full spirit, the 24 hour session will truly be a carnival with popular celebrities giving out offers on products across all categories.

Giving it a twist, during the 24 hour Facebook Live session, every hour Big Bazaar will announce exclusive offers that are not promoted on any other platform. Giving more power to its customers, Big Bazaar will give away more than ten lakh mobile coupons that can be used during Sabse Saste 5 Din. The 24 hours "Sabse Saste 5 Din FB live" shopping carnival will offer exciting deals and discounts on products like home appliances, fashion clothing, groceries, grooming products, snacks, beverages, home care products, electronic gadgets and much more.

Speaking about taking Big Bazaar Sabse Saste 5 Din to the next level **Pawan Sarma, Group Head- Digital - Future Group** said, "Sabse Saste Din in 12 years have become India's most popular and eagerly awaited shopping days and will continue to grow in the years to come. We share a strong bond with our loyal customers and want to reach out to the new generation that is always on the go. This Sabse Saste 5 Din, India is going to witness the biggest shopping blockbuster for the very first time. Through mobile coupons, we intent to do the biggest ever online to offline idea in digital space."

Commenting on the 24 hour Facebook Live session, **Pulkit Trivedi, Director, Facebook India** said, "Facebook Live is an authentic, immersive tool that brands are increasingly using to connect and engage with their consumers real-time. We're excited about the Big Bazaar's "Sabse Saste Din" campaign and its 24-hour Facebook Live that will help to amplify the scale of the campaign."

So log on to your Facebook accounts and follow @BigBazaar from 9am on 26th Jan to 9am on 27<sup>th</sup> Jan and make the most of Big Bazaar Sabse Saste 5 Din.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 140 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:**

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