

Big Bazaar partners with GOOGLE to launch 'Smart Search'

A first of its kind digital sale facilitated with web analytics

National, 1st June 2017: Big Bazaar the flagship hypermarket retail chain from Future Group partners with Google, world's biggest internet company to create 'Smart Search' a unique digital sale. Big Bazaar 'Smart Search' will use Google to convert more than **1 million** Big Bazaar searches on Google into store footfall. 'Smart Search' will provide more than 1,00,000 personalized discount coupons matching to the product searches by consumers on Google.

Smart Search is an innovative marketing concept that simply uses web analytics to directly reach out to **over 3 crore** consumers with individual offers on a wide range of products. Smart Search offers can be sourced by simply visiting Google Search on 2nd of June and type Big Bazaar followed by the product/category and register to win discount offers that can be availed at Big Bazaar stores across the country.

Speaking about the concept **Mr. Sadashiv Nayak, CEO, Big Bazaar** says, "Consumers are always in search of new shopping experiences, which is why we always offering differentiated and innovative shopping opportunities. Smart Search is a fresh approach that uses technology to offer personalized discounts to our customers."

Smart Search offers and coupons can be availed through searching on Google on 2nd June only and the offers can be redeemed at Big Bazaar stores across India on 3rd & 4th June only.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 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.

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