

Desh Ek Utsav Hazaar, Har Tyohaar Mein Big Bazaar

A campaign that highlights how Big Bazaar participates in every festival that India celebrates

National, 27th September 2017: Big Bazaar, one of the leading supermarket chain from Future Group presents a touching and gratifying campaign that captures how all festivals are celebrated in a culturally diverse country, India. Part of the ongoing campaign, 'Har Tyohaar Mein Big Bazaar'; the popular household brand has launched another part to the campaign named '**Desh Ek Utsav Hazaar, Har Tyohaar Mein Big Bazaar**'.

Created by **DDB Mudra West**, 'Desh Ek Utsav Hazaar, Har Tyohaar Mein Big Bazaar' is not just a communication thought, it's a philosophy that demonstrates how Big Bazaar celebrates every festival in India from regional festivals to Diwali that is celebrated across the country. The intention of the brand is to let every Indian experience not just the festival that they celebrate but also the ones they don't. Har Tyohar Mein Big Bazaar is a way in which the brand participates in every festival that India celebrates with an objective of creating a better India for its customers.

Tuned to a heart wrenching song that brings out the goodness of festivals like Holi, Pujo, Ganesh Chaturthi, Lohri, Ramzan, Onam, Diwali & Christmas, the film showcases personal moments or traditions that play a significant role during each festival. Capturing all festive celebrations in a nutshell, the film features people from all age groups sharing some sweet moments and shows how Big Bazaar seamlessly blends with these moments. The film ends with, "Desh Ek Utsav Hazaar, Har Tyohaar Mein Big Bazaar"

Speaking about the campaign **Mr. Sadashiv Nayak, CEO, Big Bazaar** says, "There is inherent goodness in every festival; goodness that teaches us something new, shows us in a new light, brings people together and brightens our world – be it generosity, love, togetherness or just unbridled celebration. Like this goodness, Big Bazaar too is an integral part of every festival – be it through food, fashion or home. And together we want to share this goodness that will fuel a better India for everyone."

Link to the campaign - <https://www.youtube.com/watch?v=r9UAMiDwf0I>

The campaign is promoted on TV, print, on all Big Bazaar social media platforms, OOH and instore promotion across all Big Bazaar outlets in the country.

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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