

**Press Release**

For Immediate Publication:

**Big Bazaar's 5 Days of Maha Bachat from 13<sup>th</sup>-17<sup>th</sup> August**

**~Consumers to get Rock bottom prices, Mega deals & Discounts from 13<sup>th</sup>-17<sup>th</sup>**

**Aug~**

**Mumbai, August 08, 2014:** "Is Maha Bachat Lalach Badega Kharach Nahi" is what India will be saying during Big Bazaar's 5 days of Maha Bachat from **13<sup>th</sup> August 2014 to 17<sup>th</sup> August 2014**. Enabling mega saving with every purchase, '**Maha Bachat**' with its heavy discounts and mega bargain across various product categories, "Lalach Badega Kharach Nahi" will be the new slogan for the Big Bazaar consumers. '**Maha Bachat**' which started off in 2006 as a single day campaign has been getting bigger and better with every year and today are most awaited shopping days for Indian consumers.

True to its commitment of offering BIGGEST savings every year on every purchase, Big Bazaar's 5 Days Maha Bachat' will have an exciting array of attractive offers and discounts. From daily household needs of food and grocery to apparel, footwear, toys, luggage, kitchenware, home décor, furniture, electronics, and more; 'Maha Bachat' will ensure there is something for everyone in the family, to shop for and thereby enjoy maximum savings. Big Bazaar consumers using HDFC Bank Debit & Credit card gets a additional benefits of 5% instant Cash Back on a minimum shopping of Rs2000 and maximum Cash Back of Rs 500. And not only this, PAYBACK customers gets 5% additional discount on a minimum shopping upon Rs 2000 on a exclusive Maha Bachat preview on 12<sup>th</sup> August 2014.

**Speaking on the occasion Mr. Akshay Mehrotra, Chief Marketing Officer, Big Bazaar,** "Big Bazaar's Maha Bachat is now the most awaited sale event in India, thanks to overwhelming response of our patrons received for the past 8 years. It has become synonymous to "Mega Savings" and "Value Shopping" for millions of consumers across India. Maha Bachat's exciting

*offers on amazing products will offer our consumers and their families incredible saving across all categories.”*

**Some of the key offers during 6 days of Maha Bachat are –**

- Premium range Single & Double Printed Bed Sheets with Pillow covers Buy 1 Get 1 Free. MRP Rs. 599 – Rs. 2299
- Men’s & Kids Denim Buy 1 Get 1 free
- Magic Mop Bucket Rs. 2450 Rs. 999 with One Refill free
- 3 Burner Cooktop + Induction Cooktop + 3 pcs Non Stick Set + 3 l Pressure Cooker for Rs. 15705 Rs. 8999
- Chota Bheem Ride On Rs. 1999 Rs. 1499
- Kids footwear Rs. 115 onwards - UPTO 50% OFF
- Men’s Stylish Trimmer Rs. 799 onwards
- Karbonn A26 - 5 Inch Android Touch, Dual SIM & Dual Camera MRP Rs.6290 @ Rs 4750 Only

So what are you waiting for, visit your nearest Big Bazaar and avail Mega Saving with every purchase.

**About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having over 169 stores 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.