

## Big Bazaar opens its first store in Dibrugarh

**Dibrugarh, 9<sup>th</sup> October 2018:** Big Bazaar, one of India's leading hypermarket chain by Future Group launches its first store in Dibrugarh, the tea city of India. The store is spread over a massive area of 36,000 sq.ft. and is located at Marwari Patti, AT Road, Opp. India Club, in Dibrugarh, Assam. The new Big Bazaar will be a one stop destination for the people of Dibrugarh offering over 1,00,000 lakh products under categories like fashion, food, electronics, home furnishing and much more, everything under one roof.

The store is spread over four floors, starting with the ground floor which is solely dedicated to ladies ethnic fashion. The second floor will offer western, casual and formal fashion for men and kids, and will also showcase western fashion for women. Customers can choose the latest fashion from popular brands like Jealous 21, DJ&C, Ateesa, Buffalo, Champion and Lee Cooper to name a few. The third floor will provide footwear for everyone, home fashion, kitchen appliances, sports goods, stationery, toys, and many other products. The top floor is dedicated to food, staples, groceries, vegetables, fruits and other important daily essentials.

With the, 'Har Din Lowest Price' promise Big Bazaar offers lowest price on over 1,500 everyday-use items. Not only this, Big Bazaar has big saving days like Sabse Saste Din, Public Holiday Sale, Wednesday Bazaar and Maha Bachat that are held in stores across the country. Through these properties customers in Dibrugarh, can now avail offers and discounts on a wide category items like food, home & personal care, fashion products and home appliances.

Speaking about the first store launch **Manish Agarwal, Zonal CEO - East, Big Bazaar** said, *"We are delighted to expand our presence in Assam and launch our first store in Dibrugarh. Providing a variety of products in multiple categories, Big Bazaar is a perfect family shopping destination which offers value shopping throughout the year. We invite our consumers to visit the store and make the most of our unique offerings."*

Residents of Dibrugarh can now be a part of the large Big Bazaar's 'Profit Club' family. Profit Club is truly a one of its kind membership where one can pay Rs. 10,000 and can shop for Rs. 1000 per month for the next 12 months i.e. Rs. 12,000 over a period of 12 months. This membership benefits can be availed across 280 + Big Bazaar, Food Bazaar and fbb (fashion) stores across the country.

Also, customers can avail benefits of Future Group's digital wallet Future Pay which has an active base of millions of users. Future Pay provides an effortless shopping experience with cashback offers and irresistible deals. Customers can shop using Future Pay at over 1000+ Future group stores including Big Bazaar, fbb, Ezone, HyperCity, Central, Easyday Club,

Heritage, Nilgiris and Brand Factory.

Big Bazaar brings convenience plus a rich shopping experience for the people of Dibrugarh and nearby area. The Big Bazaar store is stylish and extremely spacious to make shopping easier, comfortable and joyful. The store is designed with smart & safe trial rooms, open aisles and well trained staff to provide an effortless and delightful shopping experience.

So come visit the newly launched Big Bazaar and make the most of it!

### **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.

### **For more information, contact:**

**Website:** <http://www.bigbazaar.com> | **Facebook:** @BigBazaar | **Instagram:** @bigbazaar

**Twitter:** @BigBazaar | **Twitter:** @fg\_buzz