

Press Note

For Immediate Publication:

Big Bazaar's Quality Challenge – "Atta, Daal, Chawal "

~ 100 percent Cash refund if not satisfied with the quality~

"Pasand nahi toh paisa Wapas"

Mumbai, August 30, 2013: Trust the leader to show the way! In today's time when quality is what everyone is looking for, Big Bazaar, the pioneer in Indian retail industry has once again added another first to its customer focus innovation and offering. Big Bazaar has announced a Quality challenge on its Golden Harvest brand with focus on Atta, Dal and Rice from 31st August to 8th September 2013. Big Bazaar promises a full refund to any customer who have purchased Golden Harvest brand Atta, Dal or Rice from Big Bazaar during this period and is not satisfied with the its Quality.

Big Bazaar's quality challenge is a historic step in retail sector with an assurance of not only the best prices but the best quality in market. Big Bazaar's quality challenge is not only about the guarantee of quality but also will educate people on how to check quality of their staples.

"We believe every customer has a right to buy the best quality food, and through Big Bazaar's 'Quality Challenge' we stand committed to it" said Akshay Mehrotra, Chief Marketing Officer, Big Bazaar. He added, "Big Bazaar's 'Quality Challenge' will allow homemaker to shop with our assurance of the best quality on staples, while being rest assured on affordable prices within her budget."

There will be sample packs of Rice as free give aways for customers. But our quality challenge doesn't end here. If you buy any Golden Harvest Rice, Atta & Dal and are not happy with the quality even after taking home and cooking it, you can bring back the product and we will give you the FULL CASH REFUND of the product's price, the only condition is that 80 percent of the pack size still remains.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 164 stores across the country. With its motto of “Naye India ka bazaar”, 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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