

Press Release

For Immediate Publication:



Big Bazaar's "5 Days Mahabachat" from 12th to 16th Aug

~Shop for Rs 2000 and get 7% instant discount on HDFC Bank credit & Debit card + Rs 500 on Future Pay Wallet~

National, August 10, 2017: It's that time of the year again! Rock Bottom Prices; Mega Discounts & Biggest Savings! India's most awaited shopping days– Big Bazaar's '**5 Days Mahabachat**' is back. The pioneer of celebrating mega discounts and sale during Independence Day by Mahabachat, Big Bazaar stores across India will offer Mega Bargain and Mega Value across all categories during "5 Days Mahabachat" from August 12 to August 16, 2017.

What started off with Independence Day of 2006 has now become India's most awaited and exciting annual shopping festival for consumers. They can choose and grab great products from the widest range of categories at great prices. Big Bazaar stores will open at 9am during 5 days of Mahabachat, offering customers amazing deals and discounts on a wide range of categories. From electronics to household items, food & grocery items to fashion apparel, kitchenware to home décor, Big Bazaar's 5 Days Mahabachat will help customers to reap maximum saving with unbelievable offers and discount

Speaking on the occasion, Mr. Sadashiv Nayak, CEO, Big Bazaar, *"Big Bazaar's Mahabachat is testimony to our belief of providing the maximum saving and value to our customers. These 5 days will provide the biggest saving opportunities on shopping at Big Bazaar and we look forward to it being yet another successful shopping bonanza for consumers"*

Few of the key offers during 5 days of Mahabachat are –

- **Rin Detergent Powder 6 kg MRP Rs 450 Rs 340**
- **Koryo 39 HD LED TV (99 cm) MRP Rs 31990 Rs 17990(*Under Exchange)**
- **Pigeon 3 Burner Glass top Gas Stove + 4 pc Non-stick Cookware Set + 3 Jar Mixer Grinder + 3 l Induction Base Pressure Cooker MRP Rs 11830 Rs 4999**
- **Red Label / Tata Gold / Tata Premium Tea (1 kg) Rs 80 off on MRP**

So, are you ready for Big Bazaar's **"5 Din Mahabachat"**? Rush to your nearest Big Bazaar store for details on many more exciting discounts and amazing offers.

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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