

Popular TV actress Rashami Desai launches fbb standalone store in Ramgarh

Spread across 15000sq.ft., the store is the 14th standalone fbb store in Eastern India

Ramgarh, July 7th, 2018: fbb – India’s most preferred fashion destination – launched one of its largest iconic store in Ramgarh. Popular television actress Rashami Desai launched the store at Ramgarh today. Located in Yadav Complex, Thana Chowk, the store is spread out across two massive floors over a sprawling 15,000 sqft space. This giant fashion space houses a large assortment of fashion brands under a single roof. This multistoried fashion destination lends fashion goers in Ramgarh a fresh impetus through its latest selection of leading fashion brands.

The new fbb store in Ramgarh was launched with an exciting introductory offer in which customers will get a cashback of Rs.1000 in their Future Pay wallet on shopping of Rs.2000. The presence of actress Rashami Desai added a glamour quotient to the store launch of the new fbb store. While the crowd got super excited with her presence, Rashami was overwhelmed with the response of the audience. Several fans also got a chance to interact with her and take pictures.

“Fashion, over the years, has taken greater prominence among the youth today, who view fashion as another way of expressing themselves. fbb being among the forerunners of fashion retail in India is excited to make a larger presence in the emerging India,” said **Mr. Manish Agarwal, CEO – East, Big Bazaar.**

The new fbb store is one of the largest fbb stores in Jharkhand and spread across 15,000sq.ft. Located in Yadav Complex, Thana Chowk, the store offers a wide range of menswear, ladies wear, kidswear, footwear and accessories.

About fbb

fbb has been the face of affordable fashion destinations in India since 2008. With its stance of being India’s Fashion Hub, It believes in aspirational value fashion. From business meeting



to casual resort wear, from versatile ethnics to comfortable home wear, fbb creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fbb has something in store for everyone. fbb targets a youthful audience in India that wishes to stay synonymous with current trends. The brand has 313 stores including 66 stand alone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.