

## **fbf Sets The Pujo Mood With The World's First 'Glam Tram' In Kolkata**

**September 10 2018, Kolkata:** Durga Pujo is among the most celebrated festivals that finds everyone indulging in a lot of fashion shopping. While every year fbb brings a special Pujo collection to these shoppers, this year the brand will be taking its collection launch a notch higher. The city will see its first fashion-on-wheels, as fbb creates the **World's First Glam Tram** in the City of Joy.

This is the first time that an event of this stature is being organised, where the iconic Kolkata tram transforms into a fashion store on wheels. The tram will ride around the city for 45 days, starting on September 10. This treasure trove for fashion will be unveiled at Nanopukur tram depot in Mallick bazaar, where fbb's festive collection will be revealed. A grand fashion show, with popular actress Mouni Roy as the showstopper, will be the highlight of the glamorous celebration on September 10, 2018 at 6:30pm.

"Pujo is when the City dons a whole new level of energy. People are out shopping for the right festive wear to get 'Pujo ready'. At fbb, we are constantly trying to come up with newer ways to make this auspicious time even more special and memorable for the people here. After all, it's not only about making fashion available to all but also about contributing towards creating happy moments and memories in every household," said Mr Rakesh Biyani, Joint MD, Future Retail Ltd.

The Pujo spirit will be kept alive through a host of exciting events like having Bengali superstar Prosenjit Chatterjee enjoying a 'glam tram' ride on September 24, 2018. fbb will also run exciting offers across all the important days during Pujo (#saptmiwithfbb, #ashtmiwithfbb, #navamiwithfbb, #dashmiwithfbb), where it will celebrate top 100 shoppers each week by awarding them free shopping at fbb, and get users to register and get exclusive offers.

Having lent a modern spin to something that has represented the image of Kolkata for generations; fbb is here to add excitement and style to this year's Pujo preparations!

### **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.

## About fbb

fbf has been the face of affordable fashion destinations in India since 2008. With a mission to make India 'Thoda Aur Stylish', its philosophy reinstates the fact that it doesn't cost much to be stylish with fbb. 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 288 stores including 54 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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