

Press Release

Big Bazaar unveils the 'ICC Cricket World Cup 2011' collection

Special Licensed Merchandise at all Big Bazaar stores

Mumbai, January 6, 2010: With less than 44 days to go for the start of the ICC Cricket World Cup 2011, fans around the world are gearing up for the start of international cricket's showcase event. The tournament will take place in 13 venues across Bangladesh, India and Sri Lanka, it starts on 19 February 2011 with the final in Mumbai on 2nd April. In a country, where everyone is living and breathing cricket, Big Bazaar aims to connect with the cricket crazy Indian fans with its 'ICC Cricket World Cup 2011' licensed merchandise launched today amidst lot of fanfare. The licensed merchandise collection was launched in a Fashion Show in Phoenix Mills Courtyard.

The mega fashion show dazzled with the presence of Brand Ambassador **Fashion@Bigbazaar** and talented Bollywood actress Asin and international cricketers - Parthiv Patel, Mohd Kaif, Murali Karthik and Irfan Pathan.

The collection was launched in a very unique way where three different stage set ups were crafted – lounge, home and stadium to create an ambience, thereby setting the mood where a cricket match is ideally watched and enjoyed. The first look donned the cricketers enjoying watching matches in a lounge set up and the second look was of a family enjoying a match in the comfort of their home. The third and final round was power packed with Asin, Parthiv Patel, Mohd Kaif, Murali Karthik and Irfan Pathan walking the ramp featuring cheer girls which sent the audience in raptures.

Speaking on the launch of Big Bazaar's ICC Cricket World Cup 2011 merchandise, Mr. Sanjeev Agarwal, Joint CEO, Big Bazaar said, "Big Bazaar and Cricket has had a very strong association, the Indian Captain MS Dhoni, is the brand ambassador of **Fashion@BigBazaar** for close to 3 years now. We are delighted to be associated with ICC as the authorized retailer for ICC Cricket World Cup 2011 merchandise. Through our vast merchandise offerings in apparel, home and personal care, we attempt to cement a strong relationship with our customers by enabling them to express their appreciation and cheer for Cricket by sporting the fan look. "

Asin, the Brand Ambassador of **Fashion@Big Bazaar** on this occasion said, "It gives me immense pleasure to be associated with this signature campaign by Big Bazaar. I would like to invite all cricket lovers to show your spirit for your favourite Team and player by wearing the authorized ICC CWC 2011 fan merchandise available at your own Big Bazaar stores for the Cup That Counts."

Big Bazaar offers specially designed cricket merchandise for men's, ladies and kids. The range includes sports tees, active dry tees, track pants, shorts, sweatshirt, caps, head bands and more. The range starts from Rs 199/- onwards.

The range is divided in four groups; the first range is for the true cricket lover and has the Event logo as the central theme. The second range is the Graphic range which is built around cricket inspired messages and graphics. The third range is the Stumpy range, which revolves around the official

mascot of the ICC CWC 2011. And the fourth is the true blue fan tee for the Indian Team fan; also available are the fan tees for all other 13 countries.

Big Bazaar has created a line of Bed and Bath Linen products such as a special line of ICC Cricket World Cup 2011 bath and gym towels, hand towels for those who sleep and live cricket.

The Sach brand which is co-created by Future Group and Sachin Tendulkar, brings to you a special edition ICC Cricket World Cup 2011, with Sach gel toothpastes in 3 variants and Sach Glycerine bathing bar in 2 variants for those fans who live and breathe cricket.

Special authorized merchandise like Stumpy Toys, Watches, and other personal care products like Care Mate Tissues are available in Big Bazaar.