

## **Big Bazaar, Darjeeling Celebrates Its 3rd Anniversary**

Anniversary special offers for customer's delight (March 24th – 31st)

**Darjeeling, March 24, 2010:** Come 24th March....and *Big Bazaar*, India's largest hypermarket chain, a part of the Future Group, will celebrate 3rd anniversary of its store located at Rink Mall which will continue till 31st March. As a part of these 8-day celebrations, Big Bazaar has announced a bonanza of great offers and exciting prizes for consumers of Darjeeling.

Starting from March 24 – 31, Big Bazaar store in Darjeeling will host various in-store cultural activities and other customer engagement activities for all age-groups and interests – foodies, fashion divas, rock music lovers, kids etc. Performance by Parakets and Tamang Selo will be a part of cultural evenings. This 8-day event will have Food Sampling by Tasty Treat, Flower Show, Kids Fashion Show, Dog Show in association with Pedigree and Inter School Drawing Competition. The consumers also get a chance to dance to the tunes of DJ Tika on the DJ Nite. The celebrations will culminate in a grand Fashion Show unveiling the latest Spring Summer Collection from Fashion @ Big Bazaar.

In addition, Free Make Over & Skin Testing, Mehendi, Tatoo, Photo Shoot, Daily Lucky Draw and food stalls - Tea, Tourism, Handcraft & local Food will be a part of the celebrations.

Gifts and rewards cannot be far behind when contests and activities are discussed. Exciting offers to be availed by the customers like – Shop for Rs.799 and get a Scratch & Win coupon assured gifts - 2 Jar Mixer Grinder, Jaipan 2 pcs Non Stick Set, Duffle Trolley, Timex Gents Watch, Timex Ladies Watch, 2 pcs steel glass set, Jaipan Dry iron, 3 pcs luminarc glass set, 4 pcs bowl set, Air bag, 19 Pcs Yera Dinner Set, Jug + 6 Glasses Yera Lemon Set. This purchase will also avail customers to participate in the Bumper Lucky Draw to win a Yamaha Crux Bike to be announced on the last day.

Big Bazaar welcomes all customers to be a part of its celebrations.

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, with over 120 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', 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 Future Group**

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and

entertainment, brand development, retail real estate development, retail media and logistics.

Led by its flagship enterprise, Pantaloons Retail, the group operates over 16 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloons Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

The group's speciality retail formats include supermarket chain - Food Bazaar, sportswear retailer - Planet Sports, electronics retailer - eZone, home improvement chain - Home Town and rural retail chain - Aadhaar, among others. It also operates popular shopping portal - [www.futurebazaar.com](http://www.futurebazaar.com).

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'

For details, visit [www.pantaloonsretail.in](http://www.pantaloonsretail.in) and [www.futuregroup.in](http://www.futuregroup.in).

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