

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Big Bazaar inaugurates the Maha Bachat sale with a campaign by DDB Mudra West**

**Mumbai | August 13, 2015**

### Link to the work

30

sec

version-

<https://www.youtube.com/watch?v=FH25TdFsLaw&feature=youtu.be>

60 sec version- <https://www.youtube.com/watch?v=2lgSgsA46d8&feature=youtu.be>

It's back with a bang! The Maha Bachat (English: super-saving), one of the oldest and largest annual sale properties for Big Bazaar has almost become an event in the lives of its consumers. It is held around the 15th of August over a period of three to six days every year. True to its name, the property has stood by its ethos of providing massive savings to consumers who shop at Big Bazaar during those days.

In 2015, the playing field has been redefined with regular sales and ever deeper discounts being offered by retailers across the year. This has resulted in making prices a point of parity across retailers, leading to the need to find new ways of standing out in an increasingly cluttered environment.

With this year's Maha Bachat Sale campaign, the agency intended to re-instate Maha Bachat Sale as 2015's biggest sale property by Big Bazaar. The objective was to inform the consumers about the event and create an awareness about the wide range of options available under the sale; thus attracting new and repeat footfalls.

To expand its consumer base further and capture more than just the contemporary home makers and families; the brand and the agency has created an ad campaign showcasing Maha Bachat 2015 as the one stop solution for all the consumer needs, with quality products at amazing discounted rates.

The multimedia campaign comprises of a striking ad film, supported by a series of print and radio advertisements running simultaneously. The ad film showcases a montage of various consumers with different needs which are being fulfilled at the Big Bazaar Maha Bachat Sale. The ad film clearly depicts the major shift of the consumer needs being no longer restricted to basics or lifestyle, but to consumer moods. Whether it is the need to shop after a break-up or just to pamper your kid; No matter how big or small, these new-age needs also have to be fulfilled, and Maha Bachat 2015 helps every person do just that.

Quoting on the campaign, **Akshay Mehrotra, Chief Marketing Officer, Big Bazaar** quoted, "Maha Bachat has always stood for great value on a wide array of products, but 2015 is an interesting year for us. All these years we have seen people come in large numbers and shop for everything essential for homes, but this year seeing the way people are going about their lives, there is a sense of upgrade, spends increasing in discretionary lifestyle products as well. Unlike the previous years, where these needs were kept on a backburner, the mood of consumers this year is that these needs are also

as important. As a result, we have carefully packed in offers that not only cater to non-discretionary needs, but any and every kind of need. Be it a kid's need to have more toys or the need to look sharp on the day of interviews or the need to eat healthy food by a not so health freak. These needs are natural, and Maha Bachat 2015 is the time to accomplish them. And what better way to cue this than at the start of the festive season beginning with Onam & Pujo!"

Quoting on the campaign, **Sonal Dabral, Chairman and CCO, DDB Mudra Group** said, "Maha Bachat sale is an important annual mega event for Big Bazaar. Communication for such mega sale events is always a challenge to create as it needs to be high decibel and yet insightful to truly connect with the audience. Exactly what this campaign is. A high energy campaign that not only outlines the wide variety of goods on offer but is also about how the products will enhance our audience's lives. Set to a nicely branded catchy track I'm sure the film will engage, entertain and entice them to head to Big Bazaar and enjoy this mega sale."

**Sanjay Panday, Sr. Vice President, DDB Mudra West** quoted "Big Bazaar's Maha Bachat is different from all other sales and I say that because it's the only sale in India that has something for everyone. Offers across categories like Food, Fashion, Home décor, Toys, Footwear, Kitchenware etc. Our campaign is building relevance by amplifying consumer emotions associated with the products that are on offer."

#### **Agency Credits**

**Client: Big Bazaar**

**Agency: DDB Mudra West**

**Chairman and CCO: Sonal Dabral**

**President, DDB Mudra West: Rajiv Sabnis**

**National Strategic Planning Head: Amit Kekre**

**Creative: Rahul Mathew, Manoj Bhagat, Suman Adhikary, Pankaj Nihalani, Amol Annaldas.**

**Planning: Subash Franklin, Aunkita Dey**

**Account Management: Sanjay Panday, Luv Chaturvedi, Abhay Bhonsle, Ameya Awalegaonkar**

#### **About DDB Mudra West**

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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