



*PRESS RELEASE*

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**Big Bazaar highlights its wedding- ready range of products with its latest campaign- #ShaadiKaGhar**

*The campaign has been conceptualized and executed by the DDB Mudra Group*

**Link to the film:** [https://www.youtube.com/watch?v=KFEnrk\\_5cd0](https://www.youtube.com/watch?v=KFEnrk_5cd0)

Mumbai | February 2018

Indian Weddings, with diversity in their customs and rituals, reflect the heterogeneity of Indian culture. Nothing short of a festival, the Indian wedding affair is a social occasion not only for the couple but also their families and one of the most tiresome aspects to this big, fat celebration is the wedding shopping.

With shopping tours taking up a lot of time and patience, the preparatory effort is often very tiresome for the shoppers. Big Bazaar understands this stress and has the best products across categories like food, home, fashion, kitchen and gifting, under one roof to aid the shoppers with a hassle-free wedding shopping experience. This comes with other interesting benefits offered by Big Bazaar, like personal wedding shopping assistance, easy finance options, free home delivery and gift-wrapping services for wedding shopping.

Big Bazaar and the DDB Mudra Group conceptualized a multimedia campaign **#ShaadiKaGhar** to showcase this offering. The campaign celebrates the fun and joyful atmosphere that comes with an Indian Wedding accompanied by the chaos in preparations. With this, the brand intends to position itself as a favorable destination for all wedding-related shopping in alignment to their ongoing agenda of becoming the one-stop shopping destination for Indian festivals. After all, what is a wedding to a family, if not a festival!

Leading the campaign is a beautiful film, directed by the famous Harsha Prabhakar Rao and showcases various preparatory aspects of an Indian wedding. The film takes the audience through the festivity and the accompanying chaos of the grand affair with Big Bazaar taking care of the shopping needs of the families. A catchy jingle beautifully encapsulates the playfulness around Indian weddings while also highlighting the cultural distinctiveness of each celebration. Led by television, the campaign also has a social, print and a radio leg to the media mix.

As per **Jishnu Sen, Chief Marketing Officer, Future Retail Limited**, “The level and scale of shopping during weddings is huge and as India’s largest retailer, we simply had to put our stamp on it and be an



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intrinsic part of every wedding home. #ShaadiKaGhar is the first step towards being the preferred destination for wedding shopping for both pantry loading and gifting.”

Quoting on the campaign, **Sanjay Panday, Executive Vice President & Jt. Managing Partner, DDB Mudra West** said, “#ShaadiKaGhar is based on the insight that any wedding’s to-do list largely consists of shopping tasks. Mostly, the ones on the receiving end are the parents who need to complete the shopping, keep everyone’s requirements in mind and the budgets in check. We have attempted at positioning Big Bazaar as a one stop solution that soothes out this experience for the wedding shoppers.”

**Agency Credits:**

Creative– Rahul Mathew, Manoj Bhagat, Saritha Shivshankar, Nilesh Anjarlekar, Vaibhav Paradkar, Vikas Gaur

Account Planning– Amit Kekre, Mehak Jani, Jai Tekwani

Account Management – Sanjay Panday, Sharon Picardo, Abhay Bhonsle, Priyanshu Dikshit

Films – Vishal Sane, Siddhi Bhopale, Pravin Misal

Production House – Black Picture Company