The New World of Content Community and Commerce

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Our world is changing faster than ever

- Democratization of Access
  - World in your pocket
  - Road to Signal
- Physical to Phygital
- Nearcast to ability to broadcast
- Fixed templates to fluid, real and relatable
- Reputation, institution to Reality and the moment
The New World (dis)Order
Evolution of Content

• Campaign to Content to Conversation
• Brand View to World View
• Campaign to building Eco-System
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PRICELESS
TORONTO

mastercard
PRESENTS
120'
NOV 30, 2016

priceless. cities
Tasty Treat – Chatak Matak Life
Content creators have changed
Content creators have changed
Communities have evolved

- Only Physical to Physical + Virtual
- Bound by Geography, physical proximity, culture, caste etc. to Passion, common interest, habits, cause, usage, behaviour etc.
- Equal, like minded to Diverse, un-equals- HD/RE
- Today it is inclusive with connect
Co – Creating new line with community
Congratulations
To
All The Winners!

Ravi Iyer  Avra Banerjee  Gopi Shravan  Jim Ankan
Neehar Dubede  Indian Blue  Abhishek Borkar  Vijay Durbha
INCLUSIVE COMMUNITIES
We are committed towards giving everyone a unique shopping experience. On the eve of World Autism Awareness Day, we present ‘Quiet Hour’ in association with partner NGO’s at selected stores.

- Dimmed Lights
- No Announcements
- Reduced trolley Movement
- Play Zone
- Seating Area
- Sensitized Staff

Join us for a calm and soothing experience on 1st April 2019, 10.30am - 12 Noon

Please book your visit at: www.bigbazaar.com/quiethour
For any queries, you can also call on 1800 266 2255

VENUES | Vasant Kunj-Ambience Mall, New Delhi | Riverside mall, Lucknow |
Elante mall, Chandigarh | Vesel Mall, Jalandhar | Mall of Asia, Noida, Jodhpur |
City Square Mall, Jaipur | Aeropolis Mall, Ahmedabad | Celebration Mall, Udaipur |
Amexura Town Center, Pune | YPS IT Park, Nagercoil | The Metropolis, Hinjewadi Park, Kolkata |
City Square, Guwahati | Anaparao, Hyderabad | New Era House, Matunga Road West, Mumbai |
Khana, Nageshwar, Bengaluru | Phoenix Market City, Velachery main road, Chennai
Hello young elders!
We've got a club... just for you!
Think Skin

Brand unveils Braille-enabled packaging
COMMUNITY CONNECTS
BUILD SHARE OF HEART
Har Tyohaar Mein

Desh Ek Utsav Hazaar

BIG BAZAAR
Making India Beautiful
BIG BAZAAR CELEBRATES
THE SPIRIT OF TOGETHERNESS

With the advent of autumn, the neighborhood becomes alive with chaukas, chauris, and other traditional street vendors. People gather to enjoy the food and music that fill the air. This year, Big Bazaar celebrates the spirit of togetherness with a special event called "Sharboojonin Para."

For me, para means a bundle of nostalgia, a collection of memories that are sewn in my heart. The memories of my childhood, the times when we used to play together, the games we used to play, all those moments come back to me when I see a para.

I remember how we used to play cricket with our friends and score those runs and revel in the excitement. Big Bazaar Sharboojonin Para was a perfect blend of nostalgia and modernity. The event was a hit, with people of all ages coming together to celebrate.

"I have been to several para events in various cities, but this one was truly special. The atmosphere was electric, and everyone was having a great time," said one of the event-goers.

Big Bazaar presents Sharboojon Para to add to the joy of festive seasons. Relive the spirit of competition, and let the sense of togetherness be felt by everyone present.

To nominate your 'Sharboojon Para,' give a missed call at 8424003328
The New Age Commerce

- Transaction to Experience
- The journey to purchase equally important
- Ease of conversation leads to easy Commerce – Conversation Commerce
- Everything converging into your timeline
- Virtual high street – Selling through Insta-cast
- Anybody can be a seller
SmartSearch
5th Apr

Exclusive offers only on Google
#DecideYourPrice on @BigBazaar
Product unveils on 11th Apr, 6pm
Stay tuned.
CENTRAL PRESENTS
FASHION
INSTACAST 2.0

21ST SEP | 8 PM

Unveiling Fashion for the
Festivals of India

on

Instagram LIVE  Facebook LIVE
2000 to 10000 in 2 years
The 3 + 3 C’s

Content
Communities
Commerce

Credibility
Context
Connections
CREDIBLE CONTENT for a COMMUNITIES in the right CONTEXT with right CONNECTIONS builds COMMERCE
THANK YOU