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
Unlock your next priceless moment at
mastercard.ca/pricelesstoronto

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

Nechar Debede Indian Blue Abhishek Iorkar Vijay Dubha
INCLUSIVE COMMUNITIES
Autism QUIET HOUR

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 | SBI Mall, Jalandhar | Malviya Nagar Mall, Jaipur
City Square Mall, Surat | Apollo Mall, Ahmedabad | Celebration Mall, Erols
Amarnath Tour Center, Pune | YIP IT Park, Nagpur | The Metropolitan, Hinded Park, Kolkata
City Square, Guwahati | Ansalpeth, Hyderabad | New Era House, Matunga Road West, Mumbai
Kabib, Nageshthally, Bengaluru | Phoenix Market City, Valasaray main road, Chennai
Young Elders Day
Every Thursday

Hello young elders!
We've got a club... just for you!
Think Skin

Brand unveils Braille-enabled packaging
COMMUNITY CONNECTS
Har Tyohar Mein

Desh Ek Utsav Hazaar

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

With the advent of seasons, the neighborhoods get transformed into a cheerful and vibrant mosaic of colors and excitement. Big Bazaar joins forces to create a festive atmosphere with a specially curated range of products. Big Bazaar’s TT Connect Initiative seeks to connect with the communities and bring about a spirit of togetherness.

We associate heaps of memories and emotions with Durga Puja. The festival is an opportunity to connect with our dear ones and feel close to our roots. This year, 1112 celebrates the spirit of togetherness with various festive collections, community events, and interactive activities for all.

Durga Puja is one of the most cherished and grand festivals that the city of Kolkata indulges in. With the passing years, the celebrations have expanded significantly, making it a significant event in the city's festive calendar. The festival is known for its grandeur and the festive spirit it brings.

This year, TT Connect Initiative presents students from Paramhansa Vidyamandir, Kalyanpara, and Mariamman Mandir, Kolkata, to organize a community puja named 'Sharbojonin Shara Para.' The puja is a beautiful blend of tradition and modernity, with a range of stalls, cultural activities, and a vibrant atmosphere.

**For me, para means a bundle of nostalgia, a collage of memories that are woven in my heart.**

By celebrating the spirit of togetherness and bringing communities together, Big Bazaar aims to create an environment where people can connect and enjoy the spirit of Durga Puja.

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**WHATSUP**

**MAHASAPTAMI SANDHYA AARTI AT FD BLOCK PUJA WAS A GALA AFFAIR**

The season of puja is in full swing, and this year, TT Connect Initiative presents a grand Mahasaptami Sandhya Aarti at FD Block Puja. The event was marked by a large gathering of devotees, who joined in the prayers and offered their respects to the deities.

The atmosphere was filled with devotion and a sense of community. Devotees were seen offering flowers and sweets to the deities as part of the traditional Aarti rituals. The event was followed by a traditional music and dance performance, adding to the festive mood.

Devotees were seen reciting prayers, while others were engrossed in the music and dance. The event was a blend of tradition and modernity, with a variety of stalls and booths offering various items.

This year’s Mahasaptami Sandhya Aarti was a grand affair, with TT Connect Initiative aiming to bring the community together and celebrate the spirit of togetherness.

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**BIG BAZAAR**

Big Bazaar presents the Sharbojonin Shara Para to add to the pujas festivities! Rejoice the spirit of togetherness along with boundless fun amidst friends and neighbours.

To nominate your ‘Sharbojonin Para,’ give a missed call at 8424003328.

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**TT Connect Initiative**

The TT Connect Initiative is an ongoing effort by TT to connect with the communities and bring about a spirit of togetherness. The initiative aims to create a platform for people to come together and enjoy the spirit of festivities.

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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
Stay tuned.

#DecideYourPrice on @BigBazaar

Product unveils on 11th Apr, 6pm

1. Go to @BigBazaar on Twitter
2. Retweet between 6-10pm on 11th Apr
3. At 10pm, discover the final price
4. Visit Big Bazaar store on 13th & 14th Apr to buy it
CENTRAL PRESENTS

FASHION
INSTACAST 2.0

21ST SEP | 8 PM

Unveiling Fashion for the
Festivals of India

on

#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