



Advertising Package

2026-2027

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Why choose advertising with IB Stores?

IB Stores has multiple grocery stores and restaurant locations across the DFW metroplex and by choosing IB stores as your advertising partner you get the unique opportunity of directly approaching the growing South Asian community who come to shop at our stores. With a great daily foot traffic across all stores and many ways to advertise , IB stores offers you the most effective advertising options.

Celebrating 22
SINCE 2004
INDIA BAZAAR
nobody gives you India like we do!

12 LOCATIONS IN DFW AREA

- EAST PLANO
- WEST PLANO
- VALLEY RANCH
- LITTLE ELM
- RICHARDSON
- LEWISVILLE
- SOUTH IRVING
- FRISCO
- ELDORADO/FRISCO
- CARROLLTON
- FORT WORTH
- MCKINNEY

NOW OPEN!!
INDIA BAZAAR • MCKINNEY

6701 COLLIN MCKINNEY PKWY
MCKINNEY, TX 75070

RAJULA'S KITCHEN
Indian Vegetarian Eatery

- Valley Ranch
- East Plano
- Lewisville
- Eldorado

4 Locations in DFW

Explore Our **ADVERTISING OPTIONS**

- 1** Weekly Newsletter Blast
[CLICK TO KNOW MORE >](#)
- 2** Social Media Fusion
[CLICK TO KNOW MORE >](#)
- 3** Digital Ad Screen
[CLICK TO KNOW MORE >](#)
- 4** Reels on Social Media
[CLICK TO KNOW MORE >](#)
- 5** Direct Mailers
[CLICK TO KNOW MORE >](#)
- 6** Booth Blast
[CLICK TO KNOW MORE >](#)
- 7** Banner Blast
[CLICK TO KNOW MORE >](#)
- 8** Standee
[CLICK TO KNOW MORE >](#)
- 9** Flyer Fever
[CLICK TO KNOW MORE >](#)
- 10** Receipt Roll-Out
[CLICK TO KNOW MORE >](#)
- 11** Shopping Bags
[CLICK TO KNOW MORE >](#)
- 12** Poster Playout
[CLICK TO KNOW MORE >](#)
- 13** Bollard Cover
[CLICK TO KNOW MORE >](#)
- 14** Customer Service Poster
[CLICK TO KNOW MORE >](#)
- 15** Yard Signs
[CLICK TO KNOW MORE >](#)
- 16** App & Website ads
[CLICK TO KNOW MORE >](#)



IB STORES LLC
A BUSINESS MANAGEMENT COMPANY

INDIA BAZAAR
nobody gives you india like we do!
WE HAVE 11 LOCATIONS IN DFW METROPLEX!
EAST PLANO | WEST PLANO | VALLEY RANCH | LITTLE ELM | RICHARDSON | LEWISVILLE
SOUTH IRVING | FRISCO | ELDORADO/FRISCO | CARROLLTON | FORT WORTH
FOR ADDRESS AND HOURS VISIT WWW.INDIABAZAARDFW.COM/CONTACT-US

Your Advertisement could be here !

NOW OPEN!!
INDIA BAZAAR • MCKINNEY
6701 COLLIN MCKINNEY PKWY
MCKINNEY, TX 75070

WEEKEND SPECIALS
VALID FROM DEC 05 (5PM ONWARDS)
TO DEC 07, 2025 OR WHILE SUPPLIES LAST
OFFER VALID FOR IN-STORE PURCHASE AT ALL INDIA BAZAAR LOCATIONS

\$2.55 PER BUNCH SARSON KA SAAG	\$0.99 PER BUNCH METH LEAVES	\$1.55 PER LB SWEET POTATO HOT DEAL!	\$2.55 PER BUNCH BATHUA LEAVES	\$0.85 PER LB ROMA TOMATOES
\$0.45 PER LB BEET ROOT	\$1 PER LB SMALL EGGPLANT HOT DEAL!	\$0.95 PER LB APPLE	\$2.45 PER LB GUAVA	\$1.29 PER LB POMEGRANATE

[Tap here to see website link](#)

Weekly Newsletter BLAST

India Bazaar shoppers wait eagerly to receive our weekly specials, discounts and other updates in their emails. Take advantage of our subscriber list by choosing our email blast option

SUBSCRIBERS:
100K+

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India Bazaar

40K likes • 42K followers



indiabazaardfw

India Bazaar

1,378 posts 6,560 followers 7 following

Grocery Store

Your Desi Grocery Destination in Texas

Fresh Produce, Spices & Snacks

All festive items Available

Shop online... more

www.indiabazaardfw.com



Social Media FUSION

Social media is a powerful platform. Take the advantage of our loyal followers by advertising your ad on our Facebook page & Instagram

FACEBOOK FOLLOWERS:

42K+

INSTAGRAM REACH:

500K+

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Click on text to view our social media pages



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Digital AD SCREENS

Fast | Easy | Efficient | Effective



Present your product/business to every shopper through showcasing your promotional slide on **Dolphin screens mounted to all our check counters** inside the stores. All screens are mounted in prime areas such as checkout registers and entrances, that can't expect a miss of a vision and can turn most of the eyeballs around to look at what its' offering.

Digital screens available at all India Bazaar Cash Counters.

YOUR
ADVERTISEMENT

COULD
BE

HERE!

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Reels on SOCIAL MEDIA

Expand your brand visibility and connect directly with potential customers. Leverage our established reach and credibility. Perfect for product launches, seasonal offers, events, and more

What We Offer:

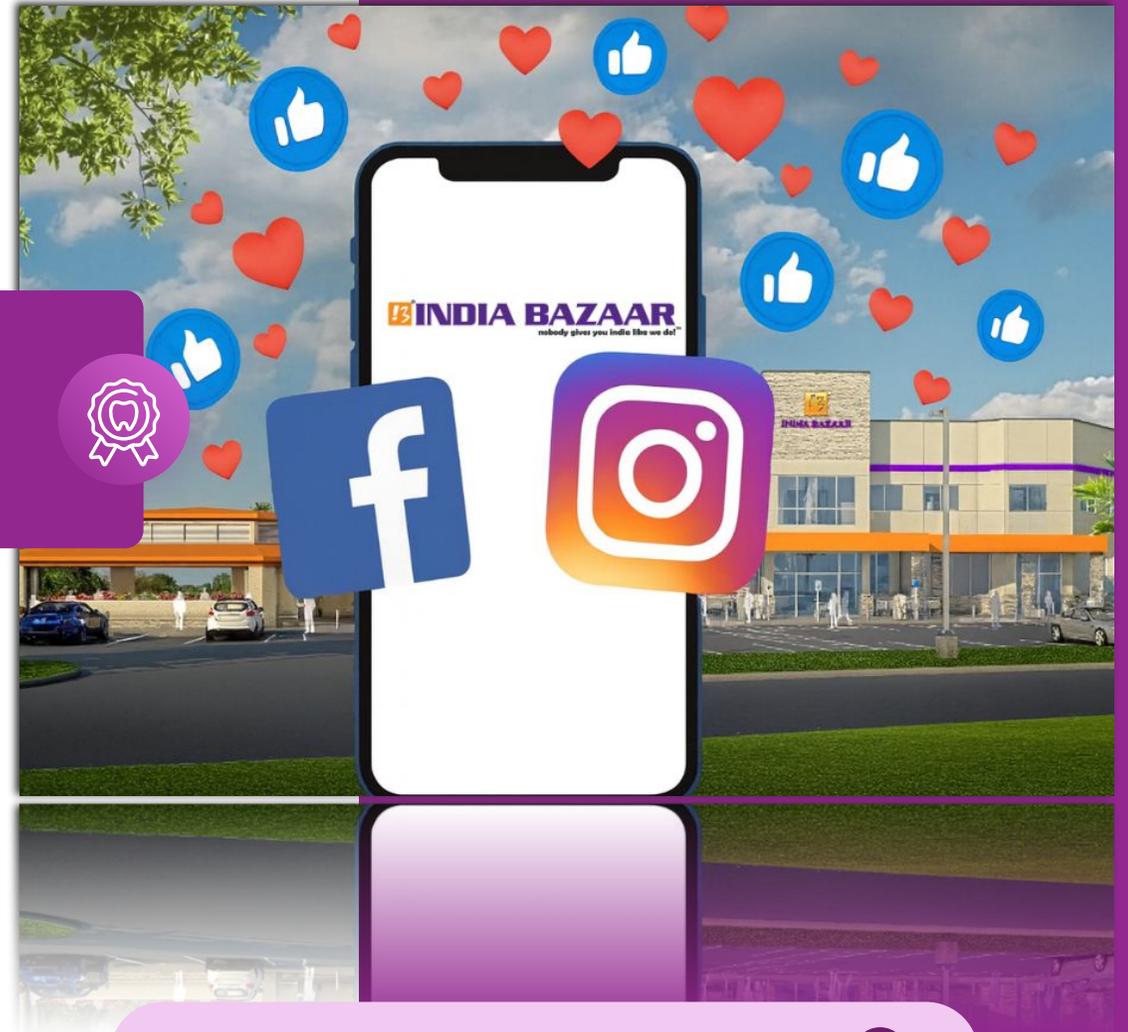
30-second promotional reel space on our social media pages (Instagram, Facebook, and more)

Prime visibility among a large, active audience within the South Asian and local community

Flexibility to choose:

Submit your own ready-to-post reel

Or have our creative team craft one for you at a minimal production cost



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Direct MAILERS



Sale flyers & postcards are a great way to promote business. They not only inform the readers about the company, products, services, & prices but also make an impression about the organization on them. **Our sale flyers / postcards** are released multiple times a year which hit **homes of thousands of people**. All thanks to our amazing loyal customers that this list is ascending every year!! We keep this platform open for people like you to easily promote your business through a list that has been collected through the most organic way and has doubled over the years.

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Booth **BLAST**

India Bazaar also provides a **local booth for your business at its any store located in the DFW Metroplex.** Choose your location, your traffic and let us know. Advertising and Marketing has risen to whole new level over the last decade. The reach and the confidence that you can build with your target audience by having a local booth is direct and effective in person.

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Banner **BLAST**

Hang **your banner in the store** to be constantly noticed by multiple thousands of shoppers walking in and out of the store. Being in front of buyers' eyes is a vital and most popular formula to secure business. Get noticed by every customer as many times they visit us!



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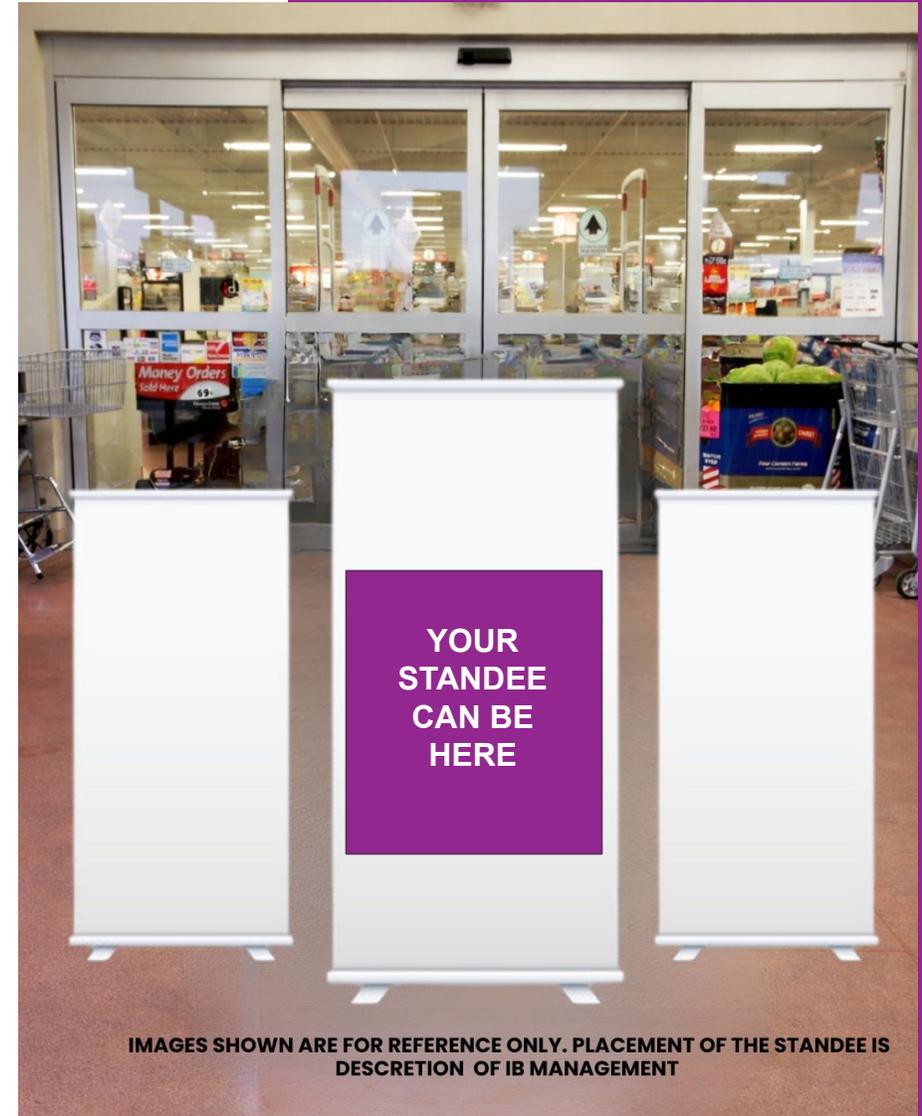


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Standee

Place **your standee with your ad at the entrance** of our store to be constantly noticed by multiple thousands of shoppers walking in and out of the store.

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IMAGES SHOWN ARE FOR REFERENCE ONLY. PLACEMENT OF THE STANDEE IS DESCRETION OF IB MANAGEMENT



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Flyer FEVER



Flyers are a great tangible way of marketing goods & services. This small paper can do wonders when it comes to advertising. **Place your flyers at each checkout register's bagging area to grab every customer's attention** while they check out their groceries.

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Receipt **ROLL-OUT**

Get yourself noticed with **every single receipt** we roll out each day. You have a brighter chance to be looked at with over **200K invoices being rolled out each month** across all our DFW Metroplex stores.



Shopping **BAGS**

Take the advantage of the most circulated advertising opportunity. As we **distribute over 500K shopping bags** between ten stores per month, you get noticed by every customer checking out at our stores. Let your business kick a boost with being imprinted on our shopping bags that sit in the store, walk with customers to their homes, parks, schools, and several different places.



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Poster **PLAYOUT**

Marketing has been proven to be most successful when customers' attention is captured while they wait. Put your **A4 size posters** on each of our checkout counters or choose the option to just put a bigger 1.5x2' (wxh) poster **at the entrance of the store** to entice them while they wait for their check out process.



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Bollard COVER

Make an attractive cover and put them over bollards and get the maximum exposure when people park in and out of the India Bazaar lots.



Customer Service POSTER

If you have any questions or issues, you always come to a customer service of our store. Our customer service is a place where your ad can get the best exposure, as it is not a pass by area in fact it is an area where our customers stop by and interact with our representatives. Plus, **its location in our stores is always near the entrance or near the checkout registers which makes it the perfect spot for walk through exposure.**



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Yard SIGNS

Affordable | Durable | Easy to Install



Get your brand noticed as soon as someone enters our property!

Yard signs are a common sight in town, typically found at busy intersections advertising local businesses, restaurants, and various causes. They are an affordable and effective marketing tool used for a wide range of industries and purposes, from promoting candidates and ballot issues to advertising general contractors and fundraisers. Despite their simplicity, yard signs remain a popular option due to their versatility and impact.



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App & Website Ads

Your brand, in front of the right audience, every day



Looking to reach a highly engaged and loyal community?
India Bazaar's **website and app advertising** give your brand premium visibility where it matters most. With **5,000+ active app users** and **50,000+ monthly website visits**, your message reaches customers who are already browsing, shopping, and making decisions. Advertise smarter and grow your brand alongside a trusted household name.

!3 INDIA BAZAAR
nobody gives you india like we do!™

App available for both iOS and Android

KESAR MANGOES **ALPHONSO MANGOES**

Pre-booking Indian mangoes made easy!
Download the app and book today!

Google Play App Store

Shop smarter, save bigger!

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Thank You!

CLICK TO GET IN TOUCH WITH US NOW!



Advertising@indiabazaar.us



(972) 552-0660