

More MEGASTORE Announces Foray into Fashion Apparel and Footwear **Now experience a wide-range of product segments - food, fashion & lifestyle products, all under one roof!**

Mumbai, Maharashtra, India, Thursday, October 24, 2013

More MEGASTORE is bustling with activity as the leading hypermarket of Aditya Birla Retail Limited launched nine in-house apparel and footwear brands. More hypermarket will now also cater to the fashion needs of men, women & kids. With this launch, More MEGASTORE is well-poised to be your 'one-stop' lifestyle destination.

The brand has forged ahead and is further strengthening its portfolio. On offer will be quality, value-priced merchandise including apparel and footwear products ranging across 9 unique exclusive brands for men, women and kids. More Megastore will continue to retail a wide variety of groceries and food products along with the new foray.

Speaking on the launch of the brands, Mr Russell Berman, CEO – Hypermarkets, Aditya Birla Retail Limited said, "We are excited to expand our footprint to apparel and footwear. The category is a fast growing segment and is a daily need for most consumers. Millions of customers shop at More Megastore making it one of the most preferred shopping destinations in India."

He further adds, "We wanted More Megastore to evolve and make it lot more relevant to a larger spectrum of consumers not just across the bigger towns but also to smaller cities like Vadodara, Indore, Mysore and more. By paying special attention to the need of new age customers, we have enhanced our offerings immensely."

Menswear - BlueEarth, Be Casuals & Kruff

BlueEarth – This collection offers you a wide range of exclusive apparel and accessories for every occasion such as formal, semi-formal and party wear.

Be Casuals – As the name suggests, the collection comprises of cool and comfortable casuals – with a versatile and urban feel. The brand offers you a unique line of hand feel shirts, comfortable tees, winter knits and chinos that will compliment your look on a weekend brunch or an outing with friends. [9 NEW FASHION BRANDS: to satisfy your shopping needs!](#)

Kruff! – Relax, Fresh, Sportive, Innovative, cool are the inspiration for this collection. The collection comprises of knits, cargoes, shorts and denims.

Womenswear – Karinee & Bjoyzz

Karinee – The ethnic wear for women is designed keeping in mind the spirit of the Indian women who value aesthetics, ethnicity, purity, strength and beauty. You can choose from an extensive range of formal, semi-formal, casual and work wear kurtas that you can team up with churidars, patiyalas and a wide range of crushed and embellished dupattas.

Bjoyzz – Peppered with contemporary designs and colourful prints, this collection is sure to give you that ideal blend of a cool, chic and a trendy look. The collection juxtaposes spectacular designs and splendid textures to provide the young urban women with a contemporary sense of style. You can choose from the range of T-shirts, blouses, trousers, denims & winter wear.

Kidswear – Chatter Kids and Yo

Chatter Kids – This collection is for the 02-12 year old next generation kids who are naughty and cool. If you want your kids to look adorable and chirpy in outfits that are creative, yet affordable; this collection is for you.

Yo – This collection is aimed at 12-16 year kids to give them fun, cool, smart and stylish outfits at affordable prices and a chance to express their personality. If your tween is too grown up for the kid's section and too young for youthwear, Yo is the perfect collection for you.

Footwear – Berwins and Inchheels



Berwins is a footwear brand for men who want to walk the talk with sophisticated and comfortable designs for work and leisure. Inchheels offers women to strut her style in stilettos, wedges, ballerinas or flats.

The exclusive fashion brands will be available at all More.MEGASTORE outlets across the country.

About More. MEGASTORE:

more.MEGASTORE - is a one-stop shopping destination for the entire family. Besides a large range of products across fruits & vegetables, groceries, FMCG products, more.MEGASTORE also has a strong emphasis on general merchandise, apparels & CDIT.

Currently, fifteen hypermarkets operate under the brand more.MEGASTORE in Mysore, Vadodara, Indore, Mahadevpura, Old Madras Road, Marathalli, Bull Temple Road & 4th Block Jayangar in Bengaluru, Thane, Saroor Nagar, Kukatpally & Banjara Hills in Hyderabad, Rohini & Kirti Nagar in New Delhi & Nashik.

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