



Aditya Birla Retail Ltd. Launches its 2nd Hypermarket in Hyderabad

The 12th More.megastore in the country



Hyderabad, May 10, 2012 - With the launch of its 2nd more.MEGASTORE in Hyderabad, Aditya Birla Retail Limited (ABRL) completes a total of 12 successful hypermarket launches in India. Located in **SBR Pride at Kukatpally– Hyderabad**, it aims to provide customers with an international shopping experience matched with affordability and guaranteed quality.

ABRL has a rich presence in the state of Andhra Pradesh with 165 supermarkets and 1 Hypermarket in Saroor Nagar at Hyderabad. And with the new launch of more.MEGASTORE they are looking at expanding their footprint in the state.

The core of ABRL lies in customer satisfaction by meeting customer needs and effective customer service. more.MEGASTORE offers a wide range of high quality of products to satisfy the needs of the customer at our 55,000 sq. ft new hypermarket. With multiple megastores in Mysore, Vadodara, Indore, Hyderabad, 2 stores in Bangalore at Mahadevpura & Old Madras Road, 2 stores in Mumbai, at Vashi & Thane, 2 stores in Delhi, at Rohini & Kirti Nagar, and Nasik, the megastore market of ABRL is growing at a steady and calculated pace.



Commenting on the launch Mr. Russell Berman, CEO, more.MEGASTORE said, “With this hypermarket we aim to provide a new shopping experience by offering quality products at affordable prices. We have tailor-made the store ambience, especially for the people of Hyderabad, keeping their needs and expectations in mind.”

He further added, “Our hypermarket **more. MEGASTORE is a one-stop shop for the entire family, where we will offer an extensive range of national and international brands. With organized retail the socio-economic culture of our country can be transformed and it will bring enormous spin-off benefits to the Indian economy and its various constituents”.**

Andhra Pradesh is a very prosperous State and Hyderabad is one of the dynamic and fast growing cities not only of India, but in the world. Hyderabad is a melting pot of a cosmopolitan lifestyle that demands variety of food, entertainment and night life. The people of the city are upbeat with the world and are constantly in search for better prospects. Tapping in to this pulse, ABRL's **more. MEGASTORE** at Saroor Nagar has been providing a differentiated shopping experience to the Hyderabad crowd. Through attractive pricing and rich product range, the store programs such as 'passbook schemes', 'club more' offers and various customer engagement activities are a major pull factor that ensure a loyal customer base. The same experience is being recreated and redesigned for the new hypermarket at SBR Pride, Kukatpally, Hyderabad.



While the ABRL group's conveniently located 577 neighborhood supermarkets all over the country cater to all the daily and weekly shopping needs, the new concept of destination hypermarkets will cater to the monthly and event-based shopping requirements of the customers. It has a wide range of products, with width and depth across categories, covering local, regional, national and international brands, of world-class quality.

This includes careful store planning and layout, which has been built in a manner to provide a convenient & complete retail solution to the customer.

The new **more. MEGASTORE** has been designed to ensure open spaces providing consumers with large aisles to make their shopping experience convenient and hassle free. The store has 24 cash counters to facilitate quick billing and parking space for over 200 cars. Well trained Telegu, Hindi and English speaking staff and customer friendly service will be available at this store in order to make shopping an enjoyable experience.

more. MEGASTORE's brand promise of “Everyday lowest prices Guaranteed” ensures customers get the best value for their money without compromising on great quality products. The store also houses, a range of local products, has a live bakery and a prepared food section. The Hypermarket will carry a range of over 25,000 products & Shoppers will have the option to choose from Fresh Fruits and Vegetables,



Fresh Live Bakery, Fresh Meat section, Personal Care products, Youth Fashion, Luggage, Crockery, Kids toys, Sports, Local foods, Frozen Non-Veg and Veg, Consumer Durable & IT, Apparels, Footwear and much more.

The hypermarket also boasts of a host of own brands in select categories with superior quality and affordable prices that offers a minimum 10% saving over like to like brands. Consumers can also enroll for the '**clubmore**' program, free of cost, and enjoy the benefits of earning points on every purchase, which can be redeemed for further discounts. It store operates from 9.00 am to 10.00 pm and is open seven days a week.