

# Aditya Birla group plans to open 600 More outlets

By OUR CORRESPONDENT

**Hyderabad, Feb. 1:** Aditya Birla Retail will expand their network of stores More to over 1,000 outlets in the next two years, from 400 at present.

"We are targetting 1,000-1,500 supermarkets and 100-150 hypermarkets over the next two years," said Mr Sumant Sinha, CEO, Aditya Birla Retail.

He added that the company is not looking at any further acquisitions and the

planned growth will be entirely organic.

Birla Retail had acquired Trinethra Super Retail in 2007, which gave it an existing network of 200 stores, mostly in Andhra Pradesh.

Mr Sinha was speaking to the media in Hyderabad, where the company has announced the re-branding of Trinethra stores to More, the brand used by Birla retail.

The company has also recently commissioned its

first hypermarket — which is a large store with an area of 50,000-1,00,000 sq ft, against an area of 3,000-6,000 sq ft for regular supermarkets. Apart from new stores, the company has also started selling products under its own brands in categories such as staples and some household items.

Birla Retail gets about 15 per cent of its overall sales from its 'own' brands, but this is as high as 32 per cent in the southern states, Mr Sinha said.