

# 'More' launches own products



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ABRL head (marketing and branding- supermarkets) Uma Talreja at the launch of the company's own products in Visakhapatnam on Friday

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ADITYA Birla Retail Limited (ABRL) has launched its own products at its super market, More, in Srikakulam, Vizianagaram, East Godavari and Visakhapatnam districts.

Speaking to reporters here today, ABRL CEO Thomas Varghese said the objective of introducing its own products was to provide products of good quality without tampering the quantity at affordable price to the customers.

The ABRL is expecting 30 to 40 per cent business from the new products, which were introduced here as a test case. It had also decided to contact the farmers to supply fresh vegetables to its outlets, Varghese added.

Actually, the ABRL launched its own products of 200 varieties outside Andhra Pradesh in 2007. Today it introduced over 300 products in processed food, home care and personal care and 200 products in cereals, flour, pulses, sugar, salt, spices and edible oil in the state. At present there are 150 'More' super markets in Andhra Pradesh including 30 in Visakhapatnam.