

Get 'more' for less

Retail chain launches private label products

Special Correspondent

VISAKHAPATNAM : Aditya Birla Retail Ltd.'s 'more.Supermarkets' the retail arm of Aditya Birla group, on Friday announced the launch of its own 'private label products' in the city.

A guarantee of quality from the Birla Group, lower price when compared to national brands and better value, were the benefits to consumers from private labels, claimed the Chief Executive Officer of Retail Chain, Thomas Varghese.

Addressing media persons after the launch, he said that private brands were beginning to capture significant share of market in almost every category in retailing market, and as part of its strategy, Birla Retail was looking at a

- **Visakhapatnam is one of the locations selected for 'Hypermarkets'**

- **Hundred 'more.Supermarkets' proposed, of which 30 will be in AP**

share of private labels from 30 to 40 percent in its total business in the next four to five years. The launch of 'more. Supermarkets' at Vizag was a test case to establish consumer acceptance of the product.

The first private label product was launched in July 2007 and the portfolio today covers 54 categories in processed food, home care, personal care and has over 300 prod-

ucts, he said.

Answering questions, the CEO said that the Retail Chain has proposals to launch six to eight 'Hypermarkets' in the country. Each would require Rs.10 crore to Rs.12 crore investment.

Hyderabad and Visakhapatnam are two locations selected for the 'Hypermarkets'. Also 100 new 'more.Supermarkets' were proposed, of which 30 would be located in AP. At present AP has 150 stores of which 30 are located in Visakhapatnam. r. Varghese asserted that there was no impact of economic slow-down on the retail chain and the annual turnover had increased to Rs.1100 crore this year from Rs.500 crore last year. Umatalreja and Sashi Gumma were present.