

ABRL aims to up earnings from private labels

Press Trust of India / Mumbai April 02, 2010, 16:56 IST

Aditya Birla Retail (ABRL), the retail arm of the Aditya Birla Group, aims to increase the share of its private labels in total revenue from 19 to 30 per cent over the next three-years, a top company official said.

ABRL, which operates the 'More' chain of supermarkets and hypermarkets, is scaling-up its private labels business and intends to add new categories in IT and consumer durables by 2011-12.

"As there are lots of opportunities in the private label segment the company would focus on its wide range of private labels to boost its margins. We intend to take our private labels share in the company's overall revenue to 30 per cent in the next three-years," ABRL's Chief Executive Officer Thomas Varghese told PTI here.

ABRL expects revenue of Rs 1,450-1,500-crore this fiscal (FY10). It had closed FY09 at Rs 1,130 crore.

The company has about 300 SKUs (stock keeping units) and 51 categories in processed food, home-care, personal-care and an additional 150 products in five categories of staple food such as cereals, pulses, ghee, flour, sugar, spices and salt.

Currently, ABRL has nine brands within the Home and Personal care category-- Enriche, Au79, 110 per cent, Pestex, Germex, Fresh-o-dent, Prarthana, Paradise and Mahasaver.