

# Aditya Birla Retail to sport new look

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ET NOW

AFTER bringing down the shutters on 70 of its unviable stores, the Aditya Birla Retail is now re-launching all its existing stores starting May. The group will kickstart this re-launch in New Delhi and the NCR, Mumbai, Kolkata and Kerala to begin with and take this to other zones in the next few months. Speaking to ET, Aditya Birla Retail CEO Thomas Varghese said: "We all have made mistakes, but this re-launch is meant to get things right. Now, we will open stores only when we have everything right, be it the location of the store, the product mix or the loyalty programmes." The re-launch comes at a time when most retailers are re-looking their strategies as most players including the Aditya Birla Group expanded exponentially.

This re-launch is an outcome of a workshop the senior management had over the last three months in or-

der to analyse what went wrong in the first phase of the retailer's expansion. The retailer is now left with around 635 stores and will close down another 16 of its stores.

The re-launch is an attempt to get the look and feel of the stores right. The changes in the way the stores look from inside are currently ongoing across all the remaining 635 'More.' stores. Besides the existing stores, all new stores being opened by the group will follow the same format. The group will invest close to Rs 20 crore on this re-launch. "We will open stores only if we get everything



right," Mr Varghese added. However, the stores will still be called 'More'.

The retail chain is also banking heavily on its private labels to push for growth. Recently, it launched Project Vizag in 30 stores down south introducing 40 new private label products. This is an attempt to take the share of private labels to 30% from the current 5% to overall sales of the retailer.

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