



**more.**  
**MEGASTORE**

### Press Release

## **Aditya Birla Retail launches its first hypermarket of Maharashtra, **more.** megastore in Aurangabad**

**Aurangabad, June 25, 2009:** - Aditya Birla Retail Limited (ABRL) today announced the launch of its hypermarket- more. megastore, located near Akashwani Chowk, Aurangabad. ABRL has a long and strong presence in Maharashtra through its large network of 106 supermarkets. With the launch of more.megastore in Aurangabad ABRL will mark their entry into the state, through their large format store, after successful launches in Mysore and Vadodara.

**Speaking at the launch Mr. Thomas Varghese, CEO, Aditya Birla Retail Limited said,** “Our vision is to consistently provide the Indian consumer a complete and differentiated shopping experiences and be amongst India’s Top retailers, while delivering superior returns to all stakeholders .This hypermarket is a step in this direction. It is our goal, to provide a new shopping experience, offering quality products at affordable prices. We have tailor made the store’s atmosphere for the people of Aurangabad, keeping their needs and expectations in mind. more.Megastore is a one-stop shop for the entire family and we will offer an extensive range of national and international branded products.”

He said that the store has been designed in such a way that it will immediately appeal to the local population. Well trained Marathi speaking staff and customer friendly service will be available at the store in order to make your shopping a comfortable experience. The store also houses, a range of local products which are available at low rates and it also has a live bakery.

“While our conveniently located 650 neighborhood supermarkets all over the country provide all the daily and weekly shopping needs, our destination hypermarkets will cater to monthly and event-based shopping requirements. The store has a wide range of products, with width and depth across categories, covering local, regional, national and international brands, all of world-class quality”, added Mr. Varghese.

The store has more than 35,000 products, spread over an area of 50,000 sq.ft., across a wide range of categories that Aurangabad residents will love: Fresh Fruits and Vegetables, Low priced Sarees, Staples, Pulses, Groceries, Steel Utensils and other Home needs, Kids toys, Stationery, Local foods, Latest electronics, mobiles and computers, Clothing and Footwear for ladies, men and children.

The store has a choice of private labels, which will give a minimum 10% saving over similar brands. Besides private label all products at the store are priced low and with many deals and special discounts, guaranteeing more savings.

Consumers can enroll for the '**clubmore**' program, free of cost, and enjoy the benefits of earning points on their every purchase, which can be redeemed for further discounts.

**The shop will remain open from 9.00 a.m. to 10:00 p.m. seven days a week.**