

Aditya Birla Retail plans 3 hypermarkets in Delhi

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Aditya Birla Retail Ltd (ABRL) plans to open three hypermarkets in Delhi by next March, according to its chief executive officer, Thomas Varghese.

The company would open its first hypermarket in Delhi at Rohini on the 25th of this month, he said. "It will be a whole new experience for the Delhi crowd, as we plan to offer varied choice of products, which will be competitively priced."

Each hypermarket will be of 50,000-70,000 sq ft and require an investment of Rs 16 crore. Moreover, ABRL plans to launch 100 supermarkets (of 2,400 sq ft each) by next March, mostly in Tier-II and Tier-III cities, at an investment of Rs 40 crore.

"Our target is to open 100 supermarkets this financial year and large proportion of these will be in Tier-II and Tier-III cities, as we see huge potential there for modern retail," said Varghese.