

More products from more



Personal Care category: more. Enriche, 110%, Pestex, Paradise and Germex and 5 brands in the Food category: mahasaver, more. Feasters, Kitchens Promise and Best of India. More. Supermarkets has 660 stores across India, out of which 30 stores are located in Vizag.

The benefits to the consumer from private labels are a guarantee of quality from Aditya Birla Group, advantage of lower price than national brands and better value. The products follow stringent quality norms and are available in attractive packaging.

Speaking on the occasion, Mr. Thomas Varghese, CEO, Aditya Birla Retail Limited and an Engineering Graduate from IIT, Delhi, said "trends

indicate that private brands are beginning to capture significant share of market in almost every category and in every type of retailing. As a part of our retail strategy, Aditya Birla Retail Limited is looking at share of private labels to 30 to 40 per cent from our total business in the next 4-5 years. The launch of private label products at more. Supermarkets at Vizag is

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Aditya Birla Retail Limited's more. Supermarkets, the retail arm of Aditya Birla Group,

today announced the launch of its own private label products in Vizag, Andhra Pradesh. The products are available in 6 brands within the Home and

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a test case to established consumer acceptance of the products and to gauge impact on profitability and sales once consumer acceptance is established."

More. provides customers a wide choice of products under its own labels. The purpose is to offer choice at attractive price points to customers with different needs available at more. Supermarkets in different categories are staples, coffee, biscuits, syrups, instant food, namkeen, pickles, shampoos, soaps, detergents, handwash, toothpaste, fragrances, moisturizers, shaving creams and lotions, insect killers, air limited in July 2007. The portfolio today covers 54 categories in processed food, home care and personal care and has over 300 products in addition to 200 products in the staples category. More. Supermarkets from Aditya Birla group were launched in Vizag in January 2008. The stores were earlier know as Trinethra superstores, and have since been rebranded as more. after takeover by the aditya Birla Group. The more. Stores offers a wide range of product categories including fruits and vegetables, grocery, frozen food, bakery, dairy products, beverages, personal care, home care, household general merchandise and pharmacy.