

## Give me more.

"Our mission is to change the way people shop. We will give them **more.**," says **Mr. Kumar Mangalam Birla**, Chairman, Aditya Birla Group.

This statement clearly articulates what Indian consumers can expect of the more. chain of stores from Aditya Birla Retail Limited.

The **more.** brand of stores has been currently launched through the supermarket format, **more. for you.**

### So what will more. for you deliver to its shoppers?

The **more. for you** advantage: **more.** promises a world-class pleasurable shopping experience to Indian consumers in their very own neighbourhood. **more. quality, more. variety, more. convenience** and **more. value** are the four delivery cornerstones of the more. chain of supermarket stores.



### **more. quality**

Every product at **more.** goes through a thorough quality check process ensuring 100 per cent more. satisfaction.

### **more. variety**

Apart from a large range of national brands, shoppers will also find a section called the Best of India, which is an assortment of unique products sourced from across India.

The wide range of fresh fruits and vegetables along with private label offerings under brand names Value, Select and Premium ensure that **more. variety** is a promise delivered across the store.

### **more. convenience**

Convenient locations within easy reach of consumers and a neat, cheerful and friendly layout, enough aisle space, signage that speaks the consumer's language aiding in identifying what she has come to shop for easily, all go a long way in ensuring more. convenience.

### **more. value**

more. promises best in market pricing. Linking up directly with farmers to source fresh fruits, vegetables and staples ensure great quality as well as great price. Add to this, the membership program Clubmore., which provides convenience, customised shopping solutions and savings, and the more. value promise becomes all the more evident.

The more. brand was successfully launched to representatives of media at a press conference chaired by the Chairman, **Mr. Kumar Mangalam Birla**, at the Trident-Hilton rooftop in Mumbai.

Subsequently, the first supermarket was launched in Pune on 31 May 2007 to a phenomenal response from consumers right from day one. With glowing and positive feedback from consumers, more. stores are all set to take the market by storm.

The **more.** chain of stores are being launched across the country with an aggressive roll-out plan, starting with Pune. By March 2008, **more.** will be in place across various cities in India. For the **more.** experience,