

ADITYA BIRLA RETAIL RE-BRANDS FABMALL

Aditya Birla Retail Limited re-brands its Fabmall grocery supermarkets to more., a name reflective of its commitment to offering consumers a more fulfilling retail experience. The re-branding follows the acquisition of the Trinethra Super Retail that includes the retail brands Fabmall, Trinethra and FabCity by Aditya Birla Retail in January 2007. As a result of the integration process, 68 Fabmall stores in Karnataka will be re-branded under the umbrella of **more.**, the retail brand from the Aditya Birla Group.



With the underlying objective to enhance the shopping experience for consumers, the new stores will continue to be built around the proposition of quality, affordability and convenience with new in-store merchandise and a whole new retail experience. The **more.** stores will offer a wide range of product categories including fruits and vegetables, staples, personal care, home care, household general merchandise and dairy products.



The acquisition of Trinethra Super Retail has provided Aditya Birla Retail with a strong retail footprint in South India extending to 275 stores and over more than half a million square feet in Andhra Pradesh, Karnataka, Tamil Nadu and Kerala, where it is the leading food and grocery retailer. Currently Aditya Birla Retail has 60 stores in Bangalore, eight stores in Mysore and 10 stores in Mangalore.

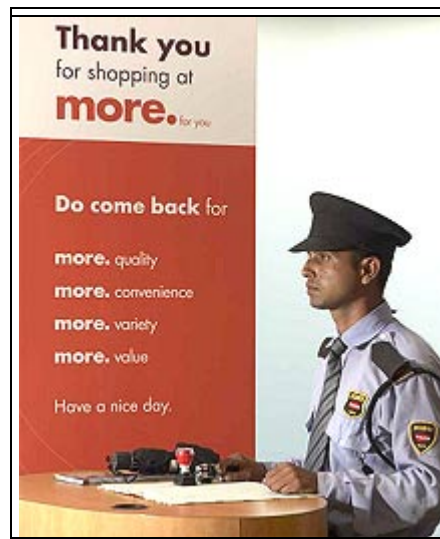
All Fabmall stores will be re-branded to more. by January end.

The **more.** stores have been developed after in-depth research to understand the needs and expectations of the Indian consumers. **more.** is the answer to the shopping needs of the Indian housewife who wants a modern and convenient retail destination in her neighborhood, with an attractive and a consistent range of products. **more.** assures consumers the best quality products at the best market price.

more. also has its own label across value, premium and select ranges. The products follow stringent quality norms and are available in attractive packaging. To ensure the freshest supply of fruits and vegetables to consumers, Aditya Birla Retail is building direct linkages with farmers. It is also

investing in back-end infrastructure to develop a robust supply chain connecting households more directly with farmers.

The **more.** chain of supermarkets is spread over convenient locations and with layouts that allow ease of navigation. The project display is well-organised and facilitates ease of choice. The stores have been designed by **Fitch**, the leading international retail design firm. Demographic movements in India over the last two decades have made organised retail a necessity. The rapid growth of this industry is confirmation that the idea of organised retailing has taken root in India. The industry is today valued at around US\$ 320 billion. Within the organised retail sector, food and groceries account for around 14 per cent of the total market with potential to garner an even bigger share of the market.



About Aditya Birla Retail Ltd.

Aditya Birla Retail Ltd is the retail arm of the Aditya Birla Group, a US\$ 24 billion corporation with a market capital of US\$ 31.5 billion and in the league of Fortune 500 companies. In May 2007, Aditya Birla Retail Ltd launched its first store, **more.** in Pune, and currently has over 500 stores across the country. With the acquisition of Trinethra Super Retail, the company will increase its retail foothold to 300 plus stores with re-branding of Trinethra and Fabmall stores in South India.

For media queries, please contact