

**Aditya Birla Retail Limited expands retail breadth with entry into the hypermarket category
~Launches **more. megastore** – largest hypermarket in Baroda~**

Baroda, March 05, 2008: - Aditya Birla Retail Limited, the retail arm of Aditya Birla Group, strengthens its presence in the retail industry through the launch of its **first hypermarket “more. megastore”** today. Sprawling over **1, 00,000 sq. ft.**, the **largest hypermarket in Baroda** was inaugurated by **Mr. Kumar Managalam Birla, Chairman, Aditya Birla Group**. The launch follows the success of the Group’s existence in supermarket format, thereby foraying into the hypermarket category.

more. megastore proposes to serve all regular shopping requirements of an Indian household. Shoppers will have an option to choose from a wide and contemporary range of innovative products sourced from both local and international markets, which include **groceries, fruits & vegetables, home care products, personal care and cosmetics, apparels, footwear and accessories, general merchandise, electronics, books, jewellery** and much more.

Keeping with the company’s underlined objective, **more. megastore** will give customers **variety, quality, great deals, convenience and a delightful shopping experience** for the entire family, thus assuring best quality products at the best market price.

Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group said, “

The retail environment, the store atmospherics and the store planning have all been developed after in-depth research to understand the needs and expectations of the Indian consumers. The key feature of the store is wide aisles, suitably designed for customer ease serving over 60,000 unique products. Consumers can now look forward to better interaction with products through a minimalistic shelf design, eliminating any barrier between the customer and the product.

more. megastore will have **31 check-out counters** aimed at reducing customer wait time. **Free parking facilities** have been provided for customers, where over 300 cars can be accommodated in the parking lot. For the shopper’s convenience, **more. megastore** will have basic facilities available such as **ATM machine, florist** and a **cafeteria**, providing quality food and beverages for ready consumption. The store has over 300 staff who are highly skilled and trained customer sales representatives to ensure best customer service.

more. megastore is located at **Padmatex Mill Compound, Near Lalbaug Crossing, Manjalpur, Vadodara** and will remain open from **8:30 a.m. to 10:00 p.m. seven days a week**.



Addressing the press during the launch - Mr. Kumar Managalam Birla, Chairman, Aditya Birla Group and Mr. Russell Berman, CEO Hypermarkets