

Vision Express forays into Mumbai

Fastest growing eyewear retail chain in India opens 41st outlet in the country to mark its first anniversary

Mumbai, January 15 2010: Vision Express, the 50-50 Joint Venture between Reliance Retail and Pearle Europe, expands its base nationally on the occasion of its first anniversary, by foraying into Mumbai. The opening of the first Vision Express store in Mumbai is in sync with the brand's aggressive retail expansion strategy which has helped Vision Express establish a formidable presence with 41 stores across 18 cities in the country within the first year of its operations. The Mumbai outlet is the 41st Vision Express outlet store in the country and reiterates the reputation of Vision Express as one of the fastest growing eyewear retail chains in the country.

Having embarked on the retail journey in December 2008, Vision Express has been changing the landscape of the eyewear retail industry in India by opening world-class optical stores across the country. Within a short period of time, the company has established a sizeable geographic presence and introduced unique services, stylish international products and exacting quality standards, at very sharp prices unparalleled in India's eyewear industry. The Mumbai foray is part of an overall aggressive expansion strategy by the format which will see wide-spread expansion in terms of cities and number of stores in existing cities in its aim to achieve numero uno optical retail chain in the country.

On the occasion of the launch, Mr. Guillaume Brouwet, CEO, Vision Express said, *"We are proud to complete a great and successful year of our presence in India. The phenomenal customer response to our stores has helped us bring the best of optical retail experience to the Indian consumers through our network of 41 stores across 18 cities within the first year of our operations. With the thought of extending the unique Vision Express experience further, on our first anniversary in India we have launched our first store in Mumbai and will expand to several new geographies in the months ahead. Through our ever expanding network we promise to bring international quality and several first-of-its-kind essential and compelling services at very competitive prices to the Indian consumers."*

The new store is located at **Shop No. UG 33A, Next to Westside, Korum Mall, Near Cadbury Compound, Thane (West) - 400 606**, Thane, Mumbai. Like all other Vision Express outlets this outlet too will offer a wide variety of fashionable and trendy optical products at affordable prices. Vision Express, Europe's largest optical retail chain will present its global optical retail expertise through this store to the consumers in Thane and surrounding areas. With its experience in more than 25 countries, Vision Express aims to provide shoppers across India a never before experienced shopping delight through the expanding network of Vision Express stores. The core of Vision Express, "We see it your way" reflects the brand's mission to optimize customer experience and satisfaction.

The store launch in Thane will be supplemented by special 1st anniversary celebrations targeted at bringing additional benefits to the consumers including its highly popular free eye test for all customers. The free eye test at Vision Express is a complete 11 step eye test that includes a special eye pressure check. This is a unique process, certified by LV Prasad Eye Institute. Post the eye test, vision experts at Vision Express will help customers select the right products for their eye care needs. This apart, the new store has also introduced a special inaugural offer that entitles customers to 25% Off on frames and sunglasses.

vision express

A Reliance Retail and PE Europe JV

Apart from free eye test, Vision Express also offers express service for spectacles with single vision standard lenses, and other services like free cleaning of glasses and repairs for all customers. Its strategic association with **L V Prasad Eye Institute**, a world class eye institute ensures all Vision Express staff undergo rigorous training in eye care and thereby offer excellent customer service.

Vision Express guarantees 100% satisfaction on all purchases and after sales services at the store. The wide collection with the benefits of proven optical skills, trust, affordability, quality, international designs, one year warranty and a lifetime free service will provide shoppers a unique shopping experience.

About Pearle Europe Group:

Pearle Europe is a leading optical retail company that started in November 1996. Since then the Group has entered new European markets almost every year through the acquisition of strong local retail formats.

Pearle Europe Group, the biggest optical retail group in Europe, operates multiple optical retail companies and formats in 16 European countries under different retail brand names. Globally it is present, in more than 25 countries with 2600 stores and presence in the Middle East, Latin America, and now in India. At the end of 2008, more than 26% of the 2600 stores were franchise stores. Pearle Europe has system wide sales of approximately € 1.5 billion, making it one of the leading optical retail companies in the world. The Group employs over 10,400 FTE's.

For more information visit: www.pearle-europe.com.

About Reliance Retail Limited

Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited opened its first retail store in November 2006 and today operates more than 1,000 stores in over 86 cities, spanning 14 states with over 4.2 million sq ft of trading space. RRL is a multi-format retailer that operates Reliance Fresh – a neighborhood store concept, Reliance Digital – a consumer durables and information technology concept, Reliance Mart - a hyper market concept, Reliance Trends - an apparel specialty concept, Reliance Wellness – a health, wellness & beauty concept , iStore by Reliance Digital- an Apple specialty store concept, Reliance Footprint -a footwear concept, Reliance Jewels – a jewellery concept, Reliance Time-Out- a books, music & entertainment concept, Reliance Super- a Minimart concept, Reliance Living Homeware – a household utilities specialty store concept, Reliance Living Furnishings-a specialty store concept for home furnishings, Reliance Living Furniture-a home office furniture specialty concept, Reliance Home Kitchen- a kitchen's solution specialty store concept, Reliance AutoZone – an automotive specialty concept and Vision Express-an optical specialty store concept.

About Reliance Industries Limited

Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters with a turnover of Rs. 1,46,328 crore (US\$ 28.85 billion), cash profit of Rs 22,365 crore (US\$ 4.41 billion), net profit (excluding exceptional income) of Rs. 15,637 crore (US\$ 3.02 billion) and net worth of Rs 126,373 crore (US\$ 24.92 billion) as of March 31, 2009.

RIL is the first private sector company from India to feature in the Fortune Global 500 list of 'World's Largest Corporations' and ranks 117th amongst the world's Top 200 companies in terms of profits. RIL ranks 75th in the Financial Times FT Global 500 list of the world's largest companies. RIL is rated as the 15th 'Most Innovative Company' in the World in a survey conducted by the US financial publication-Business Week in collaboration with the Boston Consulting Group.