



The Finest Toys in the World

Hamleys, the 250 year old iconic toy retailer opens its magical world to customers in India

-Its first store in Mumbai, now open for business, promises world class entertainment for children-

The toy store celebrates Hamleys 250th birthday this year

21, 000 sq ft of fun space

Widest selection of toys and a range of exclusive merchandise including many offerings that consumers will see for the first time

Store staff inducted and trained extensively at Hamleys Academy

Store offers entertainment elements like magic show, demos, theatre, birthday parties, fun zone and more

Hosts of activities and attractive offers planned to celebrate the opening

Mumbai, April 8th 2010: Hamleys, the world's most famous toy store from the UK is here in India! With the opening of its first store in Mumbai at High Street Phoenix, Lower Parel, the World's finest toy retailer is all set to capture the imagination of children with its wide range of toys, exclusive merchandise and magical experience.

Hamleys, the iconic toy retailer, based in London, has entered the Indian market, through an exclusive pan India Franchise arrangement with Reliance Retail.

With a special preview for the media today the magical and experiential elements of Hamleys famous flagship store on London's Regent Street comes alive in its first store in Mumbai which opens for business on Saturday April 10th. Luxuriously spread across 21, 000 sq. ft., the Hamleys store is an ultimate treat for the entire family. It offers a wide range of toys from much loved brands to more traditional toys and toys which have enthralled children over generations, as well as quirky and unusual treasures. These include the Hamleys Own Brand range, renowned for exceptional quality and play value. The Hamleys experience is not complete without its unique brand of theatre and entertainment which entralls both children and adults alike. Toy demonstrators and magicians, unique demos and iconic fixtures, exciting events and activities all come together to provide a magical experience.

On this occasion of the special preview, Mr. Bijou Kurien, President & Chief Executive Officer, Reliance Lifestyle Division said, "We at Reliance are delighted to bring the magical experience of Hamleys for the first time to consumers in India with our flagship store in Mumbai.

Hamleys comes with a rich heritage and is a child's delight. With its vast range of toys and a complete experience of specially created attractions, entertainment, fun and magic we are sure kids and parents alike are going to feel it's 365 days of play at Hamleys!"

To celebrate the opening, many attractive offers, events, and activities have been planned everyday for the first month in the store. There is a Grand Offer where if you buy any Disney products worth Rs. 250 and above and have a chance to win a trip for a family of 4 to Hong Kong Disneyland. And then 20 Lucky customers have an opportunity to meet The Great Khali exclusively at Hamleys on May 1st on purchase of Mattel® WWE® products. In addition there are whole hosts of other exciting offers on various products.

Gudjon Reynisson, Global CEO, Hamleys added, "We are thrilled to be present in India and bring the same magical experience to the Indian customers which have mesmerized our customers across our markets for the last 250 years. The Hamleys store in Mumbai offers one of its kind experiences for our customers where the entire family can come together and enjoy demonstrations of various toys, theatrical performances, and various themes which will be specially created to entertain our Indian customers besides selling toys. I am sure not just the young but even the old will enjoy spending time at Hamleys and getting pampered in the Hamleys way."

The first of its kind toy store in India, the store at High Street Phoenix has the widest selection of toys for girls and boys. The store promises to enthrall all children with its attractions like Barbie Doll House, Grand Racing Track for RC Cars, London Double Decker Bus, Safari Jeep, Petals & Pods-Play area for infant and pre-school children, Bear Tree House, Science Molecules, Disney Castle, Barbie Salon and Spa, Experiential gaming stations, Party rooms, Candy Shop and much much more. There will also be a Kodak Photo Shop for all your Hamleys memories. Apart from this the Hamleys shop also showcases some of the well known and loved National and International brands from reputed International Manufacturers and Marketers such as Mattel showcasing Barbie, Hotwheels, Matchbox, Fisher Price, Thomas & Friends, Precious Planet, Scrabble, Pictionary, also Hasbro/Funskool presenting Furreal, My Baby Alive, Nerf, Transformer, Monopoly, another known Toy Manufacturer Simba bringing in Koutons, Dickey, Smoby etc and also some other renowned International brands such as Playmobil, Leapfrog, Mecchano , Lego, Scalextrics, Hornby, Maisto, Burrago, to name a few.

The Hamleys store in Mumbai is designed by the Hamleys UK team and the staff inducted and trained at the Hamleys Academy by their Training Department including demonstration specialists and Entertainment manager to add to the whole shopping experience.

About Hamleys

Hamleys, the world's most famous toy retailer, was established by Cornishman William Hamley in London in 1760. Today it remains the world's most wonderful toy shop, synonymous with theatre, magic and entertainment.

The flagship Regent Street store contains seven floors of toys from the much loved brands, to more traditional and nostalgic toys and quirky and unusual products. Demonstrators bring the store to life and Hamleys' unique atmosphere keeps toy suppliers wanting to host exclusive launches at Hamleys and use it for press photo calls, parties and special events.

Hamleys operates eight UK travel stores located at Heathrow, Stansted, Manchester and Gatwick airports and St Pancras station. Hamleys has ambitious plans to grow the brand further

internationally through franchise stores in territories such as Jordan, Dubai , India , Russia, China and Turkey. Three stores are currently operating in Denmark with a store each in Dublin –Ireland and Glasgow. These stores and www.hamleys.com enable the Hamleys’ magic to be delivered throughout the world.

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.

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.

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