



Aapki khushi. Hamari khushi.

Reliance Retail Embarks On a Re-Charged Growth Strategy

-Articulates the Brand Strategy for its Value Formats business defining its Core Purpose and Values

Mumbai 19th May 2010: Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited (RIL) with over 1,000 stores in 86 cities spanning 14 states and serving 2.5 million customers every week, has embarked on a new growth and brand strategy for its Value Formats business. Unveiling a new Brand expression of '**Aapki Khushi Hamari Khushi**' and a vision to generate inclusive growth and prosperity for its key stake holders like employees, farmers, kirana stores, customers, vendors and supply chain partners, Gwyn Sundhagul, the recently appointed Chief Executive Officer of Value Formats, Reliance Retail shared the 5 year Business plan with the senior Leadership team and the Annual Business plan with the mid management team at a '**Lets Talk Growth**' meet held in Mumbai.

Sharing his vision for the business after completing 100 days in office, **Gwyn Sundhagul, CEO Value Formats, Reliance Retail** said, "Over the past few months, the Leadership team has been working very hard on the assessment and planning phase of our "Long Term Strategy." Having received valuable inputs, constant support and relentless efforts from everyone through this period, we now have a very clear picture of what we need to do and how we plan to do it. We have prepared a robust, sustainable and deliverable Business Plan that will help us achieve the ambitious growth and returns that we have set for our business. We have also built a very strong and experienced top leadership team to ensure we can implement the plans."

Gwyn Sundhagul and his team have articulated the **Brand Strategy for the Value Formats** business. The business would be driven with the core purpose of "**Bettering the lives of Indians everyday**". **The business would strive to achieve this core purpose by way of living the Core Values and delivering the Core Promises everyday throughout the business.**

The core values are based on belief in People, while the Core Promises to the key stakeholders are:
Customer - delivering a Delightful shopping experience,
Community - a Delighted Community and
Colleagues - a Delightful Place to Work

"In our effort to build on the right fundamentals for our business, it is vital to create a **People Centric Culture** and demonstrate our care and respect to the three key People stakeholders – Customers, Community and Colleagues. We will use this strategy as one of our core principles in the way we do our business going forward," added **Mr. Sundhagul** highlighting the brand's core values.

With this **People centric business model** which is more effective and efficient in serving the customer everyday, Reliance Value Formats business will go through a transition focusing on many



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Customer centric initiatives, Community initiatives and initiatives for Colleagues. For example the **Community initiatives** will focus on Education, Healthy living and Environment. The Stores will offer healthy living products and activities that will enable the customers to lead a healthy life. The endeavor is to make the stores environment friendly while piloting ‘Green Stores’ and also undertaking key green initiatives to contribute to protecting the environment.

Moving forward the business will ride on its **4 Strategic Growth Pillars**

- Strengthen its presence in multi formats and other retail channels,
- Drive growth through Hyper markets,
- Be a leader in fresh foods quality and
- Enable growth through world class infrastructure such as Distribution Centers (DCs), Fresh Processing Centers, Retail Academy (which would offer in-store training and skill enhancement training for leaders, managers and operations) and Customer Innovation Centers

“Our leadership team is a combination of international capability and local talent and is here to set a foundation for this new transformational journey. We look forward to the rigorous continued support from our vendors and suppliers who play a very important role in delivering the best to our customers,” added **Mr. Sundhagul**.

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 2.5 million customers every week. RRL is a multi-format retailer that operates

- Reliance Fresh – a neighborhood store concept
- Reliance Super- a super mart concept
- Reliance Mart - a hyper market concept
- Ranger Farms – Wholesale (cash & carry) store
- Delight – a non vegetarian offering
- Reliance Digital – a consumer durables and information technology 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 Living – a Furniture, Furnishing, Homeware and Home kitchen concept
- Reliance AutoZone – an automotive specialty 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. 2,00,400 crore (US\$ 44.6 billion), cash profit of Rs. 27,933 crore (US\$ 6.2 billion), net profit of Rs. 16,236 crore (US\$ 3.6 billion) and net worth of Rs. 1,37,171 crore (US\$ 30.6 billion) as of March 31, 2010.



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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