

Aditya birla vs big bazar



**ASSIGN
BUSTER**

Aditya birla retail: more- general view The Group's foray into the retail sector began in December 2006 when it acquired Trinethra, the chain of stores based in south India. May 2007 saw Aditya Birla Retail Limited (ABRL) launch their own brand of stores called 'More. ' ABRL's vision is " to consistently provide the Indian consumer complete and differentiated shopping experiences and be amongst India's top retailers while delivering superior returns to all stakeholders" Currently, there are over 575 supermarkets and 12 hypermarkets.

All the supermarkets are branded 'More. ' and the hypermarkets are branded 'More Megastore'. The company has over 11, 000 employees and has a pan-India presence. More. supermarkets are neighbourhood stores with the core proposition of offering value, convenience and trust to the customers and averaging 2, 500 sq ft area. The hypermarkets are self-service superstores offering value and range in food and non-food products and services at a single location.

Hypermarkets are located in large catchment areas and encourage mass consumption with discount prices and substantial depth of assortment with an average store size of 55, 000 sq ft shopping area. In May 2009 Aditya Birla Retail introduced a value proposition for its supermarkets and encapsulated it into a promise of giving its customers " Hamesha Extra" which has resonated with the consumer. " Hamesha Extra" is the core essence of More. It means customers will always feel that they have got something extra while shopping at More.

Within a short period of less than three years, More. has more than one million members as part of its loyalty programme. More. has also launched a huge

range of private labels in food and grocery, staples and apparel which have already obtained a significant share of category as well as salience with the consumer. Aditya Birla Retail was presented the 'Retail Best Employer of the Year' award at the Reid and Taylor Awards for Retail Excellence, by the global jury of the Asia Retail Congress 2009 and again in 2011. In the same forum, ABRL's CEO, Mr.

Thomas Varghese was awarded the Prestigious Retail Icon Award by the global jury of the Asia Retail Congress 2011. Aditya Birla Retail Limited was also awarded the Reid & Taylor Award for Retail Excellence by the global jury of Asia Retail Congress 2010 for the best marketing campaign of the year - Launch of Hamesha Extra. It was also presented the Golden Star Award 2009-2010 for the most admired Retailer of the year (Food & Grocery) for excellence in Food, Hospitality, Service and Retailing. In March 2011, the 10th Indira Award for Marketing Excellence was awarded to Aditya Birla Retail Limited CEO, Mr.

Thomas Varghese for his outstanding contribution to brand building. Aditya Birla Retail Limited is the retail arm of Aditya Birla Group, \$40 billion corporation. The Company ventured into food and grocery retail sector in 2007 with the acquisition of a south based supermarket chain. Subsequently, Aditya Birla Retail Ltd. expanded its presence across the country under the brand "more." with 2 formats Supermarket & Hypermarket. Supermarket more. - Conveniently located in neighbourhoods, more. supermarkets cater to the daily, weekly and monthly shopping needs of consumers.

The product offerings include a wide range of fresh fruits & vegetables, groceries, personal care, home care, general merchandise and a basic range of apparels. Currently, there are over 483 more. supermarkets across the country. Hypermarket more. MEGASTORE - is a one-stop shopping destination for the entire family. Besides a large range of products across fruits & vegetables, groceries, FMCG products, more. MEGASTORE also has a strong emphasis on general merchandise, apparels & CDIT. Currently, fourteen hypermarkets operate under the brand more.

MEGASTORE in Mysore, Vadodara, Indore, Mahadevpura, Old Madras Road, Bull Temple Road & 4th Block Jayangar in Bengaluru, Mumbai, Saroor Nagar & Kukatpally in Hyderabad, Vashi, Rohini & Kirti Nagar in New Delhi & Nashik Clubmore. - our loyalty program, currently has a strong membership base of 3 million members. Aditya Birla Retail Limited currently has employee strength of around 9, 000 people. Key functions are headed by professionals with vast retail experience in India and globally. Quality & Value through own labels: Aditya Birla Retail Ltd provides customers a wide choice of products under its own labels.

The objective is to provide quality products at attractive price points to customers. Since quality of the products is of prime importance, stringent quality norms have been set and are followed. All manufacturing partners are the best in their class. Own label Food Brands more. , Feasters, Kitchen's Promise, and Best of India Home & Personal care brands more. , Enriche, 110%, Pestex, Paradise, and Germex Super markets Glance:- With a vision to be among the leading retail players in India, Aditya Birla Retail launched its first supermarket, more. n May, 2007. Since its launch, the more. has had an

aggressive roll out, reaching a total count of over 483 stores across India today. more. is your neighborhood supermarket which takes care of your everyday household needs. Spread across a wide range of products of food and non food items, ranging from basic necessities such as, fruits and vegetables, staples, personal care, home care, household care products, general merchandise, and dairy products, more. provides a one stop solution for your grocery shopping needs.

Also in store are essentials such as, innerwear, kids essentials, etc. With a range of over 4, 000 products, we are able to fulfill your daily shopping needs all under one roof, at a convenient location close to you. The more. promises a world class shopping experience, with a modern store layout, easy to shop with friendly staff at hand to provide assistance, electronic billing facilities and a colorful ambience. At more. we offer branded food and grocery products sourced from the leading brands from all over India, along with private label brands from our own portfolio - available in a broad selection for you, always giving you the best possible value for your money. Product & services:- At more. we are committed to deliver quality and value to our customers and have a range of private label brands as well as commercially branded products, offering - 100% satisfaction on the quality of the products and services offered. more. hosts a range of private label brands across various categories that follow stringent quality norms, and are available in attractive prices and packaging.

Our premium products give you the opportunity to enjoy these superior brands at competitive prices. We offer a wide choice of over 4000 products, ranging from fresh food to beverages, grocery to household care products.

Our assortment covers everything, from day-to-day essentials to traditional favorites, from delicious treats, to healthy alternatives To ensure the freshest supply of fruits and vegetables for you, we have built direct linkages with the farmers for daily supplies of farm fresh produce.

Our stores are built with a modern and comfortable ambience, air conditioned and with speedy automated cashiering to help you shop better. We also have friendly in-store policies on exchange and returns that help you shop with ease and comfort. Furthermore, to make your shopping experience more rewarding with us, we at more. offer a membership program Clubmore. which reinforces our commitment to consistently add value to your shopping experience, and also to thank you for choosing to be a part of more.. As a Clubmore. member, you are entitled to special benefits, besides the regular offers and promotions at more..

Clubmore. members will also have the benefit of receiving exclusive SMS alerts for special offers on our products and services. Currently Clubmore. has 3 million members enrolled for its loyalty program. Please refer to the table below for the product categories available in our stores :

- * Bakery *
- * Beauty Concepts *
- * Beverages *
- * Basic Apparels *
- * Cutlery & Cookware *
- * Fruits & Vegetables *
- * Frozen & Dairy Products *
- * FMCG Products *
- * Grocery *
- * General Merchandise *
- * Home Care Products|
- * Home Needs & Home Upkeep
- * Home Decor Products *

- * Mobile Store *
- * Personal Care & Cosmetics *
- * Processed Food *
- * Pharmacy *
- * Ready to Cook/Prepared Food *
- * Small White Appliances *
- * Staples *
- * Stationery *
- * Women's Accessories|

Offers and promotions:- t more. , we have adopted a competitive pricing policy ensuring that you receive the best

possible value. We retail a wide range of products below MRP. We also have a wide selection of products on attractive offers and promotions that help you get more. from your shopping.

You can expect to be pleasantly surprised at every visit to our store with attractive promotions such as " Buy and Get Free ", discounts and special offers. From time to time, we also run festival promotions that help you shop for special and festive occasions. We also promote traditional favorites and local specialties during festivals to make your shopping experience convenient. At any given point in time, you will find a wide range of products on promotion which we offer to enable you to make the most of your shopping, help you try new products and get you better deals.

We also run celebratory promotions that give you an opportunity to win attractive prizes such as cars, two wheelers, holiday packages, gift hampers and much more. Hypermarkets:- Glance:- With the launch of more. MEGASTORE - a hypermarket, in March 2008, Aditya Birla Retail Ltd. expanded its footprint in large format retailing, which features both food and non-food products. Hypermarkets are what can be described as a complete destination shopping area, where one can enjoy a day out with the entire family because of a simple fact that hypermarket consists of variety of options under just one roof.

The result is a very large retail facility which carries an enormous range of products like grocery, fruits & vegetables, general merchandise, electronics, computers, mobile phones, apparel, footwear sports and FMCG products, with national, international and house brands all under a single roof. Currently, fourteen hypermarkets operate under the brand more.

MEGASTORE in Mysore, Vadodara, Indore, Mahadevpura, Old Madras Road, Bull Temple Road & 4th Block Jayangar in Bengaluru, Mumbai, Saroor Nagar & Kukatpally in Hyderabad, Vashi, Rohini & Kirti Nagar in New Delhi & Nashik.

Products & services:- Shopping was never more interesting and easy!! Now no more shop hopping from one shop to another, just to get your weekly shopping done, shopping for your various requirements are easily available at just one stop at more. MEGASTORE Products Covering large and spacious area, more. MEGASTORE offers you a wide range of products pning across grocery, fruits & vegetables, general merchandise, electronic products, computers & accessories, mobile phones & accessories, apparels, footwear, sports and FMCG products and more at amazing prices and offers.

Please refer to the table below for the product categories available in our stores: * Apparels - Men/ Women * Audio & Video (A & V) * Bakery * Beverages * Books and Audio & Video Products * Computer & Accessories * Do it yourself & Auto Accessories * Electronics * FMCG Products * Footwear * Frozen & Dairy Products * Fruits & Vegetables * Furniture * General Merchandise * Home Care Products * Home Decor Products * Home Needs & Home Upkeep| * Infant & Children's Apparels * InformationTechnologyProducts * Large White Appliances * Luggage * Mobile Phone & Accessories * Personal Care & Cosmetics * Processed Food * Ready to Cook/Prepared Food * Small White Appliances * Sporting Goods * Staples * Stationery * Sun Glasses & Fine Jewellery * Two Wheelers * Toys| Services For your additional benefit, ConsumerFinanceon electronics products such as: Audio & Video and Large White Appliance are available at more.

MEGASTORE Friendly Return & Exchange Policy * Hassle free Return & Exchange policy at more. MEGASTORE * In case you change your mind, we at more. MEGASTORE would be pleased to exchange the same for you - no questions asked, as long as it is in its original packaging and accompanied by its invoice. In case, an exchange is not required, you will be issued a gift card equal to the billed value, which can be utilized within the store as per your convenience. Can't decide on the right gift? Run out of time? Let your friends and family get exactly what they want ! Pick the perfect gift with - more. MEGASTORE Gift Card smart, practical, and truly appreciated. Our gift cards are always the perfect gift which can be used at themore. MEGASTORE by the recipient to purchase any gift of his/her choice any time. Offer and promotions:- Our destination hypermarket caters to your monthly, weekly and special occasion-based shopping requirements. more.

MEGASTORE is a one-stop shopping destination for your entire family, where we offer you a top-notch experience by giving you a wide spectrum of products, while making shopping affordable for you and your family. more. MEGASTORE aims to bring international standards and operations on par with the rest of the global retailers, along with following the best quality norms for our private labels as well as for our manufacturers and partners which too abide by the same rule. Weekend getaway destination for the entire family Whether it's shopping for your daily / weekly household needs, checking out the latest in technology, trying out the bakery for freshly baked goodies, or simply relaxing at the cafe more. with your friends and family, more. MEGASTORE has it all.

From our wide array of new gadgets and latest fashion offered by our private label brand, as well as national & international brands, more. MEGASTORE offers you an extensive selection to choose from. Our goal at more. MEGASTORE is to ensure that you get an exceptional value for money, with great savings from our everyday low prices, and offers with megabuy, and our private label's promotional offers from maha. saver, freya, essentials, pebble rock and big feet - there are always plenty of reasons to have a good time at more. MEGASTORE <http://www.morestore.com/index.html> Big bazar:- Big Bazaar is a chain of hypermarket in India. As of June 2, 2012 there are 214 stores across 90 cities and towns in India covering around 16 million sq. ft. of retail space.

Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections. Big Bazaar is part of Future Group, which also owns the Central Hypermarket, Brand Factory, Pantaloons, eZONE, HomeTown, futurebazaar.com, KB's Fair Price to name a few and is owned through a wholly owned subsidiary of Pantaloon Retail India Limited. History:- Big Bazaar was launched in September, 2001 with the opening of its first four stores in Calcutta, Indore, Bangalore and Hyderabad in 22 days. Within a period of ten years, there are now 161 Big Bazaar stores in 90 cities and towns across India. By September 2012 BIG BAZAAR will have two more stores in North east namely SILCHAR and JORHAT in Assam.

Big Bazaar was started by Kishore Biyani, the Group CEO and Managing Director of Pantaloon Retail India. Though Big Bazaar was launched purely as

a fashion format including apparel, cosmetics, accessory and general merchandise, over the years Big Bazaar has included a wide range of products and service offerings under their retail chain. The current formats includes Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar. The inspiration behind this entire retail format was from Saravana Stores, a local store in T. Nagar, Chennai The stores are customized to provide the feel of mandis and melas [2] while offering the modern retail features like Quality, Choice and Convenience.

As the modern Indian family's favorite retail store, Big Bazaar is popularly known as the " Indian Walmart". On successful completion of ten years in Indian retail industry, in 2011, Big Bazaar has come up a new logo with a new tag line: ' Naye India Ka Bazaar', replacing the earlier one: 'Isse Sasta Aur Accha Kahin Nahin'. [3] Strategy:- 3-C Theory According to Kishore Biyani's 3-C theory, Change and Confidence among the entire population is leading to rise in Consumption, through better employment and income which in turn is creating value to the agricultural products across the country. [4] Big Bazaar has divided India into three segments: India one: Consuming class which includes upper middle and lower middle class (14% of India's population).

India two: Serving class which includes people like drivers, household helps, office peons, liftmen, washermen, etc. (55% of India's population) and India three: Struggling class (remaining 31% of India's population). While Big Bazaar is targeted at the population across India one and India two segments, Aadhaar Wholesale is aimed at reaching the population in India three segment. With this, Future Group emerged as a retail destination for

consumers across all classes in the Indian society. Operations:- Most Big Bazaar stores are multi-level and are located in stand-alone buildings in city centers as well as within shopping malls. These stores offer over 200, 000 SKUs in a wide range of categories led primarily by fashion and food products.

Food Bazaar, a supermarket format was incorporated within Big Bazaar in 2002 and is now present within every Big Bazaar as well as in independent locations. A typical Big Bazaar is spread across around 50, 000 square feet (4, 600 m²) of retail space. While the larger metropolises have Big Bazaar Family centres measuring between 75, 000 square feet (7, 000 m²) and 160, 000 square feet (15, 000 m²), Big Bazaar Express stores in smaller towns measure around 30, 000 square feet (2, 800 m²). Big Bazaar has the facility to purchase products online through its official web page, and offers free shipping on some of their products. [5] Innovations:- Wednesday bazaar:- Big Bazaar introduced the Wednesday Bazaar concept and promoted it as “Hafta Ka Sabse Sasta Din”.

It was mainly to draw customers to the stores on Wednesdays, when least number of customers are observed. According to the chain, the aim of the concept is " to give home makers the power to save the most and even the stores in the city don a fresh look to make customers feel that it is their day".

[6] Sabse sasta din:- With a desire to achieve sales of Rs 26 Crore in a one single day, Big Bazaar introduced the concept of " Sabse Sasta Din". The idea was to simply create a day in a year that truly belonged to Big Bazaar. This was launched on January 26, 2006 and the result was exceptional that police had to come in to control the mammoth crowd.

The concept was such a huge hit that the offer was increased from one day to three days in 2009 (24 to 26 Jan) and to five days in 2011 (22-26 Jan). Maha bachat:- Maha Bachat was started off in 2006 as a single day campaign with attractive promotional offers across all Big Bazaar stores. Over the years it has grown into a 6 days biannual campaign. It has attractive offers in all its value formats such as Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar - catering to the entire needs of a consumer. On February 12, 2009 Big Bazaar launched " The Great Exchange Offer", through with the customers can exchange their old goods in for Big Bazaar coupons. Later, consumers can redeem these coupons for brand new goods across the nation.