

## Jaipur Rugs Opens Flagship Retail Store in Dubai, Showcasing Exquisite Handcrafted Rugs

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### Jaipur Rugs Opens Flagship Retail Store in Dubai, Showcasing Exquisite Handcrafted Rugs



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 13, 2023 / 6 MIN READ



Jaipur Rugs, a renowned global leader in handmade rugs, is delighted to announce the grand opening of its flagship retail store at Alserkal Avenue in Dubai. *Spanning over 7,000 square feet, this captivating destination invites visitors to embark on a journey through the rich heritage of handcrafted rugs, featuring an extensive collection of meticulously crafted masterpieces.*

The establishment of this flagship store in the Middle East market reflects Jaipur Rugs' commitment to serving a diverse customer base seeking high-quality, luxurious rugs that showcase the region's cultural heritage. *This expansion signifies the brand's dedication to*

***innovation, growth, and the promotion of traditional Indian craftsmanship in international markets.*** The new store promises to provide rug enthusiasts with an enchanting shopping experience and an impressive selection of handcrafted masterpieces.

Strategically located at Alserkal Avenue, a vibrant cultural hub known for its support of artistic endeavors, the Dubai flagship store enables Jaipur Rugs to offer a unique and immersive shopping experience to both residents and visitors. ***The brand is excited to expand its global presence and continue sharing the beauty of Indian craftsmanship with the world.***

In addition to the Dubai flagship store, Jaipur Rugs has showrooms in Delhi, Jaipur, Mumbai, and Bangalore in India. The brand has also expanded internationally with a store in Milan, Italy, and now the store in Dubai marks its entry into the MEA region. ***Furthermore, Jaipur Rugs has franchise stores in Hyderabad and Gujarat in India, as well as two stores in China and one store in Russia.*** This format allows Jaipur Rugs to cater to a wider customer base and share its handcrafted rugs with diverse markets worldwide.

Each rug at Jaipur Rugs exemplifies exceptional artistry and time-honored techniques passed down through generations. With intricately woven patterns and vibrant colors, these rugs add an element of elegance to any living space. ***The new store showcases Jaipur Rugs' commitment to preserving traditional craftsmanship and promoting artisanal skills.***

Designed by the multi-award-winning interior designer Pallavi Dean, the space provides a glimpse into the historic, picturesque architecture of Jaipur. ***The store's design is a stunning tribute to the traditional stepwells of Rajasthan, known as baoris. Pallavi Dean is renowned for her evocative designs and innovative approach to interior spaces.***

Yogesh Chaudhary, Director, Jaipur Rugs said, *"I am thrilled to announce Jaipur Rugs' entry into the MEA region, marking an exciting new chapter for our company. With a group turnover of 920 crore in the last financial year, we have experienced remarkable growth over the years and are now focusing on expanding our presence further. In addition to the MEA region, we have set our sights on opening new stores in India, Europe, and the Asia Pacific region. At Jaipur Rugs, we constantly seek out strategically placed locations to ensure our products reach customers effectively. I am pleased to share that we will soon be announcing our next foray into new markets. Looking at our successful track record, where we have consistently opened stores across the globe for e.g. in 2020, we opened a store in Mumbai, followed by Milan in 2021. In 2022, we expanded to Bangalore and opened a second store in Mumbai. Most recently, in 2023, we established our presence in Dubai and we are confident in our ability to continue this streak."*

At the heart of Jaipur Rugs' operations lies a commitment to sustainability and social responsibility. The brand empowers over 40,000 artisans, primarily women, across 600 rural villages in India by providing them with fair wages and a platform to showcase their talent. ***By investing in these skilled artisans and preserving traditional techniques, Jaipur Rugs ensures that each rug tells a unique story while creating a positive impact on the lives of the artisans and their communities.***

***The grand opening of the flagship retail store in Dubai symbolizes Jaipur Rugs' dedication to celebrating the art of handcrafted rugs and sharing the beauty of Indian craftsmanship with a global audience.*** Step into a world of elegance and tradition at Jaipur Rugs, Alserkal Avenue, and discover the timeless beauty of handcrafted carpets.

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STORES

## Retail India News: Kalyan Jewellers Expands Offline Presence in Karnal



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 30, 2023 / 4 MIN READ



Kalyan Jewellers, a renowned and trusted jewellery brand in India, announced today that it will be opening its first showroom in Karnal. The brand-new showroom, situated at Dyal Singh Colony - Kunjpura Road in Karnal, is set to be inaugurated on June 30th (Friday) at 6 PM, graced by Bollywood star Malaika Arora. ***This marks the company's fourth showroom in the state of Haryana, joining its existing locations in Hissar, Gurugram, and Gold Souk in Gurugram.***

The expansion into a new market through the Karnal showroom launch is in line with Kalyan Jewellers' strategy to broaden its retail footprint and operations in the region, making the brand more accessible to customers in the state. ***The showroom will showcase an extensive range of designs from various jewellery collections by Kalyan Jewellers, offering patrons a state-of-the-art facility with a world-class ambiance for an unparalleled shopping experience.***

To celebrate the showroom launch in a distinctive manner, the jewellery brand has announced up to 25 percent off on making charges for all items. Additionally, Kalyan Jewellers has introduced the 'Special Kalyan Gold Rate'. [Open in App](#) dizes the price of gold across all its

showrooms in India, providing customers with the lowest rates in the market. **Customers can take advantage of these exciting offers along with the benefits of Kalyan's 4-Level Assurance Certification, ensuring a seamless and service-oriented shopping experience.**

Ramesh Kalyanaraman, Executive Director of Kalyan Jewellers said, "We are thrilled to announce our entry into Karnal, which is one of the key markets in the state of Haryana. Our new investments in this region reflect our commitment to strengthening our presence in Haryana. We believe Karnal holds immense untapped potential and will contribute to our growth momentum, building upon the strong foundations we have established in the region."

All the jewellery retailed at Kalyan Jewellers is BIS-hallmarked and undergoes rigorous purity tests. **Patrons will receive the Kalyan Jewellers 4-Level Assurance Certificate, guaranteeing purity, free lifetime maintenance of ornaments, detailed product information, and transparent exchange and buy-back policies.** This certification is a testament to the brand's dedication to offering the very best to its loyal customers.

The showroom will also feature Kalyan's popular house brands, including Muhurat (wedding jewellery line), Mudhra (handcrafted antique jewellery), Nimah (temple jewellery), Glo (dancing diamonds), Ziah (solitaire-like diamond jewellery), Anokhi (uncut diamonds), Apoorva (diamonds for special occasions), Antara (wedding diamonds), Hera (daily wear diamonds), Rang (precious stones jewellery), and the recently launched Lila (coloured stones and diamond jewellery).

Kalyan Jewellers

Store launch

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## Retail India News: Zoca Cafe Expands Offline Presence in Bengaluru



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 30, 2023 / 4 MIN READ





Zoca Cafe, a rapidly growing franchise cafe chain in India, is poised to make a significant impact in the South with the inauguration of its latest branch in Bengaluru's upscale Sahakar Nagar on June 26, 2023. Spanning an impressive 1500 sq ft, the cafe can comfortably accommodate up to 40 patrons at a time. ***Designed to offer a distinctive dining experience, the establishment caters to a wide range of culinary preferences, including both vegetarian and non-vegetarian diets. Zoca Cafe prides itself on featuring premium quality and fresh ingredients at affordable prices, making it accessible to all.***

***Known for its inviting ambiance, live performances, melodious music, and stunning decor, Zoca Cafe is an ideal venue for various occasions, be it with family, friends, or colleagues.*** The cafe's warm and welcoming atmosphere provides the perfect setting to unwind after a long day or catch up with friends over a steaming cup of coffee.

Leading the culinary creations at Zoca Cafe is renowned Chef Eashan Kaul, whose signature dishes and beverages are sure to tantalize guests' taste buds. The diverse menu boasts an array of delectable options, including the Mezze Platter, Paneer Khurchan Tacos, Crispy Chicken Strips, Vegetarian and Non-Vegetarian Makhni Momos, Mixed Bean Burger, Chinese Platters, Cranberry Basil Cooler, Bubble Tea, Nutella Shake, Tropical Fruit Punch, and a selection of assorted coffees and shakes. With such an extensive menu, Zoca Cafe caters to the preferences of every individual.

The opening of the new Zoca Cafe outlet in Bengaluru serves as a testament to the brand's unwavering dedication to providing customers with top-notch cuisine and an extraordinary dining experience. ***Boasting a prime location, an inviting ambiance, and a mouth-watering menu, this latest addition to Zoca Cafe is destined to become the ultimate destination for food enthusiasts in the South.***

Rohit Randon, Founder of Zoca Café said, "We are excited to open our newest outlet in Bengaluru. Our aim is to provide our customers with a unique dining experience that is affordable, accessible, and memorable. With our diverse menu, inviting ambiance, and commitment to quality, we are confident that our new outlet will become a popular destination for foodies in South."

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## Retail India News: Skechers Celebrates Launch of New Store at DLF Promenade Mall

BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 30, 2023 / 3 MIN READ



Inaugurating its new retail store at DLF Promenade Mall, Delhi, Skechers, the Comfort Technology Company, marked the occasion with a thriving Community Goal Challenge. The renowned global brand organized a three-day event featuring Bollywood celebrities Ananya Panday and Rohit Saraf as special guests, uniting participants from the region. ***The challenge involved running on treadmills to collectively reach a goal of 1,000 kilometers, supporting Krida Vikas Sanstha, an organization dedicated to assisting children in need in India.***

***The presence of Panday and Saraf created awareness and attracted enthusiastic fans from across Delhi-NCR, who eagerly joined the Skechers Community Goal Challenge.*** Their active participation made valuable contributions towards achieving the collective goal.

In line with its commitment to social responsibility, Skechers dedicated this edition of the challenge to donating 100 pairs of new Skechers shoes to Krida Vikas Sanstha. This NGO utilizes sports as a catalyst for social development, empowering underprivileged children.

Rahul Vira, CEO of Skechers Asia Pvt. Ltd said, "With the third edition of the Community Goal Challenge in Delhi-NCR, we aimed to inspire the capital of India to embrace a healthier lifestyle while supporting a cause. The overwhelming response from our participants surpassed our expectations. This event has enabled us to create a meaningful impact in one of the country's most fast-paced cities. We take pride in the difference we have made together."

The Skechers Community Goal Challenge in Delhi has achieved remarkable success, building upon its previous editions in Delhi and Chandigarh. It continues to inspire healthier lifestyles and create a significant impact within local communities. **With over 400 stores nationwide, Skechers proudly showcases its deep commitment to serving customers across India.**

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## Retail India News: Hamster Landon Opens First Store at Oberoi Mall, Goregaon



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 29, 2023 / 3 MIN READ



Hamster Landon, the ultimate retail destination for vibrant and stylish bags, pouches, clothing, footwear, stationary, accessories, home and lifestyle products, is thrilled to announce the grand opening of its first store in India's western suburbs. **Located in the heart of the city at Oberoi Mall, Goregaon, this expansion marks a remarkable milestone for the brand.**

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Established in 2012, Hamster Landon quickly gained popularity as the hottest fashion brand worldwide. *The first store in New Delhi became renowned for its accessories, clothing, lifestyle items, and innovative products, creating a buzz in an unconventional and extraordinary manner.* Hamster Landon prides itself on being customer-inspired, unconventional, friendly, and relatable. Their latest collection, the 'Ted H collection,' promises customers an exhilarating journey filled with excitement, comfort, and luxury.

The store showcases a wide range of meticulously crafted, modern, and luxurious products, offering a personalized shopping experience that seamlessly combines glamour and functionality. *This highly anticipated expansion represents a significant milestone for Hamster Landon as they continue to enrich the lives of hamster owners and customers alike.*

*"We are delighted to open our store at Oberoi Mall, which is in line with our curated and niche approach, keeping the modern aesthetics with our old school values, this is the 1st store in the western suburbs of Mumbai and is aiming for 100 percent 'Happiness Here' for customers! See you at the Store!"* said Megha Ruia, Founder Hamster London.

Sameep Pathak, CEO - Malls, Oberoi Realty said, *"Oberoi Mall's assortment of Lifestyle brands have always been delightful for our customers, and over time it has become increasingly evolved in maintaining its premium position. With the addition of Hamster London, I believe that adding more premium brands to the current retail mix will lead to an increase in footfall and enhance customer experience."*

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## Retail India News: Saina Nehwal launches Yonex Exclusive Store at Omaxe World Street



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 29, 2023 / 3 MIN READ

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Omaxe Developer proudly inaugurated the Yonex Exclusive Store, Signature Sports Shoppe, at World Street, Sector 79, Faridabad, Haryana. The esteemed badminton player, Olympic medalist, and international sports icon Saina Nehwal graced the event with her presence.

The Yonex Exclusive Store provides a comprehensive range of badminton, tennis, and squash equipment, apparel, and accessories. Customers can explore the latest products endorsed by top athletes and receive expert guidance from trained staff members to find the perfect sporting gear. *Situated along Dwarka Expressway, World Street offers excellent visibility and houses renowned global brands that deliver world-class services to residents.*

Jatin Goel, Director of Omaxe Ltd said, "We are delighted to have Saina Nehwal inaugurate the Yonex Exclusive Store at Omaxe World Street. This collaboration between Yonex and Omaxe combines a shared passion for sports and a commitment to retail excellence. World Street is India's first shopping city, developed as a complete commercial hub spread across 100 acres. It is designed to provide residents with an exceptional shopping experience, and the opening of this store further reinforces our dedication to offering a diverse range of premium brands. We are also developing a sports city in collaboration with the DDA in Dwarka, featuring Delhi's first stadium with a capacity of over 40,000 people. Our aim is to bring together several renowned sports brands under one roof, offering not just products but also services."

World Street, a premium commercial project developed by Omaxe Ltd., stands as a vibrant destination with remarkable infrastructure and a collection of global retail outlets. *The addition of the Yonex Exclusive Store allows sports enthusiasts and customers in Faridabad to conveniently access a wide range of high-quality Yonex sports equipment and apparel.*

Strategically located in Sector 79, Faridabad, Omaxe World Street offers excellent connectivity and accessibility for residents and visitors. *The project aims to create a dynamic social and commercial hub, providing a diverse range of retail, entertainment, and dining options to cater to the evolving needs of the community.*



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## STORES

## Retail India News: Choko La Expands offline Presence in India with Seventh Store in Saket

BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 29, 2023 / 4 MIN READ



When Choko La is mentioned, one immediately thinks of their exquisite assortment of decadent desserts and luscious chocolate-flavored cakes. Renowned for introducing meticulously handcrafted premium chocolates made from the finest ingredients, the bespoke chocolate brand, Choko La, is delighted to inaugurate its seventh boutique store in Select CITYWALK, Saket.

Located on the ground floor, the store offers a wide range of gifting options and celebration cakes, fulfilling a vital category that customers have been longing for. ***The standalone boutique will showcase all of Choko La's signature product lines, including chocolate gift hampers, bars, signature cakes, and freshly baked bread. Moreover, the brand aims to cater to customers seeking personalized designer cakes for special occasions.***

Vasudha Munjal Dinodia, Founder and CEO of Choko La said, *"In today's fast-paced world, where everyone is constantly rushing, unable to savor the present moment and create lasting memories, I want people to pause, indulge, and make cherished memories. Chocolate evokes that feeling for me. I am dedicated to making Choko La the medium through which others can also savor those precious moments. For us at Choko La, quality, product innovation, and customer centricity are the fundamental pillars for long-term success, values passed down to me by my grandfather and father. Our new product launches and boutique openings are a testament to these values. We are thrilled with the opening of our new store at Select CITYWALK."*

***"Due to overwhelming demand, Choko La has expanded its cloud kitchens and has launched 12 new cloud kitchens across Delhi NCR in Q1, with another 5 set to open by Q3. Additionally, Choko La has established its presence in the USA and UK markets and will soon commence supplying to Singapore, Canada, Germany, and GCC,"*** stated Vibhu Mahajan, COO of Choko La.

Yogeshwar Sharma, CEO and Executive Director, added, *"At Select CITYWALK, we are delighted to welcome Choko La on board. Choko La is a heritage brand that brings a premium association and a rich legacy. Their bespoke chocolate offerings and unwavering commitment to superior quality have set them apart. The addition of this brand further enriches our diverse and expanding range of food and beverage brands as we curate experiences that delight our patrons."*

With several successful boutiques in Delhi, Gurgaon, and Duty Free locations, Choko La is poised to captivate a broader local and international audience with the opening of its newest store. ***So, come and indulge in the divine taste of Choko La and experience a delectable range of delights at their latest store in Select CITYWALK, Saket.***

Chocolate brands

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## Retail India News: The Sleep Company Opens First Phygital Store in Bhubaneswar



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 28, 2023 / 5 MIN READ

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In response to the increasing demand from offline customers in eastern India, The Sleep Company, the pioneering provider of SmartGRID technology for restful sleep in Asia, has opened its inaugural store in Bhubaneswar. This latest phygital store signifies the company's 31st retail location nationwide and reinforces its goal of establishing over 100 stores across India by the year-end. *The store's inauguration was graced by the esteemed presence of renowned Orthopedic Surgeon, Dr. Sarthak Patnaik, further underscoring the brand's dedication to delivering quality sleep solutions.*

Bhubaneswar, a rapidly emerging center of socio-economic development in Eastern India, boasts a thriving IT industry and a growing trend of apartment living. However, the market predominantly relies on offline shopping experiences. Recognizing this trend, The Sleep Company's new 1200 sq ft store offers customers an immersive SmartGRID experience. *Visitors can witness firsthand the unique ergonomic design and comfort of the brand's products, ranging from mattresses and pillows to sleep accessories and SmartGRID chairs. The establishment of the brand's first store in eastern India marks significant progress towards its vision of becoming the leading provider of comfort-tech solutions in the region.*

Priyanka Salot, Co-founder of The Sleep Company said, "We are excited to introduce the SmartGRID experience to the fast-growing city of Bhubaneswar, which serves as our entry point into eastern India. This phygital store exemplifies our dedication to establishing meaningful connections with customers, enabling them to personally experience our innovative sleep solutions and make well-informed decisions about their sleep health. Additionally, it brings us closer to our mission of providing comfortable sleep solutions and enhancing the overall sleep experience. With India ranking as the second most sleep-deprived country globally, we are determined to positively impact the lives of individuals across India, with the eastern region holding great significance for us."

"As an orthopedic surgeon, I witness firsthand the detrimental consequences of sedentary lifestyles and poor posture on people's overall health. It is evident that we need high-quality, innovative orthopedic products to effectively address these issues. That's why I appreciate new-age brands that prioritize the development of science-based solutions to enhance sleep quality and promote general well-being. The Sleep Company's SmartGRID products, which I had the opportunity to experience at the store unveiling, offer individuals across India access to advanced sleep solutions that can significantly improve their overall health. By focusing on innovative technologies and ergonomic designs, their products have the potential to contribute to a positive shift in sleep habits and ultimately foster better overall health for people throughout the country," explained Dr. Sarthak Patnaik, who shared his insights during the store's unveiling event.

With the successful opening of over 30 stores in the past year, The Sleep Company continues to establish itself as a disruptive force in the industry. As one of the youngest D2C brands to master the omnichannel model, their unwavering commitment to being "customer-obsessed" has propelled them to new heights. Moving forward, The Sleep Company remains dedicated to its growth trajectory, driven by innovative product launches and an ambitious expansion of its global presence.

Comfort Solutions

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## Retail India News: Miniklub Expands Offline Presence with the Opening of its 3rd Store in Delhi



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 28, 2023 / 2 MIN READ





Miniklub, India's renowned babywear brand known for its meticulously crafted range of apparel and baby care products, is excited to announce the inauguration of its 3rd store in Delhi. *Situated in Paschim Vihar, the newly opened store provides a wide selection of safe and comfortable apparel and non-apparel items catering to newborns up to 8-year-olds.*

*Following the successful operation of stores in DLF Promenade and Pitampura, the new store in Paschim Vihar is prepared to welcome parents with its spacious design, offering the latest essentials for newborns, baby clothing, footwear, toys, branded travel items, baby care products, and much more, all conveniently located under one roof.*

Established in 2013 as part of the First Steps Babywear family, Miniklub has rapidly emerged as a thriving omnichannel brand. It has expanded its presence across 450+ multi-brand outlets, leading e-retailers, and exclusive brand stores, both physical and online. ***With 55 exclusive brand stores in 28 cities, Miniklub is committed to capturing the essence of childhood spirit while prioritizing comfort and safety in the design of its products.*** The brand takes pride in adopting sustainable manufacturing processes to deliver high-quality products to the market.

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## Retail India News: SUGAR Cosmetics Achieves Historic Milestone with 200th Store in India



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 28, 2023 / 5 MIN READ



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SUGAR Cosmetics, the leading omnichannel beauty brand in India and a favorite among Gen Z and Millennial consumers has accomplished a significant feat by opening its 200th exclusive brand-owned retail store within just one year after its 100th store launch. ***This remarkable achievement positions SUGAR as the beauty brand with the highest number of brand-owned stores across the country.***

***The latest store, located in Bengaluru, spans over 450+ sq. ft. within the Mantri Square Mall and offers a vibrant and immersive shopping experience for makeup enthusiasts. It showcases an extensive range of trending products across categories like Lips, Eyes, Face, and more.*** With a well-trained team of beauty advisors, the store houses an impressive collection of over 550 SKUs, including foundations, highlighters, BB creams, concealers, lipsticks, eyeshadows, bronzers, and skincare items.

Since its inception as a direct-to-consumer (D2C) brand in 2015, SUGAR Cosmetics has rapidly expanded into the offline retail sector through partnerships with large format retailers and general trade stores, and subsequently launched its own stores in 2019. ***The brand's dedicated stores quickly became sought-after destinations for beauty enthusiasts, and SUGAR now boasts a presence in over 45,000 retail outlets across 500+ cities, making it widely accessible to customers. Notably, the southern region has emerged as a key market for SUGAR, with the second-highest number of retail touch-points.*** Despite the challenges posed by the pandemic, SUGAR has remained steadfast in its commitment to expanding its own retail stores, even venturing into non-metro cities such as Jalandhar, Surat, and Nagpur.

*"The launch of our 200th SUGAR store in Bengaluru at a record-breaking pace after the inauguration of our 100th store a year ago is a strong testament to the loyalty of our customers and hard work of our team. We are incredibly humbled to reach this momentous milestone of expanding to 200 brand owned stores nationally (also the 40th store in the southern region). SUGAR is on a mission to celebrate the everyday YOU with meticulously curated products for Indian skin tones. Since the opening of our first store, SUGAR has witnessed the evolution of the Indian beauty enthusiast who is aware of and chooses high-quality makeup for herself. We have always enjoyed strong traction from the brand in the south and are committed to further expanding our retail network across this region. As the beauty industry evolves, SUGAR will continue to remain at the forefront and offer innovative and inclusive products that inspire self-expression and foster self-confidence,"* said Vineeta Singh, Co-founder and CEO, SUGAR Cosmetics.

With offline retail projected to dominate sales in the coming decade, SUGAR has set an ambitious target of expanding its offline presence to over 100,000 stores by the next fiscal year. ***By combining rapid retail expansion, strategic visual merchandising, and a focus on product innovation, SUGAR Cosmetics is poised for continued growth and success.***

To celebrate this significant milestone, SUGAR organized a day-long event filled with exciting activities for customers, visitors, social media influencers, and the media fraternity. Attendees had the opportunity to explore a mix of SUGAR's newly-launched products and all-time classics, as well as enjoy a makeover experience. ***The brand also extended the celebrations to its popular social media platforms, where it boasts a loyal fan base of over 2.7 million followers on Instagram (the largest among Indian consumer brands) and 1.4 million on YouTube.***

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## STORES

## Retail India News: Godrej Interio to Expand Retail Presence in Delhi and NCR

BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 27, 2023 / 4 MIN READ



Godrej and Boyce, the flagship company of the Godrej Group, announced the strategic expansion of their business, Godrej Interio, India's leading furniture solutions brand, in the home and institutional segments. *The focus of this expansion is to enhance its retail presence in Delhi and the National Capital Region (NCR), capitalizing on consumer profiling and existing infrastructure.* With a discerning customer base and a thriving working population, Delhi offers a prime market for Godrej Interio's innovative products, catering to evolving lifestyles and the demand for versatile living and working spaces.

In an exclusive statement, Swapneel Nagarkar, Business Head of Godrej Interio, emphasized their commitment to exceeding ordinary expectations by consistently delivering highly innovative products. *As consumers become more knowledgeable and globally exposed, seeking refined lifestyles, Godrej Interio aims to bridge the gap by creating interior ecosystems and providing unparalleled experiences. Leveraging state-of-the-art patented technologies, the company introduces inventive concepts for homes and office spaces.*

*The home furniture segment in Delhi and NCR is expected to witness an impressive growth of 30 percent in the fiscal year 2023-24. Currently holding a 15 percent market share in Delhi, Godrej Interio plans to bolster its presence by launching an additional 10 exclusive stores during the year.* In the office furniture segment, Delhi contributes 55 percent to the brand's overall annual business revenue in the Delhi/NCR region, with a projected growth of 15 percent in 2023-24, surpassing the industry growth of 8-10 percent.

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Acknowledging the brand's strong foothold in Delhi, Swapneel emphasized the significant customer base and brand recall in the region. The annual revenue from Delhi amounts to 300 crore, with home furniture and office furniture segments contributing 35 percent and 65 percent, respectively. *Godrej Interio holds a 15 percent market share in the organized furniture industry, and the Delhi-NCR region alone accounts for 15 percent of the brand's overall revenue. With this solid brand recognition, the company anticipates expanding its customer base and attracting more patrons.*

In the home furniture segment, sofas have emerged as the most popular category, but the prevailing consumer trend revolves around minimalistic aesthetics and unique furniture pieces. *Responding to this demand, Godrej Interio recently introduced the 'Arcbay' and 'Sitso' sofa sets, which are experiencing significant demand.* These offerings provide customers with tailored design configurations, dimensions, and materials, ensuring an optimal sitting experience personalized to suit their individual living spaces.

Godrej Interio

Expansion news

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## Retail India News: Urban Square Mall Introduces Max in Udaipur



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 26, 2023 / 3 MIN READ



Urban Square Mall, the premier shopping destination in Udaipur, India, has proudly announced the arrival of Max, a renowned apparel, footwear, and accessories brand. *Spanning an expansive 11,358 square feet on the ground floor of Urban Square Mall, Max brings its extensive collection and exceptional service to the city.*

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Max is widely recognized for its diverse range of fashionable products catering to every gender and generation, including women, men, and children. **This new store marks Max's 13th location in Rajasthan and the 85th in the region. With a world-class shopping environment, Max showcases the latest international fashion trends alongside its own label of meticulously designed in-house creations, carefully curated in captivating color palettes.**

"We are thrilled to introduce Max to Urban Square Mall, presenting our shoppers with an array of fashionable choices for the entire family. Max's commitment to delivering quality products at affordable prices perfectly aligns with our mission to provide an exceptional shopping experience. We are confident that this new addition will enhance our customers' convenience and satisfaction," expressed Uddhav Poddar, MD of Bhumika Group.

**Customers visiting Max at Urban Square Mall can indulge in a vast collection of over 3,000 styles each season, featuring brand-new designs, silhouettes, and fabrics.** The store inauguration by a valued customer marks the beginning of a lasting relationship between Max and the discerning clientele of the mall.

As Udaipur's largest shopping destination, Urban Square Mall hosts renowned global brands such as Pantaloons, Reliance Trends, Max, Lifestyle, Shoppers Stop, Forest Essentials, Meena Bazaar, Mia by Tanishq, Miarcus, Geetanjali Looks Salon, Body Care, and more. With its diverse retail offerings, the mall serves as a comprehensive solution to the varied retail needs of the region's residents.

Malls

Store launch

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## Retail India News: KDM Expands Retail Footprint in West Bengal with an Exclusive Store



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 26, 2023 / 3 MIN READ





Leading lifestyle and mobile accessories brand, KDM, strengthens its presence in the dynamic state of West Bengal with the inauguration of its exclusive store in Kolkata.

The newly opened store showcases a wide range of products in the mobile accessories and lifestyle segments, offering customers an extensive selection of mobile chargers, earphones, speakers, neckbands, AirPods, and headphones. ***KDM has successfully positioned itself as a prominent brand in the lifestyle and mobile accessories industry, leveraging a robust distribution network that spans across India, contributing to the brand's growth as the country's largest and most innovative mobile accessories and lifestyle brand.***

***As a precursor to the store's launch in Kolkata, KDM organized a meeting for distributors and dealers at the JW Marriott, Kolkata, bringing together channel partners from West Bengal to discuss and collaborate on business strategies.***

N D Mali, Founder, KDM said, "As we spread our footprint across the vibrant State of West Bengal, we see huge potential in Kolkata and the rest of West Bengal for our lifestyle and mobile accessories products. Opening of exclusive KDM store and inculcating high spirits in our channel partners is our endeavour to take KDM's products to 'HAR GAR' in West Bengal. Parvez Alam - Excel Trader is our West Bengal Channel Partner to take our brand to the next level in this region."

B H Suthar, Co-Founder, KDM said, "Kolkata is known as the City of Joy and KDM is Karo Dil Ki Marzi, both talks about following your heart, which gels well with the people of West Bengal. Youth of West Bengal always strives for quality and style, which helps KDM in achieving the vision of HAR GHAR KDM."

Store launch

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## Retail India News: Barista Coffee Company Expands Retail Footprint with its First Café in Ahmedabad



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 26, 2023 / 3 MIN READ



Barista Coffee Company, a renowned name in the Indian café industry, is delighted to announce the inauguration of its inaugural café in Ahmedabad. ***This significant milestone signifies the establishment of the company's 365th store, solidifying Barista's position as a prominent player in India's vibrant coffee culture.***

***The newly opened Barista café, located in the heart of Ahmedabad, offers a distinctive experience for coffee enthusiasts, blending a lively ambiance with an extensive range of beverages including coffee and smoothies, complemented by delectable food options.*** The café aspires to create a preferred gathering spot for local residents, with its sophisticated decor and comfortable seating areas fostering a sense of community and providing a space for leisure.

***"Barista Café at Bodakdev, Ahmedabad marks our presence in the city and becomes our 3rd café in the state of Gujarat. Ahmedabad has always been a strategic market for us, and we are confident that our offerings, tailored to local palates, will leave a lasting impression. We are committed to expanding our network in the state of Gujarat, and our first store in Ahmedabad will propel this agenda forward,"*** stated Rajat Agrawal, CEO of Barista Coffee.

***The diverse menu at Barista presents an extensive array of coffees crafted from 100 percent Arabica beans, expertly brewed by our skilled Baristas.*** The food menu encompasses a wide range of options, catering to all-day dining with a variety of sandwiches, wraps, and desserts.

The opening of the Ahmedabad café demonstrates Barista's commitment to expanding its retail presence across India and introducing its distinctive products to coffee enthusiasts in new and captivating locations. *Barista Coffee Company is dedicated to delivering quality, innovation, and customer satisfaction, continuously redefining the café experience in India.*

Barista Coffee

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STORES

## Retail India News: Hamleys Launches 'Hamleys Play' in Chennai



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 26, 2023 / 4 MIN READ



Hamleys, renowned as the world's finest toy shop and India's leading toy retailer, is thrilled to announce the highly-anticipated launch of 'Hamleys Play' in Chennai. The event took place at Phoenix Market City Chennai on Saturday, 24th June, 2023, with the presence of Mrs. Sruti Nakul, an esteemed actor, YouTuber, and social media influencer.

*Embodying the essence of community and fostering parent-child bonding, 'Hamleys Play' introduces a groundbreaking concept that caters to the play needs of toddlers, kids, and parents.* Meticulously designed, it offers a secure, clean, and safe environment where families can engage and create cherished memories together.

Hamleys has long been synonymous with its extraordinary in-store magical experiences, captivating both children and parents alike. *With 'Hamleys Play,' the brand takes the enchantment to new heights, breathin* [Open in App](#) *raditional idea of play by infusing it*

*with the vibrancy of the outdoors and the limitless wonders of a child's imagination. Enter the captivating world of Mr. and Mrs. Hopper as they guide visitors through their private garden brimming with thrilling adventures.*

At the core of Hamleys Play lies the art of storytelling, preserving the essence of traditional play activities in a world that is rapidly embracing technology. It envisions a space that brings gardens and parks to life, intertwining with the lyrical mysticism and poetic allure of a fantasy realm. *Portraying a world of surrealism, adorned with lush greens, blooming flora, and the whimsical sway of Laburnum, it urges visitors to transcend the bounds of imagination.*

Kinjal Shah, Group VP at Hamleys India said, "We are thrilled to open our first Hamleys Play store in Chennai, introducing a concept that the city will experience for the first time. It has been designed with a focus on delivering a quality, safe, and well-operated space featuring 20 attractions, including Interactive water play, Musical Wall with a ball shower, Ball Pools, Interactive wall climbing, Donut Slide, Building bricks zone, interactive Sand Play, Role play and treehouse with slides, car track, and more. Additionally, it boasts a dedicated space for storytelling and DIY activities."

*Hamleys Play has quickly become a sought-after destination for parents planning their kids' birthday parties, adding to its appeal as a comprehensive family entertainment venue.*

Hamleys

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STORES

## Retail India News: Kalyan Jewellers Expands Retail Presence in Chhattisgarh



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 26, 2023 / 5 MIN READ





The bustling cities of Bilaspur and Bhilai witnessed a frenzy as eager crowds flocked to catch a glimpse of Bollywood star Vaani Kapoor during the grand inauguration of Kalyan Jewellers' showrooms in these markets. *With these momentous launches, Kalyan Jewellers cements its position in three locations within the state of Chhattisgarh, India.*

*Situated in Nehru Nagar East, Bhilai, and Agrasen Chowk, Bilaspur, these newly-opened showrooms promise customers a luxurious shopping experience with an extensive selection of exquisite jewellery designs.* By expanding its brand footprint and operations in the region, Kalyan Jewellers aims to facilitate growth and enhance accessibility for its esteemed patrons in Chhattisgarh.

Ramesh Kalyanaraman, Executive Director of Kalyan Jewellers said, "As a company, we have achieved significant milestones and taken remarkable strides in creating a holistic ecosystem to elevate the customer shopping experience. We are thrilled to announce the inauguration of two new showrooms in Chhattisgarh, located in Bhilai and Bilaspur, respectively. As we embark on the next phase of our growth journey and continually expand our presence in the region, we remain committed to providing our customers with an unparalleled shopping experience while upholding our core values of trust and transparency."

These newly-unveiled showrooms showcase an extensive range of designs from Kalyan Jewellers' distinguished jewellery collections, presented within a world-class ambiance. Furthermore, customers can take advantage of the "Kalyan Special Gold Board Rate," which offers the lowest prices in the market and is standardized across all Kalyan Jewellers' showrooms, ensuring a seamless and service-oriented shopping experience. *To celebrate the showroom launches, Kalyan Jewellers is offering a unique promotion of 0 percent making charges on half the purchase value for customers shopping for a minimum of Rs 1 lakh. These exclusive offers are available for a limited time only.*

*All jewellery retailed at Kalyan Jewellers is BIS hallmarked and undergoes rigorous purity testing. In addition, patrons will receive Kalyan Jewellers' 4-Level Assurance Certificate, which guarantees purity, free lifetime maintenance of ornaments, detailed product*

*information, and transparent exchange and buy-back policies.* This certification reflects the brand's unwavering commitment to providing the utmost quality to its loyal customers.

The showrooms will also feature Kalyan's popular in-house brands, including Lila (diamonds and semi-precious stone jewellery), Tejasvi (Polki jewellery), Mudhra (handcrafted antique jewellery), Nimah (temple jewellery), Glo (dancing diamonds), Ziah (Solitaire-like diamond jewellery), Anokhi (uncut diamonds), Apoorva (diamonds for special occasions), Muhurat (wedding jewellery), and Rang (precious stones jewellery). With these offerings, Kalyan Jewellers aims to captivate customers with an extensive and diverse range of choices, catering to every taste and preference.

Kalyan Jewellers

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STORES

## Retail India News: Saundh Launches Its First Brick-and-Mortar Store in Chennai's Express Avenue Mall



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 26, 2023 / 4 MIN READ



Saundh, the renowned everyday-luxury label, has inaugurated its inaugural retail store in Chennai's Express Avenue Mall, marking its 26th exclusive outlet pan India. The event was graced by the presence of the esteemed socialite, Dr. Pushpa Agarwal.

*The brand draws inspiration from print stories that embody our artistic heritage, aiming to capture the essence of ancient traditions while continuously evolving to resonate with a global audience. Saundh's collections transcend seasons, showcasing the beauty of modern*

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**heritage with a rooted and evocative appeal.** Their unique and versatile silhouettes are perfect for every occasion.

Sarabjeet Saluja, Founder and CEO of Saundh said, "*Chennai has always been a hub of rich traditions and a pioneer in the retail industry. With its deep-rooted yet global appeal, the city aligns perfectly with Saundh's philosophy. Our latest spring summer 2023 collection, featuring breathtaking prints and breezy silhouettes, will take center stage at Saundh Chennai.*"

**The opening of the new store in Chennai's Express Avenue, a prestigious and long-standing mall known for housing numerous luxury brands,** signifies Saundh's commitment to excel in this market. Spanning across 820 square feet, the contemporary store offers an extensive range of designer womenswear, including kurta sets, tunics, dresses, sarees, lehengas, and more. The store seamlessly blends a modern-retro aesthetic with the city's heritage and global brand philosophies.

Saundh's newest collection, There She Goes, for Spring Summer 2023, embodies a contemporary, fierce, and larger-than-life spirit. It celebrates the fusion of art and nature, presenting a reformation of prints and playful patterns. ***Inspired by the vibrant colors that surround us, the collection showcases quintessential summer shades and features lightweight silhouettes such as skirts, tops, dresses, jumpsuits, easy tunic sets, and floral sarees.***

The upcoming collection is ideal for pre-festivities and social celebrations, as it seamlessly combines indigenous Indian crafts with contemporary designs. ***Saundh, an earthy label, aims to make dressing up both fun and versatile for the urban woman. With 57 points of sale, including 26 exclusive retail stores across 19 cities and its own e-commerce website, the brand continues to expand its presence across India.***

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STORES

## Retail India News: The Yellow Dwelling Expands Retail Footprint in India with New Store in Chennai



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 24, 2023 / 4 MIN READ

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The Yellow Dwelling, a renowned national brand for sustainable home furnishing and decor, is pleased to announce the inauguration of its latest retail store in Chennai on June 25. Adding to its online presence, which provides worldwide shipping options, this marks the brand's 7th offline store. ***The opening ceremony will be graced by the esteemed architect Padma Shri Ar. C.N. Raghavendran, who will perform the ceremonial ribbon-cutting.***

With an expansive 1200 square feet space, the store exudes joy and welcomes customers with its inviting ambiance. ***It offers a wide range of consciously selected and ethically produced products, including curtains, bed sheets and bed linen, cushions, throws, rugs, table linens, napkins, handwoven baskets, terracotta pots, candles, mirrors, and wall decor.*** The launch of this new retail store further solidifies The Yellow Dwelling's position as a premier destination for contemporary and sustainable designs, enhancing its reputation in the industry.

*"We are extremely excited to open a store in Chennai. As the city continues to flourish and progress, the passion for home decor and furnishings remains an integral part of the lives of new homeowners, young couples, owners, and the IT population. It reflects their desire to create personalized and welcoming living spaces that embody their individuality while embracing the latest trends and sustainable choices,"* expressed Abhinayah Sundaramoorthy, Co-Founder of The Yellow Dwelling.

Each collection at The Yellow Dwelling is meticulously crafted, drawing inspiration from evolving global trends and changing seasons. Abhinayah has unwavering confidence in captivating the hearts of Chennai residents, emphasizing the brand's commitment to crafting unique designs using premium cotton, linen, and organic materials such as water reed grass and river grass. ***The customizable bespoke curtains and cushion covers have garnered special affection from valued customers, symbolizing the brand's dedication to excellence and personalization.***

***The new retail store in Chennai exemplifies The Yellow Dwelling's commitment to providing customers with a tangible and immersive experience.*** Visitors can enjoy the tactile sensation and quality of the furnishings and visualize the decor elements in person.

Founded in early 2017 by Abhinayah and Nandakumar, The Yellow Dwelling emerged from their passion for sourcing top-notch home furnishings that are visually appealing and environmentally responsible. *Specializing in cotton and natural fiber products, the brand offers cutting-edge designs, vibrant colors, superior weaves, and impeccable finishes at affordable prices, catering to the needs of modern living spaces.*

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## STORES

# Retail India News: Smaaash Expands Offline Presence, Opens Store in Udyog Vihar



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 24, 2023 / 5 MIN READ



Smaaash Fun Gateway Arena Private Limited, the foremost entertainment and gaming destination, is thrilled to announce the highly anticipated launch of its latest center in Udyog Vihar, Gurugram's retail hub. ***With its expansive four floors and an unparalleled collection of games, Smaaash Udyog Vihar is poised to redefine the gaming landscape in the city.***

Smaaash Udyog Vihar aims to be the ultimate gaming zone for enthusiasts of all ages. ***Featuring cutting-edge facilities and a diverse range of games, the center strives to deliver an immersive and thrilling adventure like never before.***

Distinguished by its versatility, this new center caters to a variety of occasions, especially corporate parties and team-building activities. With its spacious layout, Smaaash Udyog Vihar provides an ideal setting for interactive entertainment and fostering strong bonds among colleagues. The center offers an extensi [Open in App](#) ng options, seamlessly blending arcade

games, virtual reality experiences, and bowling lanes. Whether guests are embarking on exhilarating virtual adventures or engaging in friendly competition on the lanes, Smaaash Udyog Vihar ensures an unforgettable and adrenaline-pumping gaming experience for all.

Avanish Agarwal, Consulting CMO of Smaaash said, *"We are thrilled to bring the excitement and thrill of Smaaash to Udyog Vihar. With our newest center, we aim to provide a state-of-the-art gaming environment that caters to the diverse needs and preferences of our valued patrons. Smaaash Udyog Vihar will serve as the go-to destination for individuals, families, and friends seeking a memorable experience filled with fun, camaraderie, and excitement."*

In addition to the captivating Twilight Bowling, Smaaash offers a distinctive selection of games, including Art of Attack, Yoc Coaster, Wonder Park, and Drop Tower. The company plans to introduce more virtual reality games such as Standing Roller Coaster, Haunted Hospital, and Xterminator, an immersive shooting game using real guns. Smaaash Udyog Vihar blends innovation and entertainment, offering an impressive variety of games that appeal to every gaming enthusiast. *Visitors can immerse themselves in the captivating world of virtual reality, showcasing the latest advancements in technology. Moreover, the center features a range of arcade games that strike a balance between nostalgia and excitement, providing a trip down memory lane for players of all generations. For those seeking a classic bowling experience, Smaaash Udyog Vihar offers top-notch bowling lanes that guarantee hours of friendly competition and enjoyment.*

The grand launch of Smaaash Udyog Vihar invites gaming enthusiasts, corporate groups, and families alike to experience the excitement firsthand. *Attendees will have the opportunity to explore the extensive gaming options, indulge in delectable refreshments, and witness the cutting-edge facilities Smaaash has to offer.* The company has ambitious future plans, including the imminent launch of a complete food and beverage (F&B) offering.

Smaaash

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## STORES

# Muscle and Strength India Expands Retail Presence in South India, Launches New Store in Secunderabad



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 21, 2023 / 5 MIN READ





Muscle and Strength India, a prominent retailer of fitness supplements and nutritional products, has recently opened its store in Secunderabad, Telangana. The inauguration ceremony was graced by Manoj Patil, renowned bodybuilder and former Mr. India, IFBB PRO. With this strategic move, Muscle and Strength India aims to aggressively expand its footprint in South India through the franchisee route, capitalizing on the burgeoning market for nutritional supplements in India. ***Currently operating three stores in South India (Vellore, Gulbarga, and Secunderabad), the brand plans to strengthen its presence further by adding ten additional stores within the next year.***

With a total of 25 stores across various cities, Muscle and Strength India offers the widest range of fitness supplements and nutrition products, encompassing over 1000 items from more than 42 renowned brands. These products cater to athletic performance, fitness enthusiasts, and overall wellness. As part of its expansion strategy, Muscle and Strength India will also establish partnerships with various gyms nationwide while introducing new product offerings in the near future.

Praveen Chirania, the Founder of Muscle and Strength India, emphasized the company's commitment to expanding its network and penetrating the Indian market extensively. *He expressed delight in entering the Telangana market and reiterated the brand's plans to venture into newer cities across South India in the coming months. Chirania highlighted the significance of offering genuine and cost-effective supplements, which has earned the trust of consumers. He further noted the growing demand for such products in tier II and tier III cities, where accessibility to authentic and reasonably priced supplements remains a challenge.*

Store owners Srikanth Biradar and Vinay Balne expressed their satisfaction in partnering with Muscle and Strength India, acknowledging the company's rapid growth and reputation as one of the fastest-growing retail chains in the health supplement market. They highlighted the brand's authenticity and genuine product range, catering to fitness enthusiasts, gym-goers, sports enthusiasts, health-conscious individuals, and more.

Established in 2018 by Praveen Chirania, Muscle and Strength India has become a leading brand in the supplements space, endorsed by celebrities and athletes such as Mika Singh, Shreyas Talpade, and Tarun Gill, among others. The company offers a comprehensive range of high-quality fitness supplements and nutritional products, including proteins, vitamins, minerals, and herbal supplements, sourced from international fitness brands, all under one roof.

Driven by a commitment to deliver world-class fitness supplements and nutritional products, Muscle and Strength India is carving a niche as one of India's top health supplement brands, meeting the demands of the modern customer with authentic, high-quality products. The company envisions further expansion and the introduction of new product variants, targeting diverse health and wellness categories and segments.

[Health Supplement](#)[Expansion news](#)[Store launch](#)[retail india](#)

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## STORES

# Cantabil Retail Opens Fifth Store in Dehradun, Reinventing the Retail Experience in India



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 20, 2023 / 4 MIN READ



Cantabil Retail India Ltd a renowned apparel manufacturer and retailer in India, has recently inaugurated its fifth retail store in Dehradun, featuring a fresh new look. Spanning across two spacious floors with a total area of 3400 sqft, the remodeled store is located at Shop No: - 74, Ground and First Floor, Mauza Ajabpur Khurd ByPass, Main Haridwar Road, Opp. Mahindra Showroom, Dehradun (U.K)- 248001, and proudly showcases the brand's latest offerings.

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*The revamped Cantabil Retail store exemplifies the future of retail experiences, providing customers with an extensive range of formal wear, casuals, and ultra-casual clothing for men, women, and kids at competitive prices. Additionally, the store offers a wide selection of accessories, including new luggage, perfumes, and flip-flops. With a sleek white and grey aesthetic theme, the store's interior has been redesigned with new fixtures and lighting. Its spacious layout positions this Cantabil Retail store as one of the largest in India. Strategically placed backlit signage enhances product visibility and promotion throughout the store. **This flagship store marks a significant milestone for Cantabil Retail, bringing the total number of stores in India to 461, with plans for further expansion.***

Deepak Bansal, Director of Cantabil Retail India Ltd said, "At Cantabil, we consistently strive to enhance apparel designs while providing an unforgettable shopping experience for our valued customers. The recent launch of our new retail store in Dehradun reflects our commitment to elevating the customer journey. We are thrilled to unveil this store with its fresh new look, offering an enhanced shopping experience that caters to the evolving needs of our clientele. The interior of the store has undergone an impressive transformation, featuring redesigned fixtures and lighting that exude a stylish white and grey aesthetic theme. With a strong nationwide presence, Cantabil aims to ambitiously expand our retail footprint in the coming years, catering to customers across the country."

Cantabil Retail has always been a frontrunner in offering premium clothing with cutting-edge style. *Each year, the brand curates a cozy yet classic and stylish apparel assortment, presenting a new narrative that resonates with the rapidly changing times we live in.*

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STORES

## Euler Motors Expands Retail Presence, Inaugurates Four Stores in Delhi NCR



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 20, 2023 / 4 MIN READ



Euler Motors, an electric vehicle company, has expanded its retail presence with the opening of four new stores in the Delhi NCR region. ***This strategic expansion aims to meet the growing demand for commercial electric vehicles (EVs) in the business and retail sectors, with a specific focus on connecting with retail customers.***

The newly inaugurated showrooms, located at Azadpur, Okhla (New Delhi), Khoda (Noida), and Ghoda Chowk (Gurgaon), serve as retail hubs for Euler Motors in the Delhi NCR area. The company also plans to establish additional stores in the southern and western regions of India. By doing so, Euler Motors aims to capture approximately 25 percent of the market share by the fiscal year 2024. ***These retail expansions are aimed at meeting the increasing demand for EVs in the retail sector and catering to various business segments, including FMCG, pharma, e-commerce, and furniture.***

The newly opened showrooms offer an inviting ambiance and a comfortable space for customers to explore Euler Motors' products. Additionally, comprehensive after-sales services, such as vehicle servicing, charging support, and maintenance, will be provided.

Saurav Kumar, Founder and CEO of Euler Motors said, "We aim to lead the retail sector in India with our powerful commercial EV, the HiLoad 2023, which has been designed to benefit all businesses and enhance earnings for our customers. The expansion of our retail presence across India reflects our commitment to making our vehicles and products more accessible while improving the customer experience. Our four showrooms cover key locations in Delhi-NCR, where we currently hold the highest market share. We plan to replicate this success in major delivery hubs across India and spearhead the commercial EV transition in the country."

Euler Motors' flagship commercial EV, the HiLoad 2023, offers the most powerful battery pack at 13 kWh and an exceptional range of 170 km. The company also provides a comprehensive infrastructure ecosystem to support seamless on-road operations, including over 500 charging options, including fast charging facilities. ***Furthermore, Euler Motors ensures a robust servicing setup and offers financing options tailored to specific business segments, delivering a seamless EV customer experience.***



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## STORES

## Indian Terrain Expands Retail Presence in Uttar Pradesh with the Launch of its 10th Store at Lulu Mall, Lucknow

BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 20, 2023 / 4 MIN READ



Indian Terrain, the leading men's high-street fashion brand in India, has announced the opening of its 10th store in Uttar Pradesh, located at Lulu Mall in Lucknow. With a spacious area of 750 sq. ft. in the largest mall in Lucknow, the brand's new store represents a significant milestone as Indian Terrain continues to cater to the fashion-conscious consumers of Uttar Pradesh. The store inauguration was graced by renowned Indian cricketer Kuldeep Yadav.

*To commemorate the launch, the outlet offered an exciting array of inaugural offers, with a special focus on a wide range of denim and constructed clothing made with premium fabrics.* These garments are crafted with superior tailoring, ensuring utmost comfort for customers.

The newly opened store provides a luxurious and immersive shopping experience, embodying Indian Terrain's signature aesthetic. It seamlessly combines contemporary design elements with a warm and inviting ambiance. *Carefully curated to showcase the brand's latest collections, the space allows shoppers to explore and discover a diverse range of fashionable and high-quality clothing options.*

Charath Narasimhan, MD- Indian Terrain said, *"The phenomenal response we have received from the people of Uttar Pradesh has enabled us to reach this milestone and Lucknow has always been a preferred market for Indian Terrain. Our 10th exclusive outlet in Uttar Pradesh at Lulu Mall signifies our resolute commitment to providing men with contemporary style. We believe that clothes are way beyond being a mere attire and are a reflection of one's confidence and individuality."*

Established in 2000, Indian Terrain has established itself as a distinguished Indian clothing brand, known for its high-quality apparel for men. The brand has gained a strong reputation for impeccable craftsmanship, attention to detail, and contemporary designs. ***Indian Terrain caters to the diverse fashion preferences of its customers, focusing on providing comfortable yet stylish clothing. By blending classic elements with modern trends, Indian Terrain has become a favored choice among fashion-conscious individuals.*** The brand's dedication to quality and customer satisfaction has fostered a loyal customer base, propelling its growth and attainment of new milestones.

Indian Terrain

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STORES

## Elixify Clinic Opens its Luxurious Destination for Beauty and Wellness in India



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 19, 2023 / 5 MIN READ



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Introducing its exclusive destination for beauty and wellness, Elixify Clinic takes immense pride in offering a wide range of services to cater to diverse needs. Situated in Kotturpuram, this newly established clinic is dedicated to helping individuals achieve their transformation goals through an extensive range of beauty care services. Backed by the reputable CavinKare Pvt. Ltd., Elixify Clinic combines in-depth knowledge of human needs with deep consumer insights to deliver US FDA-approved treatments and solutions. ***With a team of certified dermatologists who prioritize client comfort, health, and safety, Elixify Clinic is the ultimate destination for an extraordinary self-care journey.***

The grand inauguration of this esteemed establishment was graced by the presence of Harish Kalyan, a charismatic actor from the Kollywood industry, alongside CK Ranganathan, Chairman, and Managing Director of CavinKare Pvt. Ltd. The grand event witnessed the attendance of renowned film personalities, socialites, and esteemed dignitaries.

***Elixify Clinic takes pride in its state-of-the-art medical aesthetics technology and advanced techniques. Specializing in highly sought-after modalities such as dermal fillers, fat-reduction programs, and hair restoration, the clinic offers personalized services tailored to individual aesthetic goals.*** Whether it's softening lines and wrinkles, firming sagging skin, or achieving a fuller head of hair, Elixify Clinic's dermatologists and professional staff are trained to provide non-surgical procedures with minimal downtime. Their expertise extends to minimizing fine lines and wrinkles, addressing age spots and uneven skin tone, enhancing lips, improving hair volume, and much more.

Amudhavalli Ranganathan, Director of E-Commerce and Special Projects at CavinKare India, expressed, "At Elixify, our complete commitment lies in celebrating each client's unique individuality by providing personalized solutions with a result-oriented service delivery in a luxurious ambient setting. With a dedication to guiding and assisting our clients in the importance of self-care, our highly skilled dermatologists are meticulous in maintaining facial balance and proportion, always striving for a natural and beautiful outcome."

***During his address as the Chief Guest, Harish Kalyan expressed his gratitude to the Elixify team for offering a range of wellness and beauty options for those who aspire to present their best selves to the world.*** By being a part of this luxurious event and interacting with the highly trained team, he expressed his confidence in Elixify Clinic emerging as a guiding force in fulfilling people's self-care needs. He also extended his thanks to CavinKare Pvt. Ltd. for their commitment to enhancing the beauty and personal wellness space and serving the aspirations of every family member.

***Elixify Clinic offers an array of services, including Hydra facial, Perk and Eye, Laser Hair Reduction, Brightening and Pigmentation, Acne and Acne Scar Treatments, Hair Transplantation, Cool Sculpting, Skin Lightening and Tattoo Removal, Body Contouring, and more.***

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## Etchcraft Emporium Unveils Innovative Corporate Store, Redefining Corporate Gifting in India



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 19, 2023 / 6 MIN READ



Etchcraft Emporium, a pioneering brand in instant customization and engraving within 10 minutes, has recently introduced its latest Corporate Store in the heart of Cyberpark Gurgaon, India. *With a focus on personalized design and superior craftsmanship, this bootstrapped omnichannel enterprise specializes in premium customized jewelry and accessories, aiming to revolutionize corporate gifting through innovation and unwavering dedication to quality.*

The newly opened store serves as a comprehensive destination for businesses in search of extraordinary and customized gifts to enhance their corporate relationships. Etchcraft Emporium's Corporate Store is a testament to the brand's commitment to innovation, excellence, and exceptional customer experience. *Offering a wide range of meticulously crafted personalized products, the store provides corporate clients with a unique opportunity to leave a lasting impression on their valued stakeholders.*

*Etchcraft Emporium is embarking on its expansion journey in the Indian market through a collaboration with Building Brands For Tomorrow (BBFT), a leader in retail and start-up growth consulting.* This partnership accelerates the overall expansion of Etchcraft's retail store network in India.

*"Etchcraft Emporium is not just a brand; it is a story that resonates with belongingness and affection. mission is to provide individuals with the highest quality jewellery and timepieces that truly reflect their personalities. Through our innovative engraving technology, we offer both mass customization for corporates and instant customization for individuals, making each accessory a unique reflection of its owner, " said Raghav Bansal, Co-Founder, Etchcraft Emporium.*



Vidhan Jain, Co-Founder, Etchcraft Emporium said, *"We are thrilled to open our new corporate store in DLF Cyberpark, Gurgaon. Corporate gifting has traditionally been about making others feel special and appreciated. However, at Etchcraft Emporium, we believe that gifting is also about fostering a sense of belongingness, love, and affection. Gone are the days of boring coasters, bottles, and mugs. We introduce an exciting new way of corporate gifting through "customization." This personalized touch not only boosts the wearer's confidence but also increases motivation and uplifts positivity in the workplace."*

*"In the realm of office buildings and premises, our minds are often occupied by thoughts of clothing and F&B brands. However, Etchcraft Emporium is a brand that defies convention and stands out in a league of its own. With a fresh perspective on fashion, this unique brand has carved its own niche by specializing in the customization of wearable accessories,"* said Rohit Singh, Founder and CEO, Building Brands For Tomorrow (BBFT).

The hallmark of Etchcraft Emporium's Corporate Store lies in its unparalleled customization capabilities. Businesses can now add a personal touch to their gifts by incorporating company logos, names, and individualized messages, elevating the gifting experience to new heights. *Expert artisans at the store employ cutting-edge techniques to meticulously etch, engrave, or embroider each item, ensuring flawless execution and attention to detail.*

What distinguishes Etchcraft Emporium is its commitment to providing a truly customized experience. The brand's exquisite 22k gold plated jewelry reflects customers' legacies while representing their unique personalities through minimal and relatable designs. *The craftsmen at Etchcraft undergo extensive training, guaranteeing the highest quality and craftsmanship for each piece they create.*

*Etchcraft's Cyberpark Corporate store empowers change, cultivates a positive working culture, and helps individuals see the best version of themselves.* The brand firmly believes in "You represent You" and strives to create an environment of belongingness, confidence, and motivation for both employees and individuals.

The grand opening of Etchcraft Emporium's Corporate Store signifies a new era in corporate gifting, combining creativity and personalization to create exceptional gifts that reflect the uniqueness of each business. With its commitment to exceptional craftsmanship, attention to detail, and customer satisfaction, Etchcraft Emporium is set to become the preferred destination for businesses seeking unforgettable gifting experiences.

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STORES

## Planet Fashion Unveils New Retail Identity to Enhance Shopping Experience



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 19, 2023 / 3 MIN READ

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Planet Fashion, a part of Aditya Birla Fashion and Retail (ABFRL), introduced its refreshed retail identity at two flagship stores in Lokhandwala and Dombivali, Mumbai, spanning 1921 sqft. and 1400 Sqft. respectively. ***With 164 stores nationwide, Planet Fashion is renowned for offering the latest international fashion trends at affordable prices.***

The brand's new retail identity focuses on product and packaging innovation to attract the modern-day consumer, elevating their overall shopping experience. This distinct brand identity enhances recognition and uniqueness.

The flagship stores in Mumbai, located at Lokhandwala and Dombivali, provide an immersive shopping environment that reflects the brand's latest retail identity. ***These stores offer a wide range of products, including casual wear, denim, seasonal clothing, formal shirts, trousers, suits, and blazers from renowned brands like Louis Philippe, Van Heusen, Allen Solly, and Simon Carter.***

Ms Farida Kaliyadan, COO, of Louis Philippe and Planet Fashion, said, *"We are pleased to delight our customers with the new retail identity experience launched at our Mumbai stores. As Planet Fashion expands rapidly, we are focused on delivering value to our customers with superior craftsmanship, extensive product portfolio and an unparalleled retail experience."*

The new retail identity of Planet Fashion features a fresh logo in white, grey, and copper colors, creating a modern yet sophisticated ambiance within the stores. The fixtures are thoughtfully designed to showcase a wide range of lifestyle looks, while abstract mannequins convey brand stories and images effortlessly. ***With 164 stores spread across 143 cities in India, Planet Fashion offers a comprehensive collection of premium brands under one roof. The brand portfolio includes renowned names like Louis Philippe, Van Heusen, Allen Solly, Simon Carter, Reebok, and American Eagle.***

STORES

## Urban Square Mall in Udaipur Welcomes Lifestyle, India's Premier Clothing Store



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 19, 2023 / 3 MIN READ



Urban Square Mall in Udaipur continues to attract major brands with the latest addition of Lifestyle, India's renowned clothing store. *Spanning an impressive 17,500 square feet across two floors, the Lifestyle store was inaugurated by the Chief Guest, IG Udaipur, Ajay Pal Lamba, in the presence of Uddhav Poddar, Managing Director of Bhumika Group.*

*"We are thrilled to welcome Lifestyle, India's leading clothing brand, to Urban Square Mall in Udaipur. This significant opening represents a milestone in the growth of our city's retail landscape. With its expansive collection featuring diverse national and international brands, Lifestyle adds immense value to the mall. Over 75 lifestyle brands, both domestic and international, have secured spaces within the mall. Our commitment is to establish Urban Square Mall as one of Rajasthan's premier retail destinations," expressed Uddhav Poddar, MD of Bhumika Group.*

*In addition to a wide range of national and international brands, the Lifestyle store will showcase its own popular brands, including Melange, Kappa, CODE, Forca, Ginger, Bossini, Fame Forever, and more.*

Urban Square Mall is set to become the largest mall in Udaipur, offering a comprehensive shopping experience. Over 75 lifestyle brands from India and abroad have already secured their spaces within the mall. Phase I of the project features a six-screen multiplex, enhancing the visual experience for visitors. *The total build-up area of the project is 8.54 lakh sq ft, and*



currently, only the first phase, occupying 1.1 million square feet, is operational. The second phase has already been launched, further solidifying Urban Square Mall's status as one of Rajasthan's prominent retail destinations.

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STORES

## MONIN Unveils Exclusive 'Experience Studio' in Bengaluru



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 16, 2023 / 3 MIN READ



MONIN, the renowned premium French brand and trusted partner for hospitality professionals worldwide, has announced the opening of its exclusive 'Experience Studio' in Bengaluru. *Serving as an innovation hub for HORECA professionals and educational institutes in South India, this studio marks MONIN's second venture in India after the successful launch of its New Delhi center in 2021.*

Spanning an expansive 2,000 square feet, the Experiential Studio in Indiranagar will act as a platform for beverage innovation and personalized menu curation sessions for bartenders, mixologists, baristas, and chefs. Additionally, it will offer educational modules for students of bar schools and hospitality institutes. *Aptly called the 'House of Innovation,' the studio provides a captivating environment for witnessing the artistry of beverage and culinary creations, fostering creative exchange, and discovering new applications tailored to the Indian palate.*

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The studio's design harmoniously blends minimal neoclassical aesthetics with the essence and exclusivity of the French brand. *Each design element embraces sustainability, from the use of refurbished furniture to the incorporation of plants, creating a tranquil space that reflects the history, heritage, and warmth of MONIN.*

Germain Araud, MD, MONIN India said, “With our new Bengaluru Studio, we want to bring the exclusive MONIN experience to the connoisseurs in Southern India. We already have a center in Delhi and this is our next offering for the Indian audience whose taste changes every 100 Kms. As part of our ‘Make in India’ commitment, the company has a robust expansion plan for India and has a factory planned to be commissioned in 2025.”

*The launch of MONIN's Experience Studio in Bengaluru demonstrates the brand's dedication to elevating beverage innovation and fostering a community of passionate individuals in India's hospitality sector.*

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STORES

## India Yamaha Motor Achieves Milestone, Opens 200 Showrooms, Expanding Premium Retail Network in India



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 15, 2023 / 4 MIN READ



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India Yamaha Motor Pvt. Ltd. proudly announces the establishment of 200 Blue Square showrooms nationwide, marking a significant milestone in their commitment to creating a comprehensive 3S network unified under the Yamaha Blue theme. ***This accomplishment further solidifies the company's presence in the Indian market.***

Since the launch of 'The Call of the Blue' brand campaign in 2018, Yamaha has resonated with customers across the country. ***Building on this success, Yamaha introduced the concept of Blue Square outlets in 2019, providing a major platform to showcase their premium positioning and wide range of products.***

The Blue Square outlets go beyond traditional retail spaces. They serve as comprehensive solutions, catering to every biking need of Yamaha's valued customers. ***Meticulously designed, these showrooms establish a deep connection with Yamaha's Racing DNA, instilling a sense of pride in the distinguished brand. Moreover, they serve as thriving hubs for customers to engage with the exclusive Blue Streaks rider community, fostering interactions and exhilarating rides with like-minded Yamaha enthusiasts.***

Eishin Chihana, Chairman, Yamaha Motor India Group of Companies said, "I am truly delighted to share that Yamaha, under its 'The Call of the Blue' brand campaign, has achieved a remarkable feat in India. We have successfully inaugurated 200 Blue Square outlets, which embody Yamaha's commitment to providing unparalleled customer satisfaction and an extraordinary ownership experience, while also serving as a powerful testament to Yamaha's rich racing legacy deeply rooted in its DNA. Our ambition is to further expand the Blue Square outlets, ensuring that every Yamaha customer receives the exceptional experience they truly deserve from a world-renowned brand like Yamaha. By the end of 2023, we plan to increase the count of these exclusive outlets to 300."

Yamaha's maxi-sports AEROX 155 scooter is exclusively sold through Blue Square outlets. Additionally, these premium showrooms showcase the updated 2023 motorcycle line-up equipped with Traction Control System (TCS), including models such as YZF-R15 V4 (155cc), YZF-R15S V3 (155cc), MT-15 V2 (155cc), FZS-Fi Version 4.0 (149cc), FZS-Fi Version 3.0 (149cc), FZ-Fi Version 3.0 (149cc), FZ-X (149cc), and scooters like Fascino 125 FI Hybrid (125cc), Ray ZR 125 FI Hybrid (125cc), Ray ZR Street Rally 125 FI Hybrid (125cc), which boast Yamaha's true hybrid technology and enhanced fuel efficiency. ***The exclusive Blue Square outlets are spread across India. In the future, the company plans to introduce its global product range, including larger displacement bikes, through these premium Blue Square outlets.***

Yamaha Motor

milestone

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STORES

## Samsung India Opens Its Largest Premium Experience Store in Hyderabad's Inorbit Mall



BY - [Indian Retailer Bureau](#)  
Sub Editor

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Samsung India unveiled its biggest Premium Experience Store in Telangana at Hyderabad's Inorbit Mall today. The new store showcases Samsung's complete product ecosystem, including SmartThings, smartphones, laptops, audio, gaming, and lifestyle televisions, in captivating zones. *One notable feature is the Bespoke DIY Customisation Zone, where customers can personalize their smartphones, tabs, and covers with accessories, including Hyderabad-themed options.*

*Situated in the trendy Cyberabad area of Hyderabad, the store is housed in the mall's new premium wing, attracting Gen Z and millennials who frequent the location.* The store aims to engage tech-savvy consumers, particularly Gen Z and millennials, by hosting a series of Galaxy workshops under the 'Learn @ Samsung' program. These workshops cover various areas of consumer interest, such as digital art, doodling, photography, videography, fitness, cooking, coding, and music, as well as events showcasing the city's culture and ethos.

Encompassing 3,500 sq ft of space, the store offers a range of entertainment activities with a special emphasis on local culture, music, and art, delivering a personalized Samsung experience tailored to Hyderabad.

Upon visiting the store, customers can enjoy guaranteed gifts, earn 2X loyalty points on select Samsung products, and purchase Galaxy Buds2 for Rs 2,999 along with select Galaxy devices during the first week of the launch. Additionally, customers can avail themselves of ongoing benefits such as student discounts of up to 10 percent on smartphones, tabs, laptops, and smartwatches, up to 22.5 percent cashback, and extra benefits worth Rs 22,000.

*"We are thrilled to introduce the next-gen Premium Experience Store to our customers in Hyderabad. Our goal is to connect the diverse local community with the best of Samsung technology. We have curated unique experiences, including Samsung SmartThings, Gaming, and Bespoke DIY Customisation zones, specifically designed for Gen Z consumers,"* commented Sumit Walia, Senior Director, Samsung India.



He added, "Furthermore, to engage our young consumers through their areas of interest, we will also conduct 'Learn @ Samsung' workshops, covering a wide range of topics such as digital art, doodling, photography, videography, fitness, cooking, coding, and music."

The newly launched store provides an immersive next-generation experience of Samsung products, and for gaming enthusiasts, there is a dedicated gaming zone featuring the premium range of smart monitors called Odyssey Ark.

*At the store, customers can enjoy a phygital experience through Samsung's Store+ endless aisle platform. Store+ allows customers to explore Samsung's portfolio of over 1,200 options, whether available online or in-store, using a digital kiosk. They can also place online orders from the store and have the products conveniently delivered to their homes.*

Additionally, customers can access Samsung Finance+ for digital lending and Samsung Care+ for Galaxy smartphones, tablets, and smartwatches, all within the store. *Furthermore, customers visiting the store can benefit from hassle-free after-sales service for their smartphones and conveniently schedule service calls for their consumer electronics products to be attended to at home.*

Samsung

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Next Story

STORES

## Infiniti Mall Elevates Retail Experience in India with 7 New Brand Stores - Biggest Mall in Malad



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 14, 2023 / 5 MIN READ



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Infiniti Mall (biggest mall in Malad) proudly announces the inclusion of seven new brand stores to its exceptional lineup, enhancing the shopping and dining experience for visitors. Infiniti Mall Malad welcomes GAP, Haldiram's, Neeman's, and MUMUSO, while the upcoming lineup includes Tira and Wonderchef. Infiniti Mall Andheri now features a Haldiram's outlet. These renowned brands are set to delight patrons at Infiniti Mall with their exceptional offerings.

Established in 2004, Infiniti Mall Andheri stands as one of Mumbai's oldest operational malls, followed by Infiniti Mall Malad in 2011, known as one of the largest malls in the city. Spanning over a million square feet of retail space, both malls house an impressive selection of brands, multiplex theaters, food courts, family entertainment centers, and restaurants. Infiniti Mall boasts 200+ brands at Malad and 65+ brands at Andheri, providing ample parking spaces and hosting events and concerts in its open-air area. ***The malls also offer exciting rides and arcade games, including the country's only indoor 360° roller coaster, Astro Express, Techno Pop, Play Maze, and Drop Tower. Furthermore, Infiniti Mall Malad recently introduced the globally acclaimed indoor trampoline park sensation, BOUNCE.***

With the aim of creating a world of infinite experiences for customers, Infiniti Mall curates an extensive range of products and immersive moments through these distinguished brands at both locations. ***GAP, an iconic name in fashion and accessories, will showcase the latest trends for men, women, and children. Haldiram's, renowned for its mouthwatering Indian snacks and sweets, will delight food enthusiasts with its irresistible delicacies. Neeman's, a celebrated footwear brand, combines style and sustainability with its innovative and eco-friendly shoe collection, offering unparalleled comfort.***

***Additionally, Mumuso dazzles patrons with trendy and affordable lifestyle offerings, catering to the fashion-conscious. Tira, known for exquisite beauty products and accessories, infuses elegance and refinement into the shopping experience.*** Lastly, Wonderchef, a leading kitchenware and cookware brand, equips culinary enthusiasts with premium tools to enhance their cooking journeys. These upcoming stores will serve as treasure troves of emerging brands and distinctive products, inviting customers to embrace new and exciting discoveries.

Gaurav Balani, DGM - Marketing at Infiniti Mall, expressed his excitement said, "We are thrilled to welcome these prestigious brands to the Infiniti Mall family. Our focus has always been on growth and providing value to our customers throughout Mumbai. With over 250+ brands, we aim to expand the retail market and create a holistic experience at our one-stop shopping mall. We are delighted to host the first standalone store of the coveted brand, GAP, while offering a plethora of choices for shopping enthusiasts. With these new launches, we are excited to continue spreading the joy of shopping and dining that caters to all age groups."

Infiniti Mall's addition of these new stores exemplifies its commitment to delivering a remarkable shopping and dining experience that aligns with the evolving preferences and demands of valued customers. ***Visitors to Infiniti Mall in Malad and Andheri can expect an elevated level of satisfaction, with an expanded assortment of options ensuring a truly memorable visit.***

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## STORES

## Licious Expands Offline Presence with Five New Stores in Delhi-NCR Region, Redefining the Retail Experience in India

BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 14, 2023 / 4 MIN READ



India's beloved meat brand, Licious, is strengthening its offline presence with the launch of five new Licious Stores in the Delhi-NCR region. These stores aim to revolutionize the traditional meat-buying experience by offering an immersive space for dedicated Licious fans. In addition to a wide range of meat and seafood products, most stores also provide restaurant-like dine-in services, creating an ideal hangout spot for enjoying Tandoori Chicken or Mutton Galouti Kebabs with loved ones. **Visit any of the stores at Pacific Mall in Dwarka, Galleria Market in Gurugram, Sector 43 Vypaar Kendra or AIPL Joy Street in Gurugram, or Atta Market in Noida for a delightful encounter with your favorite Licious treats.**

Shaily Saluja, Business Head and VP - Exclusive Brand Outlets, Licious said, "Since its inception, Licious has been on a mission to provide consumers with better quality meat and seafood. Creating touch points for consumers, whether through online or offline mediums, is imperative. Through our exclusive brand outlets, our aim is to establish a tangible point of interaction between the brand and its loyalists. What's more, is that these outlets are redefining the norms of regular retail outlets by offering a relaxed dine-in vibe to enjoy our products and soak in the Licious experience. The launch of the five new stores in Delhi NCR region is a mark in the brand's commitment to enabling access and ease for consumers by building on its omnichannel presence."

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The new Licious Experience Stores not only offer a diverse range of Licious products but also feature knowledgeable meat technicians who guide customers in their purchasing journey and provide advice on selecting the right cuts or products based on their preferences. *The store decor, in true Licious style, exudes warmth and hospitality with red and white hues, providing ample seating for a quiet meal or an enjoyable gathering with loved ones.* In Delhi, the spacious Licious Experience Store is conveniently located near Dwarka Sector 21 metro station, with seating for 20, making it an ideal destination for relishing a meaty meal with friends and family.

In Gurugram, you can experience Licious at the vibrant and lively AIPL Joystreet near Golf Course Extension Road, at Galleria Market, a beloved destination for food enthusiasts, shoppers, and explorers, and at Vyapar Kendra in Sec 43, a bustling commercial hub catering to all your shopping needs. In Noida, satisfy your cravings for Licious at Atta Market, one of the most popular shopping spots, where the store offers seating for 8 and brings your desired Licious Kitchen to life. *With cozy seating arrangements accommodating 10 covers at AIPL and Galleria, Vyapar Kendra serves as a convenient stop for quick meat purchases. To top it off, these stores also offer enticing brand merchandise such as aprons and chopping boards, adding an extra touch of Licious charm to your experience.*

[Licious](#)[Expansion news](#)[Store launch](#)[retail india](#)[Next Story](#)

STORES

## Tumbledry's Rapid Retail Expansion Revolutionizes India's Laundry Industry



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 13, 2023 / 6 MIN READ



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Tumbledry, a leading laundry and dry clean services provider, is making remarkable progress towards its ambitious target of opening 2000 stores in India by 2025. ***The company's exponential growth presents a significant opportunity for emerging entrepreneurs in tier I and tier II cities.***

***In its franchise-based business model, Tumbledry has successfully captured 56 percent of the organized laundry market, offering entrepreneurs the chance to tap into the surging demand for laundry services.*** Tumbledry provides comprehensive support to its franchisees, including training, operational guidance, marketing assistance, and promotional activities. This robust support system has enabled franchisees to establish thriving stores and achieve substantial business growth in collaboration with Tumbledry.

Since December 2022, Tumbledry has launched an impressive 189 stores, setting a new industry standard by opening one store per day over the past six months. ***This extraordinary pace of expansion demonstrates Tumbledry's commitment to pushing boundaries and consistently expanding its presence. Notably, in the months of March, April, and May 2023 alone, Tumbledry introduced an impressive total of 25, 35, and 30 stores, respectively.***

Tumbledry currently has over 70 stores in progress, scheduled to go live in June and July 2023. ***These upcoming store openings will span across various cities in India, including Bangalore, Hyderabad, Mumbai, Pune, Nagpur, Patna, Jammu, Ranchi, Kolkata, Kashipur, Barpeta, Sonari, Silvassa, Shimla, Giridih, Bokaro, Gulbarga, Hubli, Kozhikode, Kollam, Barmati, Erode, Jaunpur, and Sodepur.*** By expanding its presence to these diverse locations, Tumbledry aims to enhance the accessibility and efficiency of its exceptional laundry services for people across different regions.

Tumbledry's impressive growth has been driven by its quarter-on-quarter expansion. Within a span of just 48 months, the company has achieved remarkable success, operating 604 stores in 198 cities. ***Data reveals that a significant 40 percent of Tumbledry's franchise partners come from Tier II and Tier III regions, demonstrating the company's commitment to reaching customers beyond major metropolitan areas.***

Gaurav Nigam, Founder at Tumbledry said, "We are incredibly proud of our rapid growth and expansion efforts. Gaurav Nigam, Founder at Tumbledry. "By opening one store per day, we are determined to make our high-quality laundry services accessible to more customers throughout the country. Our expansion reflects our commitment to revolutionizing the laundry industry and providing exceptional growth in the industry."

Setting itself apart from other service providers, Tumbledry prioritizes transparency, high-quality service, and customer convenience. The company utilizes cutting-edge machinery and chemicals sourced from Sweden, America, and Germany. ***It also operates an in-house academy to train its washermen and pressmen, ensuring the utmost care in handling clothes. With a strong focus on hygiene, Tumbledry processes each customer's clothes separately and guarantees 99 percent stain removal using specially developed chemicals.*** Customers can witness the cleaning process in live stores and track their orders through the mobile app, which offers free home pickup and delivery. These unique features distinguish Tumbledry from other laundry service providers.

***Despite the Indian laundry service market's vast size, valued at \$35.83 billion in 2020 and estimated to be worth Rs 2.2 Lakh crore, 96 percent of the industry remains unorganized. Tumbledry aims to tap into this growth offering franchise opportunities,***

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*providing a chance to be part of a rapidly expanding industry with a high return on investment.* The company's franchise model has enabled it to penetrate smaller cities and towns, where the demand for quality laundry and dry cleaning services is on the rise.

Tumbledry is diligently working towards addressing the laundry and dry cleaning needs of half a billion urban Indians by launching 2000 live stores by 2026. The company's goal is to cover all Tier I, Tier II, and Tier III cities, establishing a hyper-local presence with a Tumbledry store within every 3 km radius. *This strategic expansion plan aims to ensure that everyone, regardless of their location, has access to high-quality laundry and dry cleaning services.*

Laundry

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STORES

## Kottail Milano Set to Expand Retail Presence in India, Targets Tier II Cities with 40 New Stores



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 12, 2023 / 4 MIN READ



Kottail Milano, a prominent Indian clothing brand renowned for delivering the latest fashion trends, is preparing to expand its retail footprint across the country with the opening of 40 exclusive stores in 2023. *The primary focus of this expansion will be on tier II cities in northern Indian states such as Rajasthan, Uttar Pradesh, and Uttarakhand.*

Founded in November 2016 by Anil Bansal, Kottail Milano, based in New Delhi, has been a trailblazer in fashion clothing, offering a diverse range of products including shirts, t-shirts, jeans, trousers, formals, suits, sweatshirts, jackets, woolens, and other menswear items. *Over the past few years, the brand has alr* [Open in App](#) *1 a strong presence in Delhi NCR,*

**Rajasthan, Haryana, Punjab, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Bihar, Jammu and Kashmir, Uttarakhand, and Jharkhand.** In April and May 2023, Kottail Milano also inaugurated new stores in Haldwani (Uttarakhand), Shamli (Uttar Pradesh), Jewar (Uttar Pradesh), Faridkot (Punjab), Neemuch (Madhya Pradesh), and Narela (New Delhi).

In fact, within its 7 years of existence, Kottail Milano has successfully opened over 100 brand outlets, with a turnover of Rs 50 crore. The clothing brand is projected to generate a revenue of Rs 100 crore for the fiscal year 2023-24. ***The new retail expansion plan targeting tier II cities across India is expected to further solidify its position in the country with its unique designs and contemporary apparel selections.***

Mayank Bansal, Director at Kottail Milano said, "We are extremely excited to open around 50 new stores as part of our expansion strategy. We have witnessed significant traction in tier II cities, and this planned retail expansion will be a crucial milestone in our goal of opening 500 stores in the next 3 years. Additionally, this step will enable us to venture into new categories such as womenswear, kidswear, activewear, and footwear."

Kottail Milano brings the latest fashion trends at unbeatable prices without compromising on quality. ***Their product range encompasses casual wear and formal wear, offering an extensive collection that caters to every taste and occasion. The New Delhi-based clothing brand places great emphasis on style and comfort in its designs, ensuring ultimate value for money.***

Expansion news

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retail india

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STORES

## CoutLoot Launches First Store in Mumbai, Plans 50 Stores by Year-end



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 12, 2023 / 4 MIN READ



CoutLoot, India's pioneering online non-grocery retail aggregator, has made its foray into the offline realm with the opening of its inaugural store in Mumbai. The retail tech player has ambitious plans to establish 50 additional stores by the year-end, targeting regions such as Uttar Pradesh, Maharashtra, Gujarat, and Delhi. ***These stores will serve as a platform to revamp and standardize existing small retail shops that already form part of CoutLoot's network, selling unbranded merchandise.***

With each store ranging from 200 to 1000 sq ft, CoutLoot aims to emulate the success of Oyo in the hospitality industry by providing infrastructure and technology to empower these small retailers in scaling their businesses.

Jasmeet Thind, Co-Founder of CoutLoot said, *"This move aims to create a significant impact both offline and online, benefiting our partner seller stores by enabling better sourcing, faster selling, and broader marketing reach. Ultimately, we aim to help them grow into larger-scale businesses while catering to India's mass consumer segment. Leveraging CoutLoot's technology and data, these stores are expected to double their sales within the first year, thanks to improved sourcing and wider selling channels."*

Presently, the existing small retailers generate monthly sales ranging from Rs 70,000 to 5 lakhs. ***Through a partnership with CoutLoot, they will gain access to a broader customer base, increased sales, and enhanced operational efficiency.***

CoutLoot's decision to transform these stores into branded outlets aligns with its broader vision of providing end-to-end services within its partner network, thereby establishing a vertical technology company in the non-grocery retail sector. ***The company aspires to offer technology-driven solutions across various business layers, fostering a seamless and interconnected ecosystem for retailers and customers.***

With the introduction of CoutLoot's branded stores, customers can anticipate a more streamlined shopping experience, while small retailers can leverage the company's technology and expertise to expand their businesses.

Rakesh its owner said, "This collaboration represents an innovative and distinctive approach to retail business. The undeniable positive impact of this venture gives me hope that CoutLoot will continue to expand its reach and attract more businesses like mine. I anticipate a threefold increase in footfall and sales at this transformed store in the coming months."

*CoutLoot plans to monetize this expansion through marketing services, earning margins by assisting sellers in creating and launching their own mini-brands, and charging fees for the utilization of tech solutions and data intelligence.*

CoutLoot

Expansion news

retail india

Next Story

STORES

## Shoppers Stop and Estée Lauder Group Launch Exclusive SS Beauty Store in Chandigarh, India



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 12, 2023 / 4 MIN READ



Retail powerhouse Shoppers Stop, renowned as India's premier fashion and beauty destination, proudly announces the opening of the exclusive SS Beauty store in Chandigarh's Elante Mall, in collaboration with Estée Lauder Group, a global leader in skincare, makeup, and fragrance products.

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*Chandigarh, recognized for its discerning consumers and high-spending population in the beauty industry, serves as the perfect location for this exquisite beauty destination. With a keen sense of style and a penchant for beauty among the city's residents, SS Beauty is poised to make a significant impact in the market.* This launch signifies SS Beauty's groundbreaking approach to revolutionizing the beauty retail sector, leveraging its extensive retail network combined with Estée Lauder Group's unmatched extravagance.

*Spanning across 1200 sq.ft., the SS Beauty store is dedicated exclusively to Estée Lauder Group's esteemed brands, including MAC, Clinique, Tom Ford, Jo Malone, and Kilian. The store's inauguration was graced by Himanshi Khurana, a prominent actor, singer, and model.*

Biju Kassim, Customer Care Associate and President Beauty at Shoppers Stop said, "Our enduring partnership with Estée Lauder Group has been characterized by remarkable vision and dedication. By introducing the exclusive Estée Lauder Group SS Beauty store in Chandigarh, we are setting new benchmarks in beauty retail, providing customers with unparalleled access to the world's best beauty brands."

Rohan Vaziralli, General Manager of Estée Lauder Companies India said, "Our collaboration with Shoppers Stop has significantly expanded our presence in India. We are immensely proud to join forces with them to deliver quality beauty experiences to our consumers. We have plans to open more exclusive SS Beauty stores across India, intensifying our reach."

SS Beauty at Elante Mall, Chandigarh, invites beauty enthusiasts to immerse themselves in a world of transformative products and unforgettable experiences. The store offers a diverse range of services, including beauty masterclasses, make-over services, skincare consultations, fragrance discovery stations, gifting options, and personalized services. ***These stores curate the finest assortment of makeup, skincare, and fragrance brands, catering to the unique beauty needs of every consumer.***

Shoppers Stop

Estée Lauder Companies India

collaboration

Store launch

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STORES

## HRX by EatFit Announces Launch of HRX by EatFit Offline Stores, Paving the Way for a Healthier Retail Experience in India



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 05, 2023 / 5 MIN READ

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EatFit and HRX by Hrithik Roshan have unveiled HRX by EatFit offline stores, solidifying their joint commitment to enhance people's lifestyles and promote healthier choices through nutritious food. This momentous milestone signifies the growth and success achieved in their partnership, which began in July 2022. *The expansion to offline stores under the 'HRX by EatFit' brand heralds a new era in their collaboration, providing customers with an opportunity to firsthand experience the brands' offerings.*

HRX, founded by Hrithik Roshan and Exceed Entertainment, stands as India's premier indigenous fitness brand, dedicated to nurturing users with healthy options for fitness and nutrition, empowering them to become the best versions of themselves. *The brand encompasses a wide range of products, including fitness apparel, footwear, accessories, sports equipment, home gym equipment, bicycles, and smart wearables.*

Since the inception of the EatFit and HRX partnership, HRX by EatFit has witnessed remarkable growth. With quarterly revenue doubling and an annualized revenue of Rs 25 crore, the brands are embarking on the launch of 10 offline stores, with a visionary goal of reaching 150 stores by 2025. *These stores will primarily target major metro cities, gradually expanding to Tier I cities to cater to a broader audience. Strategically located in food courts, fitness studios, and malls, these offline stores ensure accessibility, visibility, and an immersive experience for customers.* The menu offerings encompass a diverse range of health bowls, health jars, smoothies, and smoothie bowls, combining convenience with optimal nutrition.

Hrithik Roshan, Founder, HRX stated, "I am thrilled to witness the expansion of our partnership with EatFit through the launch of our offline stores. HRX aims to provide holistic solutions for a healthier lifestyle, and proper nutrition is essential to our vision. The shared values between EatFit and HRX are deeply interconnected, and we take pride in this synergy. It is my hope that the HRX by EatFit offline stores will enable individuals to access nutritious meals on the go."

Ankit Nagori, Founder, Curefoods, said, "At EatFit, we firmly believe that making healthier choices should be an integral part of everyone's lifestyle. Our partnership with HRX has always revolved around this shared vision. The offline stores will serve as a firsthand showcase of the unique proposition of EatFit and HRX, emphasizing the importance of specially crafted nutritional meals for a healthy lifestyle. I believe that this move will raise awareness among people about the significance of consuming a nutritious diet, and it will contribute to the success of our partnership with HRX."

*This launch represents a significant stride forward as EatFit and HRX continue to prioritize the health and well-being of their customers through their collaborative efforts.* By blending nutrition and fitness, these brands are poised to make a lasting impact on the health and fitness landscape.

HRX

collaboration

Store launch

Sustainable Initiative

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STORES

## Miniklub Expands Retail Presence in India with the Opening of Flagship Store in Chennai



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 05, 2023 / 3 MIN READ



Miniklub has inaugurated its third flagship store in Chennai, located in Anna Nagar. The store launch was graced by the presence of the Chief Guest, Shri G.K.Vasan, MP and President of Sri Thiyyaga Brahma Mahotsava Sabha, Thiruvaivaru. *Spanning over 2000+ sqft, the newly opened*

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*store offers a wide range of safe and comfortable apparel and non-apparel items for newborns to 8-year-olds.*

Since its establishment in 2013, Miniklub has rapidly grown as an omnichannel brand, with a strong presence in over 450 multi-brand outlets, leading e-retailers, and exclusive brand stores, both physical and online. *With 55 exclusive brand stores in 28 cities, Miniklub draws inspiration from the spirit of childhood and prioritizes the comfort and safety of babies in its product designs. The brand takes pride in employing sustainable manufacturing processes while delivering top-quality products to the market.*

*Following the successful operation of stores in Nexus Vijaya Mall and Marina Mall, the new Miniklub store in Annanagar is poised to provide parents with a spacious and thoughtfully designed shopping experience.* It brings together the latest newborn essentials, baby wear, footwear, toys, branded travel accessories, baby care products, and much more under one roof.

*In addition to its physical stores, Miniklub also caters to customers across India through various e-commerce platforms such as Amazon, Myntra, Flipkart, and Ajio.* Furthermore, the brand operates its own D2C platform at [www.miniklub.in](http://www.miniklub.in), offering convenient nationwide delivery.

Store launch

Expansion news

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Next Story

STORES

## India's Leading Apple Retailer, Imagine, Unveils New Store at Nexus Koramangala Mall in Bengaluru



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 05, 2023 / 3 MIN READ



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Imagine, the top Apple retailer in India announced the highly anticipated opening of its new store at Nexus Koramangala Mall in Bengaluru.

*Spanning over 2,500 sq ft, the store showcases the complete range of Apple products along with a wide variety of accessories on prominent display.* Additionally, customers can benefit from convenient in-store repair services. Interestingly, this location holds a special significance as it is the same spot where Imagine inaugurated India's first exclusive premium reseller store for Apple products back in 2004.

*In celebration of the grand launch, Imagine offered exclusive discounts of flat 20 percent on the iPhone 14 and 15 percent on the MacBook Air M2. Visitors also witnessed an exciting lineup of activities, including a captivating Dollu Kunitha performance, an interactive session with renowned tech guru Rajiv Makhni, a stand-up comedy act by Abish Mathew, engaging contests, VoxPop engagements, surprises, and exciting giveaways.*

Rajesh Narang, Founder and CEO of Ample Technologies shared, "Our primary goal has always been to provide exceptional service to our customers, assisting them in selecting the perfect Apple products that enhance their lives and capabilities. The unparalleled joy and satisfaction of a delighted customer is our ultimate reward. The opening of our new store at this historic location allows us to take our commitment even further and captivate our customers in new and exciting ways."

Store launch

Expansion news

Apple

retail india

Next Story

STORES

## Rs 25 cr in a Month! Apple on a Record Breaking Sales Streak in India



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 02, 2023 / 4 MIN READ



Apple has emerged as the leading electronics retail store in India, surpassing all others in terms of sales. Insider sources reveal that Apple's initial two proprietary stores in the country have achieved exceptional monthly revenues, surpassing \$2.66-3.03 million (Rs 22-25 crore) each. *These figures outperform the highest recorded revenue by any non-Diwali period electronics store in India, as reported by the Economic Times.*



According to company executives mentioned in the report, the Apple store in Mumbai, situated at Jio World Drive in Bandra Kurla Complex, has rapidly become one of Apple's top 10 owned stores. *On its opening day, the Apple Bangalore store generated revenue exceeding \$1.21 million (Rs 10 crore), surpassing the monthly earnings of several prominent local electronics stores by \$242,000-363,000 (Rs 2-3 crore).*

*It is worth noting that achieving billings of \$363,000-606,000 (Rs 3-5 crore) for establishments of this magnitude, even during the festive Diwali season, is uncommon. The second store, located in Saket at New . Open in App . CityWalk mall, boasts a higher*

**revenue per square foot.** Despite covering just over 10,000 square feet, which is less than half the size of Apple Bangalore's 22,000 square feet, Apple Saket achieves comparable revenue levels. On their opening days, both locations welcomed more than 6,000 visitors.



Company executives affirm that these two Apple-owned stores in India are setting new standards in terms of revenue and revenue per square foot. ***This accomplishment can be attributed to the significantly higher average selling price (ASP) of Apple products, contributing to increased revenue.*** The stores consistently experience substantial foot traffic and remain consistently busy, surpassing Apple's internal sales forecasts.

*"In the calendar year 2022, the average selling price of iPhones in India through offline channels was approximately \$935-990, while e-commerce platforms recorded an ASP of \$890. With the opening of new stores in India, it is anticipated that the overall ASP of iPhones will exceed \$950, with offline sales projected to surpass \$1,000," as stated by Navkendar Singh, Associate Vice President of International Data Corporation (IDC) India.*

Apple

Business Growth

retail india

Next Story

STORES

## The Yellow Dwelling Unveils New Retail Store in Delhi



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 02, 2023 / 2 MIN READ

Open in App





The Yellow Dwelling, a prominent brand known for its sustainable and visually appealing products, has inaugurated a new retail store in New Delhi. ***Situated near Ghitorni Market on Mehrauli-Gurgaon Road, the 600 sq-feet store exudes a contemporary and welcoming atmosphere, mirroring the brand's commitment to crafting bespoke and eco-friendly spaces.***

The store showcases a diverse range of products, including curtains, sheets, cushions, bedding, throws, rugs, table linens, napkins, handwoven baskets, and distinctive showpieces. ***Each collection is meticulously created, drawing inspiration from global trends and seasonal influences, utilizing premium cotton and other natural fibers.***

***Upon entering the store, customers are greeted by knowledgeable staff members who possess a genuine passion for assisting shoppers in discovering their ideal pieces.*** From providing expert guidance on color coordination to offering personalized recommendations tailored to individual tastes, The Yellow Dwelling's staff is devoted to ensuring a delightful and unforgettable shopping experience.

Explore the store and unveil the art of crafting sustainable and stunning spaces that reflect your unique style at The Yellow Dwelling. ***With its seamless blend of craftsmanship, eco-friendliness, and personalization, the brand invites you to discover the perfect harmony between aesthetics and sustainability.***

[Store launch](#)
[Home Decor](#)
[retail india](#)
[Next Story](#)

STORES

## Figaro's Pizza Expands Offline Presence in India with Two New Stores in Hyderabad and Delhi

[Open in App](#)





Figaro's Pizza, a renowned American pizza chain with a 40-year legacy, is thrilled to announce the opening of two new stores in India through its master franchise partnership with Ichakdana Food Services. *The first store, located in Hyderabad's lively Kondapur area in Telangana, and the second store, situated in Delhi's bustling Kalkaji neighborhood, promise to deliver an exquisite pizza experience to residents and visitors alike.*

Figaro's Pizza, recognized as America's most beloved quick-service restaurant (QSR), has gained a loyal following worldwide for its commitment to serving authentic flavors, premium ingredients, and exceptional customer service. *With the upcoming store launches planned for the following months, Figaro's Pizza aims to continue its nationwide expansion in India, ensuring that pizza enthusiasts across the country can indulge in an unforgettable dining experience.*

The Hyderabad store, set to open in June 2023 on Hi-tech City Rd in Kondapur, is poised to become a culinary hotspot for pizza lovers. Hyderabad's vibrant food scene and technology-driven ambiance provide an ideal setting for Figaro's Pizza to introduce its mouth-watering menu, featuring a wide variety of handcrafted pizzas, delectable sides, and irresistible desserts.

*The second store, located in the bustling market of Kalkaji in Delhi, brings Figaro's Pizza's signature flavors to the heart of the national capital.* Known for its diverse culinary landscape, Delhi offers the perfect backdrop for Figaro's Pizza to delight locals with its freshly made pizzas, renowned for their rich flavors and exceptional quality. Bringing their 40-year legacy to the city, Figaro's Pizza's cheesy delights are sure to captivate customers with their very first bite.

Venus Barak, CEO of Fran Global, Market Entry Specialists that made Figaro's Pizza India expansion possible said, "At Figaro's Pizza, we are excited to open our maiden stores at two very prime locations in the major Indian markets. We wish to expand our presence all across India and bring the unique pizza experience to even more customers. Our commitment to using the finest ingredients, handcrafted dough, and exceptional flavors sets us apart. We are thrilled to invite the residents of Hyderabad and Delhi to savour our delicious pizzas and create memorable moments with family and friends. Meanwhile, we have new stores opening soon in other states for India to experience the surreal legacy brand pizza experience!"

Figaro's Pizza has already signed 5 area developer rights in various states and regions in India and has been growing steadily through a very structured franchise & area developer network. **New stores will soon open in Jalandhar, Punjab as well as in Jaipur, Rajasthan. With the aim to have 100 stores in India by 2025, Figaro's Pizza is paving its path towards consistent growth, bringing its iconic delightful delicacies across the country.**

Pizza Brands In India

Store launch

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Next Story

STORES

## Chumbak Reopens Store in Thane



BY - [Indian Retailer Bureau](#)

Sub Editor

Jun 01, 2023 / 3 MIN READ



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Chumbak, the renowned brand specializing in contemporary home furnishings and accessories, has announced the reopening of its store at Viviana Mall in Thane. ***The brand is well-known for its design-centric collections across various lifestyle categories. The store offers a wide array of premium ceramics and woodenware for dining, as well as a range of handcrafted stainless steel and copper drinkware, blending age-old and modern aesthetics.*** It features a delightful selection of accents to brighten up any corner of your home, including planters for end tables, wall plates, and wall art décor for gallery walls.

Additionally, the store boasts an extensive collection of soft furnishings, ranging from cushions to furniture, throws, and rugs, suitable for living rooms, outdoor spaces, studies, kitchens, and bedrooms. ***For those seeking memorable gifts, the Chumbak store is the ultimate destination. It caters to all gifting needs, offering souvenirs and collectibles for NRI friends, as well as exquisite dining gift sets for friends and family who love to host.*** The gift sets are meticulously wrapped with premium packaging, exuding love, and care.

Vivek Prabhakar, Co-founder, Chumbak said, “We are excited to have reopened our doors at Viviana Mall with a bigger and better experience for our consumers. Viviana Mall is the preferred lifestyle shopping destination in Thane, and we’re looking forward to a great partnership to provide our customers with the best retail experience.”

Chumbak

Store launch

retail india

Next Story

STORES

## WoodenStreet Achieves Milestone with Opening of 10th Store in Delhi NCR



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Jun 01, 2023 / 4 MIN READ





WoodenStreet has accomplished a significant feat by inaugurating its 10th store in Delhi NCR, marking a major milestone for the company. ***Situated in the heart of Delhi NCR at South Extension, the new store covers a generous carpet area of 4000 sq. ft and required an investment of approximately Rs 2-3 crore.*** This expansion brings WoodenStreet's presence in the NCR region to an impressive total of 10 stores.

The newly opened studio showcases WoodenStreet's extensive collection of furniture, ranging from living room sets, bedroom furniture, and dining room sets to office furniture and various home décor items. ***Complementing the store, WoodenStreet also operates a fulfillment center in Delhi, spanning an area of 50000 sq. ft. This facility plays a vital role in enhancing WoodenStreet's operations.***

***Strategically located in Fatehpur Beri, the center aims to reduce delivery timelines in the National Capital Region and effectively handles approximately 70 percent of the order quantity in the area.*** This initiative aligns with WoodenStreet's dedication to delivering a seamless shopping experience to its valued customers.

Lokendra Ranawat, CEO of WoodenStreet said, "North India holds immense significance for us as a crucial market. The opening of our 10th store in Delhi NCR reaffirms our dedication to serving the region and signifies a major milestone in our journey. Alongside this, the fulfillment center represents another step forward in our mission to expand our reach and cater to a wider audience. We are proud to expand our presence and create new work opportunities for people in the region."

With 100+ experience stores, 30+ warehouses, and 30k+ home furniture and décor products, the brand expects to continue driving customer delight across India, including Metro, Tier-II and Tier-III cities. ***The company's commitment to quality, affordability, and customer satisfaction has driven its success. With its recent expansion into the offline market, WoodenStreet is well-positioned for continued growth and success in the years to come.***

***In April, last year, WoodenStreet secured \$30 million in Series-B funding from Westbridge Capital, a noteworthy achievement for the company.*** As part of its plans to expand nationwide, the brand announced in Oct [Open in App](#) it would invest approximately \$20



million.

WoodenStreet

Store launch

retail india

Next Story

STORES

## Craft Coffee Expands Offerings with Luxurious Criollo Chocolate Range



BY - [Indian Retailer Bureau](#)

Sub Editor

May 30, 2023 / 3 MIN READ



Craft Coffee, a renowned name in the coffee industry, is thrilled to announce the introduction of Criollo, an exquisite range of specialty chocolates that redefines the chocolate experience.

*Responding to the changing preferences of consumers who seek indulgence while prioritizing health and wellness, Craft Coffee now ventures into the world of chocolate.*

*Craft Coffee's expertise in sourcing and highlighting unique flavors seamlessly transitions into the realm of chocolate.* With a meticulous selection of the finest cocoa beans from around the world, just as they do with coffee beans, Craft Coffee ensures an exceptional chocolate experience characterized by its enticing aroma and absence of bitterness, positioning Criollo as a premium offering.

Criollo chocolate embodies a harmonious fusion of flavors, skillfully combining citrus, berries, herbs and spices, and honey with the finest cocoa to create irresistible combinations. *This thoughtful approach not only enhances the chocolate experience but also caters to health-conscious consumers seeking dairy-free, organic, and preservative-free options.*

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Craft Coffee's launch of Criollo marks a significant milestone in their journey to provide exceptional experiences beyond coffee. *To bring the chocolate experience closer to consumers, Craft Coffee will adopt a hub and spoke model, featuring experience centers showcasing the bean-to-bar journey, along with boutique chocolate cafes and convenient product kiosks for wider accessibility.* The retail space will expand to 43,000 square feet, including the launch of Criollo in four new cities, further establishing Craft Coffee's presence.

Criollo is poised to be a substantial revenue stream for the Craft Coffee brand, with its contribution expected to reach 15 to 20 percent. Cross-merchandising displays will showcase a diverse range of merchandise, offering bespoke gifting options combining coffee, chocolates, cheese, and studio pottery. *Craft Coffee remains committed to sustainability and is actively working on implementing sustainable production practices throughout its supply chain, ensuring the Criollo range aligns with conscious consumption values.*

Chocolate brands

Product Launch

retail india

Next Story

STORES

## House of Fett Unveils Captivating Flagship Store, Blending Fashion and Art



BY - [Indian Retailer Bureau](#)

Sub Editor

May 30, 2023 / 4 MIN READ



House of Fett presents a mesmerizing flagship store in Mumbai, inviting you to immerse yourself in the world of fashion and art. *Inspired by the tranquility of a seaside retreat, this captivating space in the vibrant Kala Ghoda neighborhood captures the essence of House of Fett's vision.*

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Located in the artistic heart of Mumbai, House of Fett is the brainchild of Esha Bhambri and Abhinav Gupta, dedicated to serving the modern Indian woman and her unique sense of style. ***With their new retail store, House of Fett embraces the energetic and creative atmosphere of Kala Ghoda, reflecting their commitment to diversity and exploring boundless creativity.***

*“House of Fett has found a perfect new home in the young and budding neighbourhood nestled in the heart of Mumbai. Kala Ghoda perfectly resonates with the brand’s philosophy of embracing diversity and exploring creativity. At the launch, we are also happy to present our new collection The Mediterranean Escape, which is an exquisite fusion of style and rustic charm. The aesthetic of the collection harmoniously celebrates the interiors of our flagship store,” Esha Bhambri and Abhinav Gupta, Founders, House Of Fett.*

The calming and serene vibe of the flagship store also plays the perfect canvas for its new collection 'The Mediterranean Escape', which beautifully complements the high-end fashion store. The collection draws inspiration from the sun-kissed shores and vibrant culture of the Mediterranean region.

The collection features breezy soft cottons to vibrant prints and eye-catching colours that embody the carefree spirit of the Mediterranean. ***A perfect line to the unpredictable Mumbai heat, the collection and the vibe store is the perfect combination this season.***

The cozy and breezy ambience of the store captures the essence of the coastal charm of Mumbai. ***Surrounded by a soft colour palette the store’s canvas comes decorated with rustic terracotta tiles and earthy lime washed walls.*** Serene and sublime, the interiors give way to a relaxed shopping experience along with House of Fett’s warm hospitality.

Store launch

apparel brands

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Next Story

STORES

## Tanishq Expands Offline Presence with New Store in Gurugram



BY - [Indian Retailer Bureau](#)

Sub Editor

May 29, 2023 / 4 MIN READ





Consumer appliances brand Atomberg Technologies has successfully secured \$86 million in its Series C funding round, as announced by the company. The funding was led by Temasek Holdings and Steadview Capital, with participation from Trifecta Capital, Jungle Ventures, and Inflexor Ventures, alongside existing investors. ***The capital infusion will be utilized to strengthen manufacturing capabilities, launch new products, expand offline presence in key regions, and solidify Atomberg's position in the consumer appliance market.***

In this funding round, some early investors, including A91 Partners and the Gogri family, opted for a partial exit, according to co-founder Sibabrata Das. ***Atomberg intends to leverage the funds to introduce new offerings such as mixer grinders and smart locks, as well as enhance its fan series.*** Additionally, the company aims to bolster its research and development capabilities.

Das highlighted Atomberg's impressive year-on-year growth of 100 percent in recent years. ***The company anticipates achieving profitability in FY24 and targets revenue generation of Rs 1000 crore. Das also mentioned that Atomberg has been profitable at the earnings before interest tax, depreciation, and amortization (EBITDA) level in the past two quarters.***

Atomberg, founded by technocrats and IIT Bombay alumni Manoj Meena and Sibabrata Das, specializes in brushless direct current electric motor (BLDC) fans. Avendus Capital acted as the exclusive financial advisor for Atomberg in this transaction.

Meena, the CEO of Atomberg, expressed the company's engineering-focused and product-centric approach to solving consumer problems. ***The company's proprietary technology stack drives its industry-leading products, and with the latest funding, Atomberg aims to enhance product development and expand its product suite.***

Ravi Mehta, Founder, and CIO at Steadview Capital, praised Atomberg's engineering expertise and its commitment to addressing consumer needs through innovative products. Sandeep Bapat, Partner at Trifecta Growth Equity fund, highlighted their continued investment in Atomberg, first through the venture debt fund three years ago and now from their equity corpus.

***The success of this funding round underscores the availability of ample capital for exceptional businesses, and global investors' ongoing excitement about India's digital and technology landscape, remarked Neeraj Kumar, Managing Director of Digital and***



Tanishq

Store launch

retail india

Next Story

## STORES

# Gargi by PNG and Sons Unveils First Exclusive Outlet in Pune, Redefining Fashion Jewellery Shopping



BY - [Indian Retailer Bureau](#)

Sub Editor

May 26, 2023 / 5 MIN READ



Gargi, fashion jewellery chain by P N Gadgil and Sons, has announced the grand opening of its inaugural exclusive brand outlet in Pune's Ferguson College Road (FC). ***Strategically located in Shivajinagar, this store will showcase the latest and trendiest designs by Gargi, becoming the ultimate shopping destination for fashion-conscious individuals seeking high-quality jewellery items crafted from brass and silver.***

***With existing presence in Mumbai's Shoppers Stop stores (Malad - Inorbit Mall) and Thane (Viviana Mall) in a shop-in-shop format, as well as a prominent franchise outlet in Vashi, Mumbai, Gargi by PNG and Sons has successfully filled a significant gap in the Indian fashion jewellery market.*** The brand has revolutionized the industry with its successive and adored designer collections, providing women with pieces that perfectly complement their unique personalities. In fact, Gargi's exceptional performance led to a highly successful initial public offering (IPO) debut at the Bombay Stock Exchange in late 2022.

Driven by its commitment to expansion, Gargi is rapidly growing its physical retail presence through shop-in-shop arrangements, franchise outlets, and company-owned stores. ***Following the recent launch of its first franchise*** Open in App ***Mumbai, the inauguration of the first***

**company-owned Gargi outlet in Pune took place today.** The store was inaugurated by the directors of PNGS Group, namely Govind Gadgil, Renu Gadgil, and Amit Modak, in the presence of the core team members.

Aditya Modak, Co-Founder of Gargi by PNGS said, *“We are extremely delighted and excited about the launch of our first company outlet in Pune. The primary reason why Gargi was launched as a brand was to eliminate the limitations of the contemporary fashion jewellery market in India. We have consciously focused on creating an exhaustive range of offerings, each unique and telling its own distinct story. The response from our customers has been phenomenal, and the company has crossed several milestones in its journey, including a dream debut at the Bombay Stock Exchange towards the end of last year. With the opening of our first exclusive Gargi outlet, we are now set to become one of the few fashion jewellery brands with such a high-voltage presence in the market. Soon, we will amplify our market coverage and Gargi’s accessibility further by launching more such company-owned outlets. We endeavor to take every possible step to deliver great jewellery experiences for our customers across India.”*

Named after the ancient Indian female scholar from the Ramayana era, Gargi is also one of the names of Goddess Durga. Drawing from both, Gargi has created a diverse range of masterpieces that create an aura of the wearer being beautiful, honest, stylish, fearless, and scholarly. **Based on the iconic P N Gadgil and Sons brand, an entity with over rupees 10,000 crores in annual turnover, Gargi has been maintaining similar levels of operational excellence, customer understanding, and quality. These factors have led the brand to a whopping success in its IPO debut.**

Store launch

retail india

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Next Story

STORES

## Muscle and Strength India Expands Retail Footprint in Haryana, Opens Third Store



BY - [Indian Retailer Bureau](#)

Sub Editor

May 25, 2023 / 6 MIN READ

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Muscle and Strength India has extended its retail presence in Haryana with the inauguration of its third store in Panipat. ***This new store, located at Huda, Panipat, was inaugurated by the well-known Fitness Model and Influencer, Mohmmad Iqbal. The company already operates stores in Panipat and Rohtak, making this it's third store in Haryana.*** Muscle and Strength India aims to expand its reach in Northern India by pursuing franchisee opportunities, and taking advantage of the thriving nutritional supplement industry in the country.

Currently, Muscle and Strength India has approximately 15 stores in North India, spanning New Delhi, Punjab, Rajasthan, Haryana, Jammu and Kashmir, and Uttarakhand. With over 50 percent market share in the Northern region, the brand plans to fortify its presence by opening 20 additional stores within the next year.

***Muscle and Strength India presently boasts 25 stores in multiple cities, offering an extensive selection of more than 1000 fitness supplements and nutrition products from over 42 renowned brands.*** These products cater to athletic performance, fitness, and overall well-being. Alongside its expansion strategy, the company will also establish partnerships with various gyms nationwide and introduce a broader range of products in the near future.

***“We are delighted to introduce our third store in Haryana. It has been our top priority to widen our network and deepen our penetration pan India. Our new stores are also a testament to our unwavering commitment of providing genuine and economically priced supplements which have increased consumers’ trust in our brand. Apart from metros, we are also witnessing demand in tier II and tier III cities where the availability of the latest, genuine, and economically priced supplements is still a challenge. Our ideal target audience is those who are interested in fitness and sports nutrition, gym-goers, sports enthusiasts, health gurus, health-conscious individuals, etc,”*** said Praveen Chirania, Founder, Muscle, and Strength India.

*"I am happy to be here in Panipat and advocate healthy ways to be fit and use genuine health supplements. We are witnessing a paradigm shift in consumer mindset to adopt self-care with a focus on holistic well-being and strengthening immunity, which is further strengthening the market of dietary supplements. Maintaining good health and being fit is a modern-day need among all generations today. However, it is important to make the distinction between genuine and fake supplements and hence one should buy them from genuine dealers of reputed brands," said Mohmmad Iqbal, Renowned Fitness Model, and Influencer.*

*"The driving factor of the dietary supplements market is the increasing health consciousness and proactive health mindset amongst the consumers now. We are happy to join hands with Muscle and Strength India which has become one of the fastest-growing retail chains in the health supplement market in India. In a short span of time, Muscle and Strength India has already made its mark with its authentic and genuine products," said Sumit Grover, Store Owner, Muscle and Strength India.*

Founded in 2018 by Praveen Chirania, Muscle and Strength India is a leading brand in the supplements space today endorsed by celebrities and athletes like Mika Singh, Shreyas Talpade, and Tarun Gill amongst others. ***The company offers a comprehensive range of genuine high-quality fitness supplements and nutritional products across categories such as proteins, vitamins, minerals, herbal supplements, etc manufactured by international fitness brands under a single roof.***

***Committed to providing world-class fitness supplements and nutritional products, Muscle and Strength India is creating a niche for itself by creating a mark as one of India's leading health supplement brands, providing high-quality, authentic products to fulfill the demands of new-age customers.*** Muscle and Strength India aims to expand in the near future and further launch products in various variants, focusing on different health and wellness categories and segments.

Dietary supplement

Expansion news

retail india

Store launch

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STORES

## Boult to Expand Service Centers Nationwide, Targeting 250 Locations by 2023



BY - [Indian Retailer Bureau](#)

Sub Editor

May 24, 2023 / 5 MIN READ

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Boult, a home-grown brand at the forefront of innovation in consumer electronics, is gearing up to expand its network of service centers to 250 by the end of 2023. Currently operating 183 service centers across 28 states, encompassing 146 cities and a staggering 7400 pin codes, Boult has established itself as a leading provider of cutting-edge audio technology in India. *In 2022, it achieved the remarkable feat of becoming India's second-largest audio brand by selling a TWS (True Wireless Stereo) device every 5 seconds across all marketplaces. Boult's physical service centers offer customers unparalleled convenience and flexibility.*

Driven by a strong commitment to achieve a gross revenue of 1000 crore and localize 70 percent of raw materials under the Make in India initiative by the end of the fiscal year, Boult is actively working towards increasing its customer touchpoints by building a robust network of service centers. *Currently, Boult's service centers cover a quarter of the country's total pin codes, and the brand aims to expand this coverage by 37 percent.* This expansion will enable Boult to reach deeper into the country, including tier II and tier III cities. *Despite its massive online presence, Boult recognizes the importance of offline presence and intends to leverage its online presence to establish a strong offline presence in the future.*

*"In order to accomplish our set goals and continue the stride of 100 percent year-on-year growth, we require more service centres where consumers can avail direct benefits from our end-to-end services. This expansion plan will work impeccably in the direction of the aforementioned future growth trajectory. Our approach to placing these service centres is unique as we follow a proper mathematically calculated strategy when we finalize the locations of these service centres. It enables the brand to carefully map areas of high demand for its products and services and then identify key locations where maximum penetration can be achieved while considering an area that serves to maximum pin codes around. Having this strategy will ensure increased reachability with more customers developing interest towards innovative and exceptionally stylish Boult products,"* said Varun Gupta, Co-Founder, and CEO, Boult.

In addition, Boult's customer support is phenomenal in addressing customers' grievances. The products come with a one-year warranty and special services such as home delivery of replaced or fixed defective products absolutely free. [Open in App](#) | sometimes a pick-up facility as well.

*Boult Audio's interactive voice response (IVR) lines and chatbot technology ensure that customers receive prompt and effective assistance when they need it most. This robust customer support infrastructure has purveyed the brand to win the trust of millions of Indian consumers, with roughly 2 million verified customer evaluations across major e-commerce platforms like Amazon and Flipkart.*

As the front line of customer service, the customer service centres aid expert technical support, timely repairs and efficient resolution of customer complaints. ***They are equipped with state-of-the-art technology and trained staff to figure out technical glitches and provide solutions to a wide array of problems.*** Furthermore, service centres act as the bridge between the customer and the company, offering invaluable feedback and insights that help companies improve their products and services.

consumer electronics

Expansion news

retail india

Next Story

STORES

## Indian Clothing brand Kottail Milano Plans To Open 40 New Stores In 2023



BY - [Indian Retailer Bureau](#)

Sub Editor

May 24, 2023 / 4 MIN READ



Kottail Milano, a prominent Indian clothing brand known for its commitment to delivering the latest fashion trends, is preparing to expand its retail presence nationwide by launching 40 exclusive stores in 2023. ***The main focus of this expansion initiative will be on tier 2 cities in the northern states of Rajasthan, Uttar Pradesh, and Uttarakhand.***

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*Established in November 2016 by Anil Bansal and headquartered in New Delhi, Kottail Milano has been a trailblazer in the fashion industry, offering a range of men's clothing products such as shirts, t-shirts, jeans, trousers, formals, suits, sweatshirts, jackets, woolens, and more.* Over the past years, the brand has already established a strong presence in various regions including Delhi NCR, Rajasthan, Haryana, Punjab, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Bihar, Jammu and Kashmir, Uttarakhand, and Jharkhand. Recently, in April and May 2023, Kottail Milano opened new stores in Haldwani (Uttarakhand), Shamli (Uttar Pradesh), Jewar (Uttar Pradesh), Faridkot (Punjab), Neemuch (Madhya Pradesh), and Narela (New Delhi).

*In its seven years of operation, Kottail Milano has successfully established over 100 brand outlets and achieved a turnover of Rs 50 crore. The brand is also projected to generate a revenue of Rs 100 crore for the fiscal year 2023-24.* Moreover, the upcoming expansion plan, targeting tier 2 cities in India, aims to further strengthen its presence in the country by showcasing its unique designs and contemporary apparel selections.

Mayank Bansal, Director at Kottail Milano said, “We, at Kottail Milano, are very excited by the prospect of opening a total of around 50 new stores as part of our expansion policy. We have witnessed a tremendous level of traction in tier II cities and the planned retail expansion will be an important milestone in our objective of opening 500 stores in the next 3 years. The latest step will also help us navigate our way into newer categories like womenswear, kidswear, activewear, and footwear.”

Kottail Milano brings the latest fashion trends at unbeatable prices without ever compromising on quality. Their products range across casual wear, and formal wear, as well as an extensive collection that offers something for every taste and occasion. *The New Delhi-based clothing brand is one that puts great emphasis on style and comfort in its designs, which are guaranteed to bring forth ultimate value for money.*

clothing brand

Store launch

Expansion Plans

retail india

[Next Story](#)

STORES

## BLive Expands Presence in Telangana with Fifth Multi-Brand EV Store in Nalgonda



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 23, 2023 / 6 MIN READ

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BLive, a leading player in the electric vehicle (EV) industry, has further solidified its footprint in Telangana by opening its fifth multi-brand experience store in Nalgonda. The store's inauguration took place in the presence of esteemed individuals including Kancharla Bhupal Reddy, MLA of Nalgonda, and Gadari Kishore Kumar, MLA of Thungathurthy. *The brand's expansion in the state is driven by the growing global awareness of electric mobility as well as the escalating fuel costs, both of which have generated significant interest among consumers.*

The BLive EV Store offers a diverse selection of electric vehicles from various renowned EV brands, along with expert support, easy financing options, and exciting offers. *Customers can now choose from a range of electric scooters, bicycles, motorcycles, and delivery vehicles, with the option of monthly installments as low as Rs 2,000.* This affordability factor has facilitated the transition to electric mobility for over 2,500 families and businesses through BLive's extensive store network. The brand aims to open over 100 stores by the end of the current financial year.

At the BLive multi-brand store, customers can explore an extensive collection of electric vehicles from well-established brands such as Batt:re, Pure EV, Gemopai, iVoomi, Kinetic Green, Hero Lectro, LML-Detel, E-Motorad, and more. Among the notable offerings is the highly anticipated Batt:re Storie, a sleek and high-speed e-bike that stands out in the Batt:re lineup. *With its expanding network of stores and a wide range of EV options, BLive continues to drive the adoption of electric mobility in Telangana and provide customers with an enhanced EV buying experience.*



Samarth Kholkar, CEO and Co-Founder, BLive said, *“The people of Telangana have welcomed us with open arms; we are excited to open our 5th store here. The store will provide the masses with the opportunity to ‘try and buy’ EVs for a confident transition to electric mobility. The store will also facilitate Ease of Ownership and the option to buy or rent EVs, along with home demos and easy finance options. In addition to providing a range of environmental and economic benefits over conventional vehicles, electric vehicles are also powerful and reliable. Interested consumers can visit our store to learn more about the benefits of EVs, learn about the various types of EVs available, have the myths surrounding their use debunked, and also learn about available financing options. We are committed to helping consumers make the transition towards a cleaner, greener, and economical mobility option.”*

Telangana is rapidly emerging as a hub for electric vehicles and energy storage systems. The State’s pioneering move of developing a policy for the e-mobility segment adds to its attractiveness as an investment destination for this sector. ***Telangana’s Electric Vehicle and Energy Storage Systems Policy 2020-30 intends to achieve a substantial reduction in the total cost of transportation for personal and commercial purposes, building upon the foundation laid down by the Centre’s FAME-II scheme to promote the adoption and manufacturing of EVs.***

According to Telangana’s EV policy, the government had said it will waive the road tax and registration fees entirely for the first 2 lakh electric two-wheelers that have been purchased and registered within the state. ***The policy wishes to promote the recycling and cascading of batteries used in EVs, and the policy seeks to establish Telangana as a global centre for R&D within the electric vehicle sector.***

Sandeep Mukherjee, Co-Founder, BLive said, *“We are pleased to have the support of Kancharla Bhupal Reddy and Gadari Kishore Kumar for this store launch in Nalgonda, Telangana. We are happy to note that the State EV policy of Telangana actively encourages and promotes the usage of electric vehicles as a mode of transportation. While EVs are quickly gaining traction among the masses, there is mild apprehension about their performance and reliability, among consumers. We aim to debunk these myths by providing the consumers with a holistic ‘touch and try’ experience and negate apprehensions about switching to electric, if any.”*

electric vehicle

Store launch

retail india

Next Story

STORES

## Tanishq Expands Offline Presence in Powai, Mumbai



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 23, 2023 / 5 MIN READ

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Tanishq, the leading jewellery retail brand in India under the Tata group, continues to expand its retail presence with the opening of a new store in Mumbai. ***The inauguration of the store took place at 10:30 AM and was attended by Noel Tata, Chairman of Trent and Vice Chairman of Titan Company Ltd., Ajoy Chawla, CEO Jewellery Division, Titan Company Limited, and Niraj Bhakare, Regional Business Head, of West, Titan Company Limited.***

***To celebrate the grand opening, Tanishq is offering a complimentary gold coin with every purchase\*. This special offer is valid from May 19th to May 22nd, 2023.*** The store is located at Tanishq Showroom, Ground Floor, Sentinel, Central Avenue, oppPowai Plaza, Downtown Powai, Powai Mumbai, Maharashtra 400076.

Covering an expansive area of 4000 sq. ft., the new store showcases a wide range of signature Tanishq designs, including vibrant colored stones, exquisite gold pieces, sparkling diamonds, and precious solitaires. ***It features exclusive collections like Alekhya, inspired by Indian art forms, as well as the dazzling diamond collection called Colour Me Joy - The Carnival Edit, which presents a delightful fusion of colors in its jewelry pieces.***

Moreover, the storehouses Tanishq's wedding jewellery collection from Rivaah by Tanishq, offering mesmerizing designs for brides-to-be. It also features the latest Celeste x Sachin Tendulkar solitaire collection, showcasing a stunning array of designs for both women and men, including rings, earrings, and bracelets. Each piece is meticulously crafted with intricate details and unique design sensibilities. Additionally, the store includes a Zoya Gallery and an Exclusive High-Value Zone, enhancing the shopping experience for customers.

Noel Tata, Chairman of Trent and Vice Chairman of Titan Company Ltd, Ajoy Chawla, CEO Jewellery Division, Titan Company Limited, and Niraj Bhakare, Regional Business Head, West, Titan Company Limited said, *“We are extremely delighted to launch our new store in Mumbai. At Tanishq, we keep the customers at the forefront of all our endeavours. Being the most loved jewellery brand in the country, our aim has always been to be accessible to the customers and with every new store launch, we believe we have moved an inch closer to that promise. The store houses beautiful jewellery designs in Gold, Diamond, solitaires, and Bridal jewellery to suit diverse needs. Maharashtra and its people have always been a part of Tanishq’s rich legacy, the warmth and love the brand has received over the years has enabled us in achieving this retail milestone. We hope that our customers in Mumbai will appreciate and enjoy the unmatched experience we have created at this large format store.”*

***Bearing the hallmark of Titan and the assurance of the TATA group, Tanishq has always been at the forefront of offering the purest jewellery.*** The brand believes in complete transparency and hence in each of its stores a Karatmeter is installed to make sure their customers get the best exchange price possible for their jewellery. ***The brand reaffirms the bond with its customers by offering best-in-class 100 percent Gold exchange policy. Tanishq has garnered millions of loyal customers across the country and rightfully stands as the best jewellery brand in the country.***

Tanishq

Store launch

retail india

Next Story

STORES

## Dosa Coffee Expands Presence to North India with New Outlet in Delhi NCR



BY - [Indian Retailer Bureau](#)

Sub Editor

May 22, 2023 / 4 MIN READ



Dosa Coffee, renowned for its authentic South Indian cuisine, has successfully opened its latest outlet in Delhi NCR, adding to its existing network of 8 outlets across Eastern India. This expansion marks their entry into North India, bringing the exquisite flavors of South Indian delicacies to the table.

***With a strong reputation for delivering genuine South Indian dishes, Dosa Coffee is determined to expand its presence with the same passion and dedication throughout North India.*** The launch event showcased a wide range of traditional South Indian cuisines, which received an overwhelmingly positive response. The cafe also created a warm and inviting ambiance, reflecting the vibrant culture of South India, to complement the delightful meals. The event served as a compelling testament to their commitment and ambitious spirit.

Siddhant Dalmia, Founder of Dosa Coffee said, *"With this launch, we have marked the beginning of yet another journey while bringing the unique flavours and traditions of South India to the people of North India". We cordially encourage everyone to stop by and sample the genuine flavours of South Indian food while also taking in the cosy environment and friendly hospitality of our cafe. We are eager to share with our guests our love of South Indian foods."*

Dosa Coffee, a renowned chain of South Indian cuisines headquartered in Kolkata, operates eight popular stores in the city. The chain's feats have resulted in the impending inauguration of its ninth location in Delhi, demonstrating its dedication to quality and service. With its expanding presence, Dosa Coffee is poised to become a leading player in India's coffee market. ***Dosa Coffee offers an extensive range of South Indian delicacies, from crispy dosas and fluffy idlis to steaming hot filter coffee, catering to diverse taste preferences. With a mission to spread the deliciousness of South Indian cuisine across the country, this restaurant chain is committed to expanding its presence in every corner of India.***

***The Food hub is well known for its authentic flavors and fine meals. Dosa Coffee, which is currently expanding in North India with several outlets in Eastern India, plans to open 10 to 12 outlets in Delhi-NCR over the course of the following year.*** In addition to all of this,



the brand also plans to expand by entering Tier-I and Tier-II cities over the course of the next two to three years.

Coffee

Store launch

retail india

Next Story

STORES

## Muscle and Strength India Opens New Store in Jagatsinghpur, Odisha, with Plans for Aggressive Expansion in Eastern India



BY - [Indian Retailer Bureau](#)

Sub Editor

May 22, 2023 / 6 MIN READ



Muscle and Strength India, a prominent retailer of fitness supplements and nutritional products in the country, has launched its newest store in Jagatsinghpur, Odisha. The inauguration ceremony was graced by renowned fitness model and influencer Mohammad Iqbal at the store located in Paradeepgarh, Jagatsinghpur district. *With a focus on expanding its presence in India's flourishing nutritional supplement market, Muscle and Strength India aims to pursue aggressive growth in Eastern India through franchising. Over the next year, the brand plans to strengthen its footprint in the eastern region by opening 10 additional stores.*

In recent times, Muscle and Strength India has been actively expanding its market reach and has successfully ventured into states such as Punjab, Uttarakhand, Bihar, Tamil Nadu, among others. Presently, the company operates 25 stores across various cities and boasts the widest range of fitness supplements and nutrition products, offering over 1000 items from 42+ renowned

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brands. *These products cater to athletic performance, fitness, and overall wellness. As part of its expansion strategy, Muscle and Strength India will also collaborate with various gyms nationwide, while introducing an expanded range of products in the near future.*

*"It has been our top priority to widen our network and deepen our penetration pan India. We are delighted to enter the Odisha market and we will also continue to expand our footprint in newer cities in Eastern India in coming months. Our new stores are also a testament to our unwavering commitment of providing genuine and economically priced supplements which has increased consumers' trust in our brand. Apart from metros, we are also witnessing demand in the tier II and tier III cities where availability of latest, genuine and economically priced supplements is still a challenge,"* said Praveen Chirania, Founder, Muscle and Strength India.

*"I am happy to be here in Odisha and advocate healthy ways to be fit and use genuine health supplements. We are witnessing a paradigm shift in consumer mindset to adopt self-care with a focus on holistic well-being and strengthening immunity, which is further strengthening the market of dietary supplements. Maintaining good health and being fit is a modern-day need among all generations today. However, it is important to make the distinction between genuine and fake supplements and hence one should buy them from genuine dealers of reputed brands,"* said Mohammad Iqbal, Renowned Fitness Model and Influencer.

*"We are happy to join hands with Muscle and Strength India which has become one of the fastest-growing retail chains in the health supplement market in India. In a short span of time, Muscle and Strength India has already made its mark with its authentic and genuine products. Our ideal target audience is those who are interested in fitness and sports nutrition, gym-goers, sports enthusiasts, health gurus, health-conscious individuals, etc,"* said Rakesh Kumar Nath, Store Owner, Muscle, and Strength India.

Founded in 2018 by Praveen Chirania, Muscle and Strength India is a leading brand in the supplements space today endorsed by celebrities and athletes like Mika Singh, Shreyas Talpade, and Tarun Gill amongst others. *The company offers a comprehensive range of genuine high-quality fitness supplements and nutritional products across categories such as proteins, vitamins, minerals and herbal supplements etc manufactured by international fitness brands under a single roof.*

Committed to providing world-class fitness supplements and nutritional products, Muscle and Strength India is creating a niche for itself by creating a mark as one of India's leading health supplement brands, providing high-quality, authentic products to fulfill the demands of new-age customers. *Muscle and Strength India aims to expand in the near future and further launch products in various variants, focusing on different health and wellness categories and segments.*

Health Supplement

Store launch

retail india

STORES

## Mokobara Strengthens Offline Presence in Bengaluru



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 22, 2023 / 5 MIN READ



After receiving three years of abundant 'super likes' on Instagram and successfully selling through various e-commerce platforms, Mokobara has achieved a significant milestone by launching its inaugural retail store. ***Located on the 1st floor of Phoenix Marketcity in Whitefield, Bangalore, the store warmly welcomes customers through its doors.***

*"It's only been a couple of days, but the response has been extremely positive. Our new store really helps us focus on elevating the customer journey. We want shopping to move from being transactional to an experience that offers real travel insights and expert tips on building the right travel uniform for each customer,"* said, Apoorv Sharma, Head of Retail at Mokobara.

This launch is only the first of many stores to come for Mokobara. ***The premium travel and lifestyle brand that was founded in early 2020 is now ready to open up 25 new stores in the next 18 months. Mokobara is also set to open its second retail store in Indiranagar; right in the heart of Bangalore.*** With a strong online presence built up in a mere three years, Mokobara is now omnichannel and aims to focus on engaging with its community IRL. ***In the three years they've been around, Mokobara has managed to build a community of like-minded travelers and engage with them online. By opening up our retail stores, Mokobara aims to take the next step and help them interact with their products directly.***

*"Each Mokobara is thoughtfully designed to breathe magic into your journey in subtle ways. Our retail outlets provide a great opportunity for our community to experience this,"* added, Rumman Rizvi, Head of Brand and Customer Experience at Mokobara.

*To celebrate the launch with their community, Mokobara is also running a giveaway wherein the winner stands a chance to win Rs 20K one-way ticket to anywhere!*

Since its inception in 2020, the brand has rapidly expanded its product portfolio as well. **Best known for its iconic luggage and backpack designs, the brand has championed everything from work bags to wallets to premium travel accessories like packing cubes and neck pillows.** With the launch of its new retail outlets, the brand is seizing the opportunity to build an experience around new category launches.

*“Our retail outlets will serve as an excellent space to experiment with multiple new category launches. Come September, we’ll be foraying into the handbag category. Curating an experience offline only makes it all the more exciting,”* said, Sangeet Agrawal, Founder at Mokobara.

***Mokobara is a premium travel and lifestyle brand on a mission to elevate the joy of travel for people #goingplaces.***

*“Everything we do, from our luggage to travel accessories, is designed to capture the excitement of traveling. When it comes to our design philosophy we always say ‘less but better’. We start out with clean, minimal designs and then knit-pick over the smallest details to see how we can breathe magic into it. Everything is functional. That goes without saying. Everything is designed to solve real travel problems,”* added, Navin Parwal, Co-Founder and CMO at Mokobara.

Luggage

Store launch

retail india

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Next Story

STORES

## HomesToLife Expands Offline Presence with its Franchise Store in Pune



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 22, 2023 / 4 MIN READ





Leading the industry in delivering cutting-edge motion recliners and unrivaled comfort, HomestoLife is thrilled to announce the grand opening of its franchise store in Baner, Pune, India. Since its establishment in 2016, HomestoLife has been dedicated to serving clients with top-notch furniture solutions. ***The choice of Baner, an esteemed neighborhood in Pune, reflects the company's strategic expansion plans and unwavering commitment to providing the finest furniture options to the city's discerning residents.***

***Driven by an ambitious growth strategy, HomestoLife is actively expanding its franchise network across India. The inauguration of the franchise outlet in Baner signifies a significant milestone in the company's journey, allowing the brand to reach a broader audience and establish a strong presence in the Indian market.*** With a primary focus on assisting homeowners in designing their ideal living spaces, HomestoLife takes pride in its transparent pricing policy, ensuring consistent prices across all showrooms, and offering exceptional customer service delivered by a highly professional team.

Celeste Phua, Global Brand Head, HomestoLife said, *"I am impressed by the growth of the city and think the interior sector of Pune has a lot of potential both now and in the future. People from Pune will be able to resonate with HomestoLife well because of the city's vibrant culture. HomestoLife's entry in Pune with the Make In India philosophy and the ability to customize is one of its key features."*

Varun Kant, Country Head India, HomestoLife quoted, *"With the intention of offering high-quality, competitively priced furniture, HomestoLife is expanding in India at a very fast pace. With the motto of "Make in India for India and the World," one of the largest sofa manufacturers globally, we offer the most recent worldwide styles and a 10-year quality warranty."*

Our sofas are versatile and enhance your interior décor while offering relaxation. ***Our understanding of the technology makes of sofas and our passion for minimalistic, contemporary design work together to give our customers the most comprehensive array***

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of customizable sofas in Singapore. Our leathers come in natural and family-friendly varieties with over 17 leather and fabric variations to suit their diverse lifestyle requirements.

Comfort Solutions

retail india

Next Story

STORES

## Luxmi Tea Company Expands Offline Presence with its Exquisite Makaibari Flagship Store



BY - [Indian Retailer Bureau](#)

Sub Editor

May 22, 2023 / 5 MIN READ



Luxmi Tea Company has unveiled its magnificent Makaibari flagship store, "*The Tasting Room*," at Netaji Subhash Chandra International Airport in Kolkata. This exquisite establishment caters to tea connoisseurs who appreciate life's finer pleasures. "*The Tasting Room*" has been meticulously designed to provide an elegant and sophisticated environment, where tea enthusiasts can immerse themselves in the experience of Makaibari and Luxmi Estate Teas.

With a rich heritage spanning over a century, Luxmi Tea Company is renowned for its premium-quality teas, carefully sourced from the finest tea estates in Darjeeling, Tripura, Assam, and Rwanda. *The 20-square-meter space located at the Domestic Terminal in Kolkata embodies the charm of an old British Plantation Bungalow.* It offers a captivating fusion of Bengal's architectural influence, beautiful interiors, and the captivating journey of Makaibari, creating a nostalgic and enchanting atmosphere.

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The chequered black and white floor arches pay homage to Bengal's architectural legacy, while the lithographic wallpapers transport visitors to a bygone era. Intricate wooden ceilings, paneling, and meticulously designed carpets add an extra touch of elegance to the space. Every element within "The Tasting Room" is a tribute to Makaibari's rich history and heritage. ***Adorning the walls are photographs that chronicle the captivating journey of Makaibari, showcasing its remarkable beginnings and notable events such as the G20 event. These images visually testify to Makaibari's exceptional heritage.***

The Makaibari store presents an exquisite selection of unique and rare tea blends, carefully curated by Luxmi Tea Group's accomplished tea sommeliers. These blends have been meticulously crafted using the finest tea leaves, promising an unparalleled taste experience. Whether one prefers refreshing green teas, robust black teas, or wellness teas that invigorate the senses, the store caters to every palate.

In the near future, the store will also feature organic Himalayan honey sourced exclusively from Makaibari, further expanding its range of offerings. ***Additionally, the store showcases exquisite tea wares, including beautiful tea sets, sourced from local ceramists who collaborated with Luxmi Estates to create exclusive and captivating designs.***

Rudra Chatterjee, MD, Luxmi Tea Group said, *"Though we have a store in the Bagdogra airport, this is our first major retail tea store in a metropolitan airport. We intend to open similar stores where people enjoy the finest tea. The decision will not be based on revenue but on taste. While visualizing how I wanted the store to be, I wanted people to get a small taste of a tea bungalow living room in the middle of a bustling airport. Now that it is up and running, it truly reminds me of how an estate manager would entertain guests at his Burra bungalow - warm, intimate yet spectacular."*

Luxmi Tea Group's "The Tasting Room" is the perfect destination for tea connoisseurs, looking to savor the finest tea blends, in a sophisticated and refined setting. The store is now open, and tea enthusiasts can visit and enjoy the unique tea experience

tea

Store launch

retail india

Next Story

STORES

## Tumbledry Expands its Presence with 300+ Store Launches



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 19, 2023 / 5 MIN READ

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Tumbledry, a prominent player in the laundry services industry, has extended its reach to Tier II and Tier III cities by launching over 300 stores in India during the fiscal year 2022-2023. ***This achievement brings the total count of Tumbledry stores to 500, solidifying its position as a leading provider of laundry services.*** Impressively, the company has catered to an astonishing 6.5 lakh customers, demonstrating its wide customer base and growing popularity.

Tumbledry's revenue growth has been remarkable over the past four fiscal years. Starting from a revenue of Rs 6.5 crore in FY 2019-2020, the company experienced an exponential growth of 122 percent, reaching Rs 14.4 crore in FY 2020-2021. ***Despite the challenges posed by the COVID-19 pandemic, Tumbledry continued its upward trajectory, achieving an impressive revenue of Rs 24.3 crore in FY 2021-2022, marking a significant 65 percent increase.*** The company's growth momentum soared even higher in the most recent fiscal year, FY 2022-2023, with a staggering revenue of Rs 116 crore, showcasing an extraordinary year-on-year growth of 377 percent.

***Looking ahead, Tumbledry has ambitious plans for the upcoming fiscal year, FY 2023-2024, projecting a substantial revenue of Rs 225 crore. This optimistic projection underscores the company's confidence in retaining existing customers through top-notch quality services while attracting new customers through customer-centric marketing efforts.*** The projected growth represents an astounding increase of nearly 100 percent. Additionally, Tumbledry aims to launch 500 new stores during FY 23-24, further expanding its market presence.

Setting itself apart from competitors, Tumbledry has pioneered the establishment of the country's first-ever Training Academy for Laundry Manpower. This strategic move has played a pivotal role in the company's phenomenal growth. ***In response to the escalating demand for its services, Tumbledry plans to enhance the training center's capacity and launch three additional training centers across India, solely dedicated to recruiting and training manpower for its franchisees.***



Gaurav Nigam, Founder of Tumbledry said, "We are extremely proud to have achieved this milestone, which is a testament to our unwavering commitment to customer trust, quality and convenience. Laundry is a latent problem in the everyday lives of half a billion urban Indians. In spite of being such a basic need and having huge demand, there was a complete absence of a well-organized laundry system. Tumbledry bridged this gap and people welcomed our services wholeheartedly."

Gaurav Nigam attributes the rapid growth of Tumbledry to their robust franchise model, which has facilitated rapid expansion and penetration in even smaller cities and towns, where the demand for quality laundry and dry-cleaning services is growing. He added, "By following our proven business model, our franchisees have been able to set up successful stores and grow their businesses with Tumbledry. With a strong support system in place, our franchisees receive training and guidance on operating the business and benefit from our marketing and promotional activities. Our focus is not just on opening new stores, but rather on effectively managing them. We are committed to helping our franchisees succeed and are proud to see the positive impact Tumbledry is having in communities across India."

*Tumble dry's growth story is a testament to the power of quality, innovation, and customer-centricity, and the company is poised to continue its upward trajectory in the years to come.*

Expansion news

retail india

Next Story

STORES

## Anytime Fitness Opens its 125th Club in New Delhi



BY - [Indian Retailer Bureau](#)

Sub Editor

May 19, 2023 / 4 MIN READ

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For over a decade, Anytime Fitness has been transforming lives with its motto 'Let's Make Healthy Happen.' *The enterprise provides its members with fitness coaching, a friendly, personalized service, and convenient workout options in well-equipped facilities that create an environment conducive to health and fitness.*

Equipped with cutting-edge equipment, certified personal trainers, world-class amenities and services, and friendly club culture, Anytime Fitness strives to be inclusive and cater to everyone. Its USP, 'One Membership = Global Access,' allows members to access any Anytime Fitness gym worldwide. *The enterprise offers a variety of fitness training options under one roof, including Yoga, Zumba, Kickboxing, Pilates, Tabata, and Bollywood Dance, all included with one single membership.*

Vikas Jain, MD, Anytime Fitness said, "The opening of the 125th club is a momentous occasion for Anytime Fitness. Every time a new AF Club comes into existence, it is a cause for celebration. But, the opening of the 125th Club is something different. It is an exciting time and shows that our dedication and hard work has paid off. When we brought AF to India in 2012, the idea was to create something holistic and make health and fitness a priority in everyone's life. Today, it feels like we are realizing that dream. Manifesting many more successes and achieving many more milestones!."

Sonam Bajwa said, "I want to thank you all for having me here, and congratulations to Anytime Fitness India, and the owners for opening their 125th Club in Rajouri Garden. You have encouraged everyone to be fit and healthy. I'm so happy that Anytime Fitness has opened their 2nd club in Rajouri and 125th in India. I'm so honored and so proud to celebrate this. So, thank you so much for making me a part of it. I wish you all the best in your fitness journey with Anytime Fitness."

The new Anytime Fitness Club offers a range of amenities, including strength and cardio equipment, personal training, and group classes. Members will also have access to Anytime Fitness' Global Network of over 5,500 clubs. *As Anytime Fitness continues to expand its*

reach, it remains committed to providing its members with the best fitness experience possible, and the opening of its second club in Rajouri Garden is just another step towards achieving this goal.

Expansion news

retail india

Next Story

STORES

## Wayfair Inc. Enters Indian Market with Launch of Bengaluru Technology Development Centre



BY - [Indian Retailer Bureau](#)

Sub Editor

May 17, 2023 / 3 MIN READ



Wayfair Inc., the renowned American home furnishing retailer, has made its entry into the Indian market by inaugurating its Technology Development Centre (TDC) in Bengaluru, the company said. *The establishment of this centre marks Wayfair's foray into India. In addition, Wayfair has outlined its intentions to hire 300 highly skilled technology professionals at this centre within the coming year.*

Fiona Tan, CTO at Wayfair said, "World-class talent is key to our growth, and we are excited to be in Bengaluru with its rich network of technical talent. Employees who join our Bengaluru office can expect to work in an entrepreneurial environment with freedom to innovate, with the benefits of being at an established company of over 20 years."

*To lead the new Bengaluru TDC, the company has appointed Rohit Kaila as the head of technology and site leader for Wayfair*

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*“Our establishment of the TDC in Bengaluru will enable us to assemble a team of highly talented and experienced engineers. With its digital talent pool and educational institutions, Bengaluru stands out as our preferred choice,” said Kaila.*

*As part of its ongoing global talent expansion, Wayfair has established new TDCs in North America over the last year. The company is now venturing into India, targeting the recruitment of tech professionals who can support Wayfair’s business, the release added.*

*Massachusetts-based Wayfair is an e-commerce platform that sells home improvement products. The company was founded by entrepreneurs Niraj Shah and Steve Conine in August 2002.*

Expansion news

retail india

Next Story

STORES

## Beauty Brand Jaqueline USA Opens First Store in Hyderabad



BY - [Indian Retailer Bureau](#)

Sub Editor

May 17, 2023 / 2 MIN READ



Jaqueline USA, a domestic beauty brand, has inaugurated its inaugural exclusive store in India, situated in Hyderabad. *The company has chosen Ashoka One Mall, located in Kukatpally, Hyderabad, as the venue for this new store.* With its launch, Jaqueline USA aims to offer customers a personalized shopping experience within the store premises.

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*"We are thrilled to announce the launch of our first exclusive store in India. This new store is a significant milestone for Jaqueline USA, and we are excited to bring our high-quality cosmetics and beauty products to our valued customers in Hyderabad," said Manish Asthana, COO of H&B Stores Ltd.*

Jaqueline USA is parented by H&B Stores Ltd, which is a 100 percent subsidiary of Indian FMCG giant Dabur India Ltd. *The Ghaziabad-based beauty retailer was founded in 2016 and its products are targeted to Gen-Z and millennial category.*

*"We are committed to providing an exceptional shopping experience for our customers, and our new store reflects this commitment. Our customers can expect a personalized shopping experience, expert advice on product selection, and excellent customer service," added Asthana.*

*Jaqueline USA is currently available in more than 60 cities with select retailers and on e-commerce platforms. It also has a strong presence in several countries worldwide, claims the retailer.*

beauty & cosmetics

First store launch

retail india

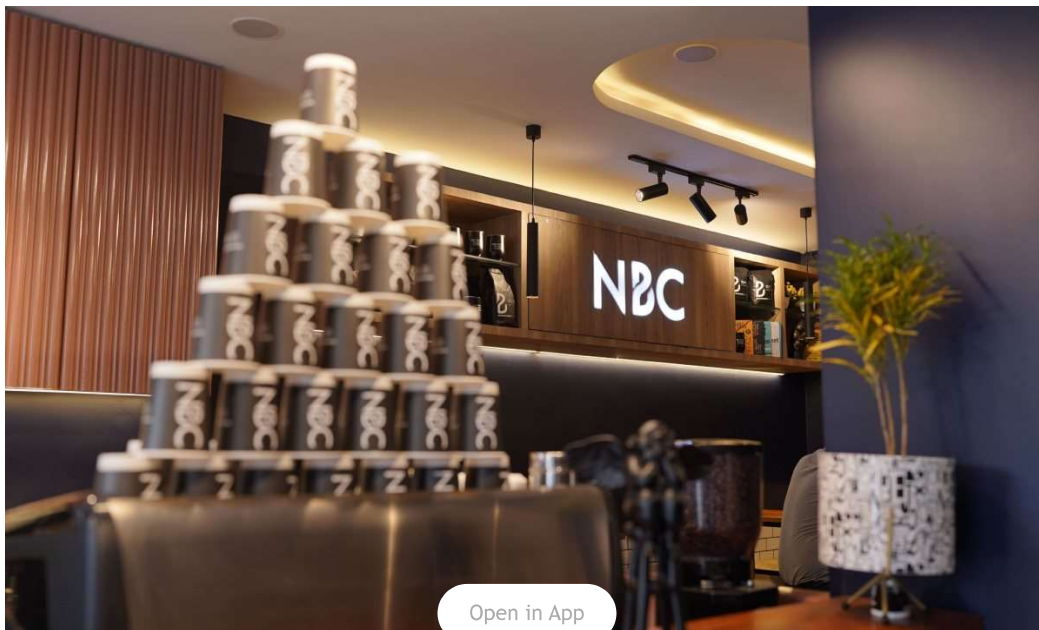
Next Story

STORES

## Nothing Before Coffee (NBC) Expands Presence with 35+ Stores Across India



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 16, 2023 / 5 MIN READ



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Nothing Before Coffee (NBC), a renowned takeaway beverage specialty chain, is delighted to offer an exclusive opportunity for people in various regions of India to savor high-quality, flavorful brewed coffee and beverages at affordable prices. ***With over 35 stores already established throughout the country, NBC has become a go-to destination for coffee lovers.***

Exciting news awaits as NBC embarks on its franchising journey in the Indian market in partnership with Building Brands For Tomorrow (BBFT). Through a collaborative agreement, NBC has joined forces with BBFT, a leading expert in restaurant franchising and startup growth consulting. With their extensive knowledge and expertise, BBFT has helped numerous restaurants and retail businesses secure investors and expand through franchising.

***This strategic partnership with BBFT will expedite the overall expansion of Nothing Before Coffee's franchise network in India, enabling more individuals to seize the opportunity and join the thriving NBC family.*** Together, NBC and BBFT are poised to revolutionize the coffee industry by bringing high-quality beverages and a remarkable franchise experience to an even broader audience.

*"At Nothing Before Coffee, we strive to provide an authentic and affordable coffee experience for all. Our vision is to become the household name for coffee and beverage cafes in Tier I and Tier II cities of India and beyond, offering a convenient and delicious coffee experience. We are proud to have created an environment where people of all ages can come together and enjoy our offerings without feeling intimidated by the complexities of coffee. We believe in the power of coffee to bring people together, and we're excited to share that with our customers,"* said Akshay Kedia, Founder, and COO of Nothing Before Coffee.

Nothing Before Coffee has its footprints spread in both Tier-I and Tier-II cities of India and currently operates in 8 states, with 35 outlets, in high footfall hubs in a systematic radius of 3-4 Kilometers between each outlet, including National Capital Delhi, Gurgaon, Hyderabad, Jaipur, Udaipur, Ahmedabad, Bhopal, Indore, Surat, Nagpur, Raipur, Kota, Bikaner, Ajmer, Jodhpur, Bhilwara, Bhilai, Raichur, Ganganagar to name a few. The coffee chain plans to open 50+ stores in India over a 12-month period.

*"There's a huge demand for coffee brands in India. The Indian coffee industry in India is valued at \$808 million and is projected to exhibit a compound annual growth rate (CAGR) of 8.9 percent from 2020 to 2025. This opens up opportunities for coffee brands in India, where the likes of Starbucks, Tim Hortons, Third Wave Coffee or Blue Tokai has still not been able to fully cater to such huge market size. Additionally, when I look at budget friendly coffee brands in India, there's not even a single market player and it's completely untapped. We are excited about this relationship and hopeful about a 360-degree expansion of Nothing Before Coffee in India,"* said Rohit Singh, Founder and CEO of Building Brands For Tomorrow (BBFT)

NBC is excited about the collaboration, as it will enable them to leverage the expertise of BBFT to achieve their business objectives. ***The partnership will also foster a culture of continuous growth, ensuring that Nothing Before Coffee remains at the forefront of the restaurant and F&B industry.***

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Next Story

STORES

## Allen Solly Expands Offline Presence in Bangalore at HSR Layout

BY - [Indian Retailer Bureau](#)

Sub Editor

May 11, 2023 / 3 MIN READ



Allen Solly has unveiled its largest flagship store in Bangalore's HSR layout, strategically situated at 27th Main Road in the heart of the city. This store presents an impressive assortment of wardrobe options for men, women, and juniors.

*Spanning 5000 sq ft of retail space, the store guarantees a captivating shopping experience with its innovative and stylish products. Allen Solly is committed to offering premium items that provide unparalleled comfort and performance to today's discerning consumers.* The opening of this store aligns with the brand's objective of expanding its range and reaching out to customers in the southern market.

The exclusive collection showcased at the Allen Solly store showcases a wide range of fresh designs and effortlessly chic styles for men, women, and juniors. Notable highlights include the new selection of suits and blazers from The Tuxedo wedding collection. *In addition, the store presents an extensive line of formal and casual wear for men, women, and juniors, along with a partywear collection and stylish casual attire for juniors.*

Richa Pai, COO, Allen Solly said, “We are delighted to announce the launch of our largest store in Bangalore. Allen Solly aims to build stronger connections with its consumers and expand its market presence. Bangalore’s response to our effortlessly stylish range has been the driving factor behind this brand-new store.”

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Allen Solly

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STORES

## Mango to Expand Presence in the US with Over 15 New Store Openings in 2023



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 11, 2023 / 4 MIN READ



Mango, a leading European fashion brand, is expanding its footprint in the United States by opening more than fifteen new stores in 2023. The focus will be on the western and southern regions of the country, marking the brand's debut in states like Georgia, Texas, and California.

*As the company celebrates the first anniversary of its flagship store on New York's Fifth Avenue, it aims to solidify its presence in the US market through the launch of new stores in cities where it is currently not established.* These cities include Los Angeles, San Diego, Houston, Dallas, San Antonio, Atlanta, Glendale, and McAllen. Additionally, Mango plans to enhance its existing presence in states like Florida.

This strategic expansion reinforces Mango's commitment to building its brand and catering to a wider customer base across the United States.

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*"The opening of over fifteen new Mango stores in 2023 represents a significant step forward for Mango to achieve its expansion targets in the United States, one of the key markets for the company in the coming years, and will allow us to strengthen our brand presence in the country," said Daniel López, Mango's Director of Expansion and Franchises.*

*The planned store openings for this year include new Mango stores in the state of Texas, where the company will open stores in shopping malls such as The Shops at La Cantera (San Antonio), Galleria Dallas (Dallas), La Plaza Mall (McAllen), Memorial City Mall (Houston) and Baybrook Mall (Houston), among others.*

Also significant is Mango's arrival in the state of California, where the group plans to open new stores in the shopping malls Glendale Galleria (Glendale) and Fashion Valley (San Diego), in addition to four stores in the city of Los Angeles: Brea Mall, Victoria Gardens, Los Cerritos and Beverly Center, located in Beverly Hills, the exclusive neighborhood of Hollywood stars.

*All of these stores will exclusively stock the Mango Woman collection, unlike the new store Mango will open in the state of Georgia which, located in the Perimeter Mall (Atlanta), will have a selling space of 570m2 and will stock products from the Woman and Man lines.*

All the stores will feature the Mediterranean-inspired store concept, New Med, which reflects the spirit and freshness of the brand. *Sustainability and architectural integration are key in this new design, which conceives the Mango store as a Mediterranean home with different rooms in which warm tones and neutral colors predominate, combined with traditional, artisanal, sustainable, and natural materials, such as ceramic, tuff, wood, marble, esparto grass and leather.*

Mango

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STORES

## Lifestyle Aims to Strengthen its Offline Presence in Next 3-4 Years



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 11, 2023 / 5 MIN READ

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Lifestyle has unveiled plans to expand its presence in India by opening a minimum of 50 new stores over the next three to four years. ***The focus of this expansion will primarily be on smaller towns and cities, which currently lack sufficient presence from large organized retail chains.***

To cater to these locations, the company intends to introduce smaller format stores, a strategy that has already yielded success in tier-II and tier-III cities during pilot tests. ***Lifestyle aims to capitalize on the trend of consumers in smaller cities transitioning from unorganized retail to organized retail chains, creating a significant avenue for the company's growth.***

Currently, Lifestyle offers both third-party brands and its own private labels. In recent quarters, the company has been actively promoting its private labels, particularly in categories such as women's and ethnic wear. ***Additionally, Lifestyle is collaborating with major developers to enhance the productivity of existing stores and drive growth in same-store sales.*** Through its private labels, the company gains more control over pricing, promotions, and other aspects, enabling them to identify market gaps and introduce products that attract customers to their stores.

The expansion plans set by Lifestyle are ambitious and will be significantly faster compared to previous years. ***Just recently, the retailer celebrated the opening of its 100th store in Raipur's Magneto Mall, marking over two decades since its entry into the Indian market.*** For the current fiscal year, Lifestyle plans to add approximately 18 to 20 stores. The company has introduced innovations in store design, adopting a new small-store format that provides extensive geographical expansion opportunities.

Devarajan Iyer, the Executive Director and CEO of Lifestyle, stated that they foresee the opening of at least 50 stores within the next three to four years, a pace much quicker than the first 100 stores. He emphasized the immense growth potential in smaller markets, where consumers are increasingly shifting from unorganized to organized retail chains. ***This shift stems from a rising aspiration level among consumers in these markets. According to Iyer, customers in smaller cities are embracing branded clothing and allocating more resources to upgrading their wardrobes.*** While these markets remain underserved by large organized retailers, online marketplaces have become the primary shopping destination for fashion.

However, with Lifestyle's entry, the company aims to offer its brands in smaller towns, not solely relying on lower price points but also witnessing robust growth in each of these smaller markets.

Iyer mentioned that, in recent years, the company's focus was on revitalizing existing stores and enhancing productivity, alongside emphasizing online sales during the challenging period of the pandemic. Furthermore, the emphasis on private labels allowed Lifestyle to identify market gaps and launch products that drive footfall to their stores. Iyer expressed the potential for Lifestyle to replicate its successful small-store format and introduce them to micro-catchments within larger metros.

Expansion news

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STORES

## Shoppers Stop Expands Offline Presence, Opens Premium Home Stop Store in Dehradun



BY - [Indian Retailer Bureau](#)

Sub Editor

May 11, 2023 / 3 MIN READ



Shoppers Stop has recently inaugurated its inaugural premium Home Stop format store in Dehradun, located within the Centrio Mall. ***This new establishment aims to provide customers with a one-stop solution for all their home decor needs.*** Notably, the Centrio Mall is also home to Shoppers Stop.

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Home Stop holds a crucial position in the company's growth strategy and has achieved remarkable success in its operational regions. ***The Dehradun store marks the 10th Home Stop format store, and it promises a unique and delightful shopping experience for customers seeking high-quality, contemporary decor and furnishings to elevate their homes.***

At the store, customers can explore a thoughtfully curated selection of furniture, bedding, bath and kitchen accessories, home decor items, and appliances, all designed to infuse homes with a touch of elegance and sophistication.

***Furthermore, the Home Stop store in Dehradun will showcase an impressive collection of renowned brands from the home decor and furnishing industry.*** Notable names such as Noritake, Ellementry, Meyer, Spaces, Spread, Ddecor, Maspar, Obsessions, Corelle, Wonderchef, FnS, Webber, Tiger, and Rosemoore will be featured, offering customers a diverse range of products from these esteemed brands. With its comprehensive offerings, the store emerges as the ultimate destination for all home decor requirements.

Venu Nair, Customer Care Associate MD and CEO at Shoppers Stop said, *"We are excited to bring our premium Home Stop format store to Dehradun, and we look forward to serving customers in the city and surrounding areas. We have curated the store's product selection to cater to the tastes and preferences of our customers at reasonable prices, and we believe that the store's opening will be a positive development for the city's retail landscape."*

Shoppers Stop's Home Stop format store in Dehradun is a one-stop shop for all your home decor and furnishing needs. ***The store's launch is an excellent opportunity for the local residents to experience comfort and style. It will also provide employment opportunities to residents and contribute to the city's economy.***

Shoppers Stop

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Next Story

STORES

## KidZania India and TVS Partners to Launch the TVS Racing Experience Centre



BY - [Indian Retailer Bureau](#)

Sub Editor

May 08, 2023 / 6 MIN READ





KidZania India has announced a partnership with TVS, one of India's top two-wheeler manufacturers, to launch the TVS Racing Experience Centre at KidZania Mumbai and KidZania Delhi NCR.

As part of the partnership, TVS will design an experience center within KidZania's parks to allow young visitors to safely and securely experience the thrill of racing. ***The racing experience center will feature genuine race tracks, advanced simulators, and authentic racing gear, providing an immersive and exciting experience for kids.*** The objective is to encourage a love for racing and teach kids about the sport in a fun and engaging way.

KidZania has created three immersive role-play activities to encourage a passion for racing and instill the qualities of a champion racer. The experience center will include activities tailored to different age groups to keep them engaged and facilitate learning. ***For instance, team-based activities like bike assembly will promote collaboration, while the design studio and assembly point will provide a comprehensive understanding of racing motorbikes.***

***The racing simulators will reward young visitors with their first racing license and a photo-op on the podium, giving them a sense of accomplishment.*** Additionally, visitors will be able to access the racetrack on a TVS Apache minibike, giving them an opportunity to compete against other visitors. The TVS Racing Experience Centre is expected to be a popular attraction at KidZania, providing children with a thrilling and unforgettable experience.

Perna Uppal, Chief Partnership Officer - KidZania India said, *"It gives me immense pleasure to announce the coming together of two new-age brands for such an innovative and exclusive experience concept. The partnership between KidZania and TVS Motor Company represents not just a collaboration but a convergence of two distinct cultures - KidZania's focus on experiential learning and interactive play, combined with TVS Motor's commitment to innovation and sustainability, creating a truly unique and exciting opportunity for children to explore the world of racing and mobility. We can't wait to see the impact it will have on children's lives."*

Vimal Sumbly, Head Business - Premium, TVS Motor Company said, *"We are delighted to partner with KidZania to bring a first ever motorcycle racing experience for kids in India. This partnership further fuels our commitment of promoting a safe yet thrilling racing culture for the young riders in India. Driven by the philosophy that inspiration starts young, and aspiration starts younger, we aim to offer a fun and interactive experience for children to learn and experience the joy of racing in a safe and controlled environment. TVS Racing has always been at the forefront of promoting two-wheeler racing in the country, and we believe this unique experience will not only create a memorable experience for children but will also inspire and cultivate passion for racing in the next generation."*

The experience centre provides an immersive and interactive platform for visitors to engage in this activity zone. To ensure safety and quality of the experience, the racing experience centre follows specific guidelines. *For instance, eight children are welcomed at one go for a 15-minute activity, where they will be given a briefing session conducted by the supervisor on TVS racing history and the different activities available.*

Children can choose from four different role-plays, namely RR 310 assembly, RR 310 Design, TVS Racer using TVS Racing Simulator, and TVS Racing @ Racetrack. They will get to participate in these activities within the stipulated time allocated by the brand and are required to finish in time. *All participants will receive a memento/souvenir - a photograph with a frame - making their thrilling experience a cherished memory. With such an amazing array of activities, the collaborative efforts of KidZania and TVS, the experience centre will provide an unforgettable and enriching experience for all young racing enthusiasts.*

[kidzania](#)[TVS Motors](#)[Partnership](#)[Expansion news](#)[retail india](#)

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STORES

## Malabar Gold and Diamonds to Unveil World's Biggest Jewellery Store in Kerala



BY - [Indian Retailer Bureau](#)

Sub Editor

May 05, 2023 / 6 MIN READ

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Malabar Gold and Diamonds is all set to launch the world's largest jewellery showroom in Kozhikode, offering an unparalleled shopping experience for gold and diamond enthusiasts. *The Artistry Store, located at the same place where the Malabar Group was originated three decades ago, is being set up as a gesture of gratitude to the millions of loyal customers who have made the brand a global leader.*

The showroom is spread over 1,10,000 square feet, covering five floors for shopping and three floors for parking. *The inauguration ceremony, to be held on May 7, will be graced by Social Political leader Panakkad Sayyid Sadiq Ali Shihab Thangal, along with the Malabar family members and other dignitaries. The showroom is designed to offer a unique shopping experience, with a dedicated wedding arena, bespoke suits, and personalized services provided by specially trained staff in the privilege lounge.* A team of experts will help customers understand the sourcing, value, and features of different gemstones.

The experience zone, set up as part of the showroom, offers an immersive experience to the customers on the gold and diamond manufacturing process. *The showroom is not just a sales point, but a jewellery tourist destination where customers can learn about traditional ornament-making and jewellery crafts. Moreover, there will be a special pavilion to showcase the precious and age-old diamonds, jewellerys, and antiques collected from across the world.* Express billing counter, vast collection of light-weight ornaments, and multi-level parking are additional features of the store.

Malabar Group Chairman M P Ahammed termed the completion of 30 years as a momentous occasion in their journey which was made possible only because of the trust and affection of the customers. *"Their continued support and trust took us where we stand now as one of the biggest jewellery groups in the world. We are especially happy to set up this store at the same place where we started our humble journey. This is a significant step towards our journey to emerge as the biggest jewellery retailer in the world,"* he said.

*Similar Artistry Stores are already operating in Hyderabad, Bangalore, Chennai, and Delhi. Work is in progress to set up 20 more such stores in other prominent cities in the country,* he added.

*"The artistry store here gives an indication of how we want to move ahead in the coming years. We wanted to give a totally different experience to the customers, providing them with information on design development and manufacturing. This is one of the crucial results store of our continued and sustained research and development on how to elevate the shopping experience. The trust from the customers and our commitment to give back the best to them made this brand the most favorite of the people," said O Asher.*

*The Group at present has showrooms in India, UAE, Bahrain, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Singapore and the United States. The Group plans to expand its footprint to more countries such as the United Kingdom, Bangladesh, Australia, Canada, Egypt, Turkey, and South Africa in the coming years,* he added.

Malabar Gold has also introduced a special reward scheme for customers to celebrate 30 years of operations. It will give a gift, the value of which will be equal to that of 100 mg gold coin, against every purchase worth Rs 30,000. In case of diamonds, gems, precious stones, and ornaments, the gift will be equal to that of a 250 mg gold coin. The offer will continue till May 31. This will be applicable also to those making advance purchase bookings.

Malabar is the first jewellery group in the country to implement HUID hallmarking across its showrooms for all its products. It has 317 showrooms across 10 countries at present. It plans to execute each project by fully adhering to Environment Social Governance to fulfill its commitment to society and nature. *The Group runs on its 10 cardinal promises that include life-long free maintenance, buy-back guarantee, free insurance protection, complete transparency, 100 percent value on changing the ornaments, fair price policy, quality-certified diamond products, responsible sourcing, and fair wages and benefits to the employees.*

Malabar Gold & Diamonds

Store launch

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STORES

## Mokobara Opens First Store in Bengaluru



BY - [Indian Retailer Bureau](#)

Sub Editor

May 04, 2023 / 3 MIN READ

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Mokobara, a direct-to-consumer startup based in Bengaluru and founded by Sangeet Agrawal and Navin Parwal, is a premium brand that specializes in travel and lifestyle products. *Since 2020, Mokobara has been offering a wide range of luggage, backpacks, and travel accessories that are designed to solve real travel problems and make journeys hassle-free for people #goingplaces.*

*Mokobara aims to expand its retail presence and to achieve this, the brand is launching its first-ever retail outlet on the first floor of Phoenix Marketcity in Whitefield, Bengaluru.* The store will be a dynamic space where customers can explore Mokobara's diverse product range, enjoy personalized in-store services, and even get their luggage laser engraved.

Mokobara's store will offer innovative and trendy travel goods, including luggage, backpacks, and travel accessories, that address the lack of functional yet stylish travel gear in the market. *The brand is committed to providing a service-oriented and fashion-conscious approach to travel and lifestyle, acknowledging the immense potential of this category.*

Sangeet Agrawal, Founder of Mokobara said, “After having built a strong business online, we feel that going offline will help us reach out to a new consumer base and drive growth. Our retail outlet also allows us to convert consumers who have awareness about the brand, and what we stand for, but have been on the fence or are apprehensive about shopping online. Experiencing products IRL and getting a first-hand look and feel are especially important in our category.”

Store launch

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# Dyson Expands Offline Presence with First Demo Store in Ahmedabad



BY - [Indian Retailer Bureau](#)

Sub Editor

May 04, 2023 / 3 MIN READ



Dyson India has declared the launch of its Dyson Demo store in Gujarat. ***This new immersive space is located within the Palladium Mall, known as Gujarat's largest premium luxury mall, making it Dyson's first demo store.*** It is part of Dyson's global push to expand its direct-to-consumer retail ambitions.

The Dyson Demo store will feature Dyson's complete range of key technologies, allowing customers to explore and better understand how Dyson technology works. This space will provide customers with a hands-on experience of Dyson technology with demonstration zones and interactive displays that showcase the machines in action. For example, it will demonstrate the effectiveness of Dyson vacuums on various floor types and debris (such as cereal, feathers, and confetti) in a "real-life" setting. ***Additionally, it will feature air quality demonstrations that display real-time indoor air quality data and Dyson styling stations where shoppers can have their hair styled with the latest Dyson technology. Customers and owners can now enjoy an uninterrupted, hands-on experience, leading to the ultimate "try-before-you-buy" retail experience in real-life settings.***

*"At Dyson we believe that a first-hand experience of our machines helps consumers to understand our technology better. This is our first Dyson Demo store in the state of Gujarat. We will now be closer to our consumers and the store will provide a unique retail space to explore, test, and experience our proprietary and latest technology. Our trained Demo Experts are looking forward to assisting our consumers in Ahmedabad,"* said Ankit Jain, MD Dyson India.

To experience Dyson's recently launched technology first-hand, including the Dyson V15 Detect and the Dyson Airwrap™ Multi-styler, customers can meet a Dyson Expert who provides advice. ***The Dyson stylists also provide personal services using the Dyson Airwrap™***

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*Multi-styler and other Dyson hair care technology, based on hair type and styling needs.*  
Complimentary in-store styling appointments may also be booked through the website or by calling the store directly.

[Dyson](#)[Store launch](#)[retail india](#)

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STORES

## Flipkart Expands Offline Presence with a New Fulfillment Center in Sangareddy



BY - [Indian Retailer Bureau](#)

Sub Editor

May 03, 2023 / 5 MIN READ



Flipkart has strengthened its supply chain infrastructure in Telangana by launching a new fulfillment center (FC) in Sangareddy, expanding its presence in the region. The virtual inauguration of the new FC was attended by Shri. Kalvakuntla Taraka Rama Rao (KT Rama Rao), Hon'ble Minister for Municipal Administration and Urban Development, Industries and Commerce, and Information Technology of Telangana, Shri. Jayesh Ranjan, Hon'ble Secretary, Information Technology (IT), Government of Telangana, and Shri Kalyan Krishnamurthy, CEO, Flipkart Group.

The FC spans over 4 lakh square feet and will support the delivery and logistics of various product categories, including furniture and large appliances, offered by local sellers and MSMEs in Telangana. *This move will give these businesses access to a national market and provide customers with more inclusive and accessible e-commerce services. Over 14,000 sellers in the state have joined the mainstream economy through Flipkart's platform, which has also created over 40,000 direct and indirect jobs, contributing to the growth of Telangana's economy.*

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Shri. Kalvakuntla Taraka Rama Rao, Hon'ble Minister for Municipal Administration and Urban Development, Industries and Commerce, and Information Technology of Telangana said, *“Digitization has enhanced prospects for local economies to grow and thrive, and this is being reinforced by e-commerce. I appreciate Flipkart’s ongoing endeavors to create a conducive growth environment for MSMEs and welcome its investments in the state. The new facility by Flipkart will strengthen pan-India market access for local sellers and encourage many of our local communities to become a part of the digital revolution.”*

Kalyan Krishnamurthy, CEO, Flipkart Group said, *“We recognize that building strong infrastructure is the backbone of e-commerce. It creates equitable opportunities for small and large businesses alike, helping reach millions of customers nationwide. In line with our commitment to the country's economic progress, we have made important investments across India through upskilling opportunities, infrastructure, and technological advancements. Over the years, we have made significant investments in Telangana to create growth opportunities for sellers, MSMEs, artisans, kiranas, and our ecosystem partners. We hope that the establishment of the Sangareddy facility will give a further boost to entrepreneurs in the state and strengthen their integration with the national market. We will continue leveraging the power of technology and our robust infrastructure to accelerate growth for India and its people.”*

Some of Flipkart’s key investments in Telangana include the establishment of 6 fulfillment centers for making millions of products, including home appliances, furniture, large appliances, and Grocery available. With close to 100 distribution hubs in the state, it collectively generates over 40,000 job opportunities. ***Today, close to 5,000 kiranas in Telangana, are also associated with Flipkart’s Kirana Delivery program, making lakhs of deliveries that augment their income. Last year, Flipkart signed an MoU with the Society for the Elimination of Rural Poverty to promote market access and growth for Farmer Producer Organizations and Self-Help Groups in Telangana, to enable access for them to Flipkart’s pan-India customer base.***

Flipkart has a green data center located in the state, powered by renewable energy, that strengthens the technology infrastructure and underlines the company’s efforts toward building a sustainable value chain.

flipkart

Fulfillment Centres

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STORES

## ‘The Soul of India’ Expands Offline Presence with Third Multi-Brand Store in Odisha



BY - [Indian Retailer Bureau](#)  
Sub Editor  
May 03, 2023 / 6 MIN READ

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BLive has recently opened its third multi-brand experience store in Khordha, Odisha, just months after launching its first store in the state. ***The inauguration of the store was attended by Rajendra Kumar Sahoo, the Honorable Member of the Legislative Assembly for Begunia (Khordha), and other notable dignitaries.***

The rising global awareness and interest among consumers towards transitioning to electric mobility, along with increasing fuel costs, have prompted BLive to open its 21st EV experience store in India, in Khordha, Odisha, offering a wide range of electric vehicles from multiple brands, expert support, easy finance options, and exciting offers. ***Buyers can choose from a range of electric scooters, cycles, motorcycles, and delivery vehicles, with the option of EMIs as low as 2,000 per month.***

With a network of over 20 franchisee-owned stores, BLive has helped over 2,500 families and businesses switch to electric. ***The store in Khordha displays electric vehicles from renowned brands such as Kinetic Green, Hero Lectro, LML-Detel, Batt:re, Gemopai, Techo Electra, E-Motorad, and others.*** Customers can also experience the highly anticipated Batt:re Storie, a stylish and innovative e-bike, the first of its kind in the Batt:re range, at BLive's multi-brand store.

Samarth Kholkar, CEO and Co-Founder, BLive said, *"We are overwhelmed with the love the people of Odisha have showered upon us, coupled with their commitment towards the environment. We are excited to strengthen our presence in Odisha with our third store in the state, in Khordha. The store will provide the masses with the opportunity to 'try and buy' EVs for a confident transition to electric mobility. The store will also facilitate home demos and provide the customers with information on exciting offers and easy finance options."*

With global awareness around climate change concerns, aided by India's commitment toward boosting electric mobility, the Odisha State government released its EV policy earlier this year aimed at supporting the adoption of Electric Vehicles in both personal mobility and public

transport segments. *The EV policy also seeks to enable the creation of a robust network of Electric Vehicle charging stations and battery swapping stations catering to all types of Electric Vehicles with a focus on clean energy sources.*

*According to its EV policy announced in February this year, the Odisha government had said it will provide a 15 percent subsidy on the purchase of electric vehicles. For two-wheelers, the subsidy will be 15 percent of the cost, up to a maximum of Rs 5,000. The cap on a 15 percent subsidy for three-wheelers is Rs 10,000, and for four-wheelers, it is Rs 50,000. The scheme will be in place till December 31, 2025. In addition to the subsidy, the state government has announced the exemption of registration fees and motor vehicle taxes on all categories of electric vehicles.*

*The proprietor of the BLive store in Rourkela, Anoop Baliarsingh said, “We are proud to be partnering with BLive and show our commitment towards encouraging the transition to electric mobility in Odisha. While EVs are quickly gaining traction among the masses, there is mild apprehension about their performance and reliability. We request people to visit the store and explore our range of electric vehicles, and learn about why electric mobility is the need of the hour.”*

*Sandeep Mukherjee, Co-Founder, BLive said, “In addition to providing a range of environmental and economic benefits over conventional vehicles, electric vehicles are also powerful and reliable. Interested consumers can visit our store to learn more about the benefits of EVs, learn about the various types of EVs available, have the myths surrounding their use debunked, and also learn about available financing options. We are willing to go the extra mile to help consumers transition towards a cleaner, greener and economical mobility option.”*

Store launch

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STORES

## Typsy Beauty Expands Offline Presence with a New Kiosk at Promenade Mall



BY - [Indian Retailer Bureau](#)

Sub Editor

May 02, 2023 / 2 MIN READ



Typsy Beauty has opened a new kiosk at Promenade Mall, featuring a range of high-quality, multi-functional makeup and beauty tools. *The kiosk is staffed with beauty experts who are trained to provide personalized advice and recommendations to help customers find the ideal products to meet their specific needs.*

*The new Typsy Beauty kiosk on the ground floor features popular items such as Lip and Cheek Oil, Twist and Pout Dual Lipstick, and Drink and Blink Mascara, among others.* Whether customers want to revamp their routine, experiment with new makeup looks, or indulge in self-care, Typsy Beauty's beauty experts are ready to assist.

Kairavi Bharat Ram, Founder and CEO of Typsy Beauty said, "We are thrilled to launch our new kiosk at Promenade Mall. We've chosen the location keeping in mind convenience and accessibility, and even the design of the kiosk has been mindfully designed to amplify the experience and transport one to 'Typsyland'. We believe that our kiosk is the perfect addition to the mall, and we look forward to welcoming shoppers to our new space."

*Typsy Beauty's new kiosk is now open, and customers are invited to come and explore the brand's exciting range of products. Also, available at Select City Walk, and Elante Mall, Chandigarh.*

[beauty & cosmetics](#)[Store launch](#)[retail india](#)[Next Story](#)

STORES

## AllThingsBaby Partners with Mothercare India to Launch First Shop-in-Shop in Mumbai

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AllThingsBaby, a premium platform for mother and baby products, has announced its first-ever Shop-in-Shop partnership with Mothercare India at the Palladium Mall in Mumbai, after listening to their customer's feedback. ***This Shop-in-Shop allows parents to touch and feel some of their popular products, assisted by their knowledgeable and trained "Baby Crew."***

The Shop-in-Shop will feature an inventory of leading international brands such as Stokke, Beaba, BABYZEN, Ergobaby, and more, with stock available across categories such as cots, highchairs, strollers, car seats, and feeding essentials. ***The launch of this collaboration is a step towards expanding AllThingsBaby's Omni Channel Presence, and their commitment to providing exceptional shopping experiences either online or in-store, as evident from their promise.***

Tejal Bajla, Co-founder at AllThingsBaby said, *"From online to offline, we've made browsing through our plethora of iconic Global Brands easier for parents to shop to their heart's content. We believe that it is very important for brands to provide customers with a convenient and personalized shopping experience, and that is the key to brand loyalty and customer delight. We are also planning to broaden our presence at Mothercare locations across other cities too in our endeavor to get closer to our consumers."*

babycare

Store launch

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STORES

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# Zara Expands Offline Presence with Its Third Store in Bengaluru



BY - [Indian Retailer Bureau](#)

Sub Editor

Apr 29, 2023 / 2 MIN READ



Zara, the multinational retail clothing chain, announced the launch of its third store in Bengaluru, located at Forum Mall. The two-story store spans 23,000 sq. ft. and offers apparel and accessories for men, women, and children.

According to the retailer, this is the newest concept store in India, featuring enhanced customer experiences with seamless integration of online and in-store shopping. *Zara's architecture studio created the store's design, which is a vast, neutral space, and the store is equipped with self-checkout technology for customer convenience.* Customers can also use the Zara app to browse and order items for collection in-store within two hours. *The store's features, including efficient heating and cooling systems, energy-saving LED lighting, and environmentally friendly materials, demonstrate its commitment to reducing its environmental impact.*

Zara is part of the Inditex Group, which operates various brands such as Bershka, Massimo Dutti, Pull and Bear, Stradivarius, Oysho, and Zara Home. In India, Zara operates through a joint venture between Trent Ltd, owned by Tata, and the Inditex Group, with 21 stores in several cities, including Delhi, Mumbai, Hyderabad, Pune, and Chennai.

Zara

Expansion news

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STORES

Vanity Wagon Marches [Open in App](#) .h Omnichannel Growth



BY - [Indian Retailer Bureau](#)

Sub Editor

Apr 28, 2023 / 3 MIN READ



Vanity Wagon has opened its third offline Pop-up Store at Elante Mall in Chandigarh, featuring some of the best beauty and wellness brands, including Power Gummies, Love Earth, Typsy Beauty, and Riyo Herbs. *The launch was attended by popular beauty and wellness influencers, making it an essential destination for skincare and beauty enthusiasts.*

*This Elante Mall launch is Vanity Wagon's first kiosk to be established outside of Delhi NCR, marking another milestone for the company. The kiosk will offer a variety of high-quality clean beauty brands, allowing customers to try and purchase products in person. These showcased brands are renowned for their commitment to cruelty-free and toxin-free beauty products, in line with Vanity Wagon's values of transparent and authentic beauty.*

Prateek Ruhail, Co-Founder and CEO, Vanity Wagon said, "We are thrilled to bring our sustainable beauty expertise to Elante Mall in Chandigarh with the launch of our third offline pop-up store. This launch will help our customers to explore and experience the best of clean beauty from renowned brands and help us educate more customers about sustainable and clean beauty."

Vanity Wagon is a pioneer in the clean beauty movement with a mission to make safe and toxin-free beauty products easily accessible to everyone. With its online platform, Vanity Wagon has established itself as a trusted source for clean beauty, offering a wide range of natural and sustainable products for skincare, haircare, personal care, and more. *Customers can expect a seamless and enjoyable shopping experience at the Vanity Wagon pop-up store, with expert guidance from knowledgeable staff. Don't miss out on this exciting opportunity to explore the world of clean beauty at the Vanity Wagon's kiosk.*

Vanity Wagon

Expansion news

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STORES

## [Funding Alert] Klub Funds BeYoung with Rs 40 cr for Expansion of 100+ Offline Stores in 2023



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Apr 27, 2023 / 4 MIN READ



Klub has announced that it has provided funding of Rs 40 crore to BeYoung, an e-commerce fashion brand for both genders. The investment will be used to expand the brand's presence across the country with the opening of over 100 offline stores in tier II and III cities in 2023.

BeYoung was founded in 2018 by four creative individuals with the aim of creating a distinct and trendy e-commerce brand that resonates with the young generation of India when it comes to fashion and accessories. ***The company is focused on the mass-affordable everyday fashion space and targets customers with clothes starting at Rs 250. Despite being bootstrapped, the brand aims to cater to the needs of the common Indian young individuals through out-of-the-box designs and a unique product range.***

Shivam Soni, Founder and CEO at BeYoung said, “The clothing industry in India is incredibly vast, but unfortunately, the stereotype is that better quality means higher prices. At BeYoung, we aim to challenge this stereotype by producing a range of mass-affordable clothing that is accessible even to smaller cities. We have seen exponential growth in our revenues after raising funds from Klub with easy access to repeat rounds. This has allowed us to experiment in growing our business and achieve success.”

BeYoung has raised capital through Klub's platform to push its marketing efforts, especially before the onset of the festive season in India. ***Since the company raised the first round of capital from Klub, BeYoung's monthly recurring revenue grew 3x with an annualized revenue of Rs 150 crore and the company aims to reach Rs 500 crore in ARR by 2026.***

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"With e-commerce in India projected to reach \$200 billion by 2026, the fashion industry has been witnessing a surge in online retail, now accounting for over 35 percent of total fashion sales in the country. This trend is expected to continue, with a CAGR of 22 percent for online fashion retail over the next five years. Klub is thrilled to provide capital to BeYoung, which is a vibrant brand in this segment, and enable them to invest in technology, logistics, and marketing. We've seen the outcomes of innovation, and enhanced consumer choice these investments have created over our last 2 years of association with BeYoung and look forward to growing this partnership," said Sudharsan Venkatakrishnan, VP and Head, Capital Platform at Klub.

Funding Round

retail india

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STORES

## Recode Studios Aims to Open 20 New Stores



BY - [Indian Retailer Bureau](#)  
Sub Editor  
Apr 25, 2023 / 3 MIN READ



Recode Studios is targeting a revenue of Rs 50 crore in the fiscal year 2023-2024 through a combination of expansion and innovation in its product offerings. ***The company has already made significant progress towards this target by generating Rs 26 crore in the fiscal year 2022-2023.***

Recode Studios credits its success to its commitment to providing high-quality and affordable makeup products along with exceptional customer service. ***To further drive its growth, the company has set an ambitious target to***

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***new stores across India in the***



upcoming fiscal year. These new stores will supplement the existing network of 30 stores in major cities like Mumbai, Delhi, Bangalore, Chennai, Kolkata, and Hyderabad.

Dheeraj Bansal, Co-Founder of Recode Studios said, “Our goal is to become the go-to makeup brand for Indian consumers. We believe that our focus on quality, affordability, and customer service has been a key to our success so far, and we are committed to maintaining these standards as we continue to expand.”

Recode Studios has also announced that it will be launching new product lines in the coming months, including makeup, skincare, and hair care products. *The brand's emphasis on innovation has been a driving force behind its rapid growth, and the company is confident that these new products will further solidify its position as a leader in the Indian beauty industry. The brand plans to double its SKU's by 15th June this year.*

Expansion Plans

Business Strategies

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Next Story

STORES

## Balenzia Expands Offline Presence, Opens First Franchisee Outlet in Udaipur



BY - [Indian Retailer Bureau](#)

Sub Editor

Apr 25, 2023 / 4 MIN READ



Balenzia Socks has launched its inaugural franchise outlet in Udaipur's Nexus Celebration Mall in Rajasthan, following the successful opening of its first franchise outlet in Mumbai earlier this year. *The company's strategy is to exp*

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l store presence and make its direct-

**to-consumer brand more accessible to a larger audience.** The new franchise offers a range of products, including athletic, casual, and formal socks, as well as licensed merchandise from popular franchises such as Marvel, Disney, Warner Bros., and Cartoon Network.

Shruti Gupta, Head of Strategy for Balenzia said, "We are thrilled to continue our expansion with the launch of our second franchisee this year and the first one for Udaipur, as it strengthens the brand's foothold in Rajasthan. The Nexus Celebration Mall welcomes its consumers to a treasure trove of brands, entertainment activities, and leisure, and we are excited to offer in Udaipur and surrounding areas the ultimate sock experience to customers. Our aim is to make the brand available to be experienced at even more locations, making it easier for customers to shop for the latest and greatest in socks and licensed merchandise."

**"We are excited to continue expanding our physical store presence through franchising. Following the success of our first franchisee, which is delivering outstanding performance, we are confident that our second franchisee will be equally successful. Our franchisees will play an important role in our growth strategy, and we are committed to providing them with the support they need to succeed. We are confident that this new franchisee will provide our customers with easy access to our products and a high-quality shopping experience. With the growing demand for fashion statement socks in India, we are well-positioned to continue our growth and success in the coming years,"** she added.

The opening of this franchisee presents an attractive opportunity for entrepreneurs looking to be a part of a differentiated business model and generate a higher return for their investment. **Franchisees can leverage Balenzia's established reputation, customer base, and proven business model to create a successful and profitable business. Additionally, Balenzia's strong marketing and branding support, along with its extensive product line, makes it an attractive opportunity for entrepreneurs looking to get in on the ground floor of a rapidly growing brand.**

franchise store

Expansion news

retail india

Next Story

STORES

## Trent Ltd Launches New Occasion Wear Brand 'SAMOH'



BY - [Indian Retailer Bureau](#)

Sub Editor

Apr 24, 2023 / 2 MIN READ



Trent has announced the launch of a new occasion-wear brand called SAMOH, which focuses on elegant and modern silhouettes with an emphasis on versatility. *SAMOH's first store will be located in Lucknow at Hazratganj, spanning 1800 sq.ft. It will cater to people who appreciate luxurious and modern takes on traditional designs and motifs from the Indian hinterland.*

Trent plans to expand SAMOH to other parts of India by the end of the year, offering customers a firsthand experience of the brand's luxe and Indian spirit. *With premium fabrics, intricate designs, and attention to detail, SAMOH aims to become the go-to brand for customers seeking stylish and timeless occasion wear.* Trent seeks to build a future-fit portfolio of lifestyle brands and sees SAMOH as an opportunity to pursue the modern and contemporary occasion wear space.

Noel Tata, Chairman of Trent Ltd said, "We are thrilled to announce the launch of Trent's premium occasion wear concept Samoh today. Samoh's range draws inspiration from traditional roots and blends it seamlessly with modern aesthetics. Samoh will undoubtedly provide a compelling touch of luxury and sophistication to our customers, while they shop for their special moments in life."

*The launch of Samoh marks an exciting new chapter for Trent, as the company continues to expand its portfolio of compelling retail brands.*

Trent

Store launch

retail india

## Also Worth Reading



### Retail India News: Kalyan Jewellers Expands Offline Presence in Karnal

#### STORES

This marks the company's fourth showroom in the state of Haryana, joining its existing locations in Hissar, Gurugram, and Gold Souk in Gurugram.



### Retail India News: Zoca Cafe Expands Offline Presence in Bengaluru

#### STORES

Zoca Cafe prides itself on featuring premium quality and fresh ingredients at affordable prices, making it accessible to all.



### Retail India News: Skechers Celebrates Launch of New Store at DLF Promenade Mall

#### STORES

The challenge involved running on treadmills to collectively reach a goal of 1,000 kilometers, supporting Krida Vikas Sanstha, an organization dedicated to assisting children in need in India.



### Retail India News: Hamster Landon Opens First Store at Oberoi Mall, Goregaon

#### STORES

The first store in New Delhi became renowned for its accessories, clothing, lifestyle items, and innovative products, creating a buzz in an unconventional and extraordinary manner.

## Explore By Industry



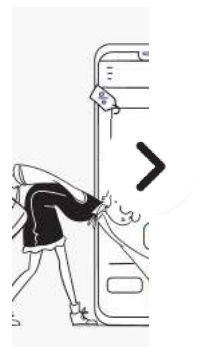
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