

## Sweet World Celebrates 5 Years of Sweet Success!

*Remarkable accomplishment of India's first and leading 'pick'n mix' candy enterprise*

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Sweet World, India's pioneering retailer of wide range of candies following the concept of pick'n mix, is celebrating it's 5th year of continuous sweet success. **5 Years celebrations galore** at Sweet World outlets pan India. Sweet World offers thrilling surprises and activities daily from 15th October - 14th November 2007 viz Pick a Smile; Sweet Jackpot; Lucky 5; Sweet Wheel of Fortune; Sweet Snaps&hellip;to name just a few. On weekends special surprise gifts for customers on minimum purchase of Rs. 150/- For details log on to [www.sweetworldonline.com](http://www.sweetworldonline.com)

The concept behind Sweet World is simple; all Sweet World outlets across India offer a wide selection of candies, in more colours, shapes and flavours that you can shake a stick at. It is hard for anyone to resist the ample selection of candies, stored in shiny transparent containers, and selling for just Rs. 60/100 gm. The flavours of the candies range from tangy to the sour, from chocolate covered candies to liquorice sweets and the all- time favourite marshmallows. Types of candy include jellybeans, gummies and gumballs, and with regards to shape the choice is more than plentiful, including candy necklaces, lips, hearts, vicious vipers, crocodiles, fish, spiders and many others.

**Spearheaded by Ms. Vrinda Rajgarhia, Founder and Director, Sweet World** started its operations by launching its flagship store in Mumbai in October 2002. Ms. Rajgarhia explains how she had a passion to do something new and different, and how that inspired her to think outside the box and go for a business idea that wasn't already available in India. Since then, outlets have started up in Delhi, Bangalore, Kolkata, Chandigarh, Ludhiana, Indore, Lucknow, Agra, Kanpur, Ahmedabad, Vadodra and Surat, to name a few. The number of outlets around the country has increased to over 40. She is furthermore looking at 100 outlets by end 2008 for a pan India presence of Sweet World.

**Ms. Rajgarhia:** "Our stores are designed to appeal to passing customers with brilliantly lit and creatively merchandised interiors, stocked with more than 100 colourful varieties of candy and related gift items. The store's look is totally international; candies in all shapes are displayed in see-through acrylic containers, the emphasis being on presentation and hygiene. In fact, our stores are an interactive experience for customers and provide a whimsical feast for the eyes through a riot of colours. What is special about the Sweet World outlets is that they are not only candy stores, rather they provide a 'sweet experience'." she adds.

In addition to the candies themselves, the 'entertainment factor' involved with the purchase and resulting from the bright and international store design, is what makes it a special experience to shop in a Sweet World outlet. This is the reason behind the success of Sweet World, and to mark this success, Ms. Rajgarhia is celebrating the 5th anniversary pan India and thanking its esteemed customers aged between 0-100 years. And she has a goal to cross the magic figure of 100 stores to cater to the growing needs of Indian taste buds.

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