

Reliance Retail launches its Wellness Store - "Reliance Wellness" at Chembur, Mumbai

Reliance Wellness' is the format of store that will add value to people's lives, by providing products and services that proactively work to enrich people's body, mind and spirit. 'Reliance wellness' Store at Jai Sai, 359, Ground floor, Westend Central Avenue Road, Chembur (East) is spread over 3100 sq.ft. and it stocks more than 8000 SKUs including pharmaceutical drugs.

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Reliance Retail announces the launch of its second Speciality store -'Reliance Wellness'. Following the successful launch of Reliance Fresh, Reliance Digital, Reliance Mart, Reliance Trends, Reliance Footprint, Reliance Jewels, Reliance I store, Reliance Timeout, Reliance Super across the country this is another format of stores from Reliance Retail.

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Reliance Wellness' will offer Pre-emptive, Curative and Health & Beauty Solutions which will provide world class products all under one roof and also educate consumers on their health needs, thus enabling them to take charge of their health. 'Reliance Wellness' brings a Unique assortment of best international and national brands such as H2O, Neutrogena, Muscletech, Olay, Sports Nutrition to name a few, in categories such as Nutrition, Sports Nutrition, Personal care & beauty, Cosmetics, Opticals, OTC, Health Foods, Self Help Medical & Fitness Equipment. The assortment also includes alternate medicine, health books & music. Free Computerized Eye Testing service will be available in the stores. 'Reliance Wellness' stores will provide shopping ambience matched with the best international wellness chains. The store has 15 highly skilled and trained customer service representatives including pharmacists and an optometrist. All Pharmacists are trained in Good Pharmacy practices. The 'Reliance Wellness' Store's key features includes Customer focused Initiatives like Medication Compliance Program where customers will be offered a reminder service which will facilitate convenient & on time replenishment of their health related products. The Store will showcase Wellness Events, Seminars, Workshops and Advisory camps on contemporary wellness issues like diabetes, hypertension, fitness, diet and nutrition, weight management and skin care (anti-ageing, anti-acne, etc).

This is the only store in Mumbai to provide genuine and best sports nutrition.

A Local Health Directory will be setup in Stores which would have the contact information of local hospitals & doctors for providing convenience to the consumers seeking specialist health services. Other features include free cashless accidental insurance upon their level of purchase at 'Reliance Wellness' stores. A Wellness Newsletter carrying articles and features on Wellness, encompassing Health Care, Lifestyle, Nutrition, Food, Beauty and Spiritual Health will be available to the customers at the Store. The 'Reliance Wellness' Store will be open 7days a week from 10:00 am to 10:00 pm. 'Reliance One' Loyalty Program will be extended to 'Reliance Wellness' stores which follows the philosophy of 'Earn Anywhere, Spend Anywhere'

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Reliance Retail Limited

Reliance Retail Limited, a 100% subsidiary of Reliance Industries Limited started rolling its stores in November last year and today operates over 472 stores in over 19 cities spanning 3 million Sq ft. The formats that RRL operates in are Reliance Fresh, Reliance Digital for

consumer durables and information technology, Reliance Mart, a Hyper Market, Reliance Trends - the apparel store, Reliance Wellness - offering wellness products, Reliance I store the apple store, Reliance Footprint - a footwear store, Reliance Jewels - a jewelry store, Reliance Time-Out- books, music and gifts store and Reliance Super- a Minimart Format.

Reliance Industries Limited

Reliance Industries Limited (RIL) is India's largest private sector company on all major

financial parameters with turnover of Rs1,18,354 crore (US\$ 27.23 billion), cash profit of

Rs17,678 crore (US\$ 4.07 billion), net profit of Rs11,943 crore (US\$ 2.75 billion) and net worth of Rs63,967 crore (US\$ 14.72 billion) as of March 31, 2007. RIL is the first and only private sector company from India to feature in the Fortune Global 500 list of 'World's Largest Corporations' and ranks amongst the world's Top 200 companies in terms of profits. RIL is amongst the 25 fastest climbers ranked by Fortune. RIL also features in the Forbes Global list of world's 400 best big companies and in FT Global 500 list of world's largest companies.

For more information, Please contact:

Dipayan Mazumdar

CEO - Dipayan Mazumdar & Associates

011- 26270628

011-26273155

You can also visit www.dmanewsdesk.com for more information.