

Vision Express Enhances Presence in Jaipur

Fastest growing eyewear retail chain launches its 69th outlet in the country

Jaipur, Rajasthan, July 9, 2010 /[India PRwire](#)/ -- Vision Express, the 50-50 Joint Venture between Reliance Retail and Pearle Europe, expands its base nationally by opening yet another store in Jaipur. This celebrates the launch in sync with the brand's aggressive retail expansion strategy which has helped Vision Express establish a formidable presence of 69 stores across 18 cities in the country in just over a year of its operations in India.

The launch of the new store asserts Vision Express as one of the fastest growing optical retail chains in the country and the brand will continue to expand its retail network across the country in the coming months. **The new store is located in Vaishali Nagar, Jaipur. Spreading across an area of 650 sq. feet, the outlet will offer a wide range of eyewear products and accessories matching contemporary style and fashion in a world-class ambience.** Like other stores, this store will also offer 'end-to-end' optical solutions to its customers at low prices.

Vision Express, Europe's largest optical retail chain has been instrumental in presenting its global optical retail expertise to the consumers across the country. With its experience in more than 25 countries, Vision Express aims to provide shoppers across India a never before experienced shopping delight with high quality products and services at low prices. The core of Vision Express, "*We see it your way*" reflects the brand's mission to optimize customer experience and satisfaction.

Speaking on the achievement, **Guillaume Brouwet, CEO, Vision Express**, said, "*The launch of this store is an extension of our aggressive retail roll-out strategy which has helped us expand at this great pace within a very short period of time. To open the store in this great environment demonstrates our dedication towards catering to customers of Jaipur. We are delighted to extend the international and superior shopping experience of Vision Express to all our customers here. Besides increasing our network size, we are continuously working towards launching new product collections, and introducing the best contemporary designs and styles that match international trends and quality.*"

Having embarked on the retail journey in December 2008, Vision Express has been changing the landscape of the eyewear retail industry in India by opening world-class optical stores across more than 18 cities currently. Within a short period of time, the company has established a sizeable geographic presence and introduced unique services, stylish products and exacting quality standards, unparalleled in India's eyewear industry.

The new Vision Express store will also bring several benefits to the consumers including its highly popular free eye test for all customers. The free eye test at Vision Express is a complete 11 step eye test that includes a special eye pressure check. This is a unique process, certified by LV Prasad Eye Institute. Post the eye test, vision experts at Vision Express will help customers select the right products for their eye care needs.

That's not all!! In this scorching heat of summer, the store presents its collection of sunglasses- '**European Summer Sunglass Collection 2010**'. This sizzling and stylish international range of must-have sunglasses is designed to blend with the smart casual wardrobe of the consumers this summer and start at the incredible price of Rs. 399/-.

Also, the store is happy to present the **AGE CAMPAIGN offer** - '*Your age is your discount on frames*' that allows customers to get a flat discount at the rate of one's age on frames.

Vision Express guarantees 100% satisfaction on all purchases and after sales services at the store. The wide collection with the benefits of proven optical skills, trust, affordability, quality, international designs, one year warranty and a lifetime free service will provide shoppers a unique shopping experience.

Key highlights:

Store Name: Vision Express, **Area:** 650 sq feet

Store Address: Vision Express, Ground floor, Shop No. G1 and G2, Vaishali Tower 2, Nursery Circle, Vaishali

Nagar, Jaipur-302021

Store Contact No (Landline): 0141-4045617/18

Notes to Editor

About Pearle Europe Group

Pearle Europe is a leading optical retail company that started in November 1996. Since then the Group has entered new European markets almost every year through the acquisition of strong local retail formats.

Pearle Europe Group, the biggest optical retail group in Europe, operates multiple optical retail companies and formats in 16 European countries under different retail brand names. Globally it is present, in more than 25 countries with over 2700 stores and presence in the Middle East, Latin America, and now in India. At the end of 2008, more than 25% of the 2700 stores were franchise stores. Pearle Europe has system wide sales of approximately € 1.5 billion, making it one of the leading optical retail companies in the world. The Group employs over 10,000 FTE's.

For more information visit: www.pearle-europe.com.

About Reliance Retail Limited

Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited opened its first retail store in November 2006 and today operates more than 1,000 stores in over 86 cities, spanning 14 states and serving over 2.5 million customers every week. RRL is a multi-format retailer that operates

- " Reliance Fresh - a neighborhood store concept
- " Reliance Super- a super mart concept
- " Reliance Mart - a hyper market concept
- " Ranger Farms - Wholesale (cash & carry) store
- " Delight - a non vegetarian offering
- " Reliance Digital - a consumer durables and information technology concept
- " Reliance Trends - an apparel specialty concept
- " Reliance Wellness - a health, wellness & beauty concept
- " iStore by Reliance Digital- an Apple specialty store concept
- " Reliance Footprint -a footwear concept
- " Reliance Jewels - a jewellery concept
- " Reliance TimeOut- a books, music & entertainment concept
- " Reliance Living - a Furniture, Furnishing, Homeware and Home kitchen concept
- " Reliance AutoZone - an automotive specialty concept

About Reliance Industries Limited

Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters with a turnover of Rs. 2,00,400 crore (US\$ 44.6 billion), cash profit of Rs. 27,933 crore (US\$ 6.2 billion), net profit of Rs. 16,236 crore (US\$ 3.6 billion) and net worth of Rs. 1,37,171 crore (US\$ 30.6 billion) as of March 31, 2010.

RIL is the first private sector company from India to feature in the Fortune Global 500 list of 'World's Largest Corporations' and ranks 117th amongst the world's Top 200 companies in terms of profits. RIL ranks 75th in the Financial Times FT Global 500 list of the world's largest companies. RIL is rated as the 15th 'Most Innovative Company' in the World in a survey conducted by the US financial publication-Business Week in collaboration with the Boston Consulting Group.

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