

## Reliance Retail Launches Reliance Super in Haryana

*Reliance Retail Ltd. announced the launch of its second Minimart "Reliance Super" at LG-01, DT Mega Mall, DLF City, Gurgaon - 122002 Haryana today.*

New Delhi, Delhi, January 18, 2008 /[India PRwire](#)/ -- Reliance Retail Ltd. announced the launch of its second Minimart "Reliance Super" at LG-01, DT Mega Mall, DLF City, Gurgaon – 122002 Haryana today. After the successful launch of the various formats - Reliance Fresh, Reliance Mart, Reliance Digital, Reliance Trendz, Reliance I store Reliance Footprint, Reliance Wellness, Reliance Jewels and Reliance Timeout, this is the tenth format of stores from Reliance Retail to be launched in India. Spread across 13,500 square feet of shopping area, Reliance Super will provide shoppers a never before experienced shopping delight. The Mini mart will carry a range of 10,000 products catering to the entire family. Shoppers will have the option to choose from a wide array of products in every category ranging from Fresh Produce, Food & Grocery, Home Care Products, Apparel and Accessories, Non-food FMCG products, Consumer Durables and IT, Automotive Accessories, Lifestyle Product, Footwear and health and wellness products.

Reliance Super also boasts of a host of Reliance's own apparel brands in select categories with superior quality and affordable prices wear. There are many more products that will be exclusively available in Reliance Super stores only. Reliance Super has 8 check out counters. The store planning, atmospherics and layout has been designed specifically to provide "a complete solution" to the customer. In a unique attempt to innovate, Reliance Super has come up with the concept of 'Newness'– 50% change in range every 60 days. Reliance Super also houses an alteration desk and food and beverage services. Reliance Super will remain open from 10:00 a.m. to 10:00 p.m seven days a week. The store has over 45 highly skilled and trained customer sales representatives.

Reliance Super will continue to offer all its customers Reliance One, a common membership and loyalty program across all its formats, which follows the philosophy of 'Earn Anywhere, Spend Anywhere'. Reliance Super will also provide easy and attractive finance options, including 0% financing for your purchases on select products.

Commenting on the launch of this Minimart, Mr Raghu Pillai, President and CEO - Operations and Strategy, Reliance Retail said," The launch of Reliance Super is yet another step by Reliance Retail towards providing an international shopping experience to all our customers at unmatched affordability, guaranteed quality and choice of products and services. Reliance Super marks the achievement of another milestone in our effort to unleash a retail revolution in India “.

### Notes to Editor

#### 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 2.5 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 Trendz - 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-Outbooks,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.RILis 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  
(L) 011-41604340

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