

Fabindia plans more Experience Centers, open store in the US

Fabindia will open its large store concept Experience Center in Tier I and II cities in the coming financial year. As of now the brand has nine Experience Centers. The coming financial year will also see the brand open a store in the US.

In total, ethnic clothing and lifestyle retailer

Fabindia has 100 new stores planned in India for the 2020 financial year. They will comprise 30 Experience Centers, 20 company-owned stores, and 50 franchise outlets. The brand is also increasing omni-channel features across its stores. Fabindia has now launched omni-channel technology in 110 stores. A further 50 stores will launch the offline to online features in the coming six months.

Although the brand is basically a brick-and-mortar business, it is strengthening its



e-commerce store. The brand also retails from multi-brand e-commerce platforms such as Myntra and Amazon but does not take part in deep discounting. Online sales currently only contribute four per cent of the business' total revenue. Fabindia has also seen its fusion wear product line grow at a fast pace this financial year. The line has grown by 17 per cent and, in order to harness this growth, the business will continue to expand its offerings.

Blackberrys plans 100 exclusive stores this year

Blackberrys plans to add 100 exclusive brand outlets this fiscal. Currently, it has 260 exclusive stores out of which 180 are the company's own stores. The brand, present in over 350 cities across India, offers complete wardrobe solutions for men, from work to leisure, party wear to hipster fashion, and business formals, nightlife clothing, smart casuals and travel wear.

Apart from exclusive outlets, Blackberrys is in 700-plus multi-brand outlets. Blackberrys holds a strong presence in large format retail such as Lifestyle, Shoppers Stop, Pantaloons and Central. It is also on e-commerce. The brand clocked in Rs 900 crore turnover this year and hopes to grow further in the next two years.

The core DNA values of Blackberrys continue through product evaluation and evolution. From 27 years it has always stood for innovation and



provided the Indian man with premium wardrobe solutions. With changing consumer needs, changing lifestyle and growing aspiration, the brand felt the need to reinvent itself to match the needs and moods of today's cosmopolitan man. The Indian retail market is growing at a CAGR of 20 per cent. Fashion retail market is growing at a CAGR of 9.7 per cent.

Apparel brand Turms to set up offline experience centers



Apparel brand Turms plans to set up offline experience centers in top Indian cities to increase brand penetration. The brand recently raised an additional Rs 2 crore angel funding after hitting a Rs 24 crore revenue run rate, making it one of the fastest growing internet first apparel brands. The investors in this round include Myntra cofounder Raveen Sastry, ex Googler Sree Unnikrishnan, FarEye founder Gautam Kumar, PremjiInvest Partner Rahul Garg & Atul Gupta, and ex-Flipkart's Sanjay Ramakrishnan.

Turms sells apparel starting at the Rs 799 price point, plans to break even in the next six to nine months. Last month the company brought onboard Murali Sastry, CEO-IIT B-Monash Research Academy, Sanjay Modi, former MD, APAC & Middle East at Monster.com and Sridhar Viswanathan, Managing Partner-Silver Cruste as advisors to help build R&D roadmap, set up new revenue channels and optimise supply chain.



Fila plans 100 EBOs

Fila has planned 100 exclusive retail stores in India over the next five years.

Currently, the brand has 1500 points of sale, which is expected to touch 1800 by July this year. This will be largely across metros, mini metros and Tier II towns.

The Italian sports and fashion brand is expecting 50 per cent growth in the Indian market as it expects strong sales this year from e-commerce and as well as its offline stores. Online, the brand is available on players such as Flipkart, Amazon, Koovs, Myntra and Jabong.

Fila India is a licensee held by Cravatex Brands, which is a part of the Batra Group. The brand deals in footwear, apparel and soft accessories, which include bags, socks, caps, scarves, etc. for men, women and children. Fila continuously features among the top three in large format stores such as Reliance Footprint, Central and Metro.

The global market for sports and fitness clothing is projected to touch 231.7 billion dollars by 2024. The Asia-Pacific region is expected to be the fastest growing region, with a CAGR of 6.9 per cent over the forecast period. Emerging markets such as India and Thailand, as well as China, are now being considered by top sportswear retailers for expansion.

Limeroad to open 20 stores in six months

Lime Road plans to open 20 stores in the next 3-6 months with a vision to take high-street fashion to every town in India. The retailer recently opened its second retail store in Panipat, Haryana. The company enables customers to shop not only through its mobile app and website but also from its brick-and-mortar stores.

As per Tofler, online fashion platform, Limeroad's revenue declined 36 per cent to Rs 59 crore. Its revenue from operations increased by 92 per cent to Rs 157 crore for the year ended March, 2018. The expenses of the Tiger Global backed start-up increased by 20 per cent to Rs 219 crore in FY18 from Rs 182 crore in FY17. Advertising promotional expenses grew by 17 per cent to Rs 79 crore, while employees benefit expenses declined by 1 per cent to Rs 36.2 crore.



Ralph Lauren opens New Delhi flagship

US luxuries fashion label Ralph Lauren has opened a flagship store in New Delhi. A few months ago the brand had opened a Polo Ralph Lauren store also in New Delhi. The flagship houses the brand's Purple Label, Ralph Lauren Collection, and Polo Ralph Lauren lines. Spread over two floors, the store offers men's wear, women's wear, and accessories displayed among Spanish-inspired interiors. Antique furnishings and 1920s décor echo the brand's American heritage which also shines through with the inclusion of the brand's signature Ricky bag. The store will also soon house the Ralph Lauren spring/summer collection, expected within the next two weeks.

Polo Ralph Lauren with its iconic polo player logo is a sport-inspired label from Ralph Lauren. It has influences from the Wild West to the English-influenced country club to the varsity world. In India Ralph Lauren has a partnership with Aditya Birla Fashion and Retail.



Ralph Lauren is an American fashion house. The brand targets working professional men in their early-to-mid 30s, new-to-the-workforce women in their mid-to-late 20s, and the creative class. The goal is to woo the next generation of consumers and increase gross margins by improving the core product which makes up 60 per cent of overall revenue.

Ted Baker and Hackett London open stores at Ambience Mall, Gurgaon



Ted Baker and Hackett London have entered Ambience Mall, Gurgaon with new stores. British clothing and accessories brand Ted Baker is known for designer apparel and signature tailoring. The store is equipped with glamorous interiors and tons of charm and will house a wide range of both men's wear and women's wear. Ted Baker is a mainstay for every stylish wardrobe with a collection of bright dresses, tops, men's wear, luxe accessories and add-ons.

Hackett London, located next to Ted Baker, specialises in vintage clothing for men. As the official couturier for the British Army Polo team, the Henley Royal Regatta, the BAFTA awards and Aston Martin Racing, Hackett London is steeped in Britain's rich sartorial heritage. With a wide repertoire of fine casual and formal clothing the store is a niche addition to the mall's offering.

Ambience Mall, Gurgaon, is the perfect destination for shoppers of all age groups. The

mall houses food and fashion brands such as H&M, Gap, Zara, Marks & Spencers, Kiko Milano, Ted Baker, Hackett London, Luxe Bridge, Iconic, Da Milano, Jack & Jones, Cover Story, Ritu Kumar etc. Ambience has a mix of top international and Indian clothing brands to cater to all age groups, an array of entertainment options and unique decorative concepts.

Puma sees India as a key market

India is expected to become one of Puma's top five markets by 2020. The women's segment is a key element of its strategy. Sales in India for the year were Rs 1,157 crores, up from Rs 958 crores a year ago. While the company recently roped in boxer Mary Kom as a brand ambassador, Puma's signing of Indian cricket skipper Virat Kohli for Rs 100 crores has also paid off with One8, the brand he co-created with company, clocking Rs 100 crores in sales within the first year of its launch.

Mary Kom has signed a two-year deal with



the brand and will be the face of the women's training category. She is seen as embodying the spirit of the Puma woman – determined, goal-oriented, confident, and forever gunning for the next big challenge.

Globally there has been a huge momentum for the brand, which is making strong progress in the sports performance and sport style categories. Puma's success comes against the backdrop of the athleisure trend that has gripped the sportswear market. While other companies flaunt performance and technology, Puma focuses on style that makes its products attractive to the casual dresser.

Its global brand ambassadors include Victoria's Secret model Adriana Lima and singer Selena Gomez.

Liberty Shoes to add 50 stores

Liberty Shoes will add 50 new stores across the country by 2020. These new stores will open mainly in Tier II and III cities.

Liberty Shoes currently has a total of 400 flagship stores across India and is present in over 5000 multi-brand outlets and also retails from its own e-commerce store.



The company, based in Gurgaon, will also be scaling up its product portfolio and launch new products in the coming months. Liberty Shoes recently launched a new brand LFO under which it will sell a range of leather and non-leather accessories. The FOCO model launched has been showing impressive results besides easing out the working capital cycle of the company.

The aim is to generate an annual revenue of Rs 1000 crores by 2020. The overall footwear industry is very optimistic right now with growing awareness about the latest trends and consciousness among consumers. Consumers' increased exposure to plastic money and imposition of GST is going to provide more organised retailing and trade transparency in the long term. India is the second largest footwear producer in the world, with footwear production accounting for approximately nine per cent of the global annual production – 22 billion pairs as compared to China, which produces over 60 per cent of the global production.

Blues N Greys launches 3rd Raymond tailoring store



Blues 'N' Greys, the official wholesalers of Raymond, has opened its third Raymond's authorised tailoring hub in NCR, where all stitching is done according to Raymond's norms. It is the retailer for global brands for men's fabric that include Dormeuil, Atilius Botta, Vitale

Barberis Canonico, Marzoni, Lanificio Cerruti, Soltas, and Burgoyne. Blues 'N' Greys gives customised and personalized clothing focusing on fine craftsmanship. A master tailor is hired to do all the measurement jobs, while a team of professionals execute.



'W' opens showroom in Sri Lanka

Popular Indian fashion brand 'W' recently opened its third showroom in Sri Lanka. The showroom, at the Colombo City Centre, was brought by D Samson & Sons, a member of the DSI Samson Group. 'W' stores are also located in Kandy and Bambalapitiya.

W is an Indian brand with a strong presence with over 300 stores and 1,500 touch points across India. The brand combines fashion and functionality in women's clothing and consists of everything ranging from salwar kameez, tunics, work wear, festive wear, and fusion wear comprising of skirts and trousers. W offers contemporary and fashionable garments that compliment a woman as she seamlessly transits from office to smart casual. W clothes are designed with creativity and care.

One of the largest retail networks in the country, D. Samson & Sons serves as the sole distributor of a number of popular international brands such as, Clarks, Florsheim, Redtape, Reebok, Puma, New Balance, Fila, Arrow, U.S Polo Assn., W and Aurelia. The company network spans more

than 200 company outlets, 4000 dealers and 50 sales representatives island wide.

Odhni to open 30 new stores

Ethnic wear brand Odhni plans to open 30 new stores across India. The brand aims to generate a revenue of Rs 1,000 crore (approx \$143 million) by 2025. Odhni currently has three offline stores in the country and also sells online on leading e-commerce platforms. The company generated Rs 80 crore revenue in the last financial year and expects this to grow by 150 per cent during the current fiscal. Odhni caters to women of varied backgrounds and interests with all leading brands of Surat, Kolkata, Mumbai, and Delhi.

The Delhi-based ethnic wear brand was founded by Anju and Shashi Jain in 1999. It is currently run by Puneet Jain & Yatin Jain. Its studio flagship store based out of Pitampura has the distinction of being the largest women apparel store in Delhi.



V-Mart to add 20 per cent retail space every year

V-Mart, which has always been pioneering in the Tier-III, IV cities, plans to add 20 per cent retail space every year for seven years. The company has established its presence in around 100-odd towns in these cities. The retailer adopts a data-centric approach and technology to meet its growth requirements. It has adopted ERP, data analytics and MIS for analysis. It has also been forecasting to the planning and the allocation modules that are algorithmically planned.

V-Mart also adopts AI driven algorithm which decides which store would sell what and projects what would sell where in the coming days and coming months. In which territory, what fashion and what color or size would sell and what kind of consumers buys it, etc. Through this the company is able to rationalise on its inventory management and give the customer the best retail experience.

Sportswear brand Arcley to spread retail footprint



Arcley has been growing close to 100 per cent year on year and is currently selling about 5000 units a month. This sportswear brand, launched in 2015, bridges the gap between domestic brands that target the price-sensitive market and global brands that serve the premium market. It is one of the few brands that launches its customized sports apparel as per the needs and demands of customers. It delivers affordable and high quality products.

Right now Arcley is available only in Haryana and Delhi and this year would be entering about three or four states. The product portfolio will be widened and some exclusive lines will be launched.

Athleisure is now a global phenomenon. The category is growing at a faster rate than other apparel categories. In fact, India is the largest contributor to the Asian sportswear industry. With millennials having high aspirations, the sportswear industry is undergoing numerous changes adding new brands and new categories.

Retailers too are willing to give shelves to a new brand. This change is happening not just in metros in non-metros too. In 2016-17, athleisure grew at 20 to 25 per cent annually in the global active wear market.

M&S plans six more stores in India

Marks & Spencer will open six more stores in India in the next two months. Now there are 71 stores across 30 cities like New Delhi, Amritsar, Mumbai, Pune, Kolkata, Bangalore, Chennai, Kochi, Bhopal, Kanpur, Hyderabad and Chandigarh.

Of the 71 stores, 10 are standalone beauty and lingerie stores. Half the stores it plans to open in the next two months would also be standalone beauty and lingerie stores. The British retailer opened its first store in India in 2001. India is the largest market for M&S outside of Britain. A fifth of the turnover comes from outside the major metros. M&S has developed a rethink campaign specifically for this market, a first globally where a campaign has been designed for the local market. However, the contribution



from online to its revenues is still quite small in India, unlike in Britain where 30 per cent of its sales are online.

Internationally, Marks & Spencer sells its products in 57 markets across 400 stores and has an online presence in 33 markets. The company clocked in a revenue of Rs 908 crores last year and has been growing at a CAGR of 24 per cent over the last five years. It clocked nine per cent growth in same store sales last year.

Hopscotch to open second store in India



Children's wear brand Hopscotch is set to open second store in India in Bengaluru. The brand recently crossed the Rs 500 crore valuation mark in India, a major milestone. It is expanding rapidly and is now available in 1,300 cities launching 500 styles daily. Founded by Rahul Anand in 2012, Hopscotch has rapidly expanded following investment by Anand's previous employer, Diapers. The brand has now reached a total of 500 new styles being rolled out per day and around 120,000 a year, a staggering amount, especially for a children's wear brand.

The brand has design teams in India, China, Thailand, and the US who track fashion weeks and international trends to log real time children's wear trends. Average customer visits a Hopscotch store 52 times a year.

Kewal Kiran opens more outlets



Kewal Kiran Clothing will open eleven new retail outlets across India. These will be in Tier III and IV cities like Guntur, Beghusarai, Jaypore, Ramgarh, Amaravati, Ballia and Azamgarh. With this Kewal Kiran will have a total of 336 stores.

Kewal Kiran Clothing is one of India's largest branded apparel manufacturers and owns popular brands such as Killer, Easies, LawmanPg3, Integriti, and Desi-Belle. These cater to the middle and upper middle segments. Kewal Kiran Clothing currently has 325 retail stores in 210 cities across 25 states. The company was incorporated in 1981 and is based in Mumbai and has consumers in Asia, the Middle East and CIS. The company designs, manufactures and markets branded jeans, semi-formal and casual wear for men and women. The Killer brand of jeans has become the brand of choice for youngsters in small towns. The company's own manufacturing and processing set up enables it to have a speedy go-to-the market time frame - from design to production.

The company reported a net profit of Rs 13 crores during the third quarter ended December 31, 2018, with net sales of Rs 118 crores on the back of strong festive season sales across its retail stores in India.

Forever 21 opens in Jaipur

Forever 21's new Jaipur store has, among other things, a panda coin purse, a holographic backpack, and platform heels with tiny ice cream lollies printed on them. The brand also has stores spread across metros like Mumbai, Delhi, Bangalore, Pune, Hyderabad.

Forever 21, founded in 1984, is a US-based retailer and is much coveted among youth, especially women. It offers men's and women's



clothing, jewelry, footwear and accessories. It has a network of more than 700 stores across the globe. Forever 21 has brands like Forever 21, XXI Forever, Love 21 and Heritage in its portfolio. The brand celebrates street fashion with the colors of spring, pastels, minty blues and green. Forever 21 is known for dabbling in high fashion with sequined strapped dresses, trendy blazers and oversized sunglasses.

The retailer operates in India through a tie-up with Aditya Birla Fashion and Retail.

Reliance Trends to open more stores across India



Reliance Trends will have 2,500 stores in India over the next five years. As of now, there are 557 stores. The chain will be in 300 cities in five years up from 160 now. The expansion plan should allow Reliance Trends, which sells accessories as well as clothing, to rapidly grow its private labels.

Integrating private labels with its e-commerce venture, and penetrating deeper into Tier III and IV cities, is the next level of growth for Reliance Trends. The new ecommerce venture aims at connecting small and mid-sized merchants with his retail network and warehouses, helping them better manage inventory as well as boost sales of Reliance's private labels.

Reliance Trends' aggressive expansion will see products such as private labels available across multi-brand outlets and smaller format stores as well. Almost 80 per cent of Reliance Trends' revenue comes from private labels. A team of designers work across seven centers in India and one in the UK to design items such as jeans, trousers, shirts and T-shirts.

Retailers tend to make better margins out of their own brands than third-party brands because they can keep a much sharper eye on costs of production and associated marketing.

Wacoal to spread retail, aims for 70 EBOs by 2021

Japanese lingerie-bran Wacoal is aiming to have 70 exclusive stores in India by 2021. As of now, there are 12 company-owned exclusive outlets. Another 80 stores will be added in the shop-in-shop format. The Japanese lingerie brand entered India in 2015 through a joint venture with Periwinkle Fashions. Besides opening up more stores in the existing markets like Mumbai, Delhi, Pune, Bangalore, Wacoal will open stores in the top ten cities of India and will focus on smaller cities like Nashik, Rajkot, Nagpur, and Indore. The company also sells through e-commerce companies like Myntra, Jabong, Tata Cliq and its own website. Around 10 per cent of its revenues come from the e-commerce channel in the country.



Wacoal currently imports products

from factories globally but may look at manufacturing them in India as well although the first goal is to get the right products for Indian consumers. The brand is present in 70 countries. Japan is the biggest market for Wacoal, followed by the US, UK, and China. The company aims to generate \$25 million revenue in India by 2021. The aim is to further solidify its position as a leading entity in the country's luxury lingerie market.

and the products include kurtas, dresses, tunics, and tops. The line comes in a variety of styles including dresses, kurtas, tunics and more.

Raisin is a blend of Indian culture and modern influences. One of Raisin's visions is to position itself as a brand that provides modern women contemporary fusion wear that is not only exceptionally comfortable but also stylish. Understanding the needs of today's women in terms of accessibility and staying updated with the latest fashion trends, while still providing extreme comfort, Raisin wants to be a relevant force in the women's retail market.

Most brands are available through the mediums of MBOs and EBOs. Raisin wants to reach a larger audience through its shop in shop retail model. Raisin won the Textile Manufacturing Business of the Year Award at the eighth edition of the Small Business Awards.

Baggit enters small towns



Baggit is looking to expand in Tier III and IV cities across India. As of now, the accessory brand has 52 exclusive brand outlets with 1000 multi-brand and large format stores across the country. The 30-year-old brand with an annual revenue of Rs 100 crores and is now aiming for double-digit growth by investing in digital and omni-channel marketing and introducing new product segments.

Other than marketing, customer relationship management is one of the important activities that the brand does to understand customer preferences, create awareness and engagement. Baggit did a soft launch of CRM in 2018, and is simultaneously preparing for its integration in existing systems and raising the service quality. A loyalty program will be launched in fiscal 2019-20. The brand ambassador is Shraddha Kapoor.

For its sub-brand gg, Baggit has kept prices low, considering the younger generation. The next big marketing strategy is using AI, to analyse the huge customer data in order to understand the product and the customers and to elevate their experience across the value chain. Baggit opened an outlet in Dubai in partnership with Landmark and the target is to expand there in future.



Future Retail to open more Big Bazaar stores in East India

Future Retail will add around 25 Big Bazaar stores in the eastern region. This will focus on West Bengal, Bihar, the Northeast, and Orissa. Each store will have an investment of around Rs 2000 per sq ft. About seven or eight stores will open in Kolkata alone. The east contributes 25 per cent to the company's national sales.

Future Retail, the retail entity of the Future Group, has around 286 Big Bazaar stores, 89 FBB stores and 1050 small format stores spread across the country. It operates multiple retail formats in both the hypermarket, supermarket and home segments of the Indian consumer market. For fiscal '19 Future Retail has a target to grow by 18 per cent to 25 per cent. The company is also working on plans to improve its supply chain network. The retailer has a multi-pronged strategy to boost profitability by expanding its small store network, increasing margins in the food and fast-moving consumer goods portfolio, increasing stock velocity and leveraging its customer data across group companies to increase sales per customer.

Future Retail will try to deliver products from the nearest outlet/store. This cost-effective mechanism will help in speeding the process of delivery. In addition, the company is also trying to create some segments that will be exclusively available on the online platform.

Parvati Fabrics' women's wear brand Raisin spreads across India

Raisin has expanded into 22 Indian cities and opened 72 brick-and-mortar stores. The brand has also launched online and is pursuing an omni-channel retail strategy. This is a women's wear brand launched by Parvati Fabrics in 2018. For 30 years Parvati Fabrics has been trading across India and exporting high quality fabrics and designer women's wear to various countries all over the world.

Raisin offers both western and ethnic wear



Myntra closes two Mango, Roadster stores in Mumbai and Bangalore



Myntra has shut a prominent Mango store in Mumbai and its flagship store of private brand Roadster in Bangalore. These stores had marked the company's high-profile entry into brick-and-mortar retailing. Apparently the Roadster and Mango outlets were making losses. Sales were weak compared to the high rentals.

Myntra had spelt out plans barely nine months ago to roll out 100 physical outlets—half of them of Roadster and the rest of HRX, Mango and others—to tap the complementary omni-channel initiatives. Myntra entered offline retailing with the Roadster outlet in Bangalore in 2017.

Walmart-owned Myntra had been scouting for space in malls for various brick-and-mortar formats it had planned, including a department store chain, a women's fashion chain called Myntra Women, a cosmetics format Myntra Beauty and sports and lifestyle outlets.

Manyavar & Mohey open new store for ethnic wear

India's leading celebration wear brand has opened its 10th store in Pune and 44th in Maharashtra. The brand now also offers the finest attires for women at the 77 Mohey stores, where celebrations begin.

The new store features Virat and Anushka collection with fine sherwanis, kurtas, Indo-western and Mohey presents the finest attires for women and fusion wear with accessories and kids wear also. The store offers an exceptional range of traditional outfits and accessories for men in its wedding collection, party wear and clothes for other special events. Some of the country's finest fashion designers and artisans have been brought together to create products at Manyavar.

Manyavar caters to the debonair man who



Raymond Ceremonial debuts in Mumbai

Raymond has gone into ethnic wear with Raymond Ceremonial and Ethnix.

There are two Ethnix stores. Apart from this, two more Ethnix stores are in the fit-out stages and are expected to be launched by mid-March. The target is to take the total store count to six by this fiscal year end and then gauging the response launch another 30 to 40 stores.

Raymond Ceremonial is the flagship identity for the brand's ethnic wear products. One such flagship is in Mumbai. The store spans 2,300 sq ft. This is the first Raymond Ceremonial store and going forward more will be opened more in metropolitan cities.

Raymond now has four strong brands: Raymond, Park Avenue, Park and Colour Plus and the company is doing well and delivering a high double-digit growth.

The company is currently in the right place with the right set of opportunities. The company is made up of many parts -- textile, apparel, B to C fabrics, engineering, auto components, FMCG. Every part has its own challenges and its own needs and desires.

For Raymond fabrics are a solid and legacy business, while apparels are growing strongly. It is a market leader in



its space and has managed to enter the FMCG space. As for key focus areas of the company, the priority is to see exponential shareholder returns.

proudly flaunts his desi avatar on weddings, parties and other special occasions. This Ethnic wear store comprises all new Collections and the latest trends in the market. Mohey defines women's ethnic wear.

Nysaa subsidiary to open more stores



1-India Family Mart will open 100 stores during the next financial year mainly in Tier II and III cities. The aim is to cater to 75 per cent of small town residents. This plan will also increase the brand's total retail space to 12 lakh sq ft by 2020. The brand currently has 66 stores. Its main strongholds are the North and East India. New stores will open in Uttar Pradesh, Bihar, Jharkhand, Assam, and Chhattisgarh and store sizes will average around 8,000 sq ft.

1-India Family Mart, launched in 2013, is a value fashion retailer and a subsidiary of Nysaa. The brand's main demographic is lower middle-class families in rural areas and the brand's products are made up of around 80 per cent apparel for women, men, and

children, and the rest are lifestyle and home ware goods. The brand reported a revenue total of Rs 250 crores for the 2018 financial year and expects to double that to reach a top line of Rs 500 crores in the 2019 financial year.

Easybuy targets 200 stores by 2022

Easybuy plans to reach 200 stores by 2022. As of now there are 75 stores. The brand, launched in 2015, will open franchise stores to reach the maximum number of customers. The brand aims to eventually open a store in each of India's district headquarters, of which there are over 500.

Easybuy is the apparel value retail format from the Landmark Group. It offers men's wear, women's wear, kids' wear, footwear and accessories. Easybuy hopes to become the most preferred value fashion destination for the aspirational Navbharat families who are seeking super styles at super prices.

All Easybuy stores are franchisees and spread over 5000 to 7000 sq. ft. The retailer sees potential in Tier II and Tier III markets, which are dominated by regional brands, while fashion and retail brands are concentrated in metros.

