

Spencer's Retail launches Mobile App to enhance shopping experience, steps into e-tail

- Spencer's Mobile app features real-time best alerts on deals & store events & customized shopping list for making shopping at Spencer's convenient and informed
- For Kolkata SmartRewards members, the app digitizes the SmartRewards card into a barcode which can be scanned at the billing counter for earning & burning points – a significant move towards a card-less & convenient loyalty program
- Actors Prosenjit Chatterjee & Parambrata Chatterjee take shoppers on a whirlwind shopping tour with the new app

Kolkata, 9th December, 2014: Spencer's Retail Limited launched Spencer's Mobile App today to give shoppers a heightened shopping experience. The app was unveiled in the presence of Mr. Shashwat Goenka, Sector Head, Retail, RP-Sanjiv Goenka Group and actors Prosenjit Chatterjee & Parambrata Chatterjee.

The objective of the app is to empower our shoppers with the right information and at the right time. This app gives alerts on best deals on a real time basis. Also with the huge array of products available in the shelves, shoppers these days prefer making their customized shopping list before stepping into a store—a feature that this app ably supports.

Speaking on the occasion Mr. Shashwat Goenka, Sector Head, Retail, RP-Sanjiv Goenka Group, said, "Spencer's with its customer-centric focus is on its way to revolutionize the way customer relationship is perceived. The creation of this app is a significant step towards forging value-based, one-on-one relationships with shoppers. The app has been designed to give a convenient interface to shoppers which will keep them up-to-date about what is happening in our stores"

For Kolkata CRM members, the app digitizes the card and stores a barcode of the card number in the app. In case they forget or choose not to carry the card to the store, they can show the barcode on screen to the cashier and will be able to earn and burn points on their account.

Key Features of Spencer's Mobile App

- Showcases best offers and all key events running in the stores on a real-time basis
- Helps to build an user's own shopping list from a list of 1500 – 2000 best selling SKUs
- Informs users about the various shopping categories and specialties available at various stores
- Has a feedback section for shoppers on shopping experience
- Takes in new membership enrollment requests of Spencer's Smartrewards loyalty program
- Provides information on SmartRewards points which are available for redemption
- App digitizes barcode of CRM card for Kolkata users

"I have always enjoyed shopping from Spencer's for the sheer variety & the exotic items, it offers. I am a clumsy shopper and keep on rummaging from one section to another. This app will come in handy to prepare my shopping list beforehand" said Prosenjit.

“I prefer being organized in shopping and am quite a fastidious shopper when it comes to availing the best deals. This app is really convenient in the way it showcases the best deals in the stores and the shopping festivals that are running at Spencer’s. I see myself using this frequently for a convenient hand-held shopping guide” said **Parambrata**.

There has been exponential growth over the last couple of years on mobile internet users. India has the third largest smartphone base in the world with 117 million users in 2013 which is expected to grow more than 45% this year. 73% of smartphone users use apps for their buying decision.

Mr. Shashwat Goenka, Sector Head, Retail, RP-Sanjiv Goenka Group, further added *“Spencer’s retail is on an aggressive growth track establishing its presence in select geographies across the country, reaching out to more and more shoppers every day. We have laid great emphasis on shopping convenience in our stores and with the launch of Spencer’s mobile app today, we take a step further in our endeavor to provide convenience to shoppers.”*

About Spencer’s Retail Limited

Spencer’s Retail Limited, part of the 15,000 crores RP – Sanjiv Goenka Group, is a multi-format food-first retailer providing the widest range and assortment of products to its key consumers. The organization runs about 126 stores, including 33 large format stores across 40 cities in India employing more than 4500 professionals who are specially trained to meet consumer needs.

The organization has a footfall of about 3.68 million per month and about 10 lakhs loyal shoppers across the country today. Spencer’s has been recently recognized as the ‘Most admired retailer of the year – Hypermarket’ at the India Retail Forum 2014.

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