

Spencer's Retail gives a new look to its 1st Hyper Store in Vishakhapatnam

- More than 15,000 products to offer from a wide range of merchandise in food, grocery, personal care, fashion accessories, home essentials and more, making it the ultimate food and home shopping destination for residents of the region
- Spread over 25,900 sq. ft., with free parking space
- Launch Offer: Shop for Rs.1199/-& above and get 1 kg sugar absolutely free. Offer valid from 29th Dec 2014 to 4th Jan 2015

Vishakhapatnam, 29th December 2014: Spencer's Retail, a multi-brand and multi-format retailer focussing on providing best products at affordable prices, gives a new look to its first hyper store in Vishakhapatnam located near Dr L.B. College.

Spread over 25,900 sq. ft., the store offers a wide range and assortment of merchandise in food and grocery, fresh fruits and vegetables, home and office essentials, electrical and electronic products, personal care, apparel for men, women and kids, all available for fine living at affordable prices.

A new section in the store is Spencer's Patisserie – a live Bakery offering simple, specialty and exotic range of freshly made bakery and confectionery items. The recipes are authentic, gathered from the best ones from all across the world, including Indian favorites . The store also offers Fish and Meat, Dairy, chilled & frozen products and a wide variety of food take-away options that promise to gratify every consumer's shopping requirement.

Speaking of the re-launch, **Mr. Shashwat Goenka, Sector Head – Spencer's Retail Limited** said *"We are very happy to re-open our first hyper store in Vishakhapatnam with a completely new look to deliver value service to our customers with the widest range of over 15,000 quality products at*

affordable prices, all under one roof. The assortment for food, home and electronic products has been put together keeping in mind the requirement of the shoppers in the locality, and a lot of emphasis has been laid to ensure shopping convenience." Spencer's is the first hyper retail brand in

Vishakhapatnam as it started operations in September, 2004 with the launch of the Hyper store.

Spencer's Hyper in Vishakhapatnam offers more than 140 variants of *nuts, dry fruits and spices* such as Californian Almonds, Walnut, Raisins, Figs, Apricots, Pistachios, Pine nuts, Prunes, Hazelnuts, Blueberries, and Blackberries etc. The store also offers more than 170 variants of *organic food products* in fresh food as well as staples.

Key Highlights of the store

- Spread over an area of 25,900 sq. ft.
- Operational Hours: 9:30 am - 10 pm
- More than 15,000 products on offer
- 17 cash tills for consumer convenience
- Free Parking for more than 25 four wheelers at a time
- New value communication roll-out - from a warehouse to a modern contemporary retail store look. The communication is around quality products in affordable prices

Special Attractions

- A new section on Spencer's Patisserie - Live Bakery
- A new section on Wine & Spirits
- Wide range of fresh fruits and vegetables including exotic variants, cut fruits & vegetables
- Wide range of organic food products - about 170 products
- Nuts corner offering over a 140 variety of nuts, spices, and dry fruits
- Fish & Meat section - wide variety fresh, frozen, delicatessen and rotisserie
- Personal care, beauty and cosmetics zone

Categories available:

- Food and grocery including staples, FMCG and processed foods

- Fresh fruits & vegetables
- Personal care, cosmetics and fragrances
- A wide variety of home essentials and stationery
- Imported food products
- Electricals & electronic goods
- Fashion for men, women, children and fashion accessories
- Spacious food court offering a wide variety of quick meal options
- Private Label brands across categories

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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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