SRS Fortifies its retail presence

Agencies, New Delhi

SRS Limited, the Rs 2888 cr company, has strengthened its presence in the modern retail category with the launch of its latest store at Saket, New Delhi. This is the company's 22th store in NCR Delhi.

Attractively located in the busy market area of Saket in South Delhi, the all new store is lined along international standards in terms of product range and merchandising, promotions and customer focus. Its wide portfolio includes all key categories such as fmcg products, staples, beverages, home care, personal care, grooming, fruits and vegetables, cleaners and much more. The store, like all others in the chain, is designed to fulfill the entire shopping basket for its customers, making it a one-stop destination for the household requirements – something that is of high relevance with time being at a premium for most people. The store is targeted at the middle and upper middle segments, and in keeping with this, is well-stocked with popular imported food products to cater to the needs of this segment.

Says Dr Anil Jindal, Chairman, SRS Group "We are delighted to launch the store on the auspicious occasion of Navratras. With this, we hope that the store will continue to bring goodness and happiness to its customers by treating them to world-class products, thrilling promos and unmatched convenience. Coming close on the heels of the launch of another store in Noida, this store quickly takes our tally in retail up another notch".

Behind the appealing store is the demonstrated expertise of SRS in the retailing business, leveraging its robust understanding in terms of backend logistics, warehousing & supply, automatic replenishments, shelf fill rates, purchases, marketing and other core areas. The new store offers a modern, pleasing ambience and allows shoppers to enjoy their shopping. The stocking has been carefully balanced to ensure that all key product categories and brands are available, yet giving the store an open, uncluttered look. Additional services such as free home delivery, super saver offers and low-priced day of the week also feature here.

Says Sunil Jindal, MD, SRS Limited "This is a well-located store in the middle of a favourable consumer catchment area and is ready to serve people who like to go in for top quality brands available under a single roof with exciting deals and superb service. This is a part of our strategy to go ahead with diligent expansions in retail to make SRS Value Bazaar a brand of preference for the consumers". To make it special for the people, there will be exclusive offers running at this new outlet for a limited period of time.

SRS Limited has held a strong focus on its retail operations, and has chosen stable and profitable expansions, with a strong customer focus. Its retail stores are located at Delhi, Gurgaon, Faridabad and Sonepat.