

Mahindra Retail launches first Mom & Me outlet in Hebbal

One-stop shop for new and expecting mothers

December 13, 2013, Bangalore. Mahindra Retail, a part of the USD 16.2 billion Mahindra Group, is opening the very first outlet of its popular Mom & Me chain of stores in Hebbal on December 13, 2013. Mom & Me, the flagship brand of Mahindra Retail, is a specialty store offering a range of products and services for mothers and mothers-to-be. Mr. Krishnabyre Gowda, Minister of Agriculture for State and Mrs. Indiramma Mohan Kumar, Deputy Mayor, Bangalore, were amongst the dignitaries present at the inauguration.

The new 1357 sq. ft. store is located at, Behind Esteem Mall, Chiranjeevi Layout, Kempapura and promises a delightful shopping experience with maternity and children's apparel, mother and baby wellness products, baby furnishings, strollers, baby car seats, toys and lots more, all available under one roof.

"We believe that every Indian mother deserves the very best for her child and herself and our dream is to take Mom & Me to every mother in every part of India. We already have a significant footprint in Karnataka with over 20 outlets in Bangalore, Mysore, Hubli and Mangalore and are now delighted to open our doors in Hebbal. We have been aggressively expanding our presence across the country as the demand for stores has been quite high. Hence, to reach a larger audience at a faster pace, Mom & Me has now started operations via the franchisee model as well," said **K. Venkataraman, CEO, Mahindra Retail.**

Mom & Me is a chain of stores from Mahindra Retail that has been built around the unique needs of mothers to be, young mothers, infants and children up to the age of nine. The store was built to address the lacuna in the market for maternity and baby products and services. The absence of a single retail outlet addressing mother and child products and non-medical advisory needs is the most critical need gap that Mom & Me seeks to address with a one-stop store for moms and kids across the country.

The stores are not only a one stop solution for all mother and baby needs but also offer value added services including parenting sessions by experts in-store and Product Solution Bundles which are essentially a thoughtfully created bundle of products for each stage of the parenting process.

Mom & Me has scoured the world's best brands in various categories and selected a range of the best and most relevant products to stock in their stores, giving Indian mothers choices that they may not have hitherto enjoyed. Where international brands have found to be lacking, Mom & Me has developed private labels in order to bring products like ethnic fashion for women, infant apparel and traditional Indian toys to their stores for the benefit of the Indian consumer.

The brand now has a pan India footprint with a total of 113+ stores. Mom & Me is located in Delhi, Noida, Ghaziabad, Faridabad, Gurgaon, Chandigarh, Panchkula, Patiala, Jalandhar, Ludhiana, Jammu, Lucknow, Kanpur, Udaipur, Jaipur, Agra, Meerut, Allahabad, Bareilly and Dehradun in the **North**, Mumbai, Pune, Nagpur, Aurangabad, Nashik, Ahmedabad, Surat and Vadodara in the **West**, Bangalore, Mysore, Hubli, Mangalore, Chennai, Vizag, Hyderabad, Guntur, Trivandrum, Cochin, Vijaywada Calicut and Coimbatore in the **South** and Indore, Bhopal, Bilaspur, Raipur, Ranchi, Kolkata, Siliguri, Cuttack and Guwahati in the **East**.

To shop online, please visit www.momandmeshop.in

About Mahindra Retail

Mahindra Retail is an extension of the US \$16.2 billion Mahindra Group's trading foray in the domestic India market. It is a part of Mahindra Partners, the \$750 Million Private Equity division of the Mahindra Group, with a vision to accelerate value creation through a diversified portfolio of emergent businesses of the future. Mahindra Retail has a unique venture, “Mom & Me” retail stores which specialize in maternity and infant care and have everything for Moms and kids under one roof. In a short span of time, Mahindra Retail has successfully created a strong brand with pan India presence, operating 113+ Mom & Me stores in over 50 cities in India by 2013. Mahindra Retail is also in the distributing business of toys, games and wellness products under licenses from various international brands like Disney®, Mattel®, & NUK®.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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