



 **FASHION FACTORY**
BRANDS FOR LESS

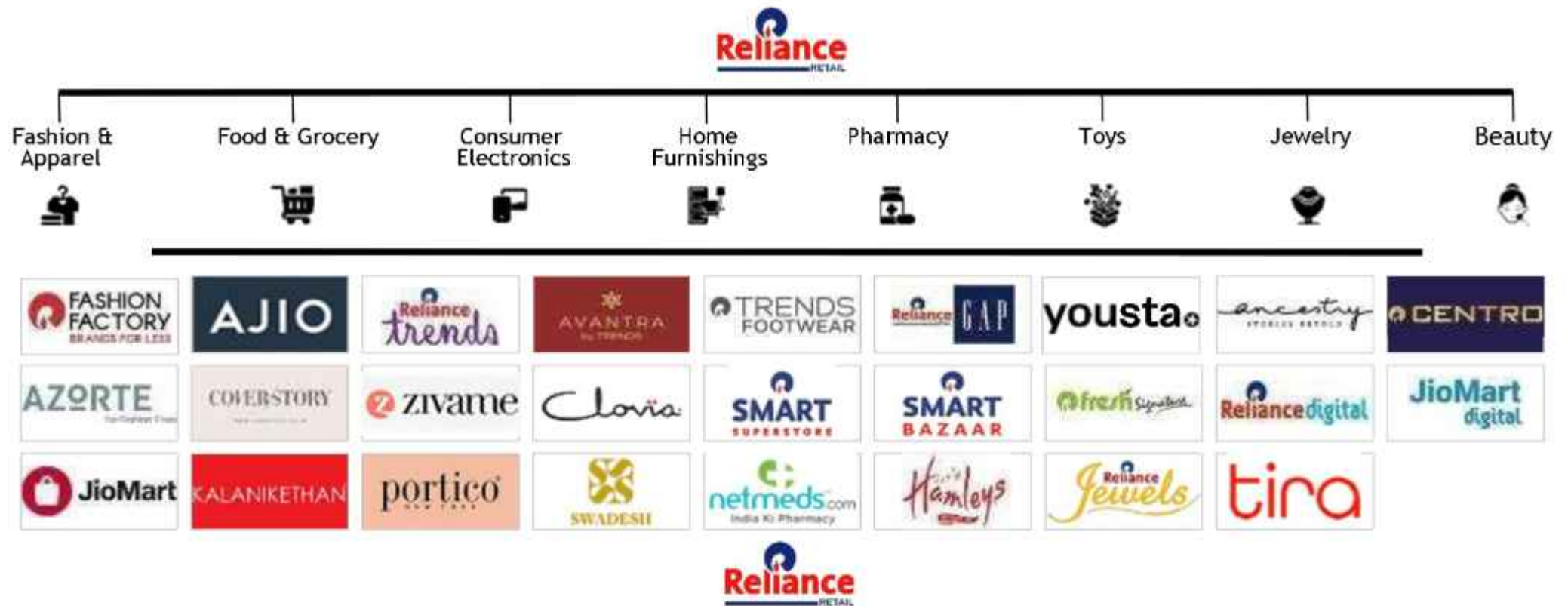
 **FASHION FACTORY**
BRANDS FOR LESS



RELIANCE RETAIL

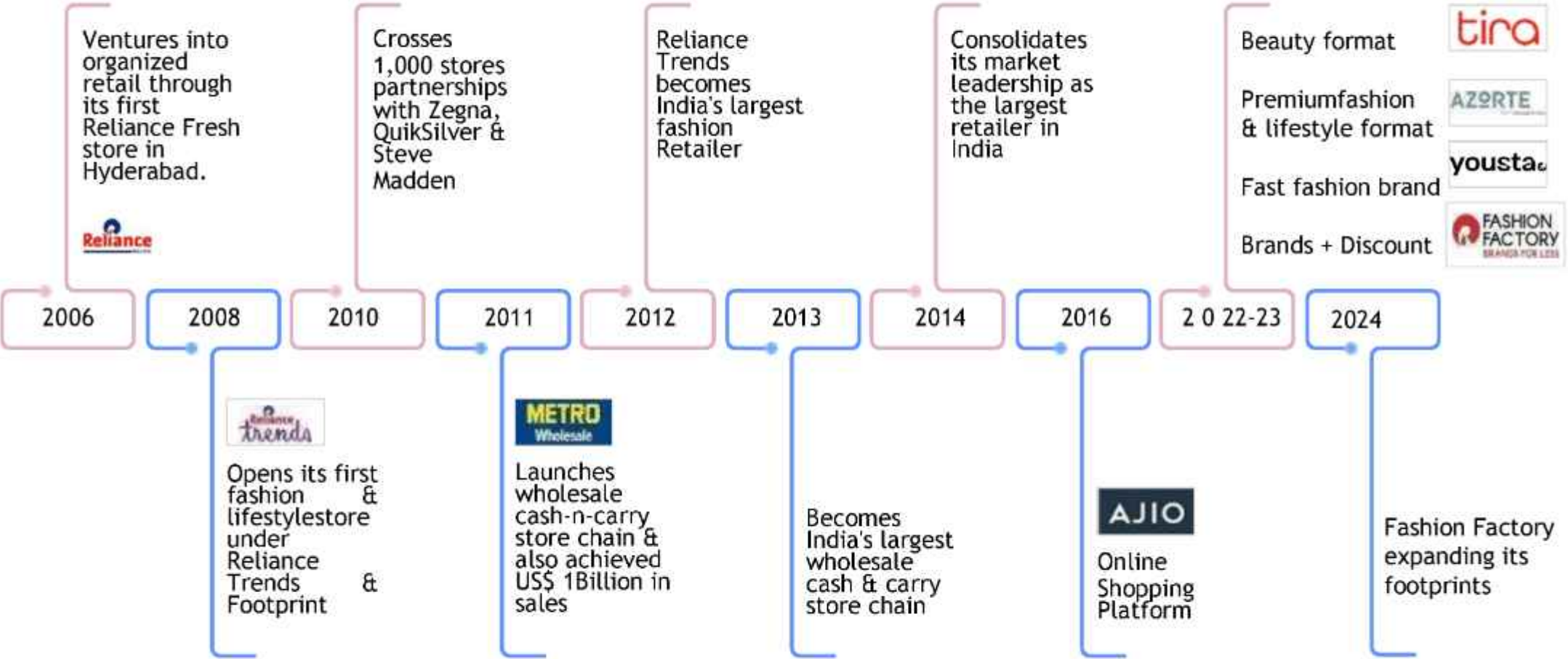


- Since 2006, Reliance Retail has grown to become India's largest retailer, delivering superior value to its customers, suppliers, and shareholders.
- Our retail outlets provide a world-class shopping environment and an unmatched customer experience, powered by state-of-the-art technology and a seamless supply chain infrastructure.
- Reliance Retail Limited (RRL) reported a turnover of Rs. 306,786 crore for FY 2023–24. As of March 31, 2024, RRL operated a nationwide network of 18,836 stores with a retail area of 79.1 million sq. ft.



RELIANCE RETAIL JOURNEY

 **FASHION FACTORY**
BRANDS FOR LESS



Format Overview: Fashion Factory

To make aspirational products & brands more accessible & affordable (Brands for Less)

1. Multi-brand fashion discount retail chain designed for the fashion-savvy, brand-conscious and discount-seeking shoppers
2. Availability of Aspirational International and National Brands for Less in fashion wear, sportswear, luggage and accessories
3. 365 days celebration of events and promos.
4. Outlet Mall Concept



Brandstar

Competitive Insight

Full-Price & Online
Retailers vs. Brand
For Less – 365 Days
@ Fashion Factory

Societal Truth

Every Indian prides to be
a Discount Seeker

Role in Life

Celebrating DISCOUNTS & Deals,
accentuating a feeling of being
winner by getting best deals

Category Semiotic Truth

India's ONLY Fashion
Discount Destination

Brand Truth

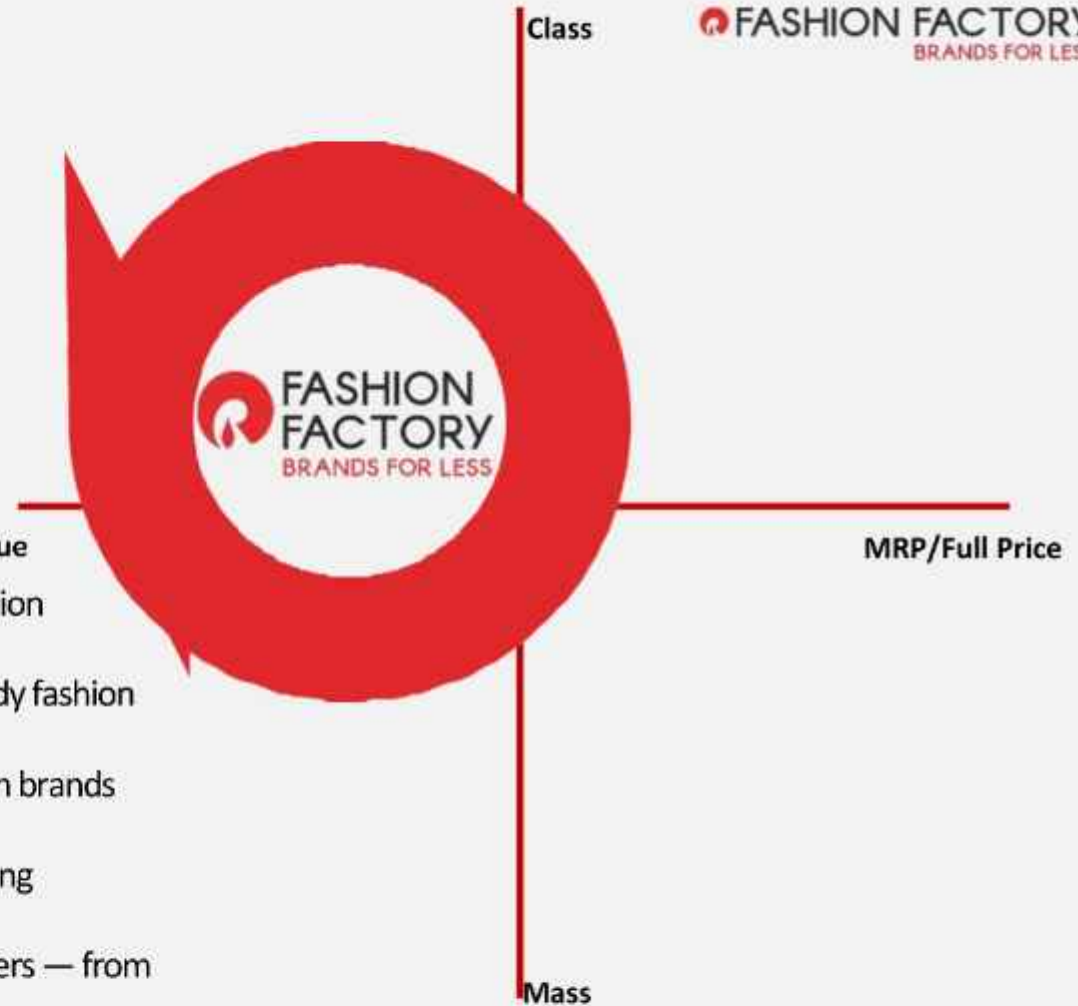
International &
National Brand @ 20%-70%
discount 365 Days

Product Insight

Catering to all consumer
segments from the owner to the
driver

Brand Positioning

- FF is the gateway to smarter and better fashion choices.
- An upgrade to your style quotient with trendy fashion for all.
- FF democratizes fashion by making premium brands accessible at affordable prices.
- Offers great brands at value-for-money pricing throughout the year.
- Caters to a wide spectrum of Indian customers — from drivers to car owners.
- Core Target Group: 21–45 years age group.
- “Brands For Less” – 365 days a year.
- Exciting and crazy discounts every week.



KEY LEVERS AND GROWTH DRIVERS



NETWORK

- Aggressive Network Plan Pan India
- Urban Markets
 - Metros & Tier1
 - Tier-2& 3Cities
- Suitable Locations
 - Malls
 - High Streets



DISCOUNTS

- Pocket Friendly prices
- Grab Deals
- Single Day Promo
- Hero Campaigns
- Free Shopping Weekend



PRODUCT

- Great fashion and latest trends
- Apparel & Lifestyle brands
- Character licensed merchandise
- Sell entire looks for fashionability
- International Brands @ Discounts

MERCHANDISE ASSORTMENT

FASHION FACTORY
BRANDS FOR LESS

Men's wear

Denim, Smart
Casual, Athleisure
& Formal

Women's Wear

Western,
Indian, Athleisure

Kids Wear

1.5Y-6 Y
7Y-14 Y

Inner Wear

Lingerie &
Sleepwear

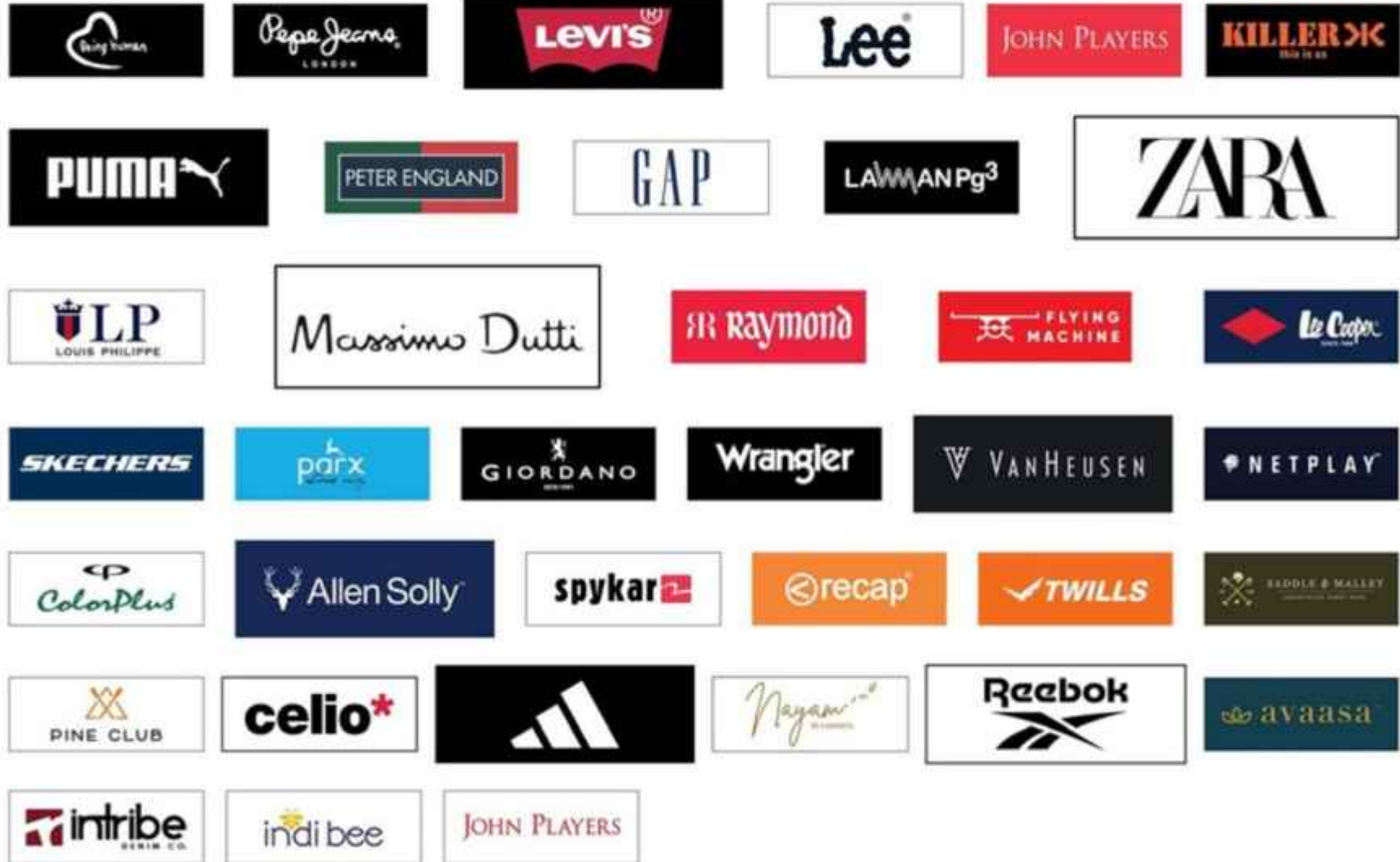
Footwear &
Accessories



Reliance
RETAIL

BRAND PRESENCE

FASHION FACTORY
BRANDS FOR LESS





Fashion Factory Façade









Store Design



STANDALONE STORE FRONT



MALL STORE FRONT





FOCAL POINTS



FOCAL POINTS



Women Wear- Indian



Women Wear- Indian



Women Wear- Western



Women Wear- Western



Men Wear



Men Wear



Men Wear



Men Wear



Kid Wear



Kid Wear



Footwear



Luggage



Accessories



Store Specifications:

Store Size: 20,000 sq. ft. (Ideal Ground + 1F, Maximum 3 levels: Ground Floor + 2 Levels)

Store Frontage: 50 to 60 ft. or more with clear height 10' beam to bottom.

Location Preference:

Suburban High Streets – Areas with strong residential catchments but lower rentals than prime city centers.

Tier 2 & 3 Cities – Expanding into growing urban markets with rising consumer demand.

Factory Outlet Malls – Dedicated discount shopping hubs where customers expect bargain pricing.

Standalone Large Spaces – Older commercial buildings or repurposed warehouses in budget-friendly zones.

Transit Hubs & Peripheral Zones – Near bus depots, railway stations, or airports with high footfall but lower real estate costs.

Shopping Clusters with Mid-Segment Retailers – Locations where value-conscious shoppers already frequent.

Mixed-Use Developments – Retail spaces within residential or office complexes to attract daily foot traffic.

Statutory Compliance

Commercially Approval Building

Fire NOC

Occupancy Certificate (OC) & Completion Certificate (CC)

Lessor (Landlord) Scope

Job Description	Details
Civil works	Floor vitrified tiles - supply, laying, grouting. Exterior and Internal Painting. Demolition if required & Closure of wall opening if required. Internal & external staircase with finishing, Lift including cladding. Façade work with ACP cladding & glazing, Rolling shutter,.
Plumbing	Toilet and Pantry with Fixture with fittings.
Electrical Works	DG (250 KVA) with AMF Panel: Supply, testing and commissioning with Civil foundation & shed required, if any. LT Panel: Electrical Panel of Electricity Board.

Reliance Retail Scope

Job Description	Details
IT Software	Entire Software-FOH & BOH area and Applications.
Merchandise	Apparels , Accessories and Footwear supplies
Transport and Logistics	Merchandise supply and returns to DC.
Store Façade Logo, Promotion & Marketing	Design and Implementation Store Façade Logo & of promotion activities.

THANK YOU