



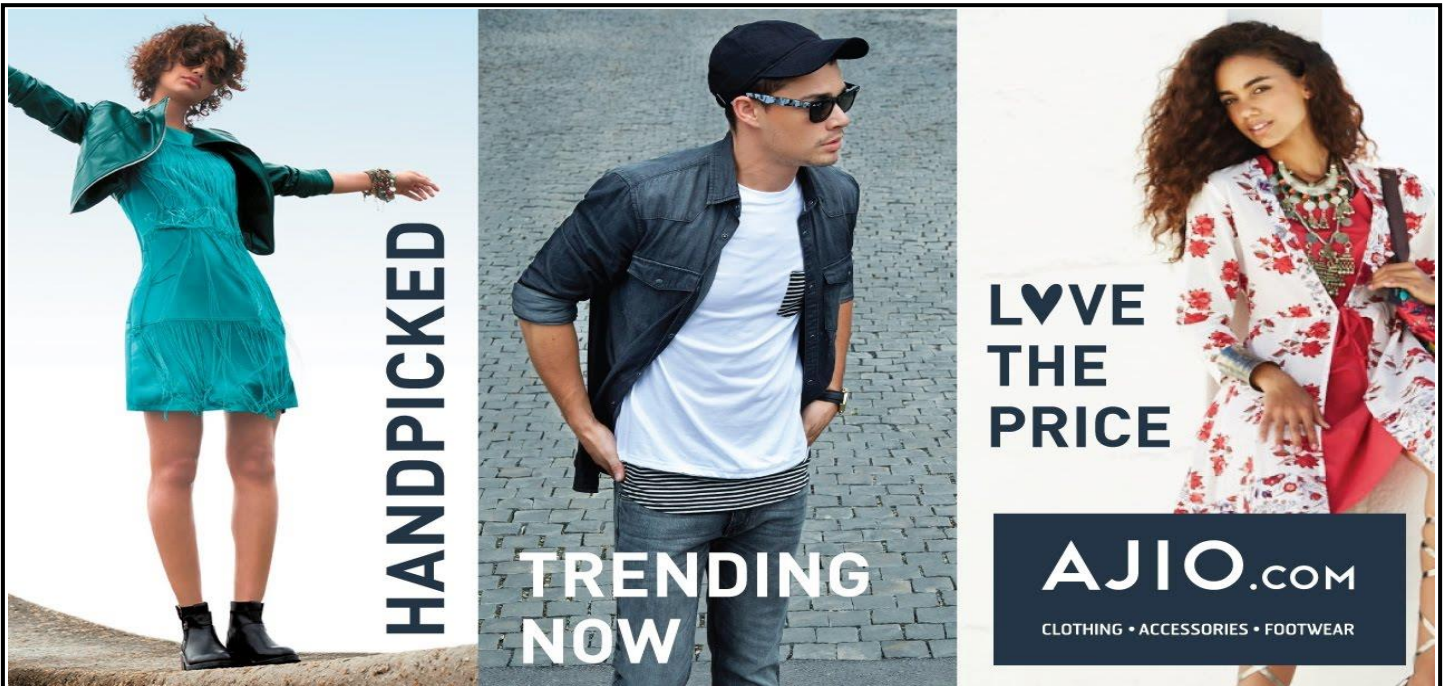
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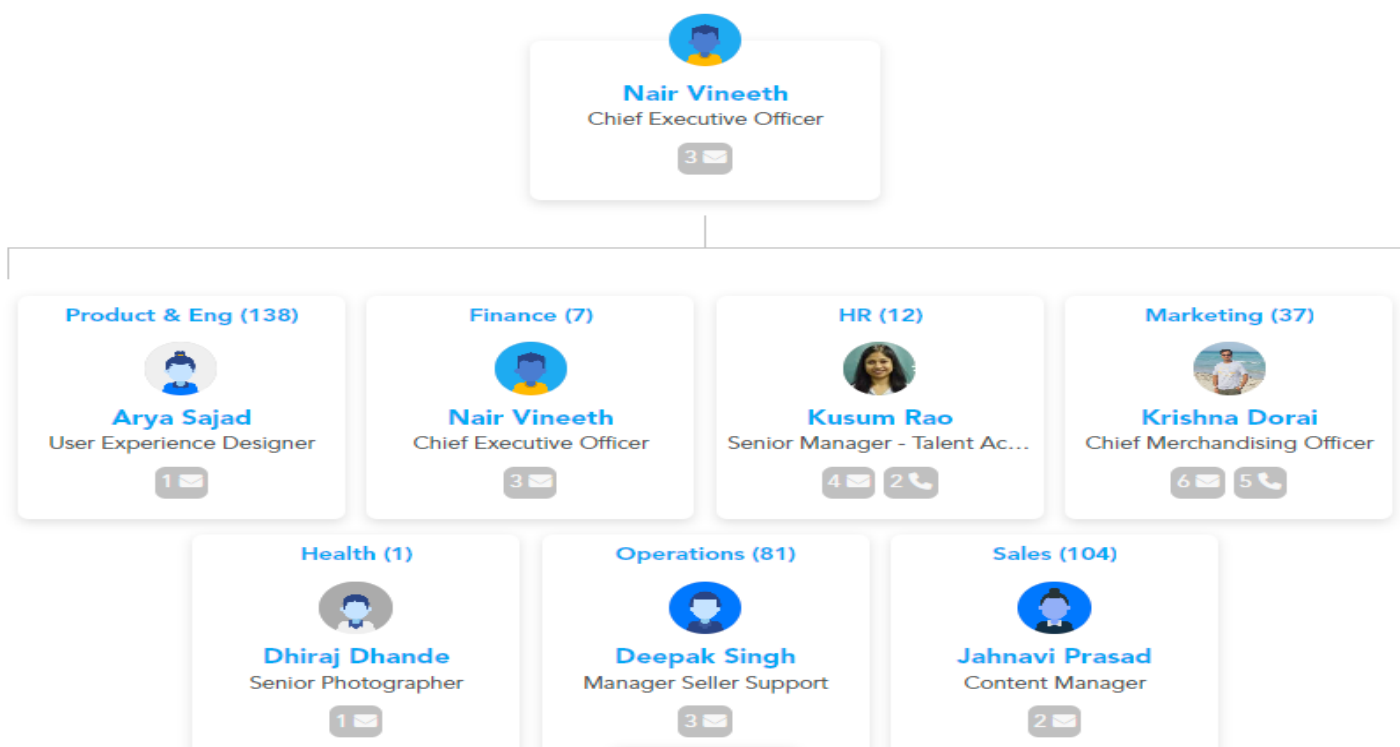
September 12<sup>th</sup>, 2023



## OVERVIEW & TOP LEADERS

- ✓ Name of Company – AJIO or Reliance Retail (Founded in a Year 2016)
- ✓ Founder – Mukesh Ambani
- ✓ CEO – Nair Vineeth (Along with together 1200+ employees)
- ✓ Industry/Company type – Retail Business outlet (Public Company)
- ✓ Headquarters – Bangalore, Karnataka, India
- ✓ Website – www.Ajio.com
- ✓ Contract Numbers - +91 8080-705-705

### Ajio.com Org Chart





Reliance Retail's digital commerce project, AJIO, is a fashion and leisure brand. It is the ultimate venue for hand-picked, current fashions at the best prices available.

Celebrating boldness and individuality, Ajio strives to offer a new, relevant, and approachable viewpoint on personal style.

Ajio's activities and ideas all point to one clear truth: inclusion and acceptance are the only ways to slightly improve the human condition in our society. And along the path, a little bit more fashionable, whether it be by creating capsule collections that make putting together great looks simple, bringing exclusive international brands combined in single location, reviving nations rich textile culture with the Indie collection, or making great style an easy purchase through in-house Ajio-owned brands.

## [Ajio Fashion History](#)

Ajio began operations in all countries in 2016 and has its headquarters in Bangalore, Karnataka, India. The notion for the fashion platform was developed by Isha Ambani, a director on the Reliance Retail board. It was successful right away in putting e-commerce goliaths Amazon and Flipkart up against one another. It launched using the O2O business model, which helped Ajio become a big success. Ajio initially began offering food items and consumables on the marketplace. Later, Ajio began offering lifestyle, electronic, and fashion products on the marketplace. Recent statistics demonstrate that it is competitive with Myntra, TataCliq, KOOVS, and Snapdeal, four popular fashion and lifestyle e-commerce sites. Even AJIO receives more visitors to its website than Myntra does.





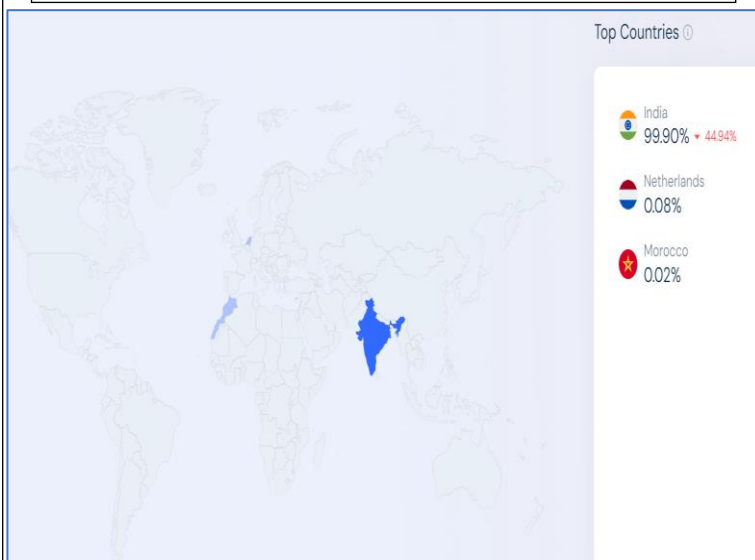
## AJio All India expansion and US Market capture

Now that ShoppRe.com has made Ajio worldwide shipping accessible while offering a FREE virtual address and affordable shipping prices, you may purchase all of your favorite items from Ajio.



Register at ShoppRe.com. A free virtual Indian shipping address will be provided, which can be used when making purchases from Indian shopping websites. Visit Ajio and shop for all of your favourite items. choose COD option when paying your bill also add the fictitious Indian shipping address that ShoppRe provided. We will cover the cost of your cargo from Ajio arriving at the ShoppRe warehouse. When your entire item is received, we repackage it & ship it to your US delivery address within 24 hrs.

Since Ajio does not offer worldwide delivery to the USA, one can perform Ajio online shopping from any location in the globe by using ShoppRe.com to make Ajio international shipping. If you require assistance with shopping or paying for your package, we also provide a ShoppRe Personal Shopper. ShoppRe is a unique way to shop and save money while doing business abroad since it provides shipping rates that are 60% to 80% less expensive with a dependable and secure 3 to 6 business day delivery to your door.



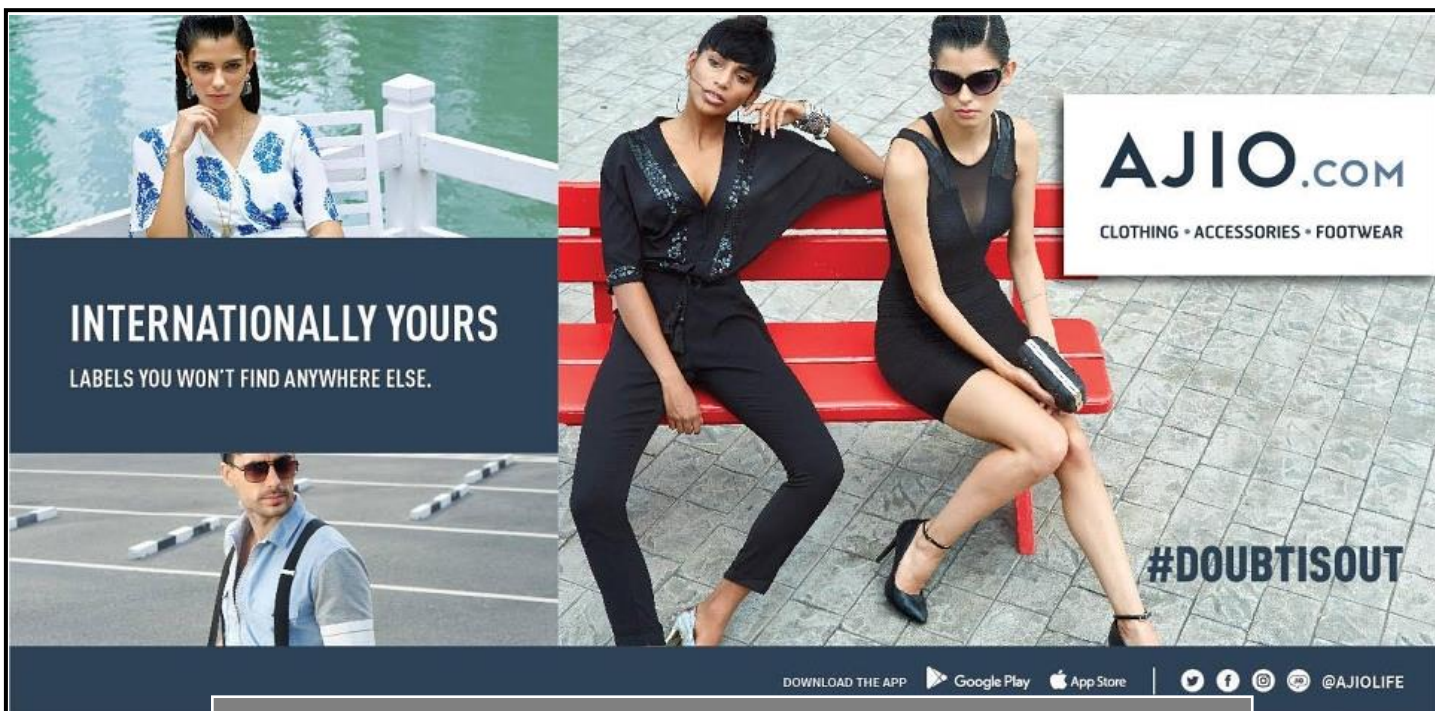
# AJIO

## 60-80% OFF\*

[SHOP](#)

Shop AJIO India, from  
ANYWHERE across the globe through **Forward Parcel**





AJIO enables you to present your personal fashion freely, with a trust and expectation that isn't easily shattered, and with the trendiest, fashion & most specific trends from across India & the around world.

### # AJIO OWN

- Our private label, AJIO OWN, is something you own and that we created. AJIO OWN is what you should stock up on if you're looking for unique, head-turning fashions.

### # Exclusive International Labels

- We provide you with the trendiest and most expensive brands for your closet. We have you covered, so stop searching the internet for what's popular throughout the world.

### #Capsule Collections

- There will always be a reason to showoff individual style, and AJIO has capsule collection to go with it. It's never been simpler to shop for a specific mood, event, or style story.

### # The Indie Experience

- Our independent fashion is actually wearable art. Only the most genuine, handcrafted items from craftsmen across the world are chosen by meticulous hand selection.

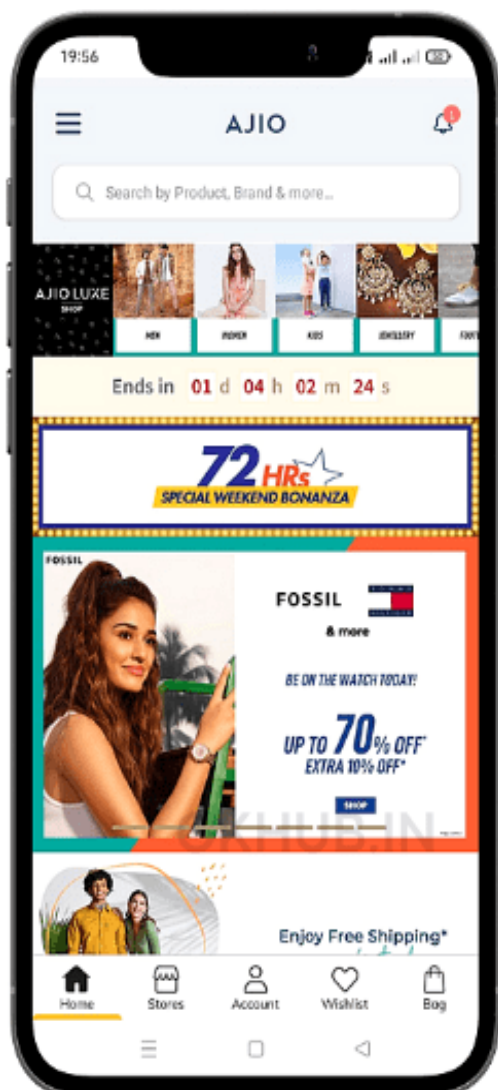
### #AJIO Style Tribe

- A high-fashion graphic featuring the cutest cats online You can read about these influencers' lives there and shop the gorgeous looks they wore in their photo shoots.

### #AJIOtoday

- Our daily trend focus informs you of what's popular and in-demand, as well as what you should be purchasing immediately. A new trend every day, as they say, keeps the blues at bay!

## ➤ Business Model of AJIO



The AJIO-registered traders are willing to take orders online and meet them both online and offline. Additionally, AJIO provides in-store pickup so that consumers may browse the inventory, make their selections based on their needs, and get assistance from the store. This reduces the delivery time and increases sales figure. Additionally, customers can quickly make payments thanks to online payment options. The platform increases its revenue thanks to the timely sales.

## ➤ O2O Business Model for AJIO

The company strategy that is most focused on offline companies is the online-to-offline model. This company strategy's main goal is to advertise legitimate businesses on marketplaces on the internet. Any online retailer that wishes to use the O2O business model needs build an online presence to market its goods. This business strategy has been employed by Reliance to establish & successfully run AJIO.



### ❖ Benefit of this new modal (O2O)

- Widens the company's market.
- The cost of delivery is decreased if the platform's users choose in-store pickup.
- The plan gives buyers plenty of time and options for online shopping.
- Customers who choose store pickup have an equal chance to try goods before making an investment, which minimizes the rate of item returns, and as a result, the local retailers are able to control their sales.

Fashion e-commerce website traffic comparison					
	AJIO.COM	MYNTRA	KOOVS	SNAPDEAL	TATACLIQ
Average monthly visits	23.5 mn	21.1 mn	0.6 mn	13.7 mn	5.7 mn
Average visit duration	5 min 24 sec	8 min 33 sec	2 min 10 sec	10 min 08 sec	19 min 07 sec

### ➤ Marketing Strategy used by AJIO

The very effective AJIO business model requires the employment of particular marketing techniques. Several of these tactics are as follows:

- ✚ Social networking sites, such as Facebook, Twitter, and Instagram, provide a marketing strategy for promoting goods and services. Through the use of social media, AJIO is able to reach a sizable audience with its marketing efforts and generate significant revenue.
- ✚ To track and examine client behaviours, AJIO also uses artificial intelligence. This further enables AJIO to ensure that it enhances its offerings in accordance with consumer demands.
- ✚ The company offers discounts on its products in an effort to attract and keep clients. The deals and discounts are incredibly alluring, which not only boosts product sales but also assures that users keep coming back to the website.

Fashion e-commerce app downloads					
	AJIO.COM	MYNTRA	KOOVS	SNAPDEAL	TATACLIQ
Monthly downloads	5.6 mn	8.4 mn	0.2 mn	2.9 mn	2.1 mn
Daily active users	0.6 mn	2.3 mn	0.07 mn	0.92 mn	0.2 mn

# Group of Audience to be Targeted

## TARGET GROUP (18 YEARS – 25 YEARS)

This are young Youth who are engaged in Education

- ✓ This TG is highly active in social media site which can be easily way to reach large audience of young group.
- ✓ This TG are more inclined towards discounts and offers because of limited disposable income
- ✓ This TG is more concern about design and style of clothing.
- ✓ This TG is more influenced by new trend, patten, material, fashion and givens more influence to look.



## TARGET GROUP (26YEARS – 35 YEARS)

This are Young Corporate Professional group

- ✓ This TG are also active in social media and other online sites like YouTube, LinkedIn, Facebook, News medica app, etc.
- ✓ This TG are also inclined towards discounts and offers if they find best durable product for themselves and their family.
- ✓ This TG is more concern about Quality and quantity of the product.
- ✓ This TG can be captured by Innovative online campaigns

## TARGET GROUP (1 YEARS – 16 YEARS)

This are young children's group

- ✓ This TG is highly at growing stage where parents spend more money on children clothing then themselves.
- ✓ The Parents of this TG is more influenced by new trend, patten, material, design, style of clothing, fashion and givens more influence to durability of the product.





# AJIO GOLD

Largest Collection Of Premium International Brands

Superdry®



**United Kingdom**  
British Design.  
Spirit of Japan.

GAS



**Italy**  
A Global Authority  
On Denim

hunkemöller



**Netherlands**  
Styles To Unleash  
Your Feminine Side

DE



**United States of America**  
Inspired By  
Urban Street Culture

A/X  
ARMANI EXCHANGE



**Italy**  
Armani Heritage.  
Modern Sensibility.

SCOTCH & SODA  
AMSTERDAM COUTURE



**Netherlands**  
Signature Looks Inspired  
From Worldly Wanderings

fcuk®



**United Kingdom**  
Edgy, Attitudinal & British

GUESS



**United States of America**  
For The Young  
& Adventurous

G-STAR RAW



**Netherlands**  
Distinctive Denim  
With Soul

REPLAY



**Italy**  
Denim And Smart  
Casualwear Since 1981

STEVE MADDEN



**United States of America**  
Embracing Individuality  
With Trail-blazing Designs

SATYA PAUL



**India**  
Original Print  
Innovations and Vivid Colours

## Luxury Market Segment

AJIO has also expanded into the luxury sector. Signing agreements with prestigious companies such as Superdry, GAS, Steve Madden, Dune London and many others, AJIO has been able to secure lucrative business deals. Through its partnerships with premium labels, AJIO was also able to achieve significant price increases in 2017, enabling the platform to achieve a 78% increase year-on-year. The platform continues to leverage this strategy to ensure its success. Business with luxury and premium brands increased almost fivefold year-on-year thanks to fully operational malls and in-store activities. With the presence of around 400 companies and more than 38,000 alternatives on the website, business through Ajio Luxe has increased six-fold year-on-year.

## ➤ Sales Growth

The 'Big Bold Sale' (BBS), the main sale event of Reliance Retail's fashion store AJIO, reportedly had its "biggest-ever" edition, with half of the total number of sales coming from tier 2 and 3 marketplaces.

On the AJIO a platform that being used, customers spent more than 1200 million minutes shopping. The summer design was in high demand, as evidenced by the astonishing 40% increase in order volume over the previous summertime edition.



## ✚ Specific Segment/Brand Growth

Shoppers started shopping at stores including Marks & Spencer, GAP, and Buda Jeans Co. The success of the Sneaker Hood outlet on AJIO is another example of the expanding sneaker mania in India. In actuality, this shop sold over 600,000 pairs of sneakers. The rise in purchasing from smaller cities and towns was one of the AJIO BBS '23 edition's standout characteristics. Tier 2 & Tier 3 regions accounted for approximately fifty percent of all purchases. The majority of first-time buyers, over 500,000, came from areas outside of metropolitan areas. With Amante, Clovia and Zivame in its portfolio, Reliance is now able to cater to all price ranges in the lingerie industry. With the expansion of online and offline sales, the lingerie business grew five-fold year-on-year. The platform expanded its product offering by adding 660 new brands to its retail partners. During the quarter, 14 new private labels were added, increasing the share of private labels on Ajio

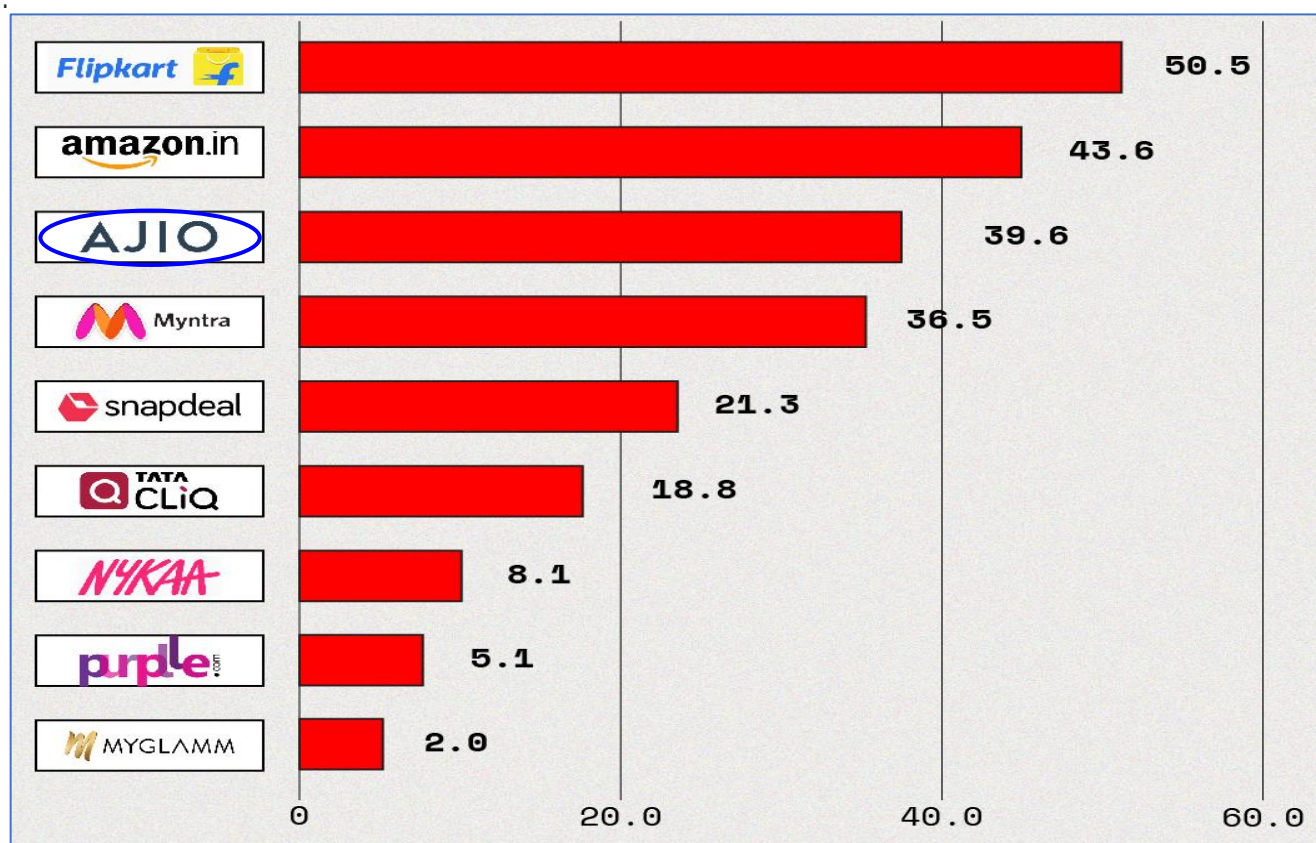
## Management Recommendation on Sales

It is encouraging to see the number of orders from non-metropolitan areas increase during the holiday shopping season, with nearly half of the total orders coming from smaller cities across the country," AJIO's CEO said. We delighted our customers with an unparalleled shopping experience, thanks to nearly 1.5 million customers making multiple purchases during the sale and a 40% increase in total order volume over the previous summer edition. Customers purchased an average of 160 T-shirts and 100 pairs of jeans per minute, underscoring the desire for fashionable casual wear. In addition, the number of visitors to the AJIO platform increased by 50% compared to the previous summer edition of the sale. The Indian Garage Co, Buda Jeans Co, The Bear House, GAP, M&S, Fyre Rose and Vero Moda were among the leading brands in the amazing cumulative increase of 150% in the men's and women's western wear category compared to the previous summer edition. As the sale took place in summer, shoppers preferred more than 60.

## Rise in sales figure

The gross revenue for the first quarter (Q1) of the fiscal year 2022-23 (FY23), which ended on June 30, 2022, was 58,554 crore (\$7.4 billion), up 51.9% year over year (YoY). In comparison to the same quarter in FY22, its EBITDA for the quarter was \$3,837 crore (\$487 million), up 97.8%, and its net profit was \$2,061 crore (\$261 million), up 114.2%.

The cash profit for the quarter for Reliance Retail was 2,873 crore (\$364 million), up 105.2% year over year. 792 new stores opened during the quarter, bringing the total number of physical stores open for business to 15,866. Compared to 34.5 million square feet in the same quarter last year, the overall operational area was 45.5 million sf.





## ➤ AJIO Competitor Analysis

### Competitor analysis

[Access detailed data](#)

#### Comparable online stores of ajio.com in Fashion in India

Similar online stores operating in the same country and market

Top online stores: Fashion in India

IN 2022 ⓘ

#	Online Store	Net Sales	Market Share
1.	<a href="#">ajio.com</a>	> US\$1,500m	20.0% - 25.0%
2.	<a href="#">zivame.com</a>	> US\$150m	0.0% - 5.0%
3.	<a href="#">jiomart.com</a>	> US\$75m	0.0% - 5.0%
4.	<a href="#">nnnow.com</a>	> US\$75m	< 0%
5.	<a href="#">abof.com</a>	> US\$50m	< 0%

[See all stores](#) ⓘ

#### ajio.com

In the **Fashion** market in India, **ajio.com** is ranked #1 with > **US\$1,500m** in 2022. Therefore, ajio.com accounts for **20.0% - 25.0%** of eCommerce net sales in this category. The top stores are **ajio.com**, **zivame.com** and **jiomart.com**.

#### Rankings

[Top Stores - Fashion in India](#)

[Top Stores - Fashion](#)

[Top Stores - India](#)

### ❖ Comparative Analysis: Myntra - AJIO - Meesho

Factors	AJIO	MYNTRA	MEESHO
Products	4,00,000 Plus	3,00,000 Plus	N/A
Brands	3,000 Plus	2,000 Plus	N/A
Sellers	N/A	2,000 Plus	10 million Plus
Return Policy	30 days only	15 days (Previously 30 days)	Only 7 days
App store downloads	10 million Plus	50 million plus	10 million Plus
ratings of App store	4.2 *	4.1 *	4.3*
Features of the App	Trends, Style, basic search, Store led navigator	Personalization, Style, Recommendation	Social ecommerce, WhatsApp Integration, Facebook

## ➤ Strengths and Weaknesses for AJIO vs. Myntra vs. Meesho

### STRENGTH

- ✓ Has a Strong financial support by the parent company "Reliance Industries"
- ✓ Unaffected by FDI policies in ecommerce business.
- ✓ can use various inventory models and is not constrained by rules preventing sellers from owning more than 25% of a company.
- ✓ Government will Favor it because it is promoting local entrepreneurship.
- ✓ Strong price and supply control due to Reliance Retail's reach.
- ✓ Having compelling value proposition of offering inexpensive, high-quality goods
- ✓ With international brands like Diesel, Kate Spade, Steve Madden, Burberry, Canali, Emporio Armani, Furla, Jimmy Choo, and Marks & Spencer, RIL has exclusive master franchise agreements.

### WEEKNESS

- ✓ A relatively fresh entry in the market.
- ✓ Teams must be created from scratch in order to enable internet commerce.
- ✓ Considering how big the fashion industry is, it's important to choose the most lucrative subcategories.
- ✓ Instead of the conventional oil and gas and telecom companies, the company needs to develop a fashion-first approach to business.
- ✓ Players in the horizontal market like Amazon, Flipkart, and Chinese competitors like Alibaba will pose a serious threat to it.
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EASY EXCHANGE\*






























100% HANDPICKED



ASSURED QUALITY

## ✓ Comparative Analysis with its Competitors

	 X Ajio	 X Myntra	 X Flipkart	 X Amazon	 X Snapdeal
	Ajio is an online fashion retail store.	Myntra is a company that offers an e-commerce store for fashion and lifestyle products.	Flipkart is an online marketplace for electronics, books, music, and movies.	Amazon (also known as Amazon.com) is a company operating a marketplace for consumers, sellers, and content creators.	Snapdeal is a company that operates an online shopping portal.
Founding Date	2016	2007	2007	1994	2010
Type	Private	Subsidiary	Subsidiary	Public	Private
Tags	Retail clothing ecommerce footwear platform	Retail accessories clothing consumer goods ecommerce fashion footwear marketplace platform	Retail Technology consumer electronics consumer goods consumer products & services ecommerce marketplace platform	Retail Technology cloud consumer electronics consumer goods ecommerce marketplace platform	Retail consumer goods distribution ecommerce marketplace
Locations	Mumbai, IN  Bengaluru, IN	Bengaluru, IN 	Bengaluru, IN 	Seattle, US  Brisbane, AU Melbourne, AU Sydney, AU Brussels, BE São Paulo, BR São Paulo, BR <a href="#">see more</a>	New Delhi, IN 
Employees	2,386  1% increase	10,983  8% increase	67,948  2% increase	1,461,000	3,537  1% decrease
Valuation (\$)	N/A	N/A	N/A	1.4 t	7 b
Twitter followers	33.2 k	716.3 k	2.9 m	5.7 m	882.7 k
Financial					
Revenue (est.)	N/A	₹4.3b  (FY, 2018)	₹429.4b  (FY, 2021)	\$514b  (FY, 2022)	\$193.5m  (Y, 2015)
Net income	N/A	(₹1.5b)  (FY, 2018)	(₹24.5b)  (FY, 2021)	(\$2.7b)  (FY, 2022)	(\$137.5m)  (Y, 2015)
Operating 					
Gross Merchandise Volume	N/A	\$800m  (Feb, 2016)	\$6.2b  (FY, 2018)	N/A	N/A
Products	N/A	500 k  (Jul, 2018)	80 m  (Apr, 2019)	N/A	N/A
Funding					
Total funding raised	N/A	\$ 437.9m	\$ 12.4b	\$ 108m	\$ 1.8b

### Competitors of Ajio

#### Competitive landscape of Ajio

- Ajio has 1272 [active competitors](#) and it ranks 13th among them.
- 24 of its competitors are funded while 22 have exited.
- Overall, Ajio and its competitors have raised over \$15.8B in funding across 172 funding rounds involving 670 investors.
- There are no private Unicorns in the entire competition set.

#### Which are the top competitors of Ajio?

- [Myntra](#) – Bengaluru based, 2007 founded, Acquired company
- [Amazon](#) – Seattle based, 1994 founded, Public company
- [Flipkart](#) – Bengaluru based, 2007 founded, Acquired company



## ➤ AJIO SWOT ANALYSIS

AJIO has become one of the biggest names in the retailing and lifestyle sectors. The AJIO SWOT evaluation assigns a score to the brand based on both internal and external considerations, including threats and opportunities. Now we'll look into AJIO's SWOT analysis.

### AJIO STRENGTHS

It is an Indian business in retail sector with over 900 locations across 80 cities in India.

- With 95000 markets, a hypermarket, and services like laundry, shoe & watch repair
- Its private label brands include many.
- Its distribution network is robust, with 1600 channels in rural areas.
- dependable support from the main firm

The AJIO SWOT Analysis's advantages are outlined above. In light of the business's benefits, the crucial internal business factors that provide AJIO a competitive edge in the market and strengthen its standing are reviewed.

### AJIO WEAKNESSES

Any company or brand has areas that need improvement, and Reliance Jio has the following flaws;

- Disputes about prices,
  - A delayed launch onto the market,
  - Activation problems
  - Excessive giveaways
  - Data connection issues.
- ✓ Although there is a wide range of products, there aren't as many SKUs because of ineffective back-end infrastructure.
- ✓ Poor inventory control at some sites is also a problem.

Those are the weaknesses identified by AJIO's SWOT evaluation. A brand's flaws are particular aspects of its business which may be made stronger.

## **AJIO OPPORTUNITIES**

Possibilities are the exciting times in the business climate around them that each firm can seize to boost its earnings. At present, Jio is trying to encourage future development by providing 5G and 6G Technology at affordable prices. Major potentials for Reliance Jio are;

- Future technology use,
  - Different countries' inflation
  - Competitive Pricing Techniques, and
  - Applications, 5G, and 6G technology.
- ✓ Direct sourcing from manufactures allows for greater profit margins
  - ✓ Utilizing brand recognition to penetrate the Reliance AJIO products
  - ✓ Using a solid supply chain, there is a huge opportunity to cut operating costs in cities.

We previously covered the AJIO SWOT Analysis's possibilities. Future development potential is a possibility for each company.

## **AJIO THREATS**

The AJIO SWOT analysis takes the risks listed below into account. Any business could be threatened by external factors that might damage it.

- Globally fierce rivalry from Tesco, Metro AG, and Carrefour
- Operation costs are excessive.
- The largest rival in terms of sourcing and backward integration is Walmart.

Additionally, the following are some of the external risks to the commercial climate that Reliance Jio currently faces and the way these can affect the expansion of the business:

- ✓ Risks of losing clients
- ✓ Criticism and a poor impression
- ✓ Getting rid of unpaid services
- ✓ Marketing and business practices that are unethical.



## ➤ AJIO MARKETING MIX

The 4Ps of Ajio's marketing strategy—Product, Price, Place, and Promotion—are utilized to examine the company's image. There are many different approaches to marketing, including new product development, preparing for promotions, and price strategies. These advertising tactics, which are based on the Ajio marketing mix, contribute to the achievement of the brand. With the aid of an Ajio marketing plan, the company or brand can take a competitive position in the market and achieve its financial targets & purposes. Let's take a closer look at the following to start comprehending the good, cost, advertising, and delivery approaches of the Ajio Marketing Strategy & Mix:

### #AJIO PRODUCT STRATEGY:

The following is a description of Ajio's product strategy and product mix: Clothing for men, women, and kids is available at Ajio, an online retailer. Casual wear, ethnic wear, party wear, formal wear, and independent specialized clothing patterns especially created by retailers and creators from India and throughout the world are all included in the advertising strategy. Besides to the typical European and international apparel groups, the web-based shop has a section called "Fashion Week Collections" where you may look for things currently being worn on global runways. Buyers can buy a piece of international clothing. Ajio intends to showcase products from a variety of countries, including the US, Russia, Turkey, Singapore, and Australia. MDS from Singapore, Aeropostale from America, Closet London from London, and Point Zero from Canada are some of the brands available on Ajio

### #AJIO PRICING STRATEGY:

The CEO of Ajio, a company that works with close to 200+ companies across the globe. The bulk of businesses are from countries like Russia, Australia, Singapore, Canada, the United States, and the European continent, and are reasonably priced for daily use. Ajio also offers its own exclusive products for sale. The business relies on a stock-based internet sales approach. For last-mile shipping, it has also collaborated with a number of independent logistics companies. The entire product selection is affordable and of exceptional craftsmanship because it features both fashionable clothing and well-known brands.



# AJIO

## BAG THE SALE

### ICONIC FASHION SALE

OWN THE SHOWSTOPPERS  
OF THE SEASON!

# 50-80% OFF\*

SHOP



### #AJIO PLACE & DISTRIBUTION STRATEGY:

The headquarters of Ajoio, an online store, are in Bangalore, Karnataka. The company, which distributes its products over more than 15000 pin codes in India, is driven by supply. The Jio business also uses shipping through its extensive network of Jio and Reliance Trends retail outlets. Reliance Group now runs 2621 outlets across India. Being a comprehensive brand, it seeks to set itself apart from everything else currently available on the market.

### #AJIO PROMOTION & ADVERTISING STRATEGY

Ajio made its debut on April 1, 2016, during one of the most prestigious fashion shows, Lakme Fashion Week. Doubt is out was the company's motto used to advertise. The "inclusivity" concept of Ajio's marketing placed an emphasis on breaking down barriers that are related to class, gender, age, and career aspirations. With the slogan "Regardless of what part of the world you come from, what you choose to perform, or how they appear, you're entitled to the freedom to look whichever you like and to establish your own unique regulations," the brand hopes to inspire youth in Indian. Ajio is trying to build a name for itself among Indian consumers by offering anything unique rather than relying on conventional marketing themselves tactics.



Flipkart and Myntra, among accounting for over 70 percent of sales, dominate the majority of the online fashion sector, but Reliance's (AJIO) entry into this system is projected to impact the figures over time. The largest shopping center in the nation is Reliance Retail. With 26 million square feet of retail space, it manages more than 11,300 locations across the country and is continuously growing. The dominant brand is AJIO + Reliance Trends. Competitors like Meesho will step up and pursue more premium clients as profit margins increase. Myntra should therefore concentrate on properly managing both direct and indirect competition. As profit margins increase, rivals like Meesho will emerge to compete for more high-end clients. Myntra should therefore concentrate on carefully managing both direct and the competitors which are indirect.

Ajio has also been successful in resolutely opposing rival online shopping clothing sites. They have little trouble luring customers in thanks to their broad selection of products and affordable prices. The creator of Ajio, Mr. Mukesh Ambani, and the enormous legacy he leaving left are significantly responsible for the company's development. This distinguishes the company from its rivals in the Indian market.

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