

8. Store Locations and Regional Offerings (Store)

Overview

This document outlines key store locations across metro and regional cities, along with location-specific services such as same-day delivery, pickup windows, and local promotions. Each store is designed to maintain consistent brand experience while adapting to regional demand, climate, and customer preferences.

8.1 Metro Locations

Mumbai Supercenter – Lower Parel

- **Address:** Senapati Bapat Marg, Lower Parel, Mumbai – 400013
- **Timings:** 9:00 AM – 10:00 PM (All days)
- **Services Offered:**
 - Same-day pickup for online orders placed before 3:00 PM.
 - Curbside delivery zone with digital vehicle check-in.
 - Dedicated “Express Checkout” lane for less than 5 items.
 - Weekend product demos and Smart Home showcase.
- **Customer Footfall:** ~7,000 visitors/day

Regional Highlight: Mumbai’s store carries the widest assortment of electronics and kitchen appliances, driven by strong urban demand and premium lifestyle categories.

Bengaluru Megastore – Whitefield

- **Address:** EPIP Zone, Whitefield, Bengaluru – 560066
- **Timings:** 9:00 AM – 10:00 PM
- **Services Offered:**
 - 2-hour express delivery within 10 km radius.
 - “Tech Helpdesk” for gadget setup and troubleshooting.
 - Workshops on home automation and smart device integration.
 - 24×7 vending section for FMCG essentials.

Regional Highlight: Bengaluru store integrates the “Smart Living Experience Zone”, where customers can interact with connected home devices and AI-powered appliances.

Delhi NCR Superstore – Gurgaon

- **Address:** Sector 29, Gurgaon – 122001
- **Timings:** 9:30 AM – 10:00 PM
- **Services Offered:**
 - Click-and-collect pickup bays with QR-based check-in.
 - Extended 11 PM closing during festive season.
 - Dedicated fashion & apparel zone for seasonal launches.

Regional Highlight: This store hosts most in-person product launches and runs periodic “Brand Experience Weeks” in collaboration with top brands like Samsung, LG, and Adidas.

8.2 Regional & Tier-2 Stores

Nagpur Retail Hub – Sitabuldi

- **Address:** Residency Road, Sitabuldi, Nagpur – 440012
- **Timings:** 10:00 AM – 9:00 PM (Closed on national holidays)
- **Services Offered:**
 - Online order pickup window open till 8:30 PM.
 - Assisted checkout counters for senior citizens.
 - Gift wrapping and festival offers during Diwali and Christmas.

Regional Highlight: Nagpur’s store emphasizes mid-range appliances, homeware, and family-centric categories. The city also serves as a **central logistics node** for nearby districts.

Pune City Center Store – Aundh

- **Address:** ITI Road, Aundh, Pune – 411007
- **Timings:** 10:00 AM – 9:30 PM
- **Services Offered:**
 - In-store pickup within 3 hours for prepaid orders.
 - Self-service kiosks for returns and exchanges.
 - Loyalty points redemption counter.

Regional Highlight: Pune’s store serves as a pilot for the new “**Digital Shelf**” technology that allows customers to scan items for detailed product information and customer reviews.

Ahmedabad Superstore – SG Highway

- **Address:** Near Rajpath Club, SG Highway, Ahmedabad – 380054
- **Timings:** 9:00 AM – 10:00 PM
- **Services Offered:**
 - Drive-through order pickup zone.
 - Extended delivery coverage up to 25 km radius.
 - Regional product assortment (home textiles, ethnic wear, snacks).


Regional Highlight: Strong focus on regional SKUs — the Ahmedabad store maintains one of the highest conversion rates for ethnic apparel and food categories.


8.3 Regional Support and Escalation

Each store reports to its respective **Regional Operations Manager (ROM)**, responsible for:

- Customer satisfaction metrics
- Store uptime and audit compliance
- Local staffing and training

Customers can reach the **Regional Helpdesk** for store-specific feedback at:

 storefeedback@company.com

 1800-000-111 (9 AM – 9 PM)

8.4 Expansion Roadmap

As of **Q4 FY2025**, there are:

- **26 operational stores** across 12 cities
- **8 new stores under development**, including Lucknow, Jaipur, and Coimbatore

The expansion strategy prioritizes **regional distribution hubs** that combine retail with last-mile delivery operations, reducing fulfillment time for omnichannel orders.