

FASHION WORLD



For More Information:
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An opportunity like never before. Invest. Own. Operate. Grow



ABOUT RELIANCE

Know more about the largest organization in the country

Reliance
Industries Limited

Serving Bharat across mediums

Retail



Telecom

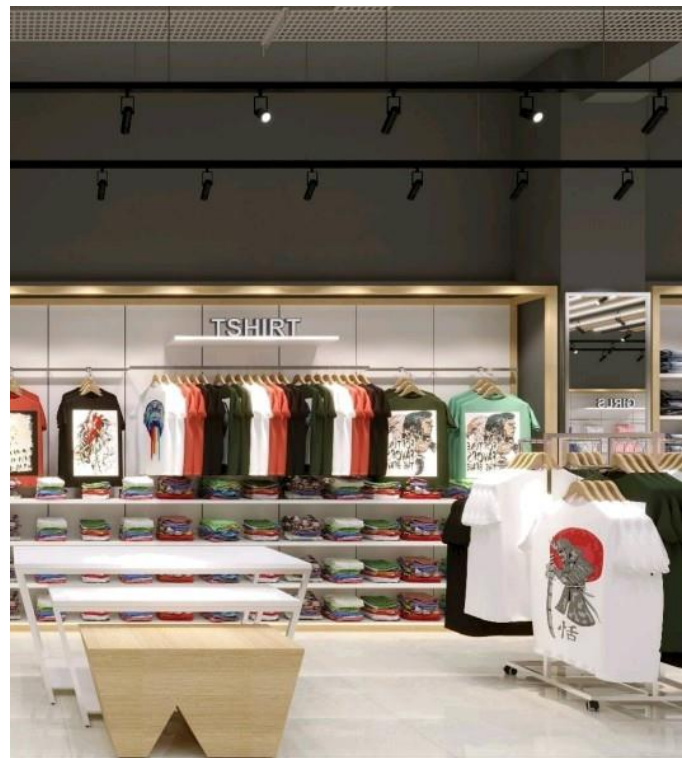


Media



ABOUT RELIANCE RETAIL F&L

Know more about the largest fashion retailer in the country —our vision, mission, our capabilities and our growth story



Journey So Far



Our F&L
Retail Store
Formats



Our F&L
Retail Store
Formats



Our retail presence across all market segments

For the first time Reliance Retail is offering partnerships to venture into the untapped retail 'mass' market through "Fashion World" stores



Major players: Unorganized retail stores
 Mostly served by unorganized unregistered retail outlets

ABOUT FASHION WORLD

Reliance Retail Fashion Brands outlets to disrupt the high-street fashion market leveraging franchise partnerships - a never before opportunity.



Fashion World



Vision

Democratize fashion to millions of people in India



Mission

Transform high-street shopping experience of 200 million customers in the next 5 years using a network of partner stores across 500 cities

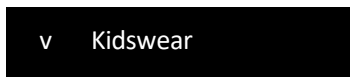
Today the small & mid sized fashion retailers are supported by AJIO Business, India's largest B2B fashion platform, providing them the access to 3 Lakh+ latest styles, with Reliance assured quality, across price points. As forward integration of the business we are launching a new offline retail format that integrates fashion brands, retailers & customers under Fashion World .

Reliance F-fashion World aims to transform high-street fashion of the country offering personalized service, curated fashion & superior shopping experience. It offers stylish, high-quality products across apparel, accessories, and footwear through a diversified portfolio of Reliance Retail F-fashion Brands.

*We plan to leverage partnerships with retailers, ready to sustainably grow with us.
#AapkoApnaPartner*

Choice of a wide-range of national assortment and...

Reliance Retail F&L is home to the widest range of affordable brands —offering Menswear, Womenswear, Kidswear Innerwear, Lingerie, Footwear, and Accessories. We cater to India's mass market consumers, with the latest fashion and trendy styles. Our products are designed by India's largest design studio, with the best creative talent from the industry.



unmatched hyperlocal product offerings

With deep knowhow of the market and pan-India sourcing capability we have built best-sellers for our regional assortment

Menswear

14 Product Clusters

Womenswear

Kidswear

WHY PARTNER WITH US?

Looking for franchisee opportunities? Fashion World offers an opportunity to grow with the largest segment of the fashion market.



Our winning proposition

INVEST



Retail space of 1000-2000 sq ft

Investment of 25-50 lakhs

Good retail acumen & local market knowledge

OWN



"Fashion World " franchisee partner

Reliance exclusive hyperlocal fashion assortment

Reliance Branded signage

OPERATE



Manage the daily store operations as per the SOPs

Branding, pre and post store launch, billing & CRM and visual merchandizing support

GROW



Earn up to 30-40% annual returns

Benefits of stock correction, cash discounts, and store promotions

Exclusive Benefits

1st time opportunity to become franchise partner with RRL F&L



Visual merchandizing, branding and marketing support



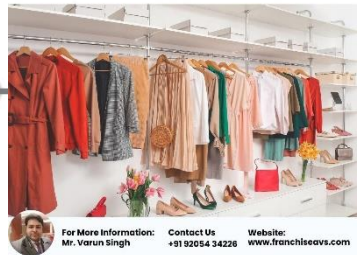
FRANCHISE
AVS

FASHION WORLD

2.5 lakh Franchisee Fees payable to company waived off (early bird)



Billing & CRM software at free of cost



Store Interior Layout Design & 3D Diagram support



Retail training for support staff and store employees

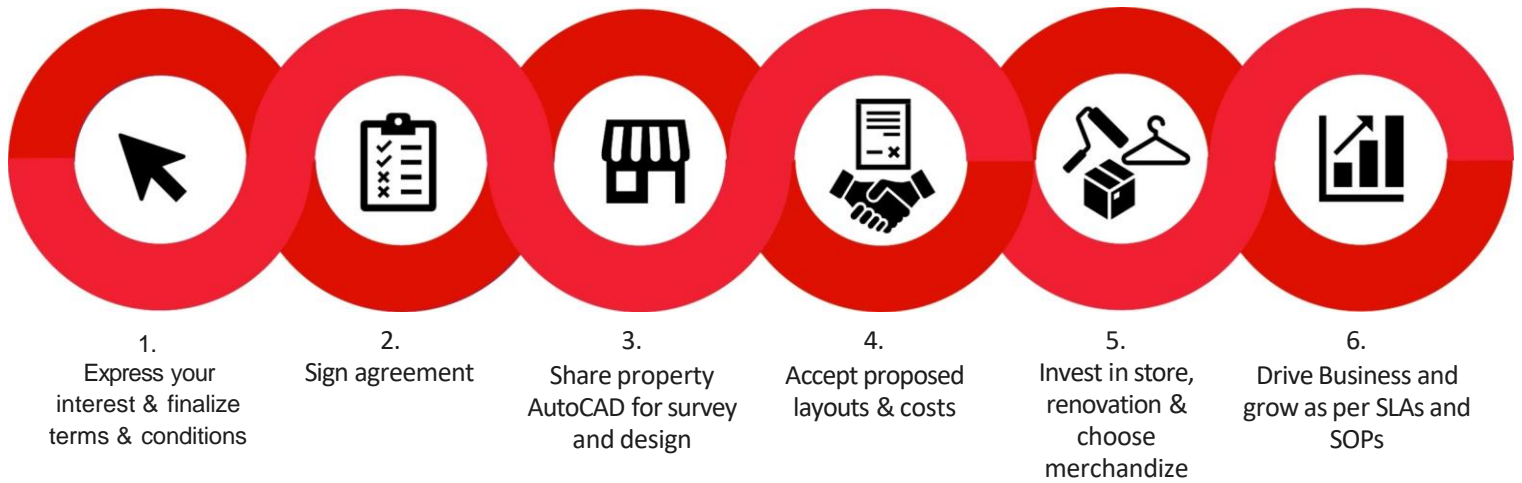


Next steps

Know how to become a Fashion World Franchisee and grow sustainably.



Enrollment steps





FASHION WORLD

FOR ALL INDIA FRANCHISE

OPPORTUNITIES Contact

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for more information

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