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V Mart launches hypermarket format store at Ambala, Haryana

 By [Indiaretailing Bureau](#) | January 21, 2009 |  147 |  0

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Lalit Agarwal-led value retailer V Mart Retail has launched its hypermarket format store at Ambala in Haryana. This is company's 11th store in the state.

Spread across 10,000 square feet, the newly launched store retails products including FMCG, apparels in all segments, footwear and luggage, home furnishing and crockery, disclosed a company press release. Speaking at the store launch, Lalit Agarwal, CMD, V Mart Retail, said, “We are trying to give sabse sasta products to our customer because most of the products are manufactured by us and the products which we have been outsourcing are directly from farmers and manufacturers. It has been our constant endeavour to reach out to masses and offer world-class shopping experience at affordable prices.”

Currently, the company is operational with 38 V Mart stores across 32 cities in northern and western India with over four lakh square feet of retail space. Besides opening stores in Haryana and Punjab, the company will soon open stores in places including Muradabad, Saharanpur, Azamgarh, Begusarai and Ratlam and is focusing more on tier II and III cities.

Further, the company also plans to invest around Rs 250 million in private labels and cover over 10,000,00 square feet retail area by the end of March 2010.

— IndiaRetailing Bureau

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