

Bharti Wal-Mart opens first *Best Price Modern Wholesale* cash-and-carry store in India

- *Self-service store offers business members multiple benefits of price, convenience, choice, quality and hygiene all under one roof*
- *Unique ‘Mera Kirana’ and Business Solutions Centre created to share solutions with small and medium retailers on best practices in assortment planning, layout and fixtures, displays, backroom, licenses, hygiene, customer retention, accounting and value added services*
- *‘My Partner’ programme that includes seminars on taxation for kirana owners, food safety & hygiene workshops & live demonstrations for hotels, restaurants and caterers.*

NEW DELHI / AMRITSAR, May 30, 2009: Bharti Wal-Mart Private Limited (Bharti Wal-Mart), the joint venture between Bharti Enterprises and Wal-Mart Stores Inc for wholesale, Business to Business, cash-and-carry and back-end supply chain management operations in India, today opened its first cash-and-carry store, “Best Price Modern Wholesale”, in Amritsar.

This is the first cash-and-carry store opened by the JV in India which expects to open 10 to 15 wholesale cash-and-carry facilities and employ approximately 5,000 people over the next three years.

Speaking on the occasion, **Mr. Raj Jain, Managing Director and CEO, Bharti Wal-Mart Pvt. Ltd.** said, “We have put in a lot of planning and preparation over the past 12 months and are delighted that all the hard work will now bear fruit as we open the doors of our first cash-and-carry store in India. We will generate significant job opportunities, both direct and indirect, by creating local beneficiaries along the supply chain and we have been working closely with local suppliers to develop a sustainable and efficient supply chain. Business owners in Amritsar now have a one-stop shop where they can take advantage of the efficiencies we provide, to derive strong returns and substantial benefits for their businesses.”

Mr. Rajan Bharti Mittal, Vice Chairman and Managing Director, Bharti Enterprises said, “We are delighted that the Bharti Wal-Mart partnership is bringing the latest and most modern advances in retailing to service the engine of India’s retail sector – the wholesalers and business owners. The focus has been on being innovative, adding value and helping our members prosper. Our focus will be on listening to our members and we will adapt to partner with them as their needs and businesses grow.”

Offering best prices with unmatched convenience, choice, quality and hygiene, Best Price Modern Wholesale store is a one-stop shop that meets the day-to-day needs of restaurant owners, hoteliers, caterers, fruit and vegetable resellers, kiranas, other retail store owners, offices and institutions. The assortment, service and store layout of “Best Price Modern Wholesale” store is customised to the specific needs of business members who can walk into the store and source high quality products in the quantities they need and at the time they require.

Best Price Modern Wholesale will offer an assortment of around 6,000 items, including food and non-food items, which are available at competitive wholesale prices, allowing retailers and business owners to lower their cost of operations. Over 90% of these goods and services are being sourced

locally; thereby helping keep costs to a minimum, adding to the growth of the local economy and creating job opportunities, with the cash and carry store directly employing over 150 local people.

Best Practices Sharing

Based on research and feedback from members on their professional needs, 'Best Price Modern Wholesale' has introduced several education programmes for its members with customised modules for different target segments. A model 'Mera Kirana' is being created that will share best practices with members, who are small and medium retailers, and advise on various aspects of using low cost modern techniques and processes such as assortment planning, layout and fixtures, displays, backroom, licenses, safe food handling, customer retention and value added services. In addition, different education programmes for members with customised modules for different target segments like Taxation, Food Preparation, Food Safety and Category Workshops are also being introduced.

Generating Local Employment

As part of its pledge to make a meaningful difference to the communities it serves, Bharti Wal-Mart is committed to generating employment opportunities for the local youth. Over 180 candidates trained at the Bharti Wal-Mart Training Centre, India's first special skills training centre launched by Bharti Wal-Mart in a public-private partnership with the Government of Punjab, have already been recruited in Amritsar. The Training Centre which offers 100% scholarship to all enrolled candidates, aims at bridging the shortage of skilled workers for cash-and-carry and organized retail formats, thereby creating employment opportunities for the youth.

Grassroots Community Support

Bharti Wal-Mart has adopted four Satya Bharti Schools for under-privileged children. It has recently launched the Associate Volunteer Programme, aimed at encouraging Bharti Wal-Mart associates to take an active volunteer role in the community at the local level.

About Bharti Wal-Mart Private Limited

Bharti Wal-Mart Private Limited is a business-to-business (B2B) joint venture between Bharti Enterprises and Wal-Mart for wholesale cash-and-carry and back-end supply chain management operations in India to serve small retailers, manufacturers and farmers. The joint venture (JV) has already set up a Distribution Centre in Punjab which will partly service the merchandise needs of the JV's cash-and-carry stores as well as retail stores around the area, including Bharti Retail's wholly owned Easy Day stores. The JV launched its first B2B wholesale cash-and-carry store in Amritsar in May 2009. A typical cash-and-carry store will stand between 50,000 and 100,000 square feet and sell a wide range of fresh, frozen and chilled foods, fruits and vegetables, dry groceries, personal and home care, hotel and restaurant supplies, clothing, office supplies and other general merchandise items. The JV is expected to open 10 to 15 wholesale cash-and-carry facilities and employ approximately 5,000 people over the next three years.

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