

## Mahindra Retail Guwahati celebrates first anniversary

### Announces Supermom Contest, lucky draw and lots more for customers

**August \_\_, 2014, Guwahati:** The Guwahati **Mom & Me** outlet of Mahindra Retail, a part of the USD 16.5 billion Mahindra Group, has announced contests and special offers for customers to celebrate its first anniversary.

These include a Supermom Contest where mothers are invited to fill in a questionnaire related to child care and drop the same at the Mom & Me store. The lucky winner receives a gold pendant. In addition to this, the store will hold a lucky draw every day with one customer per day receiving an exciting gift. Moms can also get a personalized T-shirt with their baby's picture printed on it if their purchases total up to over Rs. 2,000/-.

“This is a special milestone for Mom & Me Guwahati and we thought what better way to celebrate than with our customers. These contests and special offers are also our way of thanking all the new mothers and mothers-to-be who have contributed to our success over the past one year,” said **Surender Gnanaolivu, EVP & Head-Marketing and Store Development, Mahindra Retail.**

Mom & Me was established to address the lacuna in the market for maternity and baby products and services. The absence of a single retail outlet addressing mother and child products and non-medical advisory needs is the most critical need gap that Mom & Me seeks to fill with a one-stop store for moms and kids across the country.

The stores are not only a one stop solution for all mother and baby needs but also offer value added services such as parenting sessions by experts in-store and Product Solution Bundles which are essentially a thoughtfully created bundle of products for each stage of the parenting process.

Mom & Me has sourced the world's best brands in various categories and selected a range of the best and most relevant products to stock in their stores, giving Indian mothers choices that they may not have hitherto enjoyed. Where international brands have found to be lacking, Mom & Me has developed private labels in order to bring products like ethnic fashion for women, infant and kids apparel and innovative learning toys to their stores for the benefit of the Indian consumer.

The brand now has a pan India footprint with a total of 100+ stores. Mom & Me is located in Delhi, Noida, Ghaziabad, Faridabad, Gurgaon, Chandigarh, Panchkula, Patiala, Jalandhar, Ludhiana, Jammu, Lucknow, Kanpur, Udaipur, Jaipur, Agra, Meerut, Allahabad, Bareilly and Dehradun in the **North**, Mumbai, Pune, Nagpur, Aurangabad, Nashik, Indore, Bhopal, Ahmedabad, Surat and Vadodara in the **West**, Bangalore, Mysore, Hubli, Mangalore, Chennai, Vizag, Hyderabad, Guntur, Trivandrum, Cochin, Vijaywada Calicut and Coimbatore in the **South** and Bilaspur, Raipur, Ranchi, Kolkata, Siliguri, Cuttack, Agartala and Guwahati in the **East**.

To shop online, please visit [www.momandmeshop.in](http://www.momandmeshop.in)

## About Mahindra Retail

Mahindra Retail is an extension of the US \$16.5 billion Mahindra Group's trading foray in the domestic India market. It is a part of Mahindra Partners, the \$750 Million Private Equity division of the Mahindra Group, with a vision to accelerate value creation through a diversified portfolio of emergent businesses of the future. Mahindra Retail has a unique venture, "Mom & Me" retail stores which specialize in maternity and infant care and have everything for Moms and kids under one roof. In a short span of time, Mahindra Retail has successfully created a strong brand with a pan India presence, operating 113+ Mom & Me stores in over 50 cities in India by 2013. Mahindra Retail is also in the business of distributing toys, games and wellness products under license from various international brands like Disney®, Mattel®, & NUK®.

## About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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