



Though there are differing estimates about the size of the Indian middle class, one thing is for certain, it's a segment that keeps growing. The other certainty is that the members of this socio-economic strata dream about upward mobility – defined by the number of consumer appliances one can possess. Not surprisingly, the organised consumer electronics market in India reached US\$ 11 billion in 2017 and is expected to more than double by 2021. The company that is largely responsible for changing the way Indians experience technology is Reliance Digital. With a network of over 8,000 Reliance Digital and Jio stores, it is the largest consumer electronics speciality retail chain in India – working towards making the great Indian middle class dream come true.



rapidly. The market reach has expanded beyond the larger cities to hundreds of small towns across the country. To cater to this emerging market, Reliance Digital leverages its My Jio Stores to fill the retail gap in the remote pockets of India.

Growing awareness, easier access, and changing lifestyles are the key growth drivers for the organised consumer market in India.

Parallely, retail penetration in the organised market is estimated at 27% and is expected to grow up to 35% by 2021. This sector is being favourably shaped by increased urbanisation, higher disposable incomes and rising consumerism.

Smart devices and widespread internet access has digitalised consumer behaviour. The rise of the 'pure click' e-tailers is proof of that. Digitalisation has also led to non-linear purchase journeys, with consumers researching products online and at multiple touch-points.

Achievements

Reliance Digital's determination to give Indians the most comprehensive technology and service experience in electronics retailing has paid off. For three years in a row, Reliance Digital has been voted the #1 CDIT Retailer and selected as the National Retailer of the Year at the Indian Retail Awards – 2019, from Franchise India.

Applying innovative strategy in its marketing and

promotions has brought in more laurels. The Digital Marketing Effectiveness Award, at the ACEF 8th Global Customer Engagement Awards – 2019. Recognition for the Best Use of Social Media in Marketing at the Times Network National Marketing Excellence Awards – 2018. Acknowledgement as the Most Admired Consumer Electronics Retailer of the Year at IMAGES Retail Awards – 2018.

RELIANCE DIGITAL AND JIO STORES HAVE A NETWORK OF	OVER 8,000 STORES	STORES ACROSS THE COUNTRY
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Reliance Digital has taken on several challenges to achieve what it set out to do. On winning the Grand Prix Gold as the Most Admired Brand of the Year and a Silver for Excellence in Brand Awareness at the ACEF Asian Leadership Awards in 2018, the company signalled its position of command.

History

High up in the rarefied echelons of the world's leading corporations is Reliance Industries Limited, India's largest business empire, by market value.

From that elite, yet, mainstream parent company emerged Reliance Digital, created to conquer the new realm of technology.

Reliance Digital was launched by Reliance Retail in 2007. With the parent company's trademark astuteness, the entry into the consumer electronics retail market was a studied move and

a strategic launch. Observing the increasing influence of technology globally and its advantages, Reliance Digital wanted to introduce high tech appliances in a way that didn't scare off the uninitiated consumers. Its first step to transform



Market

The speed at which technology changes dictates the pace at which the consumer electronics industry grows. Moving faster than any other industry, with constant innovations and upgrades, technology is making consumers scramble to stay up-to-date. Even durables, which were once lifetimes purchases, have become upgradeable, exchangeable and most importantly, purchasable through pocket-friendly EMIs. Since its launch in 2007, Reliance Digital has positioned itself as a frontrunner by offering trend-conscious consumers the latest electronic products across its signature stores.

Today, the technology markers range from household and kitchen appliances to mobile phones, home entertainment and smart connecting devices. While many attribute this growth to the urban Indian consumer, what's illuminating is the increasing consumption rate of the rural markets in India, with high brand penetration. With the Indian Government investing in rural electrification, the demand for consumer electronics and durables is accelerating



perceptions and purchase behaviour was to open a supermarket-like store of appliances and electronic goods. Riding on the mall culture, the brand eased into the retail territory through a 'cherish shopping' strategy. Simply put: showcase appliances and gadgets in an appealing way to attract customers.

To change consumer perceptions and generate appreciation for new-age appliances, Reliance Digital was staffed with trained personnel who helped guide millions of shoppers to an appropriate appliance. To allay fears about customer service and after-sales service, Reliance Digital set up resQ, its service arm.

Reliance Digital had already reinforced its position in the organised consumer electronics retail sector, when, in the spirit of Make in India, it launched its first private label, Reconnect, in 2011. Reconnect used cost-effective tech to become a full-range brand that's differentiated by cutting-edge innovation, superior quality and great value. Not only accessible, but also affordable, Reconnect helps further fulfil middle class Indian aspirations.

The brand has notched up notable milestones in its journey – be it the launch of its 100th store in 2012, the launch of the first exclusive mobile and accessories store, My Jio Store, in 2013, or the day the 1,000th My Jio Store was opened in 2015. In swift progression, Reliance Digital hit the 200th store mark in 2016, the 300th store mark in 2018 and the 400th store mark in 2019 – to officially become the largest consumer durables and electronics retail chain in the country.

After fortifying its foundation with a nationwide network of stores, Reliance Digital went from bricks to clicks. The company joined the e-commerce bandwagon in 2016 with its online store, www.reliancedigital.in. Today, Reliance Digital is the only truly omni-channel retailer in the market place.

Product

With stores spread across 170 cities, Reliance Digital operates India's largest consumer electronics retail chain. Catering to customers who aspire for a better lifestyle, the stores offer an extensive range of appliances, consumer durables and electronic goods – from mobiles, laptops and cameras to UHD TVs, air conditioners and washing machines. Conveniently located in malls and high streets, the stores are accessible to consumers across different age groups and incomes.

Millennial consumers demand hyper personal speciality products and experiences. Reliance Digital not only creates intuitive product experiences, but its extensive range covers over 5,000 products from 200 national and international brands. The highly knowledgeable staff lets the brand engage with customers through a 360 degree shopping experience.

Further enhancing its retail experience is resQ, the company's service arm and India's only ISO 9001 certified electronics service brand. The resQ network provides multi-brand, multi-product service, including installation, repairs,

maintenance and comprehensive care plans for consumers – and it is now seen as a one-stop provider by consumers.

The more affordable electronic products are, the more accessible they become. So, Reliance Digital has created its own in-store brands, Reconnect, JioPhone and LYF by exploring product innovations, quality processes and never-before user experiences.

A world without mobile communication is unthinkable. Experts opine that the explosion of smartphone users in India was triggered by the launch of Reliance's Jio mobile network which

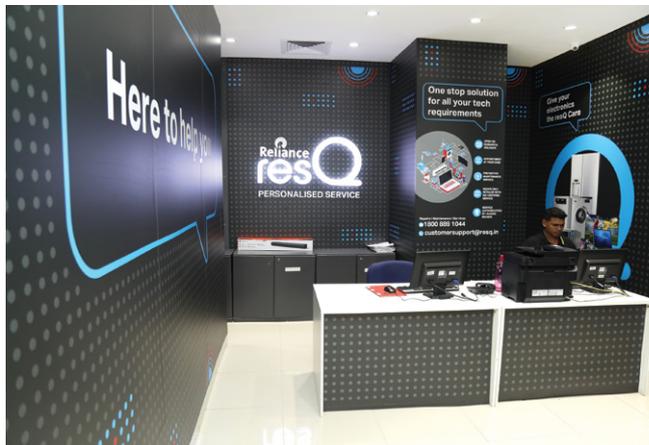
provided unprecedented benefits to its users. Propagating Jio is the chain of My Jio Stores set up by Reliance Digital – a small store concept offering mobility, connectivity and smaller sized tech products such as mobiles, laptops, cameras, memory cards and accessories. They also act as an



interface for providing new Jio connections, recharge services and resolving customer concerns. Located in 6,600 towns and cities in India, the stores are located in high customer traffic areas. Leveraging My Jio Store's deep geographical reach, Reliance Digital targets these store customers with a catalogue of multi-brand consumer products – to give them access to better tech products, no matter where they live.

Recent Developments

In 2019, Reliance Digital opened its 400th store. It has now extended its reach across 170 cities to serve urban and small town customers. With its brand of technology personalisation, it is raising their level of tech



awareness and standard of living. Reliance Digital's in-store brand, Reconnect, has managed to connect with over 5.5 million customers.

Promotion

Reliance Digital is now firmly identified as the ultimate retail destination for the newest technology. The brand is living up to its promise of empowering Indians to move

up the technology ladder.

The company also introduced India to the proposition of personalising technology. Making this happen are the brand's real ambassadors – the Reliance Digital staff – an entourage of trained specialists. Each member can expertly analyse a customer's particular needs and suggest relevant products. This personalised service makes each staff member a walking advertisement that reiterates Reliance Digital's stature as a tech trailblazer.

Using a strategic combination of high-decibel advertising, leveraging the loyalty base, co-branded

workshops and events, and leveraging its extensive geographical reach, Reliance Digital has managed to achieve high brand saliency, visibility and growth.

For a company promoting digitalisation, having a digital presence in social media is key – especially to engage with millennials who have grown up with the brand. Hyper regional campaigns, with local cultural references have helped the brand connect and influence customers at the regional level.

Seasonal promotions are run throughout the year with relevant product lines, such as the Mera Budget Mera AC summer promo for air conditioners, the Boot-up laptop sale and the festive Digital India Sale.

Brand Values

Reliance Digital has been built on the strong foundation of its 6 core values: customer value, ownership mindset, respect, integrity, one team and excellence.

Reliance Digital's tremendous year-on-year growth is making its parent brand, Reliance Industries Limited's fundamental belief, Growth Is Life, come alive.

Being customer-centric helps Reliance Digital anticipate and respond to

evolving customer demands. By astutely enabling ease of ownership, the company drives consumption.

Things you didn't know about RELIANCE DIGITAL

- * Reliance Digital has an entire store run exclusively by women employees
- * Reliance Digital nurtures and develops the Indian entrepreneur ecosystem, through its 4G network, investment and collaboration
- * Reliance Digital's private label, Reconnect, has over 5.5 million customers
- * 140 ResQ service centres serve millions of customers

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