



Retail Industry

Company Analysis

- *Reliance Retail*
- *DMart*

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Overview

Reliance Retail

Reliance Retail is an Indian retail company and a subsidiary of Reliance Industries Limited. Founded in 2006, it is the largest retailer in India in terms of revenue. Its retail outlets offer foods, groceries, apparel, footwear, toys, home improvement products, electronic goods, and farm implements and inputs.

VS

DMart

DMart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each DMart store stocks home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances, and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at a great value.

Future Prospects

Reliance Retail

VS

DMart

- JioMart is Reliance's eCommerce platform for groceries and other FMCG goods. The existing penetration of the company throughout India has been a boost to it when it opened up JioMart with 800 stores.
- JioMart has also extended its new commerce model with the Kirana. The JioMart Kirana program, which changes the Kirana format to open store rather than closed, has been extended to 10 more cities in the previous quarter, taking the total to 33 cities in March



- Avenue Supermarts Ltd. aims to expand its online shopping and pick-up counter business.
- DMart sees private labels in the home and personal care category as a long-term opportunity and is building labels.
- Food comprises the largest proportion of DMart's sales, and the intent is to continue using this category to attract customers while increasing products in general merchandise and apparel gave new stores of larger sizes.

Marketing Strategies

Reliance Retail

- Reliance Retail invests in many advertising sources ranging both on online and offline. Reliance Fresh has all time offers going on where their products are usually on 30-50% discount which is a very eye-catching number to indulge audiences. They also use print media and simultaneously social media to reach to the customers.

VS

DMart

- Embracing Low-Cost Advertising Mediums for Promotion
- DMart looks up to visual and print mediums to promote its brand name and products. The print medium of advertising revolves around newspaper ads
- The visual component of advertisement comprises the banners, flexes, and hoardings that are put to display in locations near the stores to mention the product-specific offers, seasonal discounts, and other freebies that the company offers from time to time.

Financials

Evaluation
Criteria

Reliance
Retail

vs

DMart

Valuation



7.7 L Rs Cr

3.03 LRs Cr

Revenue



24,930 Rs Cr

1,55,209 Rs Cr

EBITDA



9,842 Rs Cr

1,742 Rs Cr

Acquisitions



Justdial, Urban
Ladder, Netmeds,
Future Retail

None

CSR Initiative

Reliance Retail

VS

DMart

The Company spent 94.64 crores on CSR activities majorly focusing on Rural Transformation, Disaster Relief, Sports, Healthcare, and Education.

CSR activity is directed towards primary education in municipal schools. Students faced significant disruption during the year, thus they reached out to students by using virtual learning environments and enabled them to continue their learning amidst this disruption

USP

Reliance Retail



DMart

Reliance Retail's ramp-up in omnichannel/new commerce to consolidate its business

It has strong distribution network- 1600 channels in villages

Strong backing of the parent company

Robust Focus on Value Retailing

Their retail strategy, aggressively pursues the policy of EDLP (Everyday Low Price). On the one hand, this strategy is based on offering low prices to consumers on an everyday basis rather than on a promotional basis, while on the other hand, keeping the procurement and operational cost at the minimum level.

Cluster-based Approach for Store Expansion

Highlights

Reliance Retail

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VS

DMart

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