

# SWOT ANALYSIS

## Strengths

- 4 warehouses, covering more than 3,50,000 sq. ft covering more than 4,00,000 SKU's working 24\*7
- 2 million Loyalty Card holders, First Citizen, largest in any format.
- Endeavor to make Shopping Experience the differentiator.

## Weakness

- Pressure of increasing leasing rentals of Malls.
- Slowing expansion due to dependence on real estate developer for completing projects during slowdown.

SWOT

## Opportunities

- Preferred partner for international brands in various categories due to diversified presence.
- Expansion in different formats and varied locations across India.

## Threat

- Economic slowdown affecting the purchasing power of target consumer.
- Rivalry amongst the established players and threat of new entrants as well.