



Ezone plans to add more stores in the east zone

Ezone plans to open 6-7 stores in this zone by the end of this fiscal. In the last financial year, the brand clocked a turnover of Rs.450 crore from this zone, of which Bengal's contribution was Rs.260 crore.

Ezone, the electronics retail chain from Future Group is at a rapid growing phase in the East market and has further plans to open 6-7 stores in this zone by the end of this fiscal.

Wasim Ahmed, Deputy General Manager – Electronics- Eastern Region, Ezone in an interview with Point-of-Purchase shares the expansion plans of the retail chain.

Can you tell us about the current retail presence of Ezone in East?

So far, Ezone has more than 76 active stores and present in more than 23 cities, among which in east we have 17 stores. We have a robust retail network in this zone, out of the 17 stores, 10 stores are in Bengal, 2 in Bhubaneswar, 1 in Ranchi, 1 in Patna, 1 in Guwahati and one in Nagpur which is also monitored from

here. Ezone has presence inside the Big Bazaar stores as well and have exclusive retail outlets also.

How many more stores are you adding in this region?

We are in the process of rapid expansion and within this financial year we will add 6-7 more stores in east zone, they will be added in Kolkata, Ranchi and Patna. Kolkata will get three more store itself by March 2018.

How much of your business comes from this zone and Bengal?

In the last financial year, the brand had a turnover of Rs.450 crore from this zone and out of which Bengal's contribution was Rs.260 crore. We have been constantly growing at the percentage of 20% Y-O-Y. We are aiming at a turnover of Rs.540 crore from east by the end of this current fiscal.

Can you throw some light on the retail investment for such stores of Ezone?

The average size of Ezone stores are

Retail Talk



generally 6000-10,000 sq.ft. and generally it needs investment of around 2.5 crore on the inventory. All these are company owned stores and we follow a very customer friendly retail format.

Tell us something about your offerings per store?

We are offering 60-70 electronics brands under single roof and we are very optimistic about the growth

prospect of this category. We wish to dominate this zone with our retail strategy by opening more new stores and reaching to our discerning customers. We have all the leading brands like Samsung, LG, Apple, and many more, you name and we have it. Also, we have huge plans for Koryo which is our own brand and we will market it in a big way in the time to come and have great plans for it. ■

Nabamita Chatterjee