

India's first Café in store at Planet M outlets launched at Hyderabad; Planet M Retail to launch 250 such cafe-in-stores in the next three years

The Planet M, India's one of the biggest Mobiles, Music, Entertainment and Lifestyle Chain and a part of the 1500 crore Videocon Retail Ltd. with more than 150 stores across 42 cities broadened its horizons and unveiled India's first Cafe in store at Planet M outlet, Banjara Hills, Hyderabad. Café eARTH, the place to relax and refresh at its Planet M - a feel good and indulgence store was formally launched late evening on Sunday by Mr. Saurav Dhoot, Director - Videocon Retail Ltd. It is based on the lines of affordability, feel good and indulgence. Planet M plans to launch 250 such cafe-in-stores in the next three years across the country.

Videocon, which acquired Planet M from media conglomerate Bennett, Coleman and Co in 2007, has so far launched 80 revamped Planet M stores. It plans to take the number of outlets to 1,500 from the present 200 in the next three years. Planet M will soon be offering company-labelled telecom products including mobile pouches, phone insurance and extended warranties. It is in talks with a few general insurance companies. Apart from retailing mobiles and IT products, the company has plans to launch laptops, mobile phones and gaming solutions under the Videocon brand, informed Mr. Dhoot.

Videocon Retail garnered revenues of Rs 800 crore from Next and Rs 100 crore from Planet M last year. With the enhanced retail presence, this year's revenue contribution from the two formats will be Rs 1,500 crore and Rs 400 crore respectively, Mr. Dhoot said.

The only Café where, art takes the centre stage Café eARTH is the platform for young budding artists to portray their talent to all. The theme of the Café is to bring art close to the people. Everyone is gifted with the sense of appreciation towards art. We hardly get the opportunity to visit galleries very often. And not every talent can be exhibited in the galleries. Hence, Café eARTH is a perfect blend for both the artist as well as the art lovers. The ambience is such that you are in the most relaxed state of mind with ample time in hand.

Café eARTH offers you the perfect combination to sooth all your five senses. The comfortable interiors, display of art, music in the café, the aroma of freshly baked pie and a tantalizing sip of hot cappuccino is something one can't resist. The menu ranges from submarines to wraps and pizzas for vegetarians and non-vegetarians. And if you are in a mood to nibble on something there is always brownies, pies and pastries. The list to sip on is endless as well. Tea, coffee, smoothies, juices, and granitas you name it and Café Earth has it.

Hyderabad alone has a total of 8 Planet M stores. Planet M has now taken the initiative to cater to the vast mobile using masses offering a variety of swanky mobiles to choose from. alone has a total of 8 Planet M stores. Planet M has now taken the initiative to cater to the vast mobile using masses offering a variety of swanky mobiles to choose from.

The Planet M story began with a single swanky store at Times of India Building, V.T. As the demand for the Planet M way of entertainment grew, this retail store grew in numbers, dotting the skyline of the major cities and sweeping across the vibrant satellites and mini-metros too.

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