

The MobileStore announces Gujarat plans

'**The MobileStore**', an Essar initiative which has redefined telecom retail in India, today announced its plans for Gujarat in the presence of Ms. Mahima Chaudhry.

The MobileStore currently has 12 stores in [Ahmedabad](#) and another 33 locations will be operational by March, 08.

Currently, in Gujarat, The MobileStore has its presence in key cities like Ahmedabad, Baroda, Jamnagar & Surat with 22 operational stores. And soon are extending its presence into other towns & cities in Gujarat like Rajkot & Gandhi Nagar to name a few.

'The MobileStore' will create a chain of over 90 stores across 10 cities in Gujarat by end of March. The company plans to create a pan-India network of 2500 telecom retail outlets across 600 cities in the next two years. Currently over 400 stores are already operational across India.

Ms. Mahima Chaudhry has inaugurated 'The MobileStore' in Ahmedabad.

Speaking at the launch, Mr. Rajiv Agarwal, CEO and Director, The MobileStore Ltd, said, "We are delighted to have Ms. Mahima Chaudhry with us on this special occasion. Gujarat is one of the fastest growing telecom markets. The MobileStore will offer telecom customers a superlative shopping experience with its unique 'all-under-one-roof' telecom solutions. Besides a wide range of handsets, connections, accessories, Customers will be able to enjoy Value Added Services and After Sales Service. Another unique feature of The MobileStore is expert guidance on mobile selection and use.'

Speaking on the occasion, Ms. Mahima Chaudhry said, "Essar is one of the most reputed corporate houses in the country. I am sure their foray in the telecom retail sector will ensure a quality experience to consumers. The MobileStore is well on its way in becoming the preferred destination for mobiles and mobile related shopping."

In an effort to help consumers make informed decisions, '[The MobileStore](#)' is equipped with trained professionals who have undergone an extensive training program on products and brands available at the store, thereby allowing them to provide the right kind of guidance to the customer.

The company has envisaged The MobileStore in three formats: Large - 1000 -1500 square feet, Medium - 800 -1000 square feet and express / corners 200 - 400 square feet, along with shop-in-shop formats inside large malls, retail hyper markets and stores.

The MobileStore has categorized its mobile device offerings into consumer segments keeping in mind the profiles and needs of different consumers. The unique segments available at The MobileStore are: **Business** - PDA & Smartphones, Emails, data transfer etc., **Lifestyle** - Fashion phones, Look and elegance, **Fun** - Multimedia & music, camera, games, wacky ring tones and wallpapers, **Value for Money** - Special offers, discounts and budget phones.

The [MobileStore](#) hosts a variety of brands like Nokia, Motorola, Sony Ericsson, Samsung, LG and Fly to name a few. The MobileStore Ltd. has also tied up with all leading service operators including Airtel, Vodafone, Idea, Tata Indicom and Reliance Mobile offering the consumer a wide bouquet of

options. The stores are company owned and company run.

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