

COVER STORY

26 A value retailer pioneering modern trade in small towns and cities

V-Mart – one of India’s largest value retailers – was incorporated in 2002 in West Bengal. A year later, it opened its first V-Mart store in Ahmedabad, Gujarat. Since then, V-Mart Retail stores have expanded and opened in prime states and cities and V-Mart has been a pioneer in setting up modern ambience stores across small towns and cities like Sultanpur, Ujjain, Motihari and many more such places. What has made V-Mart successful and what are its plans for expansion in the future?



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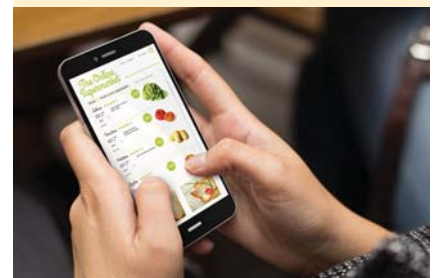
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