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**Title : Spencer's to make in-house apparel 2Bme a Rs 300cr brand**

**Author :**

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The Rs 19,000-crore RP-Sanjiv Goenka Group is hoping to make its new apparel label 2Bme a Rs 300crore brand in the next four years.

Launching the apparel brand here in the city , Shaswat Goenka, head (retail), of the group, said apparel would be a special thrust area for its retail arm Spencer's Retail. "2Bme would be the sole apparel brand of Spencer's, which is registered by us and it would discontinue all the private labels as well as other brands," he added. G Currently , apparel constit tutes 4% of the revenue of Spencer's, while foods category accounts for 80% and the rest is electronics and other items. "We have set a target that in the first year itself apparel should have 5.5% of the top line of Spencer's after the overhauling of this business," he added. Spencer's has a revenue of Rs 1,700 crore and the apparel business could be over Rs 85 crore after one year of the launch of this new in-house brand. Shaswat is expecting that higher share of apparel would also help Spencer's profitability . "Apparel has better margin that foods," he added.

The Goenka junior is hoping that in the next four years, apparels will have 10% share of Spencer's revenue. According to him, the revenue of the Spencer's is Rs 1,600 per square feet, which is one of the best in the industry .

Spencer's, which have 123 outlets with 37 hypermarts, will offer 2Bme range of men, women and kids apparels starting from low price points of Rs 129 to Rs 1,299. "For the first ti ce pressures. Acceleration in WPI in January was powered by 18.14% increase in the fuel and power index.

Separate data released a day earlier on Monday sho



Group retail head Shaswat Goenka at the 2Bme launch in city on Tuesday