

Retail chain 6TEN set to take city by storm

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■ By Rohinikant Matey

THE buzz is loud and clear. The Delhi-based REI group is already making waves in retail business in the city. Grapevine has it that 6TEN - the newest retail chain to set foot

in Nagpur - has made a stag-

gering sale of vegetables and fruits on its very first day of opening in Ramdaspath area with people making a beeline from 6 in the morning to 10 at night to get their stock.

Clearly, the retail war is heating up in the city. Interestingly, REI Agro Limited has preferred



The new outlet of 6TEN located at Lendra Park, Ramdaspath has visitors thronging till late night. A record number of footfalls was witnessed on the opening day.

(Pic by Moonlight)

to make a silent foray in the city by opening three outlets in different parts of the city including one at Civil Lines and the other at Jaripatka. The Civil Lines outlet was opened on January 29 while the Ramdaspath and Jaripatka stores were inaugurated on January 30, it was learnt.

Though none of the officials of the group is willing to speak to the media at present, sources disclosed that the group is quite bullish about Nagpur market. The outlets selling farm-fresh vegetables and fruits have caught the imagination of consumers, especially housewives, because of its low prices, it was learnt. Said a beaming Suvarna Hedau, a resident of Kachipura, "The prices are unbelievable here. I have already packed three basketful of fresh vegetables in just Rs 100/-." Rama, a maid-servant, too looked excited about the prices and was happy to carry a bagful in just Rs 20/-, she said.

Sources revealed that the company is planning to open up more stores in the city soon.