

LANDMARK INDIA

- Landmark India started its journey in 1999 with the first Lifestyle store in Chennai.
- Landmark India operates over 900 stores across five brands: Lifestyle, Max, Home Centre, Easy Buy, and Spar (Franchise) spread across 250 cities. This spans a retail space of over 12 million square feet.
- The company caters to 11 major retail categories such as Food, Leisure, and Hypermarket.
- Every year, 250 million customers visit Landmark India stores. The brand boasts a loyal customer base of over 65 million.
- Landmark India witnessed consistent growth over the last decade, with a 17% revenue CAGR.

INDIA








PEOPLE, CULTURE AND EMPLOYMENT

- Landmark India directly employs over 25,000 individuals and creates more than 100,000 indirect job opportunities. Additionally, they have an outsourced workforce of another 25,000, amounting to over 50,000 (Direct and indirect).
- The brand has consistently featured among the top 100 Great Companies to work for in India for the past 11 years, primarily due to positive employee feedback.
- Landmark India emphasizes two-way communication through initiatives such as "Connect over Coffee with our leaders." They also utilize the "People Pulse Survey" to gain insights about employee perceptions and the "Net Promoter Score" to improve products and services.
- Professional Development:
 - Enhancing Customer Proposition: Creating a seamless online and offline user experience.
 - Enabling Quicker, Better Decision Making: Utilizing business intelligence tools and techniques to gain insights and inform strategic decisions.
 - Fortifying Governance: Ensuring information security, preventing fraud, and guaranteeing business continuity.
- Employs over 500 individuals with disabilities, aiming to double this in a year. Sign Language Training: 467 employees trained in sign language for effective communication.
- GPTW Engagement Score: 90%. Achieved a top 100 position for 11 consecutive years and has been India's No.1 Fashion Retail Company for the last three years.
- Employs around 9,000+ individuals under 25 years of age. This youthful demographic is a driving force for technological advancement, innovation, and future growth.

SUSTAINABILITY

- Landmark India's environmental sustainability strategy aligns with the UN's Sustainable Development Goals, focusing on Products, Planet, and People.
 - Commitment to eliminating single-use plastic across the value chain.
 - 100% Social Compliance among primary product suppliers.
 - Introduction of the MaxCares initiative for sustainability goals.
- Partnered with BCI, targeting 10% sustainable cotton by FY 2023-24.
- SU.RE Project: As signatories, Landmark India commits to sourcing sustainable raw materials and processes.
- A technology that reduces water consumption by 40% in denim production.
- Digital Quality Management: Complete elimination of paper usage



SOCIAL IMPACT IN INDIA

Some of the key activities embarked on by the Landmark Group in India include:

- The 'Get Active' program creates awareness about Non-Communicable Diseases (NCD) among Slum Community Members and Manufacturing Industrial Workers by conducting free NCD Screening in their community and factories.
- The 'Life Ahead' program continues to build the capacity of women slum dwellers to manage and prevent NCD among their family and community, and the 'Eat Healthy' program supports The Akshaya Patra Foundation in providing mid-day meals throughout the year to unserved Government Schools across Rajasthan, Gujarat, and Orissa through gap funding.
- With its partner, 'The Life Foundation,' the Group has empowered, educated, and enriched over 2.1 million lives through 'The Power of 2' campaign in stores, among others.
- The launch of the 'Swabhimaan' internal initiative in 2019, Landmark Group in India, has provided people with disabilities with employment and a source of independence, pride, and integration into the workforce.



ENTREPRENEURSHIP AND INNOVATION

- Landmark India continues to invest in technology and supply chain. They also prioritize their Ecommerce business to provide a seamless Omni experience to their customers.
- Landmark Group's investments in technology revolve around three pivotal pillars.
 - Enhancing Customer Proposition: Creating a seamless online and offline user experience.
 - Enabling Quicker, Better Decision Making: Utilizing business intelligence tools and techniques to gain insights and inform strategic decisions.
 - Fortifying Governance: Ensuring information security, preventing fraud, and guaranteeing business continuity.



BUSINESS GROWTH IN INDIA

- The brand plans to open 500+ new stores over the next three years, aiming to cross 1,000 stores by the end of the year.
- Strategic investments in technology, particularly in SAP, and supply chain enhancements are on the horizon. They also plan to venture into new categories targeting youth and babies.
- The growth targets are ambitious, aiming for a double-digit CAGR over the next three years and reaching revenues of \$2.5 billion.
- The growth potential is significant, given that India's organized apparel retail stands at 28%. With a significant percentage of youth, the demographic composition offers growth opportunities in untapped spaces like youth, children, and baby categories.