

About Landmark Group

Founded in 1973 with a single store in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail and hospitality conglomerates in the Middle East, Africa and India. Consistently striving to deliver exceptional value, Landmark Group has over **55,000 employees**, operates over **2,200 outlets**, occupying over **30 million sq. ft.** across **21** countries.

The Group provides a value-driven product range for the entire family through a diverse portfolio of 57 brands - constituting 27 own brands and 30 franchise brands.

Overview

- Over **44 years** of retail experience.
- Over **55,000** employees.
- Presence across the Middle East, Africa and the Indian subcontinent.
- Over **2,200 outlets** and **30 million sq. ft. retail space**.
- **27 own brands** and **30 franchised**

Landmark Retail Portfolio

Landmark Retail operates several home-grown and franchise brands, across diverse categories.

Categories: Fashion, Footwear, Home décor, Lifestyle, Electronics, Sporting Goods, Beauty.

Centrepoint a destination bringing together the Group's four core retail brands), **Babyshop** (one-stop destination for kids between 0-16 years), **Splash** (multi-brand fashion retailer), Lifestyle (home décor, fashion accessories, beauty products, gifts and much more) **Shoe Mart** (multi-brand footwear and accessories store)

Max (value fashion and footwear store) **Iconic** (fashion, art, make up, and gadgets), **Sports One** (multi-brand, multi-category sporting goods retailer), **Shoexpress** (value footwear and accessories store) **Home Centre** (a complete home experience), **Home Box** (value furniture & home furnishings), **Emax** (large format electronics store)

Landmark International (a division that includes international franchise brands – New Look, Koton, Reiss, Lipsy and Yours), and **Shoe Mart International Footwear Division** (a division that includes franchise footwear brands – Kurt Geiger, Ecco, Pablosky, Dumond, Nose, Steve Madden, BLOCCO 31, Aerosoles and Carpisa).

The Group's offerings have evolved to be the preferred choice for consumers and core brands are market leaders in the region.

Landmark Hospitality Portfolio

The Group has also diversified into leisure, food, wellness and hotels segment and has strong customer loyalty for its varied offer.

Categories: Leisure, F&B, Wellness and Hotels

Landmark Leisure (chain of indoor entertainment centres for children and teens: Fun City, Fun Ville, Fun Box, Tridom and Fun Works) **Foodmark** (a division that includes franchise and joint venture brands such as Carluccio's, Nandos, Max's, Ushna, GRK Fresh Greek and Jamba Juice; as well as the home-grown brand Zafran.), **Candelite** (snacks and confectionery store), Balance Spa and Salon (grooming and relaxation centre), **Fitness First** (fitness centres), and **Citymax Hotels** (comfortable budget hotels).

The Landmark Group has also diversified into healthcare with **iCare Clinics** (primary healthcare clinics for the family).

Landmark India

In 1999, Landmark Group entered India, to revolutionize retailing in the country with the introduction of Lifestyle department stores. Positioned as a trendy, youthful and vibrant brand that offers customers a wide variety of merchandise at an exceptional value for money, Lifestyle Stores began operations in Chennai. In its 17 years of retailing in India, Landmark Group has launched several of its core retail concepts in the country including Home Centre, Splash and Max.

The Group's Hospitality portfolio has Spar supermarkets and hypermarkets, Fun City, Citymax and Krispy Kreme.

Landmark Loyalty Programmes

The Landmark Group operates two of the largest, most comprehensive loyalty programmes – **Shukran** in the Middle East and **Landmark Rewards** in India.

The region's largest retail loyalty programme, **Shukran** is testament to the Landmark Group's commitment and passion towards enhancing its relationships with customers across diverse brands. Shukran offers a world of privileges to its members including added value, enriching rewards and an enhanced customer experience. The programme covers over 55 brands, across 9 countries, and has over 16 million members.

Launched in 2001, Landmark Rewards is an exclusive customer loyalty programme offered by the Group in India. The programme covers 9 brands and has over 15 million members.

Logistics and Distribution Strength

Landmark Group has created a comprehensive infrastructure including a full-fledged logistics and distribution division to support its retail operations. The Group has a total warehouse space of over 9.3 million sq. ft. The Group's Logistics and Re-distribution Centre is one of the largest privately owned in the Jebel Ali Free Zone, Dubai encompassing 3.1 million sq. ft.

Corporate Social Responsibility

A company that is founded on sound ethical principles, the Landmark Group also seeks opportunities to contribute to the communities where it operates. Its commitment to Corporate Social Responsibility (CSR) is not merely about charity, but also about playing a more responsible part in the society, be it within the organisation or towards its stakeholders (customers, partners and employees), the environment, society and the world at large.

In 2009, the Landmark Group adopted diabetes awareness as part of its long term CSR initiative. Launched in the UAE, the Beat Diabetes' programme aims to increase awareness amongst people regarding the condition. Today the programme runs in seven countries; UAE, Kuwait, Oman, Qatar, Bahrain, KSA and India and reaches out to over 20 million people annually through events and educational initiatives.

In India, the Group's Chairman, Micky Jagtiani initiated the LIFE Trust programme (Landmark International Foundation for Empowerment) in 2000. LIFE focuses on rehabilitating the less fortunate through various programmes and initiatives such as delivering non-formal education in rural areas, setting up health centres in urban slums as well as training centres for the underprivileged youth and imparting life skills training.

For more information: Visit our website www.landmarkgroup.com