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DLF launches 1st multibrand store in Mumbai at Neptune Magnet mall

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DLF Brands is a subsidiary of realty major DLF Ltd. and the store will be spread over an area of 19,000 sq ft. DLF Brands currently operates standalone stores for 11 global brands in India.

DLF Brands is set to make a big splash in the retail market of Mumbai by launching a multi brand anchor store in Neptune Magnet mall in Bhandup. The brand's first store in Mumbai, 'Ave.neu', will give tough competition to some of the renowned retail chains in the city.

DLF Brands is a subsidiary of realty major DLF Ltd. and the store will be spread over an area of 19,000 sq ft. DLF Brands currently operates standalone stores for 11 global brands in India. The company has been instrumental in bringing to India some of the most sought after international brands including like Boggi Milano, DKNY, Alcott, Sunglass Hut, ELC and Mothercare.

The new store will sell international fashion labels under one roof retail format and DLF has already tied up with brands in the luggage, watches, perfumes and sportswear categories. 'Ave.neu' will boast of an exciting display format with a unique design covering more premium labels in the market.

DLF Brands till now focused on opening exclusive stores for global fashion brands like DKNY, Alcott and Sunglasses Hut.

Speaking about the new entry, **Susil Dugarwal, CEO, Neptune Magnet mall** said, "We are extremely happy to introduce DLF Brands to Mumbai-ites at Neptune Magnet mall. This is DLF's first such store in Mumbai. We want to give the best of services and brands to our visitors and patrons. With DLF Brands' entry, Mumbai's retail space will surely experience a revolution."

With this development Neptune Magnet Mall will have many unique brands/formats most of which feature for the first time in Mumbai, such as Easyday, Cinopolis, Iconic, Nirula's, The Pint Room, Getlost etc. The unique tenant mix and scientific zoning for Neptune Magnet Mall was solely managed and executed by Beyond Squarefeet. Neptune Magnet Mall has signed with more than 180 national and international brands and is already operational.

Speaking on the development, Mr. Nayan Bheda, CMD of Neptune Group says, "Neptune Magnet Mall has laid a red carpet to many new entrants in the catchment/Mumbai. We are glad that DLF brands have chosen our Mall as their launch pad in Mumbai, like many others. The Mall is now set to take off to the next step of success."

Neptune Magnet mall in Bhandup that is a sprawling 10,56,000 sq.ft. of shopping and entertainment area provides the perfect setting for the brand to make a debut in Mumbai.

Dipak Agarwal, chief executive, operations and strategy at DLF Brands said, "This is the right time and opportunity for us to launch in Mumbai. Neptune Magnet Mall, is emerging as a destination for shoppers who are looking for new brands/formats and we have got an excellent placement for our store in the Mall."