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Chaudhary Group (Nepal) to venture into Retail

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Mumbai, Maharashtra, September 6, 2011 /[India PRwire](#)/ -- The Chaudhary group of Nepal is geared up for their entry into the Retail sector with their chain of supermarkets. The group has appointed Beyond Squarefeet Advisory Pvt. Ltd. as their handholding advisory for the project, steering the retail entry strategy for the group.



Beyond Squarefeet will be involved in the Retail entry strategy for the group along with planning of store formats, layouts, designing of the supermarkets, creating of the merchandising mix, planning strategy, branding etc. Beyond Squarefeet along with the Chaudhary group is currently in the process of developing the final business plans for the new Retail chain.

Speaking on the development, Mr. Ashish Sharma, CEO, Chaudhary group said "Our entry into retail is a forward integration of our various businesses. Since we already have the knowledge of the consumers through our FMCG business, we are sure that it will help us to deliver the expectations of the consumer". The organized retail in Nepal is still at a nascent stage with very few players in the market. The organized retail sector of Nepal is about less than 1% of the retail trade.

Mr. Susil S. Dungarwal - Chief Mall Mechanic®, Beyond Squarefeet, a Retail-Realty advisory, says "Having been part of the learning curve of the Indian Retail Industry for over 2 decades, we feel that our learnings from India would be well utilized in setting up a Retail chain in Nepal as most of the socio-economic trends are similar. In the last 2 decades, we have gone through the entire cycle of Retail store set-up and operations." Mr. Dungarwal has been part of many Retail start-ups including brands such as The Kemp Fort, Shoppers Stop, Varsha Lifestyle, Haiko supermarket, The loft, Culture Shop, The Loot etc.

This retail chain is slated to be the Chaudhary group's first Retail venture. Here on, the group plans to set up an entire chain of supermarkets within the next 5 years, under CG Retail Pvt. Ltd, the Retail division of Chaudhary group and all investments into this venture are through internal funding.

The Chaudhary Group, the First Nepalese Conglomerate with over 40 companies under its umbrella from sectors such as FMCG, Banking, and Automobiles to Consumer Durables etc. has decided to now foray into the Retail sector with their chain of Supermarkets and Hypermarkets.

Notes to Editor

About Chaudhary Group: Chaudhary Group, the first Nepalese Conglomerate with over 40 Companies under its umbrella, commands an investment outlay of over US\$250 million. Being the first Nepali organization to have a distribution network spanning the subcontinent, it has made substantial presence in South Asia's fiercely competitive Food and Beverages market. Besides this, the Chaudhary Group had diversified into various sectors spanning Food & Beverage, Electronics & Home Appliances, Beer, Cigarette, Financial Services, Infrastructure (Power & Water), Hotels & Real Estate, Automobile, Health Care and Education.

About Beyond Squarefeet™: India's first boutique Mall advisory company which provides end-to-end solutions in the specialized areas of Retail & Mall conceptualization to Mall Management, with extensive "hands-on" experience in Retail & Mall development. They also focus on Mall Conceptualisation, Mall Positioning, Mall Marketing & Leasing, Facility & Mall management and Mall Re-orientation. The professional team of Beyond Squarefeet™ has managed Mall Development & Operations of more than 30 million sq. ft. (3 Crore sq.ft), spread in various parts of India. Some of the current projects of Beyond Squarefeet are Neptune Magnet Mall (Mumbai), Bergamo (Luxury Mall at Chennai), Lonavala Square (Lonavala), Parco Mall (Doha, Qatar), Gokulam Galleria (Calicut, Kerala), LULU International Shopping Mall (Cochin, Kerala) etc.

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