



## MEDIA RELEASE

### **RELIANCE RETAIL TO LAUNCH 7-ELEVEN® CONVENIENCE STORES IN INDIA**

**Mumbai, October 7, 2021:** Reliance Retail Ventures Limited (“RRVL”), through its wholly owned subsidiary, 7-India Convenience Retail Limited, has entered into a master franchise agreement with 7-Eleven, Inc. (“SEI”) for the launch of 7-Eleven® convenience stores in India. The first 7-Eleven store is set to open on Saturday, October 9 in Andheri East, Mumbai. This will be followed by a rapid rollout in key neighborhoods and commercial areas, across the Greater Mumbai cluster to start with.

With the launch of 7-Eleven stores, RRVL as the country’s largest retailer, takes a step further in its journey of offering a superior shopping experience and compelling value proposition for Indian customers. The 7-Eleven stores aim to provide shoppers with a unique style of convenience, offering a range of beverages, snacks and delicacies specifically curated to appeal to local tastes, along with refill of daily essentials, having affordability and hygiene at its very core. With a rapid expansion plan on the anvil, it is expected to be a significant contributor to local employment and building the eco-system for convenient foods. SEI will also support RRVL in implementing and localizing the unique 7-Eleven convenience retail business model for India, including bringing best in class processes and practices.

**Ms. Isha Ambani, Director, Reliance Retail Ventures Limited**, said, *“At Reliance, we pride ourselves in offering the best to our customers and we are proud to bring 7-Eleven, the globally trusted convenience store, to India. 7-Eleven is among the most iconic global brands in the convenience retail landscape. The new pathways we build together with SEI will offer Indian customers greater convenience and choices within their own neighborhoods.”*

*“India is the second largest country in the world and has one of the fastest-growing economies. It’s an ideal time for the largest convenience retailer in the world to make our entry into India”* said **SEI President and Chief Executive Officer Joe DePinto**. *“Our strategic relationship with Reliance Retail Ventures will bring 7-Eleven’s brand of convenient products and services to millions of Indian consumers starting in the city of Mumbai.”*

**Reliance Retail Ventures Limited**

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### **About Reliance Retail Ventures Limited (RRVL):**

RRVL is a subsidiary of Reliance Industries Limited and holding company of all the retail companies under the RIL Group. RRVL reported a consolidated turnover of ₹ 157,629 crore (\$ 21.6 billion) and net profit of ₹ 5,481 crore (\$ 750 million) for the year ended March 31, 2021.

RRVL is the largest and the most profitable retailer in India with the widest reach. It has been listed among the fastest growing retailers in the world in the Deloitte's Global Powers of Retailing 2021 index. It is ranked 53rd in the list of Top Global Retailers and is the only Indian Retailer to feature in the Top 100.

### **About 7-Eleven, Inc.:**

SEI is the premier name in the convenience-retailing industry. Based in Irving, Texas, SEI operates, franchises and/or licenses more than 77,000 stores in 18 countries and regions, including 16,000 in North America. In addition to 7-Eleven stores, SEI operates and franchises Speedway<sup>®</sup>, Stripes<sup>®</sup>, Laredo Taco Company<sup>®</sup> and Raise the Roost<sup>®</sup> locations. Known for its iconic brands such as Slurpee<sup>®</sup>, Big Bite<sup>®</sup> and Big Gulp<sup>®</sup>, SEI has expanded into high-quality sandwiches, salads, side dishes, cut fruit and protein boxes. SEI offers customers industry-leading private brand products under the 7-Select<sup>™</sup> brand including healthy options, decadent treats and everyday favorites at an outstanding value. Customers can earn and redeem points on various items in stores nationwide through its 7Rewards<sup>®</sup> loyalty program with more than 40 million members, place an order in the 7NOW<sup>®</sup> delivery app in over 1,300 cities, or rely on SEI for bill payment service, self-service lockers and other convenient services. Find out more online at [www.7-Eleven.com](http://www.7-Eleven.com), via the 7Rewards customer loyalty platform on the 7-Eleven mobile app, or on social media at [Facebook](#), [Twitter](#) and [Instagram](#).

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