

# Reliance Retail Ltd in Toys and Games (India)

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## Abstracts

Reliance Retail Ltd, through an agreement with Hamleys Group Ltd of London, runs the toys and games retailing brand Hamleys in India. The company operates 26 stores across 16 cities and plans to double its store count by 2018. Besides high streets in major cities in India, the company is also targeting smaller tier 2 cities under different store formats, such as smaller express stores. The company also plans to tie up with the e-commerce player Amazon.in with a dedicated section to sell its offe...

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