



## **MEDIA RELEASE**

### **JioMart Welcomes Mahendra Singh Dhoni As Its Brand Ambassador**

**Mumbai, 6<sup>th</sup> October 2023:** Reliance Retail's JioMart, one of the country's leading e-marketplaces, has roped in Indian cricket icon, Mahendra Singh Dhoni as brand ambassador. In addition, JioMart has re-branded its festive campaign to **JioUtsav, Celebrations Of India**, which will go live on **October 8, 2023**.

The JioUtsav campaign emphasizes on the inference that Dhoni has given the nation several occasions to celebrate but has missed being a part of them. So, with renewed vigor, he is determined to celebrate all moments of happiness, festivities and special occasions with his loved ones. Dhoni will be seen in a 45-second film.

**Sandeep Varaganti, CEO, JioMart**, said, *"We found a perfect fit in MS Dhoni as our brand ambassador with his personality representing trust, reliability and assurance, just like JioMart. Our new campaign lends itself to celebrating life and all its special moments with our loved ones, 'shopping' being an integral part of this revelry. Non-metro regions currently account for around 60% of our overall sales, a sign of gradual growth and a true testament to fruition of our efforts to democratize digital retail."*

JioMart has always focused on promoting regional artisans. The platform currently works with 1000+ artisans, selling 1.5 lakh unique products. In fact, as part of the campaign shoot, Varaganti presented a Madhubani painting made by Ambika Devi, an award-winning artisan from Bihar to Dhoni. This signifies the focus JioMart has on not only offering products and best experience to customers but also enabling millions of artisans and SMBs to conduct business with ease.

**Mahendra Singh Dhoni**, said, *"I strongly identify and echo with the values that JioMart stands for, being a homegrown e-commerce brand, they are driven by a purpose to support the digital retail revolution in India. India is known for its vibrant culture, people and festivals, JioMart's JioUtsav campaign is an ode to the celebration of India and its people. I am very excited to come on-board with JioMart and be a part of the shopping journey of millions of Indians."*

The films are conceptualised to highlight the cross-category expertise of JioMart, the celebration of the festive spirit and the great shopping deals and discounts available on the platform.

Last year, JioMart adopted a horizontal, cross-category approach offering products across segments. From electronics to fashion and beauty to home décor, JioMart has onboarded Reliance-owned brands including Urban Ladder, Reliance Trends, Reliance Jewels, Hamleys among others to further augment the selection on the platform. This rapid expansion is in line with JioMart's aim of becoming India's largest home-grown e-marketplace.

**Link to TVC:** <https://www.youtube.com/watch?v=X6Xlzk5NnhY>

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To shop through WhatsApp on JioMart click on - <https://wa.me/+917977079770>

(Type 'Hi' and place your order!)

**ABOUT JIOMART**

JioMart is Reliance Retail's e-tail arm that debuted in 2020. JioMart endeavours to empower the entrepreneurs & strengthen the SMB community in India by providing them with one of India's largest home-grown e-marketplace destinations. It seeks to create an excellent experience amongst sellers and buyers with its convenient services, diverse choice of products, an easy-to-use interface, quick delivery, and unparalleled deals. The indigenous e-marketplace with 2 million+ products across 20+ categories and a robust supplier base, is set to transform the digital commerce segment in India.

**ABOUT RELIANCE RETAIL LIMITED**

Reliance Retail Limited (RRL) is a subsidiary of Reliance Retail Ventures Limited (RRVL), the holding company of all the retail companies under the RIL (Reliance Industries Limited) group. RRL and other subsidiaries and affiliates of RRVL, operate an integrated omni-channel network of over 18,500 stores and digital commerce platforms across Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma consumption baskets. RRVL has partnered with over 3 million merchants through its New Commerce initiative. Reliance Retail Limited is the only Indian retailer in the global Top 100 and amongst the fastest growing retailers globally as per Deloitte's Global Powers of Retailing 2023. RRVL reported a consolidated turnover of ₹ 260,364 crore (\$ 31.7 billion) and net profit of ₹ 9,181 crore (\$ 1.1 billion) for the year ended March 31, 2023.

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