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Spencer's to sell UK-based Woolworth's Chad Valley toys

Our Bureau

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Now, kids can pick up their favourite toys while their parents are busy buying monthly groceries, with Spencer's, the retail arm of RPG Enterprises, planning to sell the world-renowned toy brand Chad Valley at their outlets.

For selling Chad Valley brands of toys Spencer's has tied-up with the UK-based Woolworth's, Mr. Sanjiv Goenka, Vice-Chairman, RPG Enterprises, told newsmen here on Saturday, pointing out that the toy market in India was growing at about 30 per cent on a year-on-year basis.

"According to estimates out of one billion Indians, 160



Sees more potential: Mr. Sanjiv Goenka, Vice-Chairman of RPG Enterprises, with Mr. Simon Brown, International Head of Woolworth's Plc UK, after inaugurating the first outlet of toy brand Chad Valley in Kolkata on Saturday. — PTI

million (16 per cent) are children below seven years and another 190 million (19 per cent) are in the 7 to 14 year range. There is a large potential in the toy market which is

still left untapped," Mr Goenka said. Mr Goenka confirmed that the Chad Valley range would be available at a large number of Spencer's stores in 65 cities.

"We are happy with the Woolworth's Plc arrangement that enables Spencer's to introduce in India, toys of world-class standard, which are unique, safe and rightly priced, so that our children can have fun, play, learn, create and let their imagination run wild," he said.

Mr Simon Brown, International Head of Woolworth's Plc UK, said that Chad Valley products would be made available at all the 400 stores of Spencer's.

Woolworth's was also looking at standalone stores

for Chad Valley in association with Spencer's.

"Depending on the success of the brand we will also look at setting up standalone stores for toys in association with Spencer's," Mr Brown said.

The UK-based company is looking at 15 standalone stores in India in the next five years.

Spencer's is eyeing for three more international tie-ups by the end of this financial year.

Mr Goenka hinted at books and fashion as possible areas of tie-up, refusing to divulge further details.

The company has 400 stores and is planning to add 300 more, taking the number to 700 by the end of 2008.