

Bombay Dyeing plans to double its retail reach

In a bid to reinvent its 137-year-old brand, Bombay Dyeing Retail (BDR) on Wednesday announced its plans to double its retail reach to 10,000 outlets across the country and increasing its franchise-run stores to 500 from the current 200, by 2020. The company aims to spend more than ₹100 crore to support the brand's revamp. With a focus on the youth, the company now aims to launch digital designer fashion for the premium sector within the next month and about four new products within the next year. The company aims to treble its retail revenue to ₹1,000 crore by 2020. They registered ₹305 crore as revenue for the last year.