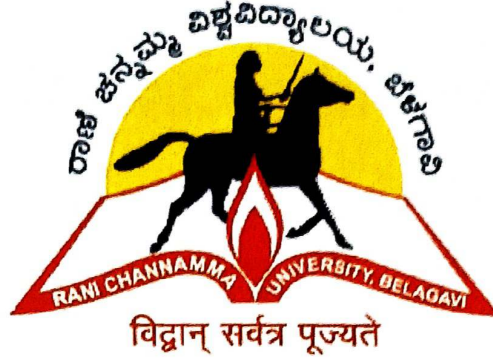


RANI CHANNAMMA UNIVERSITY ,BELAGAVI



**G.P.PORWAL ARTS, COMMERCE & V V
SALIMATH SCIENCE COLLEGE**

SINDAGI-586128



Department of commerce

SUB: RELIENCE INDUSTRIES-BUSINESS MODEL

UNDER THE GUIDANCE OF

Prof. P.T.Rathod

2022-23


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128,


Principal,

G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234

NAME :- Vijayalaxmi. S. Shrigiri

**TOPIC :- Reliance Industries -
Business Models**

REG NO :- C2060896

CLASS :- B. COM

SEM :- 6th sem

SUBMITTED TO :- Prof. P. T. Rathod

SUBMITTED BY :- Vijayalaxmi


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128


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1. Introduction (a)

The Reliance Group which was founded by Dhirubhai H. Ambani , is India's one of the largest private sector enterprise, with businesses in the energy, Petroleum, Digital media and materials value chain. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

Dhirubhai Ambani founded Reliance as a textile company and led its evolution as a global leader in the materials and energy value chain businesses. It was in 1957 when he returned to India after a stint with A.Besse & Co., Aden he started yarn trading business from a small 600 sq.ft. office in Masjid Bunder, Mumbai. he set up his brand new mill in Naroda, Gujarat. In 1996 Reliance went on to become the biggest textile brand 'Only Vimal'. In 1977 the Reliance Textile Industries came with an IPO which was oversubscribed 7 times.

Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fibre producer in the world and

3. Mission, Vision and Objective

*"Making Life Better.
For Everyone"*

"Growth is Life"

There motto:

"Growth is Life: aptly captures the ever-evolving spirit of Reliance. All our businesses endeavor to deliver superior value to our stakeholders and make life better for everyone"

Petroleum Retail



Liquefied Petroleum Gas (LPG)



Transportation Fuels



Jet/Aviation Turbine Fuel



Auto LPG



Fuel Management Services



Highway Mobility Services



Convenience store



Food



Lubricants

Textiles Owned Brands



Suits, Shirts, Readymade Garments, Sarees and Dress Material for Women



Ready-to-wear 'take away' fabric in gift packs



Anti-Microbial Fabric Finish Technology



Ato-Quat Anti-Microbial, Quick Steam Release & Anti-Rollen Fabric Finish Technology



Smooth and Wrinkle-free Fabric Finish Technology



Cool Moisture-wicking Fabric Finish Technology



Suiting & Shirting



Suits, Shirts, Readymade Garments

Retail Owned Brands

Reliancefresh

Neighbourhood store

RelianceSMART

Supermarket

RelianceMARKET

Cash & Carry store

Reliancedigital

Electronics speciality store

Jio DIGITAL LIFE

Speciality store for mobility & communication

RelianceresQ
Digital Service Centre

Consumer electronics after sales service provider

RelianceJewels

Jewellery speciality store

TRENDS

Apparel speciality store

TRENDS WOMAN

Women apparel store

TRENDS MAN

Menswear focused apparel store

TRENDS JUNIOR

Kidswear apparel store

TRENDS FOOTWEAR

Footwear speciality store

AJIO.COM

Curated online fashion store

PROJECT EVE

Women apparel store

In-Store Brands

avaasa

Ethnic Indianwear inspired by Indian ethos and art forms

BNM

Denim inspired casuals

JOHN PLAYERS

Menswear Fashion Brand

NETPLAY

Smart casuals for the free spirited

PERFORMAX

Activewear for sports and fitness

POINT COVE
CALIFORNIA INSPIRED CASUALS

Smart casuals for kids inspired by California

T
TEAMSPIRIT

Sport Inspired Casualwear

LYF
LYF MOBILE

LG Mobile Handsets and Connectivity Devices

RECONNECT

Exclusive Brand from Reliance Digital

Good Life

Full range grocery brand

Snac tac

Mid-meal Snack solutions for anytime hunger

ENZO MATIC

Matic Detergents

Healthy Life

Healthy breakfast

Aarambh

Range of Teas

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College, SINDGI-586128

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Digital Services



Jio Connected Intelligence



MyJio Manage your Jio Account



JioTV Live and Catch up TV on the move



JioCinema Entertainment at your fingertips



JioSaavn Music for you. Anytime. Anywhere



JioNews Complete Package for digital news and magazines



JioChat Free Chat, SMS, Voice & Video Call



JioCloud Store and Access your files from anywhere



JioCall Smart Landing Calling Services



JioMoney & Jio Payments Bank. Experiences cash-free living



JioBrowser Fast, Safe & Light weight browser



JioGames Bringing Games to Everyone's Life



JioStore Install and Manage your apps on Jio devices



HelloJio Your Personal Voice Assistant!



JioTV+ Aggregating video content across OTT apps



JioAds Cross-device Marketing Technology Platform



JioSecurity Protect phone, secure data



JioSwitch Secure file transfer and share



JioNet Gateway to India's Largest Wi-Fi network



JioHealthHub Your digital health vault



JioGST GST service provider



Jio Smart Security Security camera application which lets you connect and view multiple cameras



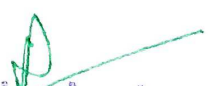
Jio Motive Make your car Wi-Fi enabled, check real-time location and status, emergency contacts



Jio Home To control IoT devices, access media content, customize home automation and surveillance


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 Dept. of Commerce
 G.P.P. Arts, Commerce & V.V.S. Science
 College, SINDGI-586128


Coordinator IQA
 G. P. PORWAL ARTS, COM &
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 V. V. Salimath Sc. College
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Partnerships with Reliance Retail



Casual Wear, Denims



Global brand ownership and marketing organisation

BALLY

World's second oldest luxury brand

BOSS

Men's Wear, Formal and Semi-Formal

BOTTEGA VENETA

Luxury Bags, Shoes, Accessories



Iconic American brand

BURBERRY

Luxury ready to wear and accessories

CANALI

Men's Formal Wear



Bags & Accessories



American Sportswear brand

DIESEL

Iconic Italian lifestyle brand

Dune

Distinctive Fashion Footwear & Accessories



Luxury Men's Wear and Women's Wear



Denim, Casual Wear



The finest Toy shop in the World

hunkemöller

Leading European Lingerie brand

ICONIX

Diversified portfolio of fashion and home brands

JIMMY CHOO

Women's Footwear and Accessories

kate spade

Accessible luxury for Women

KURT GEIGER

British footwear and accessories brand

MARKS & SPENCER

Iconic British lifestyle brand



MICHAEL KORS

Bags, Footwear and Accessories

mothercare

British retail brand specialising in products for expecting mother and kids

MUJI

Iconic Japanese lifestyle brand



Italian luxury & casual sportswear brand

Paul Smith

Men's Formal Wear



Affordable footwear specialty store

POTTERY BARN

Home Furnishings & Decor

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SSM
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SINDGI-586128.

Principal,

G. P. Porwal Arts, Col
V. V. Salimath Sc. Co

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