



Press Release

Anko Global hires ex-Tesco executive to drive European expansion

[New Delhi, 20 December 2023] Anko Global, which is taking Australia's favourite general merchandise brand Anko into international markets, has today announced the appointment of Rimal Patel to drive its expansion in the United Kingdom and Europe. In his role as Head of UK and Europe for Anko Global, Rimal will target strategic B2B partnerships with major retailers to support Anko Global's expansion into new international markets.

Rimal brings 20 years' retail experience across major UK retailers. He has worked across strategy, operations, channels, and partnerships at UK retailers including Tesco, Joules, The Very Group and John Lewis Partnership.

Anko, a subsidiary of Australia's largest non-food retailer, the Kmart Group, is a unique end to end product development company, founded on data and technology. Anko's significant size and operational scale contribute to a cost-effective development, production, and distribution system, which allows it to consistently deliver affordable quality and on trend products, while also remaining committed to designing with sustainability in mind.

With over one billion on-trend Anko products reaching customers annually, at the most competitive prices, the brand is ready to expand into new territories.

Arjun Puri, CEO of Anko Global, said, "We have worked hard over many years to build Anko into a world-class brand, grounded in incredible value with no compromise on design and quality. The brand selling over 12,000 products is loved by customers of all ages in markets as diverse as Australia, New Zealand and India and we believe now is the time to bring the Anko magic to key European markets, including the UK. Rimal will be a strong addition to the Anko Global team – his broad retail experience will benefit the global development team, and his understanding of the UK market will be critical in developing the right growth strategy for Anko Global in UK and Europe."

Rimal Patel added, "I am delighted to join Arjun and the Anko Global team on the exciting mission of bringing Anko products to UK and European consumers. With the majority of Australian households shopping Anko every year, and a best-in-class sourcing operation delivering a unique combination of great design with unbeatable prices, I am excited to introduce Anko to new retail partners and their customers."



With its thoughtfully designed and value-driven product ranges, Anko has seen remarkable success in Australia, generating sales of AU\$6 billion (£3.1 billion) in FY 22/23 across almost all non-food categories, including home, toys, clothing, fitness, travel, stationery, and pets. Anko Global is exploring international retail and brand partnerships to bring its collections to shoppers all around the world.

Anko is a brand owned by Kmart Australia Ltd, and part of the Kmart Group, which is a division of ASX listed company, Wesfarmers Ltd and generated retail sales of AU\$10 billion (£5.2 billion) in 2022/23 across 350 stores in Australia and New Zealand.

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Notes to editors

Anko Global is a data and technology driven product solution company with a difference. Through Anko's curated product and category ranges that spark an emotional connection with customers, Anko Global operates at the intersection of low prices, quality, and trends to deliver category growth for our partners. Anko Global delivers retail partners an increase in basket size, repeat visits, and long-term customer value.

Anko and Anko Global are owned by Australian-based Kmart Group, with Anko product sales of AU\$6bn (£3.1bn)* through its Australian designed products. Anko provides 85% of the product ranges in Kmart, Australia's biggest and most loved department store across categories including home, clothing, pets, travel, stationery, and toys with a constantly evolving range of over 12,000 products.

Anko products are available at Kmart Australia and New Zealand stores, Catch (online marketplace owned by the Wesfarmers conglomerate), Zellers at Hudson Bay department stores in Canada and online at Anko.co.in Amazon and FlipKart for consumers in India.

Retail partners interested in finding out more about Anko should visit ankoglobal.com.

**Statistic relates to the 2022/2023 Financial year*

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