

Swedish giant IKEA to kick off India's biggest outlet in Noida

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Lucknow: Swedish flat-pack furniture giant IKEA is likely to kick off work at its Noida outlet, touted to be its biggest store in India, in coming weeks and has committed to completing the project by 2025. The company had signed an MoU with UP government in December 2018 for Rs 5,000-crore investment in Noida and other UP cities over next few years. Industries minister Satish Mahana said, 47,833 sqm land had been allotted to the company, but work didn't take off due to pending payments.

"All issues have been cleared and the company has commit-

ted to finishing the project by 2025. I have issued directions to ensure the company gets quick possession of land," said Mahana.

IKEA, which opened its first outlet in India in Hyderabad in 2018, has proposed to set up an integrated commercial project in Noida giving direct employment to 1,000 and indirect jobs to another 1,000. The company intends to expand to 40 cities by 2030.

Officials said, IKEA initially signed an MoU with the previous government in 2015 to set up three stores in Lucknow, Agra and Noida with an investment of Rs 500-crore in each city. However, its plans evolved over the ye-

ars and a fresh MoU was signed in 2018.

"We are looking to set up a mix of large and smaller city centre format stores across the state, which would be accompanied by an e-commerce platform in coming months. The immediate plan is to set up a big-format IKEA store in Noida with estimated investment of Rs 1,000 crore," Peter Betzel, CEO IKEA India said.

Sources said, a typical IKEA store has an average size of 4,00,000 sqft. Since it is difficult to find such a large space within a city, the company is looking to change its model and develop smaller stores, either standalone or even within malls.