






Case Study

Powering Seamless Retail Connectivity Across 800+ Outlets

Customer Profile

-  **Customer Name:** More Retail
-  **Location:** Bengaluru, Karnataka
-  **Industry:** Retail

Project Scope

Retail expansion and networking enhancement across 800+ outlets PAN India.

Customer Background

More Retail, a part of the Aditya Birla Group, is one of India's oldest and most trusted retail chains. The company began its journey with the acquisition of Trinethra Retail, rebranding and scaling to over 800 outlets nationwide. With an annual turnover of 220 crores during its early stages, the brand continues to grow by enhancing customer convenience and shopping experience.



Solution Delivered

TP-Link deployed over 350 Units of ER7212PC Omada 3-in-1 Gigabit VPN Router and TL-SG1218MPE Gigabit PoE Switch enabling a fully cloud-based and centralized network infrastructure across multiple sites. The setup ensures high availability, simplified management, and reduced downtime key for real-time POS and inventory operations..

Products Used



Customer Testimonial



"TP-Link's networking overhaul has drastically improved the agility and responsiveness of Our in-store systems. The transition from legacy hardware to Omada cloud-managed solutions was seamless and effective."

IT Head, More Retail

