Mothercare and Reliance Brands Form Strategic Joint Venture to Expand Across South Asia

In a significant move to enhance its presence across South Asia, **Mothercare plc**, a global leader in products for parents and young children, and **Reliance Brands Holding UK Limited (RBL UK)**, a subsidiary of Reliance Brands Limited, announced a strategic joint venture. This new partnership will focus on managing the **Mothercare brand** and its intellectual property assets in India, Nepal, Sri Lanka, Bhutan, and Bangladesh.

Under this agreement, **RBL UK** will hold a **51% stake** in the joint venture, while **Mothercare Global Brand Limited** retains the remaining **49%**. RBL UK will acquire its share for a **cash consideration of £16 million**. The joint venture will act as the franchisor for the Mothercare brand in these regions, paving the way for growth and further strengthening the brand's foothold in South Asia.

Reliance Brands Limited, which first acquired the rights to the Mothercare brand in 2018, currently operates **87 stores across 25 cities in India**, alongside a strong ecommerce presence. This joint venture marks a deeper collaboration between the two organizations, unlocking new opportunities for expansion across the region.

Darshan Mehta, Managing Director of Reliance Brands Limited, expressed his enthusiasm for the collaboration, stating that this partnership represents a new chapter in their journey with Mothercare. **Clive Whiley**, Chairman of Mothercare, highlighted the value this joint venture brings to the company's operations in South Asia and the confidence it builds for the future of the brand.

This strategic investment underscores Reliance's commitment to growing Mothercare's presence across key South Asian markets while maintaining brand consistency and strong customer engagement.