

## **Spanning more than 3,000 sqm, B.TECH Opens its Largest Megastore in Sidi Gaber, Alexandria, with Investments Exceeding EGP 32 million.**

**Alexandria, Egypt – 1 October 2022** \_ B.TECH, Egypt's leading consumer electronics retailer and one of the top home appliances distributors, has celebrated the opening of its newest branch in Alexandria in Sidi Gaber. The megastore was opened in the presence of Eng. Mahmoud Esmat, Minister of Public Business Sector; Mrs. Mervat Hattabah, Chairman of the Holding Company for Tourism and Hotels; and Dr Mahmoud Khattab, Chairman and Managing Director of B.TECH.

With an investment of EGP 32 million allocated to revamp the building, the opening of the new megastore in Sidi Gaber in cooperation with the Holding Company for Tourism and Hotels comes within the framework of the company's expansion plan to increase the number of its branches across the country.

The new Sidi Gaber megastore, located in Port Said Street in front of Al Shefa Hospital in Alexandria, is the largest B.TECH store in terms of area nationwide. Marking the 143rd store in B.TECH's growing network across Egypt, the new Sidi Gaber store consists of four floors with a total area of circa 3,050 sqm and is expected to receive 35,000 monthly visitors.

With a total cost of products mounting up to EGP 17 million, the vast area of the store accommodates the display of up to 2,000 products, including various electronic devices, home appliances of all categories, screens, and air conditioners, to name a few. The Sidi Gaber megastore also comprises an outlet area, the largest electronic gaming area, smart home solutions, vendor services, and the largest display area for all brands within B. TECH's branches.

The new store is equipped to provide customers with the full spectrum of B.TECH's services and offers, including online shopping from store , instant purchases, after-sales services such as data transferring from the old devices to the new ones and downloading the basic software necessary for use, mobile and laptop repair services, mobile phone replacement services to switch old mobile phones with new ones, and soon extended warranty and fracture warranty will be added.

Commenting on the opening of the new branch, **Dr Mahmoud Khattab, Chairman and Managing Director of B.TECH**, said, "We have an ambitious plan to expand and add more stores to our network across Egypt, as part of the company's strategy to serve our customers and open a store that is only 15 minutes away from each customer to meet their evolving needs. The company's expansion plan aims to open 10 new stores before the end of 2022 across the country, as we have already opened 17 stores since the beginning of the year."

The total investments of B.TECH since its inception in the Egyptian market mounts up to EGP 4 billion as the company aims to grow its wide network of stores to cover 22 governorates

through 153 stores extending over an area of 82,000 sqm of world-class retail . B.TECH provides a variety of unique services to meet the demands of its customers, on top of which are the unique instalment plans with various repayment Tenures up to 48 months through the "MiniCash" service, instant credit approval, fast delivery of products added to an instalment plan with no down payment and online payment options.

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