CENTRALRETAIL TIMES
Connecting Stories
ROUNDUP 2025 ISSUE 7
JUL – SEP

CORPORATE HIGHLIGHTS

CRC Board approves sale of Rinascente, secures THB 14.7 Billion, profit of THB 8 Billion, reinforces expansion strategy in Thailand, Vietnam, and Southeast Asia

Supersports wins 2 major awards at the Asian Experience Awards 2025

CRC watches the benchmark with 3 customer insights, evolving its portfolio to serve every life stage and lifestyle

CMG Beauty Brands wins 3 prestigious awards at Sudsapda Beauty Awards 2025

Tops wins Thailand's Top Logistics Company Awards 2025, recognized for its "Supergreen Moves the Change in Society, Re-Balance the World"

Tops wins "Best Retail Thailand 2025," earned Thailand's top home improvement retailer, driving sustainable growth nationwide

Power Buy celebrates 27th anniversary, reconfirming its journey as a tech retailer with "10 IN 1 A" strategy to deliver smart lifestyle solutions and drive sustainable growth

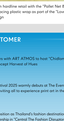
CRMoneyMore Logistics has been awarded the National Outstanding Establishment in Consumer Goods Logistics (Thailand Energy Conservation Award) for the year 2025

Robinson Lifestyle continues its position as a sport and family destination with "Playground Energy" campaign

Central Retail Vietnam wins "The Produce Retailer of the Year Award" 2025 at the Asia Fruit Awards

CARE FOR THE ENVIRONMENT

Supersports wins Asia-Level Sustainability Award at ESG Business Awards 2025, recognized for the "Supersports Moves the Change in Society, Re-Balance the World"



"Hot Pants, But It Helps the Planet" TOPS launches 'Pants Up,Up Bag' to turn old trousers into planet-friendly shopping bags

CRC Thonburiindy pioneers green handline retail with the "Rotter Net & Extra Roll Cage" innovation, replacing plastic wraps as part of the "Love the Earth – Zero Waste" campaign

Central Retail Vietnam is honoured among the "Top 50 Corporate Sustainability Awards 2025", receiving the "Outstanding CSR Activity Award"

CARE FOR THE CUSTOMER

1 Central Chollian partners with ART ATMOS to host "Chollian Art Week" under the concept Harvest of Hues

2 Thailand Printmaking Festival 2025 warmly debuts at The Event Hub, Central Chollian, inviting all to experience print art in the city's heart

3 Central strengthens its position as Thailand's fashion destination through a 6-brand partnership in "Central The Fashion Disruption 2025"

4 Robinson awards a GWM ORA Good Cat valued at THB 799,000 to the lucky winner of the "ROBINSON HELLO SUMMER CHILL" campaign

5 Robinson celebrates Mother's Day with heartfelt 'Dark Natural' in the "ROBINSON MOTHER'S DAY" campaign featuring fun crossword and greet deals

6 Robinson Chang Rai invites 'Sonia Pongsiri' to ignite decorative fashion on the runway at "Robinson Super Jewelry Show"

7 Liverpool FC Official Store Thailand hosts "Countdown to Kick-Off LFC 25/26" – Launching the new season kit with Liverpool legend Luis Garcia

8 Supersports celebrates 28th Anniversary with "SUPERSPORTS 'ticky game 28th' anniversary" campaign – Strengthening the sport ecosystem and building a sport community in Thailand

9 TOPS celebrates 29 Years of Food Retail Excellence, launching a special anniversary campaign to deliver happiness and give back to customers

10 GO WHOLESALE joins the Thailand Chefs association to host a crocodile workshop as part of the "HaRuKu GO HOME" campaign

11 Thonburiindy reinforces its leadership in home improvement with "Thonburiindy The Series" a microdrama blending brand and entertainment

12 Thonburiindy launches "Big Sale Big Bonus" nationwide, offering home and electrical deals plus prizes worth over THB 5 million until Nov 2025

13 Power Buy boosts shopping mood for the second half of the year with the grand "Power Buy Expo 2025" – a mega showcase of home appliances & IT under the concept The World of Innovation

14 Power Buy under Jurning TV screens into a heartwarming gallery showcasing creative works by autistic artists at the "Power of Art Power Buy x Artistic" exhibition

15 B25 celebrates its 25th anniversary under the theme "Inspiring Spaces", dedicating mascot 'PASSION' with special events and offers in September

16 Robinson Lifestyle launches "Happy Mother's Day" campaign, collaborating with over 600 leading partners and brands. The campaign offers up to 50% off

17 Robinson Lifestyle launches "Let's Travel Together" campaign, partnering with over 300 shops nationwide, offering discount coupons for all lifestyles: dining, shopping, and travelling

18 Launch of GO Viet Farm – Vietnamese agricultural products, offering fresh fruits and vegetables that meet VietGAP standards

19 Hosting the "Youdia Vietnamese Delicacies Festival" featuring traditional Vietnamese dishes and products from Vietnamese brands such as Viet Gems, GO! Viet Farm, and Collection, along with various traditional folk activities

20 Discover the latest beauty news, get inspired by the leading brands and find your new beauty routine in "Rinascente Beauty Fair"

CARE FOR THE COMMUNITY

1 TOPS launches 'Jing Jai Farmers' Market on Tour' in Nakhon Si Thammarat, bringing over 40 farmer stalls for visitors to taste, shop, and enjoy

2 TOPS promotes Gi-certified "Three Water Seafood," delivered direct from farm coastlines to TOPS FOOD HALL, reinforcing TOPS's role as Creator of Sustainable Products

3 GO WHOLESALE kicks off "GO Food Sharing Smiles" presenting Thai food consumption – 11 THB donating for every kilogram sold to support school lunches

4 GO WHOLESALE promotes Central Group sustainability, bringing farmers' fresh produce to the city at "Jing Jai Wholesale #12" in Lumphini Park

5 Thonburiindy provides emergency aid with over 6,000 bottles of water and 500 tents for evacuation centers along the Thailand-Cambodia border

6 Thonburiindy donates THB 10 to the The Red Cross for every THB 1,000 purchased to support border communities until 15 Sep 2025

7 Thonburiindy advances its mission of inclusion through the "Thonburiindy Scholarship" supporting people with disabilities Central Community Handicrafts

8 Thonburiindy and Freshness enhance learning environments through the "Rice Close 50" project, renovating Ban Kong Phang The School in Kanchanaburi

9 CRMoneMore donated various items to schools and temples in Sakhonnakhon Province to support post-flood cleaning efforts and educational activities

10 Central Retail Vietnam holds a handover ceremony for four new classrooms at Dong Hoi Primary School in Co Nhieu Province

11 Central Retail Vietnam and PNG Vietnam partner to plant trees in Ta Kou in Lam Dong Province

12 Central Retail Vietnam hands over new educational facilities to Dai Son Primary School in Khanh Hoa Province

CARE FOR THE PEOPLE

Central Retail and Kasetsart University forge a strategic partnership for future talent

Central Retail's CFO shares vision for a future ready workforce at eLearning Forum Asia 2025

Central Retail recognised for Workplace Excellence with 4 awards from HR Asia Awards

CARE FOR PARTNER

Central Retail joins forces with Mastercard to deliver world-class experiences, launching "Shop Fun, Run Fer to Tops Marathon 2025"

Central The Crystal Card joins forces with Central Retail to offer exclusive deals in "Central Retail X 9 Magical Days"

Central Retail and Mastercard celebrate Mother's Day with "Mastercard Mega Month," offering cashback up to 500 THB

Central Retail Vietnam and BTS Group sign a strategic partnership to accelerate global supply chains via Vietnam International Sourcing 2025 programme

Central Retail Vietnam and PNI Legacy Vietnam lead dialogue on supply chain excellence at "Partnership for a Better Supply Chain" conference

CMG expands into premium tourism market with secures exclusive distribution rights for AVEDA in Thailand to strengthen beauty portfolio

CMG together with CASIO Thailand, proudly launched the EDIFICE EFR-1000ZD, the latest chronograph watch inspired by the spirit of sports cars and elevated with a bold and distinctive design

TOPS collaborates with DFI and The Chamber of Commerce's WIC to purchase seeds from the Karen, supporting farmers affected by Thai-Cambodian border crossing new controls

Power Buy and Samsung launch the new Bespoke AI Laundry series with exclusive offer for Power Buy customers

CRMoneMore celebrates 30 years with "OFM EcoCarnival 2025" joining forces with partners to strengthen its B2B leadership and advance Thai businesses toward a sustainable future

Robinson Lifestyle Sriraiburi unveils a new look with a vibrant celebration – "Energise the Heart of Sriraiburi"

GO! Fang has officially opened its 25th branch in the new modern shopping and entertainment destination in local residents

CARE FOR ECONOMY

Supersports revamps store with a new look – an all-in-one destination for sports, lifestyle, and entertainment district, driving new experiences for active lifestyle nationwide

CRC Sports acquires exclusive distribution rights for HEMAS Series in Thailand

TOPS FOOD HALL Central Park is a destination the food retail industry in Japan" – Launch of the "Tops Food Hall Japan Department Store"

Power Buy opens a new branch in Phrae, offering a one-stop convenience for all business needs

Robinson Lifestyle Rayong invites you to celebrate with a vibrant celebration – "Energise the Heart of Sriraiburi"

GO! Fang has officially opened its 25th branch in the new modern shopping and entertainment destination to local residents

CARE FOR GOVERNANCE

Central Retail stands united against corruption on Anti-Corruption Day 2025, under the theme "No choice, no chance, really?" together with executives, employees, and affiliates

CRMoneMore has been certified to ISO standards for Information Security Management System (ISO/IEC 27001:2022)