Kmart appoints CEO of product development brand Anko to lead European expansion

By Megan Robinson | 5 August 2023

Australian retailer Kmart Group is setting its sights on expanding its product development brand Anko into Europe by appointing the first CEO for Anko Global.

Anko is a household name for Australians and spans non-food categories

Arjun Puri will become Anko Global's CEO following 12 years with parent company Kmart Group, where he helped build its global sourcing capabilities and supply chain ecosystem.

His new role will focus on taking Anko into international markets beyond Australia and New Zealand with strategic B2B partnerships.

Anko is a household name for Australians and in 2022 was measured as a AU$6bn (£3.1bn) brand. It was created to provide "private label in-house designed products" for Kmart, forming 85%

of its range.

Anko spans most non-food categories, including home, toys, clothing, fitness, travel, stationery and pets.

The brand's expansion into new markets began in Canada through a partnership with Hudson's Bay department stores, as well as in India online through Amazon and Flipkart. Talks are "underway" with retailers in Europe to enter those markets.

Kmart chief executive Ian Bailey said: "Anko is a much-loved brand that Australians and New Zealanders rely on daily.

"With his invaluable contributions and leadership, Arjun will continue to be a driving force behind the notable success of Anko across the globe and elevate the brand to new heights. Anko can play a meaningful role for retailers in other parts of the world."

Puri added: "By working closely with our suppliers, building long-term relationships and utilising data and technology, we have built what we believe is a world-class brand.

"We know from our conversations with retailers around the world that they are looking for solutions to their non-core categories and I'm excited by the opportunity to share our Anko offer with them."

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