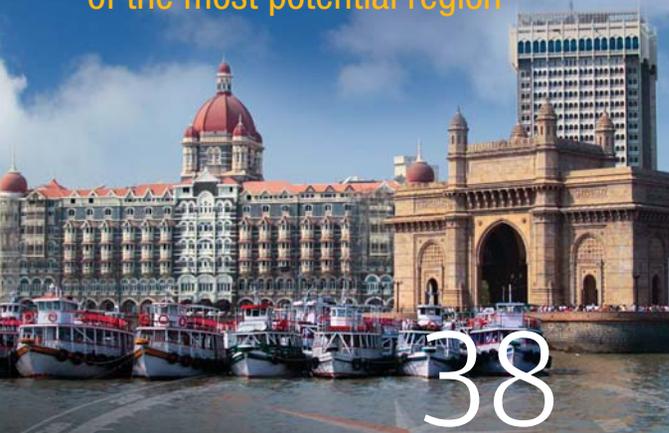


WEST INDIA

Mapping the retail scenario of the most potential region



COVER STORY

With expansion of modern retail in all parts of the country backed by emerging players on the retail horizon across states and cities, the focus is now shifting from national to regional retail markets. Images Retail has been keen and knowledgeable industry observer of such evolution and is taking lead to map regional retail markets. In the same regard, we have analysed the retail potential of West India's retail market this month.



- 10 **INTERNATIONAL ROUNDUP**
At a time when retailers across the Globe are shaken due to the slowdown in China, some are piling up their socks and are taking up newer measures to combat the downturn.
- 14 **NATIONAL ROUNDUP**
The prominent retail biggies of the country seem to be on a roll when it comes to posting their quarterly numbers.
- 18 **REPORT LAUNCH**
India Food Report 2016 was released on January 19th at the 19th Annual Mega Congregation of India Food Forum in Mumbai.
- 22 **AWARDS**
The 9th Annual Coca Cola Golden Spoon Awards, it felicitated outstanding achievements of food service operators and food & grocery retailers for the calendar year 2015
- 26 **INTERFACE**
Suparna Mitra, Chief Marketing Officer, watches and accessories division, Titan Company Limited, in an exclusive conversation talks about the growing watch market in India and the role that Titan plays in its growth.
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Spread over a whopping 3300 sq.ft., Nitin and Ritika Jain's InV Home store in Mumbai is nothing less than a visual treat to the eyes.
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Like many sectors of commerce in India, the potential for India's retail growth is huge.
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This article delves into facts on how retailers are trying hands on creating an omni channel experience.
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Between 2011 and 2014, nearly 175 new bank accounts were registered in India. The banking penetration jumped from 35 per cent to 53 per cent within a short span of three years.
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Whilst traditional banks are investing heavily in developing and promoting their own digital services, there is a need to recognise the differences in how consumers choose to use digital channels.
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The experts of the retail industry work out on new innovative ideas to develop and enhance profitability of the retail industry further.
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E-commerce bridged many gaps in offline retail tackling issues like pricing to inventory management.
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