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COVER STORY

## CORPORATE MOVES THE CONTRIBUTION OF THE BIG GUNS IN DEVELOPING INDIAN RETAIL

Modernisation of retail has a lot do with massive investments in technology, an efficient supply chain and logistics back-up, the development of retail real-estate and infrastructure, and, most of all, people who manage the front as well as the back end of operations. How important is the subject of retail in the minds of the Indian corporates and how much does retail figure in the boardroom discussions today - this in a way would decide the future of modern retail in India. It is only recently that Indian corporates have begun to show interest in modern retail.

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34 New Opening

### CONCEPT

Kuprkabi- World of Clay

Vanmala Jain, Founder, Kuprkabi runs a small outlet at Rizvi Park at Santacruz West, Mumbai to support the NGO she has launched, which helps employ school drop-outs and people who are coming from villages in search of work.

### IN CONVERSATION

Jeswant R, Vice President, Marketing and Sales, Funskool India

The rise in the number of dual income households, increased spending on safe and branded toys, foray of international toy makers into the Indian domain and easy access to affordable imported toys are some of the factors contributing to the growth of the toy industry. Jeswant R, Vice President, Marketing and Sales, Funskool India talks about the burgeoning market of toy retailing.

### PROFILE

Comfortably Yours 'KURLON'

Proven as one of the most reliable brands of mattresses in the country, Kurlon Limited, a Manipal Group Company, carved its niche as early as 1962. Started by Late Tonse Ramesh Upendra Pai, as 'Karnataka Consumer Products Limited' the company was renamed Kurlon Limited in 1995 and has currently reached a turn over of Rs 780 crore, headed by Sudhakar Pai, Chairman of the group.

### INTERFACE

Mohan VK, General Manager, Consumer Product Division, Suguna Foods

A familiar name in the poultry industry, Suguna Foods has carved out a special niche in South India with its range of frozen products and, more recently, its retail outlets. Mohan VK, General Manager, Consumer Product Division, talks about the company's growth over the years

### RETAIL EXCELLENCE

Sangeetha Mobiles

Headquartered in Bengaluru, Sangeetha Mobiles is a well recognised multi-brand retailer of mobile handsets in South India. Started in 1999, it is also the first company to offer a broad range of related services including insurance, EMI and exchange schemes, doorstep service and exclusive Android-based applications. Quality products and innovative retail solutions have enabled it to ring the right bell with the customers and establish a stronghold in the southern region of the Indian market.

### ENTREPRENEUR

Rahul Bhalla and Saurabh Jhingan, Latin Quarters

In 2006, two young fashion enthusiasts inceptioned the idea of creating a fast fashion brand in India, for Indians and by the Indians. And, amidst a host of popular international labels, Latin Quarters has been able to make its mark. Keeping their humble start in mind, the company has gone miles in winning the confidence of many young fashionistas in the country. Latin Quarters definitely has inched up the women fashion in the country.

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## 120 MARKET WATCH

### Merging Fashion with Business

The Indian retail industry is commanding more attention globally with every passing day, and considering its staggering growth, the merchandisers now play a pivotal role in understanding buyers' needs and buying trends. Buying heads of few of the leading retail brands, talks about the importance of forecasting and merchandising in retail business scenario.

## 126 STRATEGY

### Private Labels

Grocers who are seeing the next big business opportunity in own brands are launching a slew of private label products to take on national brands.

## 138 TECHNOLOGY

### Where do You Keep the Cheese?

Shopper convenience in a retail store in the age of mobility is generating tremendous buzz across all retail formats. There are various opportunities for retailers to deploy in-store mobile applications to provide an enriching customer experience.

## 142 LEARNING

### Winning or Losing Consumer's at the Last Lap

Retailers could win or lose consumers at the point of sale or the last lap of sales completion cycle. There was a time when shoppers could wait for minutes at the billing counters to bill but now even a minute's duration looks gigantic. So what are retailers doing across the globe to woo customers at the last leg of shopping? Also let's look at ways what can Indian retailers possibly do to induce repeat purchases and build a long term loyalty?

## 146 RETAIL SOLUTIONS

### Ginesys

Prashant Lohia, CEO, Ginesys, talks about the changing technology landscape in India and the future plans of the company.

## 156 INNOVATION

### Omni Channel Retailing

Omni-Channel Retailing is slowly catching the fancy of Indian retailers , as more and more consumers are embracing digital technologies into their buying behaviour.

## 160 VISION AND VIEWS

### Govind Shrikhande is Customer Care Associate and Managing Director, Shoppers Stop Ltd

" I envision a retail market that boasts off an eclectic mix of Indian and foreign players."

## 162 VIEWPOINT

### Innovating for Profitable Growth

The organised food & grocery retail sector in India has demonstrated high growth but is still struggling to achieve profitability. Adopting innovations in the merchandise mix, business model or format is critical to unlock profitable growth avenues. This will require thinking beyond traditional boundaries of the retail business.

## 174 TRENDS AND CONCEPTS

### Dining cum Retail

Dining cum retail formats are a new concept in India's foodscape as the market opens up to newer, fresher products and ingredients, enabling restaurateurs to offer fine dine experiences along with greater diversity in food preparations, besides keeping wastage and inventory costs under control.

## 182 PERSONALITY OF THE MONTH

### Jaideep Rathore, COO, Digiworld