

RETAILING IMAGES

Retail

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IRF 2014

RETAIL RENAISSANCE
RETAILING IN INDIA
HAS COME OF AGE



MUST READ

**10 THINGS
I NEVER FORGET**
BY B S NAGESH

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Dear Readers,

We at Images are proud of contributing as a catalyst for retailers, shopping centre developers and retail support companies in the country. We do this by creating platforms of sharing, learning and gaining from each others experiences and insights. And we have just wrapped up the 11th Edition of The India Retail Forum (IRF) 2014, on September 17 and 18 in Mumbai.

This issue carries a detailed feature on IRF 2014. The sessions at IRF 2014 were high-voltage debates on all the important aspect of retail business, while the exhibition space and the networking lounge bubbled with opportunities, business deals and the strengthening of old relations.

The grand finale of the IRF, the annual Images Retail Awards saw 145-plus nominations and they were analysed under key areas of performance. Images Retail Awards celebrate excellence in retail and are respected for the accurate, unbiased and transparent evaluation and recognition of retail performance and loved for the style with which these successes are celebrated.

Last few months were really busy for us and coming few months will be equally 'eventful'. Next month, Images will be hosting the most awaited retail show of Middle East- Middle East Retail Forum 2014 (MRF). MRF is a great opportunity to network with the top executives of the retail industry and learn what is relevant for the development of retail business in the Middle East. The event will take place on November 3-4, 2014 at Conrad Hotel, Dubai.

On this note, I wish all my dear friends of retail fraternity a very happy and prosperous year ahead.



Amitabh Taneja

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COVER STORY

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IRF 2014: RETAIL RENAISSANCE RETAILING IN INDIA HAS COME OF AGE!!!

The 11th Annual India Retail Forum (IRF) held in Mumbai on September 17-18 at the Renaissance Hotel, Mumbai witnessed the largest gathering of the brightest minds, products and concepts in retail, which came around to drive the future of retail in India.



About the authors:

L to R - Binisha Gosalia, Nishita Parmar, Sidharth V D, Sunny R. Sadnani, Neema Sreejayan, Ritish Adhikari are students of Retail Management at Welinkar Institute of Management



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FOOD SERVICE CHAINS AND WELLNESS PLAYERS

WITNESSING STRONG TURN-AROUND

Global food service chains seem to be cashing in on the growing appetite of Indians. There seems to be a lot of scope for everyone. India is fastest-expanding market for world's largest coffee chain, Starbucks. The quest for serving the best food from an integrated value chain has prompted Future Consumer Enterprise Limited to launch the India Food Park, a 110-acre world class facility in Tumkur, Karnataka.

By Priyanka Dasgupta

If it is not food, then it is definitely beauty and this fact is well proved by homegrown consumer goods player Marico's beauty and wellness arm, Kaya, which reported its maiden profit in the June quarter and going forward will adopt a capex-light strategy to fuel growth and sustain margins, including opening more low-cost Kaya Skin Bars and selling its products online. Another wellness chain, VLCC, after setting a strong foothold in the domestic market is charting out aggressive expansion plans to capture global markets like Africa, South Asia, South East Asia and the Middle East.

India Food Park launched in Karnataka

Future Consumer Enterprises Limited launched the India Food Park recently. The Food Park is a 110-acre world class facility in Tumkur, Karnataka that integrates the entire food value chain from farm to plate at a single location with the best-in-class infrastructure and technology. The facility is the first of its kind to be commissioned and has been developed with close partnership and support of the Ministry of Food Processing Industries, Government of India and the State Government of Karnataka.

The prime minister of India, Narendra Modi, and the chief minister of Karnataka state, Siddaramaiah, presided over the inaugural function in the presence of Harsimrat Kaur



IRF 2014: RETAIL RENAISSANCE
**RETAILING IN
INDIA HAS COME
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The 11th Annual India Retail Forum (IRF) held in Mumbai on September 17-18 at the Renaissance Hotel, Mumbai witnessed the largest gathering of the brightest minds, products and concepts in retail, which came around to drive the future of retail in India. New ideas, concepts, and equations were created and old relationships renewed. The two-day retail extravaganza offered back-to-back sessions, workshops and ample opportunity for networking with who's who in retail biz. Many new bold ideas were generated to make the headway in the dynamic retail industry. Unanimously everyone present at the event showed their sheer trust on the country's retail growth and how it will get bigger and better in future. The mega forum of Indian retail concluded with the glittering awards ceremony- Images Retail Awards that honoured some of India's best retailers. Here is an exclusive report on IRF 2014.

A Report By: Binisha Gosalia, Nishita Parmar, Sidharth V D, Sunny R. Sadhani, Neema Sreejayan, Ritish Adhikari - Welingkar Institute of Management



Industry experts talk about their experience at India Retail Forum 2014.

ENTHRALLING EXPERIENCE AT IRF 2014



“ This is actually our first year at IRF and I must say that I am amazed with the footfall that we have seen in this event. We have received good number of inquiries. There is lot of interest with the customers. It's a classy event. We have our offices in United States and in India which gives us a good exposure to attend a lot of events internationally. And we can say IRF is a very premium event happening in India. I am extremely happy to be here. I have seen a lot of interest wherein we are getting actual serious buyers.

Dipanjan, Partner, Head-Sales & Strategy, a2zapps

“ We have been associated with IRF from the last 4 years. This year we have done a lot from the point of end users to the brands perspective to seek their attention. IRF gives an opportunity to reach out to all such brands which we target. We have had a fantastic experience being here. We have generated some sizable inquiries. I think it is a fairly well organized and very well spaced out event as such. It has created a opportunity for us.

Ninad Takpere, Chief Business Development Officer, Accelyst Solutions

“ For IRF we had placed one of our interactive screens at the stall, everyone was really excited about it. We have got a lot of people who have been inquisitive about us; they see the interactive screens and whole lot of gestures happening on the screen and the garment taking shape. So then they come and ask us what is this all about and we actually show them our products. A lot of mall developers have approached us saying that they would like to have our brand in their mall.

Divya Bhasi, Retail Head (South India), Arvind Internet Ltd (CREYATE)



“ I am very pleased with IRF's ability to bring together several leaders on the same platform and it adds value to everybody.

Debashish Mukherjee, Partner, AT Kearney



“ I have been extremely impressed by IRF. I think it concentrates on the developer and investor community across India. Many of the major retailers as well as service providers in the country are present at IRF, this is very important and adds to the vibrancy of this event. Secondly the speakers have been amazing- really high quality speakers both on day 1 and 2. I have been to a lot of conferences but this has been very different and well organized.

James Hawkey, Managing Director Retail Asia Pacific, Cushman & Wakefield



“ IRF brings great information for us. This event has helped us connecting with our customers and understanding their needs.

Radim Hatovec, Director-Callidus, Deki Electronics

“ I think the buzz has been extremely positive and what Amitabh Taneja and the team has done by integrating e-retail with brick and mortar retail has actually worked very well. The two of them can co-exist and has brought in more interest at IRF. I see the retailer interest has got renewed at this event. IRF when it comes to visibility and platform of talking points, when it comes to networking, I think IRF is clearly the leader there. In fact we launched DLF Mall of India in 2012 at IRF and we are happy to say that we once again using the platform to announce the fit-outs of the same mall

Pushpa Bector, Sr VP, DLF Mall Of India



“ I have seen an inflow of serious customers who are keen on buying the product. I really liked IRF and its arrangements which is well planned and well organized.

John MV, Senior Manager-Retail Products, Deki Electronics

“ This is our first experience at IRF. We were expecting a good amount of retailers to visit this event which we saw. We have got some contacts and hopefully we will churn out these leads to our benefit. We are hopeful that we will be there at the next IRF 2015.

Savita Vasandi, Sr Business Development Executive, eBay India



“ From what everything I have seen here, the conference and the exhibition has been a complete success. There is enough opportunity for us that we have witnessed in the course of this event. We want to take this further and accelerate our growth. Our networking at IRF has been very good and we have benefited by participating in this event. We have all mix of exhibitors and even our competitors at this event, which is a healthy mix for the market. We have experienced that the Indian market is ready for the kind of solutions that we bring.

Gary Whittemore, Global Sales Director, Experian FootFall



“ The experience has been really nice. Lot of people at IRF have come up asking for the rewards. We had placed bar codes with every exhibitor wherein one could go scan the bar code at every stall and come back at our counter and redeem the points against some special rewards. This is first time for inloyal and for IRF. Reward programme for an event has been a fantastic experience. We as a company have received a lot of queries. The inloyal has especially designed features for IRF as 'IRF Agenda' where one can see the schedule at the event, 'IRF Connect', where if delegate wants to connect with somebody he can write back and meet up at IRF.

Kunal Mehta, Co-Founder & Director, Forysta (inloyal)



“ You guys put up an outstanding show this year, as always!

Rahul Saigal, President, Geometry Global (G2 and OgilvyAction combine to form the world's largest activation agency)



“ It was no less a pleasure and privilege for me to participate , a great opportunity to learn as I see it.

Sudhir PAI, Senior Vice President & Business Head, Hamleys





IMAGES RETAIL AWARDS 2014

The Images Retail Awards celebrate excellence in retail and are respected for the accurate, unbiased and transparent evaluation and recognition of retail performance and loved for the style with which these successes are celebrated.

The 11th annual Images Retail Awards held on the evening of the second day of the IRF in Mumbai celebrated some of India's most outstanding achievements in retail.

The 11th anniversary of Images Retail Awards saw 145-plus nominations and they were analysed under the key areas of performance. These areas were retail expansion measured through growth numbers as well as percentage increase in number of outlets and retail space; business performance measured through growth numbers as well as percentage



increase in retail revenue and average sales per square feet; and, the same store sale growth percentage in FY2013-14. Based on the analysis of this specific quantitative information, each nomination was assigned a rank within the respective award category and a shortlist was created. Each award category, thus, resulted in a minimum of 3 and maximum of 7 short-listed top nominees as finalists. This list of finalists was shared with the jury through a special docket containing quantitative as well as qualitative information on other different areas of retail business including effective technology application, supplier relations, employee relations, marketing and promotions, and other landmark achievements. The jury assigned the ranks based on overall assessment of performance and consideration of the quantitative rankings. The combined score of quantitative analysis, qualitative analysis and Jury

ranking decided the awardee for each award category.

The eminent jury members included Debashish Mukherjee, Partner, A.T. Kearney; Sam Balsara, Chairman and Managing Director, Madison World; Abheek Singhi, Director and Partner, BCG; Anuj Puri, Chairman & Country Head, JLL; Anshuman Magazine, Chairman & Managing Director, CBRE; and Amitabh Taneja, CMD, IMAGES Group & Chief Convenor-India Retail Forum.

The ceremony honouring the achievements of India's leading retailers begun with some high voltage entertainment. The gala evening was hosted by Shaili Chopra, (Business Journalist and TV Presenter) and Karishma Kotak (Model, Actor of Big Boss fame). The awards night was concluded with the Jack and Jones which featured scintillating performances by the famous singers including Mame Khan, Sonu Kakkar, Aditi Singh Sharma & Ash King.



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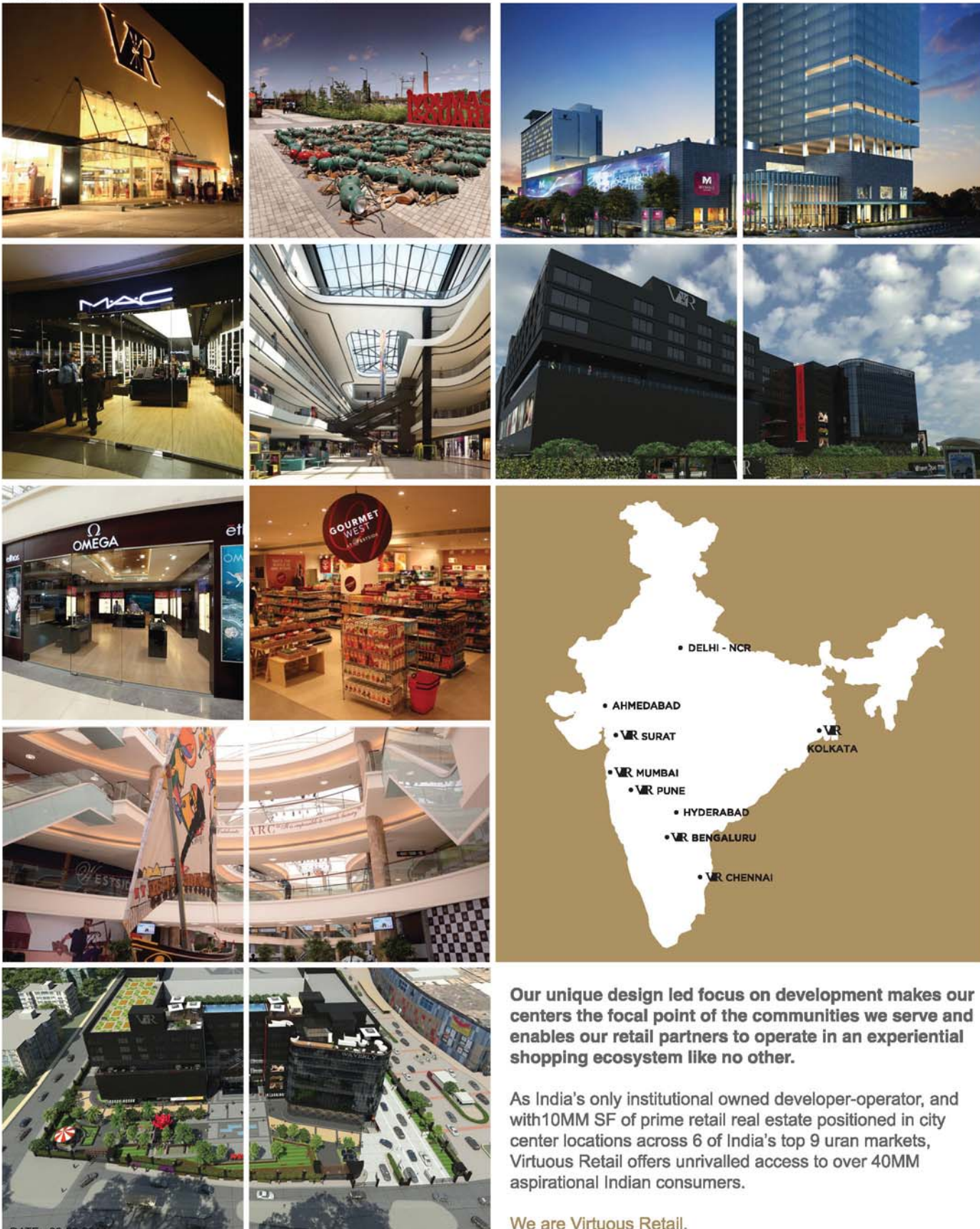
Following the stupendous success of Orion Mall at Brigade Gateway in Bangalore, the Brigade Group is now developing Orion Mall 2 in the established East Bangalore. This second mall development named 'Orion East' will be the only lifestyle mall in about a 7 km radius, and will serve as the destination of choice for a young population in the upmarket areas of Fraser Town, Benson Town, HRBR Layout and Kamanahalli. With Brigade Group and Orion Mall's impressive track record in design, development, marketing and operations management, Orion East is poised to make a mark yet again in Bangalore's retail landscape.

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