

# RETAIL IMAGES™

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IRF 2016 INDIA RETAIL FORUM  
 India Omnichannel Forum 2016  
 Where Retail Meets the Technology of Possibilities  
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THE GREAT INDIAN RETAIL SAFARI



## TALKING HEADS

Strategies from Walmart, IBM, Paytm, Future Group, Procter & Gamble, Shoppers Stop lead the discussion to navigate the world's fastest growing major market at IRF 2016.



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## NAVIGATING THE FASTEST GROWING MAJOR MARKET OF THE WORLD

A detailed report of the 13th Edition of The India Retail Forum (IRF) 2016 and the 2nd edition of its concurrent event India Omni-channel Forum (IOF), which includes interesting sessions-panel discussions and informative Thought-Leadership Conclaves



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As it has been for the past 13 years, September was an extremely significant month at IMAGES. The 13th edition of India Retail Forum and the second edition of its concurrent event – India Omnichannel Forum (IOF) – was hosted to great success on September 21st and 22nd in Mumbai.

Those of you who attended the event would have your own memories of the experiences at this mega retail intelligence congregation. We truly hope your investment in IRF 2016 added value to your businesses for the immediate and foreseeable future. And for those who were unable to participate, this issue should go some way in acquainting you with some highlights of the event. Although, I have to say that compressing two whole days of an incredible amount of action into a few pages may leave much to be desired. For a closer look, do visit [www.indiaretailforum.in](http://www.indiaretailforum.in) and [www.indiaretailing.tv](http://www.indiaretailing.tv), to see all the images, videos, speakers' presentations from the event.

IRF 2016 also saw the roll-out of The IRF Certification Scheme – setting global standards in retail with world's first consumer centric 'TRUSTED MARK'. India's top trade bodies, corporate counsels, economists, consumers, academics, consulting & research organisations, over 100 top global and Indian retailers actively participated in developing this unique customer centric scheme for retailers.

Before the year closes, IRF will be presenting two major regional retail events. Scheduled in December, these will be the inaugural North India Retail Summit and the second edition of the South India Retail Summit. We all know how different these two regions are in terms of consumer behaviour and retail practices. But technology is now increasingly blurring some of these variations. Join us at these events to discover some surprising tales and strategies on how common best-practices are driving divergent retail landscapes



**Amitabh Taneja**

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# NAVIGATING THE FASTEST GROWING MAJOR MARKET OF THE WORLD

The 13th edition of India's largest retail intelligence event -- India Retail Forum (IRF) was held successfully on 21st and 22nd September at Renaissance Hotel, Mumbai. 'Navigating the Fastest Growing Major Market of the World', which was the theme of this year's event, emphasised the undisputed growth of the Indian economy and also referred to the growing complexities of successful retailing in a fast changing consumer landscape.





IRF 2016 endorsed India's status as possibly the planet's most exciting marketplace and empowered retailers and retail support companies with rich insights, innovation and market-ahead ideas that can enable sustainable and profitable growth. Considering the multiplicity of experiences, highs and lows and the constant excitement of what next! In this important year for the retail industry, there is a great opportunity to master the game plan for the great Indian retail safari in creating a successful expedition of robust business models and innovative concepts.

'A knowledge series', as the two daylong events would be aptly termed provided deep insights about the happenings of the modern retail industry, where industry stalwarts shared thoughts, exchanged views and predicted the way forward. Attended by more than 1300 delegates, IRF 2016 was truly a platform where 'ideas' metamorphosed into 'businesses' and new horizon of retail industry was curved.

In his welcome address, Krish Iyer, President & CEO, Walmart India and Chairman, IRF 2016, "The way that retail has evolved in this country and the role that IRF has played in bringing together all the stakeholders in retail, it has been a wonderful and amazing journey. So much has happened in the last one year, after the conclusion of IRF, it becomes more relevant now to be present in this platform and discuss about the industry."

In this event report, we have tried to incorporate the learning of this all encompassing knowledge series, the true retail safari for the readers.



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Where Retail Meets the Technology of Possibilities

# INDIA OMNICHANNEL FORUM 2016

## WHERE RETAIL MEETS THE TECHNOLOGY OF POSSIBILITIES

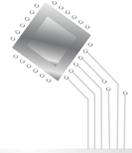
By Shubhra Saini

**T**he second India Omnichannel Forum (IOF) was held as a concurrent event with the India Retail Forum 2016 on September 21st and 22nd, 2016 at the Renaissance Hotel & Convention Centre, Mumbai. IOF is a one-of-

its-kind technology forum for retail business owners, leaders and technology teams to meet, engage and conceptualise the next-generation of consumer experiences. Enriching the quality and expanse of retail experiences across physical and digital world through intuitive consumer engagement and technology enablement is the vision of the India Omnichannel Forum. IOF 2016 witnessed the accounts of brick-and-mortar retailing giants transitioning with new consumer behaviour, technology thinktank laying out the hidden science of data and consumer behavioural scientists telling how the omnichannel customer can be made to behave—as the retailer want him or her to.

Any brand worth its salt today willingly or unwillingly has to be present across different formats and channels. The reason is not just to ensure that they do not miss on the constantly evolving and changing habits of their urban consumers, but also not miss the opportunity of presenting themselves to consumers in semi-urban locations, who otherwise would not be able to meet them at a physical store. At IOF, the future is about how close and how personal one can get. Memorable shopper experiences of the post-technology world are seamless and 24 × 7. Experience is the new 'King of Retail', replicating real worlds on online channels, and virtual realities in physical spaces. IOF merged smart retailing with omnipresent imagination.

# ONLINE RETAILING ENABLING THE GROWTH MANTRA FOR INDIA'S CONSUMPTION AND TAKING LIFESTYLE FULFILMENT TO THE NEXT LEVEL



## PANELISTS

**Moderator: Ganesh Subramanian,**  
Formerly COO, Myntra.com and Founder &  
CEO, Stylumia

**Gautam Kapoor,** Co-Founder & COO,  
Kraftly.com (Kartrocket),

**Kapil Malhotra,** MD, Total Solutions  
Incorporated, **Rakesh Mishra,** Head of  
Marketing (Digital and Creative), TARGET  
India, **Shamik Sharma,** Chief Technology &  
Product Officer, Myntra.com,

**Tanvi Malik,** Co-Founder, Faballey.com,

**Vivek Gaur,** Co-Founder, YepMe.com,

**Vineet Satija,** Associate Director, PwC  
Corporate Finance

India's E-commerce market is expected to reach the US\$100-billion mark by 2020, triggered by increasing internet usage, large investments in valued-added offerings and supply chains, and discounts offered by online retailers. Over the last few years, with significant improvements in the payment models, fast deliveries and rich content driven interfaces on web and mobile providing an immersive experience, consumers in India are becoming more open to online shopping. AT IOF 2016, the most admired and innovative leaders in the e-commerce space shared their insights on the omnichannel retail business and how it is the next wave of change for the retail industry.

Setting the context of the discussion and highlighting on the strong emergence of e-commerce, IOF anchor, Anish Trivedi- Chairman and MD, Banyan Tree Communication, "Is e-commerce going to change the way consumer react with retailers and brands? Out of 200 million those who access the internet of their mobile phone, will that become 1 billion by 2020? What will be the next big thing?"

## INDIA, NOW SIMILAR TO CHINA?

The discussion revealed some interesting facts about the online commerce by comparing the scenario of India with China. The number of internet users in China in 2009-10 it was around 300-350 million users and this is the same number that is in India at this point of time. So this makes us believe that whatever happened in China will happen in India too in due course of time may be by 2020 India will be able to attain the 100 billion projection landmark. 80-90 percent of internet penetration has happened because of mobile. The mobile phones are also divided in three parts- utility devices, basic and advance devices. In China 70 percent of the mobile phones are basic and advance, whereas in India it is 30 percent and 70 percent of the population is still using utility phones. Now, if the mobile set quality and internet penetration are to be kept in mind, and a rough estimate are drawn around this, then the projection is only around 28 billion. If one goes by all the merits and check the GDP growth of China vs GDP growth of India and also number of internet users and people buying online, and layer this, then to 28 billion mark will be a four fold growth from where India is today at 7 billion.

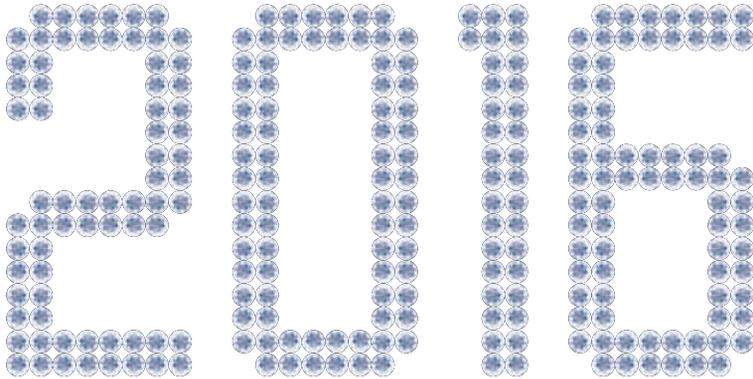
## KEY SESSION HIGHLIGHTS

- >> India's e-commerce market is expected to reach the US\$100-billion mark by 2020
- >> In the e-commerce world, things like product selection, pricing, shipping, and customer service all play an important role in the customer experience.
- >> To stay ahead as a leader, it is imperative to bring up new and exciting innovations.
- >> 2016 will mark the consolidation of the mobile era, with half of all consumers using their mobile devices to make transactions.



▲ L to R - Vineet Satija, Rakesh Mishra, Ganesh Subramanian, Nihir Parikh, Shamik Sharma, Kapil Malhotra, Gautam Kapoor, Tanvi Malik

# IMAGES RETAIL AWARDS



The 13th Annual IMAGES Retail Awards (IRA) powered by Ambience Malls felicitated some of India's most innovative and fastest growing retail chains and concepts across all major consumption verticals, including fashion & lifestyle, food & grocery, food service, entertainment, beauty & wellness, home improvement and more through 18 award categories.

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Space for a million smiles



By IMAGES Retail Bureau



**T**he 13th chapter of IRA has been completed with a bang. For over a decade, IRA has been recognising and honouring excellence in Indian retailing through multiple accolades for retail organisations and professionals. Admired for their credible, transparent evaluation and recognition of retail performance based on critical metrics, IRA has established itself as a premier benchmark for retail excellence in India. This year, IRA was powered by Ambience Malls, one of India's leading retail real estate companies. Ambience Mall at Gurgaon and Vasant Kunj are two important pillars of the celebrated portfolio of Ambience Group and need no introduction. Led by CMD Raj Singh Gehlot, Ambience Group's mall portfolio currently comprises 3 million sq. ft. of retail space with an annual traffic of at least 12 million people in each mall. Representing the company at the IRA 2016 ceremony, Arjun Gehlot, Director, Ambience Group said, "It's been a pleasure to be part of this privileged forum. The platform is my alma matter of exciting learning, and now it's been more than a decade that this relationship began. Our endeavour at Ambience malls is to deliver quality products of international standards and meet the expectations of our customers."





## SPECIAL MENTION 'VEGAS MALL'

One highlight of the glamorous IRA 2016 ceremony was a special presentation by Vegas Mall, one of the most awaited mixed-use developments in the NCR. Set to come up in the Capital's

Dwarka area, the development is spread across 20 lakh square feet, including 6.5 lakh sq. ft. of retail and one lakh sq. ft. of an entertainment centre. Seven anchors and over 150 vanilla stores will occupy the retail area, while the property will also house a 50,000-sq.ft. central plaza and an extensive car park with the capacity to accommodate 2000 cars in one go.



▲ Arjun Gehlot along with Krish Iyer

This year QSR chain Domino's led the IRA 2016 awardees' pack with multiple honours in the categories of customer relations and marketing and Promotions. And the prestigious saga of felitations remain continued..

### Nomination & Jury Process

Alike to every year this year too IRA nomination categories and entry details were announced through the IRF website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. To begin with, the prelim jury had identified the best performers



among retailers. Prominent shopping centers and retail support professionals were invited to recommend the best performing retailers in key retail verticals/formats. Then, prospective nominees submitted their nominations which were further checked by the IRA audit team for eligibility, completeness and data correctness.

IRA team of analysts then made a presentation for the IRA jury with analysis of performance metrics such as growth in top line sales and retail presence, sales per square foot, average transaction values.

## AJAY KAUL'S EXTRA TOPPINGS

Debunking several myths about corporate honchos in melodious style, Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks (he has since put in his papers) was the clear winner at the ceremony. A self-confessed fan of the Kishore Kumar-RD Burman combine, Kaul's rendition of several iconic Bollywood tracks from the '70s and '80s led to many gasps of stunned surprise and calls for encores. Usually acknowledged as the man who designed and led Domino's' leadership in the Indian QSR category, Kaul showed there is much more to him than selling pizzas and executing category-leadership strategies. During a conference

A special note was prepared on effective technology application, marketing effectiveness, supplier relations and employee practices. The jury comprised of distinguished personalities in the field of research and analysis with thorough insights in to the retail business. The jury went through the presentation of the nominees and gave scores based on analysis of the nominee's performance during the assessment period. The list of distinguished jury includes **Amitabh Taneja**, Chief Convener India Retail Forum & MD, IMAGES Group, **Abheek Singhi**, Boston Consulting Group, **Anuj Puri**, JLL India, **Ankur Shiv Bhandari**, Asbicon Group and Kantar Retail Indian Sub-Continent, **Debashish Mukherjee**, AT Kearney, **Harish Bijoor**, Consultants, **Ireena Vittal**, **Pankaj Jaju**, Axis Bank, **Deepak Pillai**, **Nielsen**, **Bijou Kurien**, L Capital Asia (LVMH Group), **Piyush Kumar Sinha**, IIM Ahmedabad

The gala evening was hosted by Mini Mathur and Nitin Mirani. A stunning performance by singers Apeksha Dandekar and Arijit Datta set off the evening's proceedings in exquisitely melodious style.

session earlier in the day, he had said, "I have reached a certain point of life where I want to explore new verticals. I can sing a bit, and this evening IMAGES is going to present me as a singer!" As the audience would have ascertained in the evening, Ajay Kaul can certainly sing, and way more than just 'a bit'."



# IMAGES RETAIL TECHNOLOGY AWARDS

The Images Retail Technology Awards (IRTA) is known for celebrating some of India's most outstanding achievements for implementing technologies in retail and honoured excellence in technology deployment.

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IMAGES Retail Technology Awards (IRTA) is a catalyst for profitable retail. Today, technology deserves a stand-alone status as both a key challenge and facilitator for consumer-facing businesses. IRTA aims to serve as a benchmark in the Indian retail industry by bringing in best practices in honouring the efforts of the retail and technology fraternity.

This year two categories had been carefully designed to ensure that not a single out-of-the box idea goes unnoticed. The awards had been rolled out with a focus on the following key aspect of retail operation customer experience, innovation and excellence in operations. PwC was the official knowledge partner for the awards and the jury comprised of eminent personalities from the technology space like:

- Milind Khamkar, Group CIO, Super-Max Personal Care Pvt. Ltd.
- Sunil Mehta, Sr. VP & Area Systems Director, Central Asia, JWT
- Shailesh Joshi, Advisor - IT, Birla Estates
- Arun Gupta, Managing Director, Ingenium Advisory





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year - South

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