

# IMAGES Retail

APRIL 2016 VOL.15 NO.4 ₹100

## MARKETING IDEAS

THAT CHANGED THE  
WAY CONSUMERS SHOP

- In Focus:  
Picking on Private Labels
- Event Report:  
Recognising East India's Potential
- Award & Recognition:  
16th Annual Images Fashion Awards  
East India Retail Awards 2016



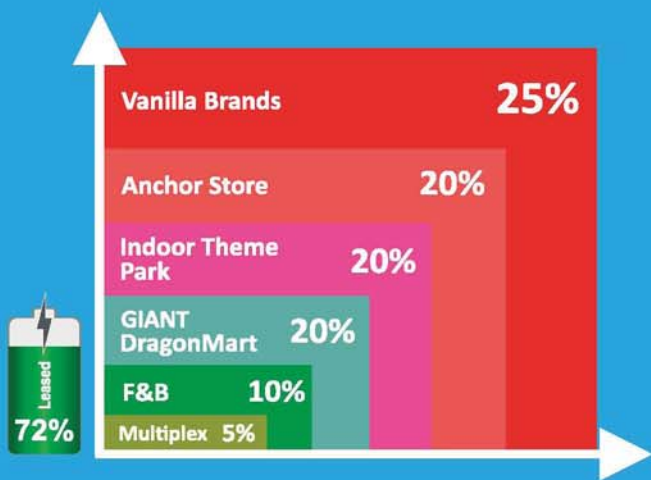
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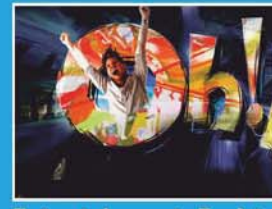


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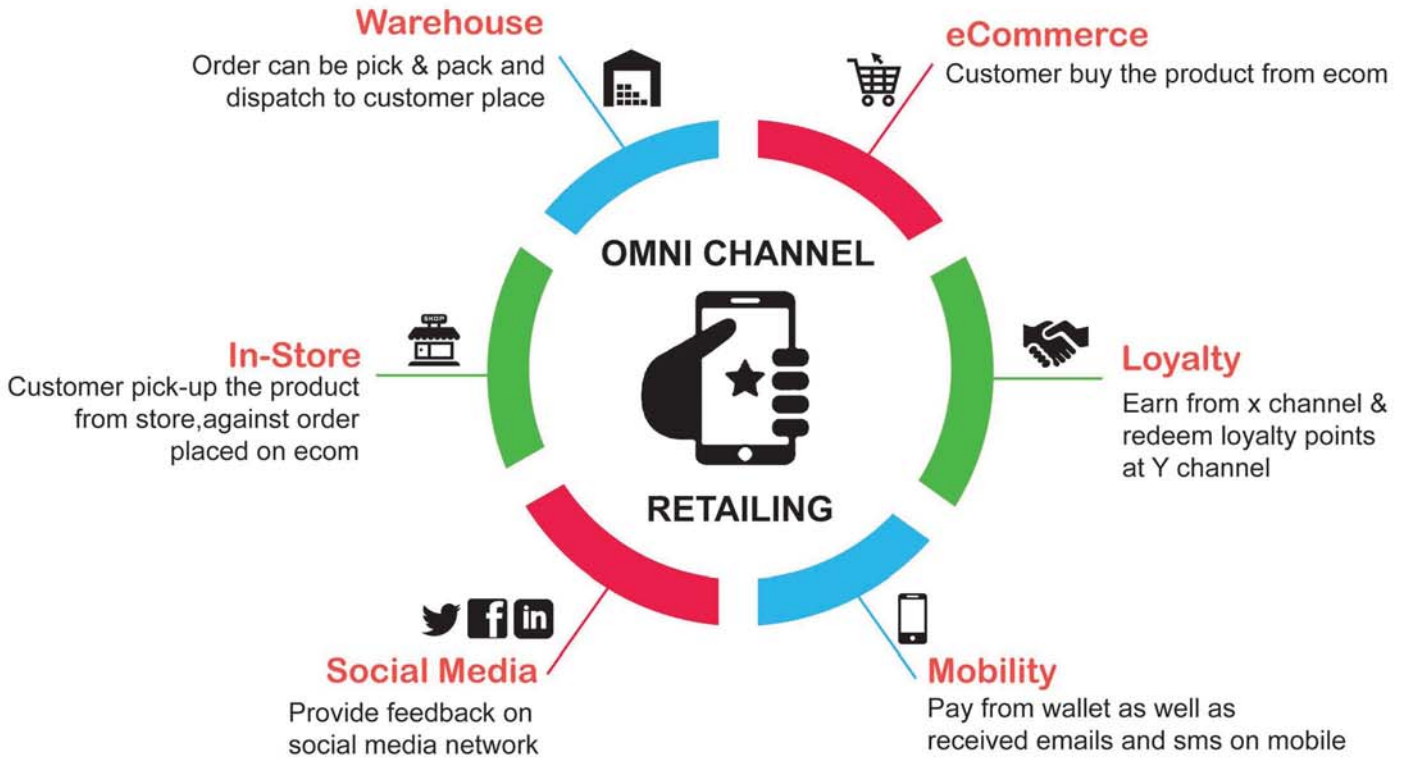
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Editor in Chief ..... **Amitabh Taneja**  
Editorial Director ..... **R S Roy**  
Publisher ..... **S P Taneja**  
Chief Operating Officer ..... **Bhavesh H Pitroda**

#### EDITORIAL

Issue Editor in Charge ..... **Shubhra Saini** (Asst. Editor)  
**Shipra Srivastava**  
Conference Content ..... **Nakul Jain**  
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Contributing Editors ..... **Zainab S. Kazi**  
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#### CREATIVES

Art Director ..... **Pawan Kumar Verma**  
Layout Designer ..... **Divakar Sharma**  
Sr. Photographer ..... **Vipin Kardam**

#### PRODUCTION

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#### SUPPORT

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#### SUBSCRIPTION

Asst. Manager – Subscriptions ..... **Kiran Rawat**

#### ADVERTISING

##### BUSINESS HEAD

**Anjali Sondhi**, Director  
anjalisondhi@imagesgroup.in  
Mob.: +91 9810204297

**Waseem Ahmad**, Vice President  
waseemahmad@imagesgroup.in  
Mob.: +91 9833628852

**DELHI** : **Vineet Chadha**, Vice President  
(Retail Support Group & indiaretailing)  
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For advertising queries, please write to [salesretail@imagesgroup.in](mailto:salesretail@imagesgroup.in)

#### CONSUMER CONNECT

**Anil Nagar**, Vice President  
anilnagar@imagesgroup.in, Mob.: +91 9811333099

#### Membership Team:

Priti Kapil Priyanka Sagar  
Sarika Gautam R. P. Singh

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**Registered Office:** S 21, Okhla Industrial Area, Phase II, New Delhi 110020  
Ph: +91-11-40525000, Fax: +91-11-40525001, Email: [info@imagesgroup.in](mailto:info@imagesgroup.in),  
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**Mumbai:** 1st Floor, Panchal Iron Works, Plot No. 111 / 3,  
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The retail industry is going through exciting times. It is on the right track and is surely treading on the 'road to positivity'. In this issue of IMAGES Retail our cover focus is on the 'marketing ideas that changed the way consumers shop'. Retail, by definition, has lived many lives. From the familiar brick-and-mortar to the boundary-less e-commerce, each aspires to outlive its competitors by inspiring a new set of attitudes and behaviours in customers. In this ever-changing environment, a few companies have managed to reinvent the shopping experience with well thought strategies that broke the confines of convention, stayed true to customer needs, and changed the game in their categories forever. Each one of these are revolutionary landmarks that have gone beyond creating a unique retail experience to engaging customers and turning competitors into mere imitators. Savvy retailers know that maximizing profits means smart marketing; the cover story of our April issue captures eight of the most well-known case studies across 5 categories in India, i.e., E-Commerce, Food & Groceries, Quick Service Restaurants, Electronics, Fashion, and an international case.

In this issue we have also covered in detail about the East India Retail Summit, which is the only regional retail summit of that region, the fourth edition of which was held in Kolkata's ITC Sonar on March 18th. The day-long event featured a wide-ranging conference addressed by powerful retail leaders and analysts, and an exhibition of retail innovation and retail real estate. The daylong event which discussed the scope of retail sector in Eastern India saw the presence of business leaders from across the region who joined the summit to discuss and share information about the trends that are there in the market.

We hope that you find this issue insightful and on its part it will help you in charting your future course of action.

**Amitabh Taneja**

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IMAGES Group organized the 4th edition of the East India Retail Summit (EIRS) at ITC Sonar, Kolkata on the 18th March, 2016. The day-long event featured a wide-ranging conference addressed by powerful retail leaders and analysts, and an exhibition of retail innovation and retail real estate.

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# GLOBAL LUXURY BRANDS POST GOOD GROWTH RIDING ON ASIAN DEMANDS

**Asian markets like Japan are turning out to be the saving grace for luxury brands. Versace, popular among celebrities worldwide, had proven resilient despite negative conditions in the international luxury goods market.**

By Priyanka Dasgupta



**T**he brand would invest more than 50 million euros in new retail outlets, existing boutiques and further developing its online business where sales surged 31 per cent in 2015. Meanwhile, British shoemaker Jimmy Choo said that strong demand in Asia would help it grow faster than the overall luxury market this year, after it posted a 7.2 per cent rise in underlying revenue in 2015.

On the other hand, Swiss watchmakers, who once dismissed smartwatches as short-lived gadgets, are now racing to grab a share of a fast-growing market via technology partnerships and stepping up investments. Shipments of smartwatches overtook traditional watches in the final quarter of 2015

## VERSACE, JIMMY CHOO REPORTS STRONGER GROWTH DUE TO ASIAN DEMANDS



Italian fashion house Versace, which aims to list on the stock market next year, said core profit rose 20 per cent last year, helped by strong growth in online sales, a weak euro currency and solid demand for its high-end collection. Chief Executive Gian Giacomo Ferraris said in a statement that the group expected revenue growth in 2016 as well, despite “uncertain conditions in the first quarter of the year”. Versace is expected to seek a stock market listing by mid-2017 after the Versace family sold a 20 per cent stake to U.S. private equity group Blackstone. Group revenue jumped 17.5 per cent in 2015 to 645 million euros (\$720 mln), helped by currency moves. At constant exchange rates revenue rose 8.6 per cent, with a 16 per cent rise in China and a 30 per cent increase in Europe. Sales of Versace’s most exclusive line increased by over 23 per cent last year by value while accessories, for both men and women, accounted for half of retail sales. Ferraris said that the brand, popular among celebrities worldwide, had proven resilient despite negative conditions in the



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international luxury goods market. A sharp economic slowdown in China, recession in Russia amid plunging oil prices, and security threats hurting tourism have all dampened the outlook for luxury brands. Versace, which has been expanding its retail network after Blackstone’s investment, said it would invest more than 50 million euros in new retail outlets, existing boutiques and further developing its online business where sales surged 31 per cent

## ZARA'S SUPPLY CHAIN MODEL IS A CUT ABOVE THE REST

Most retailers are faced with the challenge of keeping up Zara. The retailer has a famously tight supply chain and rolls out runway-inspired styles rapidly. Parent company Inditex is routinely praised as having “the best business model in apparel.” “We believe that Inditex has the best business model in apparel and expect Inditex to deliver double-digit earnings growth per year over the next five years,” Bernstein analysts wrote, according to The Wall Street Journal. This seemingly unflappable success is no fluke; Zara has some secrets up its trendy sleeves that helps it avoid fashion misfires. For instance, it has a “data processing center” that’s open every hour of the day. This center allows every single one of the stores to track sales data. Another team zeroes in on customer feedback. Many of traditional retailers like Banana Republic and J. Crew

have suffered sales blows over the past year when they have alienated their target customers. But Zara appears to have that problem solved before it even starts. This seems to

be par for the course for the retailer, which famously doesn’t stock very much of one style thereby allowing it to not have to worry about racing to clear inventory.



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in 2015. Earnings before interest, tax, depreciation and amortisation (EBITDA) rose by 20 per cent in 2015 to 81 million euros.

British shoemaker Jimmy Choo said strong demand in Asia would help it grow faster than the overall luxury market this year, after it posted a 7.2 per cent rise in underlying revenue in 2015. “Jimmy Choo continues to outpace

the sector despite the challenging competitive environment,” said Chairman Peter Harf in a statement. “The company successfully reversed the first half decline in wholesale revenues and remains on track with growth forecasts in Asia and Japan where brand awareness continues to grow strongly.” Jimmy Choo said Asian revenues, excluding Japan, grew 20.1

per cent at constant currencies last year, helped by new store openings in China and Hong Kong. Japanese revenues were up 29 per cent, driven by domestic demand as well as an influx of tourists from mainland China. Growth in the luxury goods market has slowed, particularly in the second half of 2015 after the attacks in Paris put tourists off travelling to Europe, where many luxury brands make a significant proportion of their sales.

Jimmy Choo said a weaker euro had helped its sales in Europe, the Middle East and Africa, partly offsetting the loss of Russian visitors to the region and geopolitical uncertainty. The company reported adjusted core earnings of 51 million pounds (\$73 million) for the year ended Dec. 31, up 1.5 per cent from 2014’s figure of 50.2 million pounds. 



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## RETAILERS LOOKING AT EXPANSION **ACROSS VALUE CHAIN**

It's not about expanding through stores anymore, Indian retailers are aggressively pursuing all the options available and now with the 100 per cent FDI permitted in e-commerce the dynamics of retail industry is all set to witness strategic changes.

By Priyanka Dasgupta

### GOVERNMENT PERMITS 100 PER CENT FDI IN E-COMMERCE



Promotion (DIPP) on FDI in e-commerce.

To bring clarity, the DIPP has also come out with the definition of 'e-commerce', 'inventory-based model' and 'market place model'.

Market place model of e-commerce means providing of an IT platform by an e-commerce entity on a digital and electronic network to act as a facilitator between buyer and seller.

The inventory-based model of e-commerce means an e-commerce activity where inventory of goods and services is owned by e-commerce entity and is sold to consumers directly, according to the guidelines.

According to DIPP, a market place entity will be permitted to enter into transactions with sellers registered on its platform on business-to-business basis.

With an aim to attract more foreign investments, the Government has permitted 100 per cent foreign direct investment (FDI) in the market place format of e-commerce retailing.

FDI has not been allowed in inventory-based model of e-commerce as per the guidelines issued by the Department of Industrial Policy and

### FAST-FOOD CHAIN PANDA EXPRESS TO ENTER INDIA



In partnership with Mumbai-based JSM, fast-food chain Panda Express, known for serving American-Chinese cuisine, is planning to enter in India. Earlier, JSM has introduced many international chains like Hard Rock Cafe and California Pizza Kitchen to the Indian market.

It is expected that in the coming six months JSM will open first few outlets of Panda Express. Over the next five years, it has plans to open 50 outlets for the brand but the first few will be opened in the major metros.

Started in 1983 in California, the family-owned Panda Express has built one of the largest Chinese restaurant businesses in the US with sales of over \$2 billion as of 2014. JSM, founded in 2004 by Singh and Sanjay Mahtani, runs eight brand properties with close to 30 outlets – Hard Rock Cafe, California Pizza Kitchen, Pinkberry, Shiro, Plus91, The Big Kanuha, Asilo and Ginger Tiger.

## WALT DISNEY IN TALKS WITH DLF BRANDS TO OPEN STORES IN INDIA



The Walt Disney Co is in talks with India's DLF Brands to open stores in the country, hoping to cash in on the growing demand for branded kids clothing and accessories. Disney, the world's largest entertainment company, plans to operate such stores on a licensing and franchisee basis. While the company plans to open a few large format flagship stores of 10,000 square feet,

most of the outlets in India will average 1,000 sq ft of space to largely focus on apparel and toys.

For its bigger stores, Disney will replicate global designs originally developed by Apple cofounder Steve Jobs when he had become its largest shareholder. DLF Brands chief executive officer Timmy Sarna said in a media report that it already had a licensing deal with Walt Disney to sell children's clothing in India through retail formats that were part of the group such as Mothercare.

DLF Brands will initially open around 50 Disney stores in the first phase and is already scouting for locations. Walt Disney Co could also explore owning or turning the licensee agreement into a joint venture with DLF depending on the performance. Globally, Disney is the largest retail character licensor with \$45 billion in retail sales. In India, it sells 3,000 stock keeping units (SKUs) of popular characters such as Mickey Mouse and Donald Duck in nearly a million stores and through online sites such as Amazon and Flipkart. While the children's apparel market in the country is pegged at ₹95,000

crore and expanding at a compounded annual growth rate of about 20 per cent, it is still largely controlled by unbranded units. "There is a huge shortage for branded merchandise in the kids' space. But the segment also offers enough opportunity, even in smaller towns, which we are looking to capitalise with our high fashion but affordable range," said J Suresh, managing director of Arvind Lifestyle, which has a franchisee arrangement with The Children's Place (TCP). The retailer plans to have 32 stores and more than ₹200 crore in sales in the next two years. The market has also seen consolidation. Mahindra Retail has acquired Babyoye while Hushbabies and Unamia.com have shut. Indian brands such as Weekender Kids, Catmoss, Gini & Jony and Lilliput have had to either close or scale down operations in the last decade, unable to sustain rapid expansion costs. However, global brands such as TCP, Pepe Jeans, French children's-wear brand Jacadi and Malaysian brand Poney have recently entered the country as economic growth and birth rates slow in developed markets.



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## MYNTRA IN TALKS TO MANAGE FOREVER 21'S RETAIL CHAIN IN INDIA



Flipkart-owned online fashion store Myntra is in advanced talks to manage the retail chain of Forever 21, the US fashion brand targeted at teens and young adults.

Myntra already sells Forever 21's products online in India under an exclusive tie up. The deal to take over the 10 brick-and-mortar stores – currently managed by a joint venture of Forever 21 and DLF Brands – will mark Myntra's entry into offline retailing.

Forever 21 wants to exit the joint venture and instead wants to run a franchise operation in India. The talks are for Myntra to take over and effectively manage the franchise in India, boosting revenue which has been a paltry ₹250 crore a year as compared to Spanish rival Zara's ₹720 crore per annum.

Meanwhile, Myntra is exploring the possibilities of opening its branded offline stores as well.

Forever 21 entered India in 2011 through a franchise route with Dubai-based Sharaf Retail and the business failed to




March Marcho / Shutterstock.com

scale up for two years, prompting the Dubai company to close the lone store in New Delhi in early 2013.

After the companies called off their franchise agreement, Forever 21 formed the joint venture with DLF Brands and opened ten stores in the National Capital Region, Mumbai, Pune, Bengaluru, Thane and Hyderabad.

## PVR LAUNCHES THE MAGNUM OPUS OF THE MULTIPLEX INDUSTRY PVR 'SUPERPLEX' AT LOGIX CITY CENTER

 PVR has opened the doors of its 15 screen "Superplex" at Logix City Center Noida.

With this launch, the multiplex major will have a screen count of 516 screens at 112 properties in around 46 cities allowing 70 million footfalls annually.

Soon after reaching the 500 screens threshold, PVR is all set to offer a host of international formats including IMAX, 4 DX, Atmos, Gold Class and Playhouse- all under one roof for the very first time in India. Among the most striking auditoriums at Superplex, is the one specially designed for kids-the aptly named Playhouse. Mascots from the smash hit kid's movie 'Kungfu Panda 3' made their boisterous, energetic presence at an auditorium that has, among other

things, slides for children to whizz along and never- seen before seating arrangements.

Speaking at the launch, Ajay Bijli, Chairman and Managing Director, PVR Ltd, said, "It is a proud moment for all of us present today at the launch of Superplex. This is the 2.0 version of cinema exhibition industry. With 5 superb formats all at one stop; there is never a dull moment at Superplex. We are excited to give our patrons the most sophisticated movie viewing experience through international formats, most advanced technology and PVR's hospitality all under one roof."

The Superplex would cater to an audience of 1,544 across its 15 screens that include three Gold Class, one IMAX screen, one 4 DX screen,



nine mainstreams (two screens with DolbyAtmos) and one dedicated screen with special seating arrangements for kids- Playhouse.

On the launch, Shakti Nath, Chairman and Managing Director, Logix Group, said, "Logix Group is proud to announce the launch of Logix City Center along with the unveiling of PVR Superplex. Spread over 6 acres, City Center has been designed to become India's premier shopping."

## SAFEXPRESS USES TRUCK CONTAINER AS AN ART MEDIUM

 Safexpress, India's largest logistics company, has partnered with this year's edition of public art festival PUBLICA.

Anchored by Surbhi Modi, PUBLICA is an art initiative that involves top Indian and international artists create site-specific works.

Speaking about the same, Divya Jain, Founder & CEO of Safeducate, India's premier supply chain training institute and a part of Safexpress Group said, "We have placed our truck container at the Select City Mall at New Delhi. Here renowned artist Bhuwal Prasad, who has previously exhibited at the 6th Beijing International Art Biennale, will create his latest masterpiece live on the theme of GO GREEN. The container itself is a unique green innovation by Safexpress Group, wherein we have been continuously refurbishing old, end-of-life containers to develop mobile Container Schools."

Notably, Safexpress has been driving its 'Go Green with Safexpress' campaign for the last decade. They have educated millions about the importance of going green and have helped countless firms develop a Green Supply Chain.

## HIDESIGN GOING SLOW IN STORE EXPANSION

 Hidesign is going slow on store expansion in India due to lack of new shopping malls. Instead, the Pondicherry-based premium leather goods maker will look at expanding internationally into six new markets this year including Kenya, Saudi Arabia, and Canada. "The big challenge this year is that the expansion within India is becoming harder as not many malls are coming up," said Dilip Kapur, founder of Hidesign in a media report. He feels that not many developer wants to do any real estate anymore. So now expansion will happen

through ecommerce and a lot of the company's energy will go in international expansion. According to a recent report by real estate consultants JLL, there is a dearth of quality retail space in India. "In the next few years, we will have about seven stores coming up. But that's about it," Kapur said in a media report. It will also look to increase the share of its sales through ecommerce platforms like Amazon and Myntra from about 20 per cent now. Developers, retailers, and consultants say the amount of retail space coming up in the country is miniscule. 





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**FASHION AWARDS**



**The 16th Annual Images Fashion Awards (the IFAs) recognised the continuing evolution of dynamic, forward-looking brands at a glittering ceremony which was also the grand finale of the 16th edition of India Fashion Forum (IFF 2016) and was held on 16th March, 2016 at Hotel Renaissance, Powai. The 16th Annual IFAs were presented by Exclusively.com, which also recognised some of India's finest designers. The event witnessed top honchos of the fashion industry, sharing and celebrating each other's successes.**

The night saw 10 Images Awards, 5 Design Concept Awards, and 6 Jury Awards being declared while Shailesh Chaturvedi, CEO, Tommy Hilfiger- India bagged the Images Most Admired Fashion Retail Professional of the Year Award. The evening of the Images Fashion Awards (IFA) 2016 was hosted by lovely looking Tisca Chopra, a well-known actress known for her works in Hindi cinema along with Manasi Scott who is a famous singer, song writer, and an actress and retail honcho Shailesh Chaturvedi, CEO, Tommy Hilfiger. The awards were a venerable gathering of virtually the who's who of the industry. A highlight of the night was stand-up comedian and actor Ash Chandler, who left the audience in splits with his great comic timing. Exclusively.com also recognised some of the notable and upcoming designers during the Awards night, wherein Nikhil Thampi won the award for Most Promising Designer on Exclusively.com.

The Images Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others.

**T**he awards night also witnessed the launch of India Business of Fashion Report, a comprehensive research comprising the latest trend and statistics. The book was launched by Kabir Lumba, Chairman, IFF and MD, Lifestyle International, Sudhir Tripathi, DG, NIFT and Amitabh Taneja, Chief Convener, India Fashion Forum & CMD, Images Group.



The Awards night witnessed the launch of India Business of Fashion Report, **a comprehensive fashion report comprising the latest trends and statistics.**

The process of deciding the awardees begins with prospective nominees, submitting nominations with required details and supporting material. Nomination forms are then checked by the IFA audit team for eligibility, completeness and data correctness. The IFA team of analysts then make a presentation for the IFA jury – with analysis of performance metrics, such as growth in top line sales and retail presence, sales per square foot, average transaction values and profitability. A special note is prepared on innovativeness, marketing effectiveness, supplier relations and employee practices. The IFA jury, which comprises distinguished personalities in the field of research and consulting, with vast experience and thorough insights in to the business of fashion, then goes through the presentation and gives scores based on their assessment of the nominees. The results of industry recommendations and jury score ultimately decides the final nominees. Jury and the organisers have the right to decide on the final categories to be awarded, renaming the titles and moving nominations to the most appropriate categories – whenever required.

The IFA Jury Members consists of industry experts, who had a tough time to select the awardees from 81 nominations. The jury members for the business awards included Abheek Singhi, Sr. Partner & Director, Boston Consulting Group; Ankur Shiv Bhandari, MD, Asbicon & Kantar Retail India; Bijou Kuriem, L Capital Asia; Debashish Mukherjee, Partner & Co Head, Cons & Retail Ind, AT Kearney; Deepak Pillai, Director, Retail & Merchandising, Nielsen; Harish Bijoor, CEO, Harish Bijoor Consultants; Lara



Balsara Vajifdar, ED, Madison World; Piyush Kumar Sinha, IIM, Ahmedabad, Ravi Dhar, Yale School of Management; Sunil Alagh, Founder & Chairman, SKA Advisors; Zia Mody, AZB & Partners and Amitabh Taneja, Chief Convener, India Fashion Forum and CMD, Images Group.

The jury for the design awards included Agnes Kubiak, Partner & Creative Director, Style-Vision Asia; Anupreet Bhui, Sr. Editor-Street Style & WGSN Trend Specialist; Lara Balsara Vajifdar, ED, Madison World; Pradyumna Vyas, NID; Ritu Kumar, Fashion Designer; Sudhir Tripathi, DG, NIFT; Tarun Tahiliani, Fashion Designer; and Ritu Beri, Fashion Designer.

## // IMAGES FASHION AWARDS 2016 AWARDEES //

### IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR

- ▼ Men's Westernwear: **TOMMY HILFIGER**
- ▼ Women's Westernwear: **ONLY**
- ▼ Kidswear: **UNITED COLORS OF BENETTON**
- ▼ Jeans & Casualwear: **PEPE JEANS**
- ▼ Women's Indianwear: **W**
- ▼ Innerwear: **UNITED COLORS OF BENETTON**
- ▼ New Launch:
- ▽ With Large Retail Format: **GAP**
- ▽ With Small Retail Format: **CK LINGERIE**

### IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR

- ▼ Large Format Store Chain: **MAX FASHION**

### IMAGES MOST ADMIRED REGIONAL FASHION RETAILER OF THE YEAR

- ▼ **NEERU'S**

## // DESIGN CONCEPT AWARDS //

### IMAGES MOST ADMIRED STORE DESIGN CONCEPT OF THE YEAR

- ▼ **CANVAS BY UNITED COLORS OF BENETTON**
- ▼ **FOREVER FASTER BY PUMA**
- ▼ **RAYMOND - READY TO WEAR**

### IMAGES MOST ADMIRED FASHION DESIGN CONCEPT OF THE YEAR

- ▼ **ALL SEASON WOOL SHIRT BY RAYMOND**
- ▼ **CUSTOM STUDIO BY PEPE JEANS**

## // SPECIAL JURY AWARDS //

### IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR

- ▼ Indian Rising Star: **BEING HUMAN**
- ▼ Product Development: **RAYMOND**

### IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR

- ▼ Marketing & Promotions: **MAX FASHION**
- ▼ H R Initiatives: **LIFESTYLE**
- ▼ Omnichannel Initiative
- ▽ Multi Brand: **SHOPPERS STOP**
- ▽ Own Brand: **ADIDAS GROUP**

## // IMAGES EXCELLENCE AWARD //

### IMAGES MOST ADMIRED FASHION RETAIL PROFESSIONAL OF THE YEAR:

- ▼ **SHAILESH CHATURVEDI**, CEO, Tommy Hilfiger India



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Marketing Ants

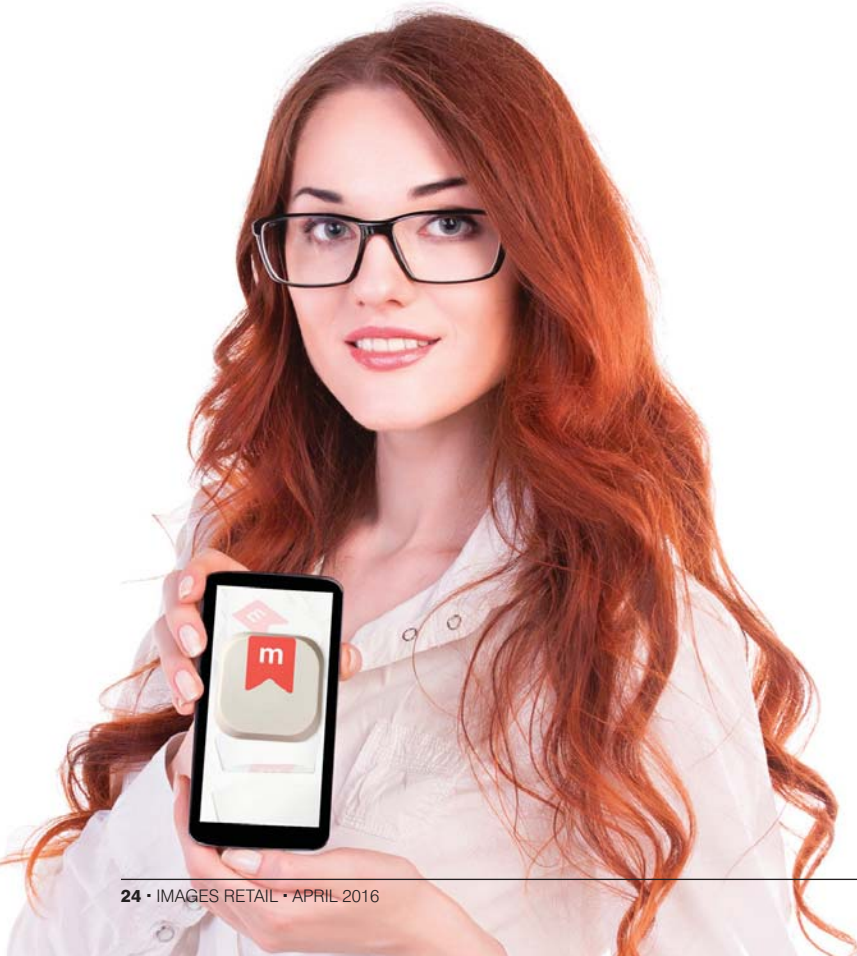


# mobmerry

## Catalyzing Personalised

### MOBILE COMMERCE EXPERIENCE

**Mobmerry is a lifestyle product discovery and mobile commerce platform for consumers and offline retailers. For consumers, there is no personalized way for consumers to discover and buy lifestyle products from multiple offline retailers in an easy and friction less manner. In an exclusive conversation with Shipra Srivastava, Krishna Prasad, Founder, Mobmerry throws light on the key functionalities of the application**



**Kindly explain the detailed functionality of the application, and how it is helping the retailers in scaling their businesses?**

Mobmerry aggregates and curates lifestyle products from offline retailers & creates a personalized mobile commerce experience based on an individual's taste and preferences.

The retail in-store merchandise of an offline retailer is not visible to a customer when he is using his mobile phone to search, discover and buy a product.

Currently there is no simple and easy way for a retailer to showcase the in-store merchandise and manage the mobile commerce experience.

Mobmerry helps retailers with a cloud-based next-gen mobile commerce platform that allows a store manager to on-board products, manage SKU's, do real-time marketing, manage payments, delivery and customer loyalty in quick and efficient manner.

**How the application is helpful in upgrading the shopping experience of the consumers ?**

We believe the biggest challenge today is in Discovery. There is no personalized way for me to find things that matter to me. Generic advertising leaves with too random messages targeted at consumers and even if it is of interest it is too little and always is a challenge when it comes to taking action, be it finding more about the product or checking out the cost or figuring out where the product is available nearby. Mobmerry is taking this friction away from a consumers life thus making his retail experience enjoyable.

**Pls elaborate the role of beacons in enhancing the usability of the application?**

Depending on whose report you want to look at internationally Beacons are set to impact anywhere between 30 per cent to 50 per cent of all retail transactions in the next couple of years. We are using these beacons smartly to help the merchant understand his customer better so as to deliver a great experience. Be in when a shopper is just passing a retail destination or when a consumer has stepped into the store.

We have installed these beacons at all retails destinations who have partnered with us and these beacons constantly is communicating with the smart phones around it, so when it does identify a consumer who is interested in a particular product or service, it notifies the smart phone to take a certain action that could be to alert the user, let him know about a deal or even push a special offer that would entice the user to walk into the store.



The other interesting feature is that we allow the retail merchant to create real time marketing communication that the beacon transmits to consumers who are interested in the brand/product and also to users who are in the vicinity. This is a unique feature that most merchants are very excited about and we are seeing a much higher conversion that is leading to both the merchant and the consumer being delighted.

**So far how many retailers has deployed this technology( pan India). Pls also share the number of downloads that this application has received so far?**

We started off with a very focused pilot currently at select locations in Bangalore, we launched the product end October 15 and we are super excited about the adoption and use, we currently have an web platform, iOS app and and Android App with 28,000 Downloads, 60 Merchants Onboard, 210 online transactions, 3000+ walkins, 40+ media mentions and we are just getting started...

**What category of retail suits best for this application?**

We are a lifestyle discovery platform. We focus on Fashion, Food and Drinks, Home and Décor & Health and Wellness which is almost a replica of how retail outlets are organized.

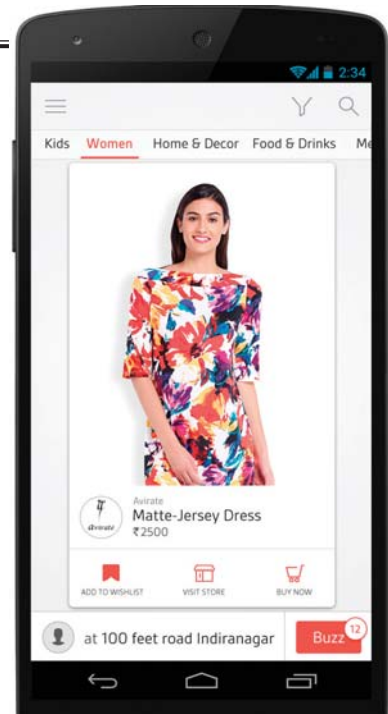
**What is the basic hw/sw requirement to install this app for consumers as well as brands?**

Consumers can access the app via a website at [www.mobmerry.com](http://www.mobmerry.com) or download the app on iOS or Android Stores on their smart phones.

Merchants can use the services on the merchant website and also download the app from the app stores

**Does this applications do (or display) real time updations (offers, new product launch etc) from brands?**

Being real time is the ideal scenario, if we have access to the product catalogue with integration into the merchants POS, we do this for various



merchants across a variety of POS vendors and integration.

We offer merchants the real time proximity marketing platform that allows for a merchant to create a marketing campaign on the fly with a very high degree of targeting in real time.

**What is basic requirement of maintenance to use the application in long run especially from retailers per se?**

It is a SAAS platform for the merchant; since it is software on the cloud it is maintenance free. All they need is a computer with a connection to the Internet or a smart phone.

**How you assure data security for the data collected via app?**

We are very particular about consumer data; no personally identifiable information is shared. It is all secured via multi level authentication and is encrypted via algorithms.

**Kindly share a case study considering a brand who have deployed Mobmerry application, and how it has helped the retailer in further strengthening his business?**

Celio's store at Indiranagar, was one of the first few stores that we on-boarded. It is one of the top brands with respect to Walk-ins and




▲ KRISHNA PRASAD, FOUNDER, MOBMERRY

Sales enabled by Mobmerry and it continues to be so.

We are constantly exploring the space to be able to enhance the user experience of the brand, for that matter all the brands. For example: they can now take the whole app experience to their existing customer base and make their promotions on New Season or Offers more relevant with product information at the ease and convenience of the customer.

**How you are looking to expand this application further?**

Relevance for a consumer is an important factor in today's busy schedules and limited attention span. We are building a technology platform that can scale seamlessly and are of great relevance delivering delightful experiences. 



# Global Trends Can Enable Indian Malls to Impress Customers

Ajay Rakheja, Co-Founder & CEO, creindia.com

**M**all culture in India had fuelled the shopping experience revolution since the late 1990s, but significant shifts in consumer behaviour in recent years combined with the benefits of modern technology have spawned significant obstacles, with numerous shopping malls today struggling and failing to impress customers.

The ebb and flow of shopping mall culture in the western countries has been well documented and commented on in recent years, and an analysis of the trends driving this rollercoaster change has provided stakeholders around the world with key insights that have enabled them to anticipate shifts in consumer behaviour and break the limitations of conventional shopping centres. Indian shopping mall owners would benefit greatly if they could channelize these valuable insights into efforts aimed at greater customer satisfaction.

Indian shopping mall owners, who conventionally make it a priority to sell shops to investors and then settle down to maintaining the premises, need a fresh game plan. Owners of the most successful shopping malls in the world have taken progressive steps to collaborate with better retailers while

trying to make the mall unique and attractive to visitors.

The first shopping malls were supposed to be the centre of social life, a place for people to gather and hang out and not just shop for their necessities. Today's shopping mall culture in India is still struggling to attain that ideal – our malls 'boast' of facilities like multiplexes, food courts and designated play areas in the hope of successfully wooing customers, although life has moved on. The modern Indian consumer is educated, fashionable, and tech-savvy, and expects more from the shopping mall experience.

The average shopper is not satisfied with those fully enclosed buildings with inward facing stores that attracted visitors 20 years ago. In fact, the biggest and most popular shopping malls in the world offer not only a spectacular selection of shopping, dining and entertainment options in a themed environment, but showcase unique attractions like indoor theme parks, zoos, science centres, ski trails, skating rinks, wave pools and more. The big idea is not to get more people to come to the shopping mall so that retailers can notch up sales, it is to get people to spend more quality time there with family and friends. The

underlying principle is simple: people are more likely to decide upon making purchases if they enjoy spending their leisure time at the mall.

The rise of e-commerce and better mobile connectivity that led to the establishment of online shopping giants hit retailers hard. The play was on convenience, where customers could browse through the website's products and make purchases from any location. The online medium is usually the consumer's first stop when researching the latest products, and provides much better scope to provide after-sale services. Besides, it is always easier for online retailers to get relevant feedback from customers that enable them to tweak their strategies to make them more effective.

The biggest and most popular malls in the world woke up to this reality and responded with location-based technologies to bridge the information gap. By utilising technologies like Apple's new iBeacon, with a set of smart sensors that can track and communicate with customers' iPhones, conventional brick-and-mortar establishments can generate live feedback and better engage visitors.

Another emerging trend in successful shopping malls is omni-channel retailing, where retailers engage potential customers on multiple channels including pre-purchase research in order to nurture an effective sales strategy. Many online shopping sites are also setting up brick-and-mortar shops, since customers naturally want to buy more things that they can see and check out in person. This is where shopping malls can easily score over their online rivals, provided mall owners and retailers integrate their strategies aimed at engaging customers.





Have you been taking the right approach to reach the right audience?

Let your Mall  
Outshine Among  
Prospective Brands  
and Investors

LIST YOUR  
MALL SPACE FOR FREE

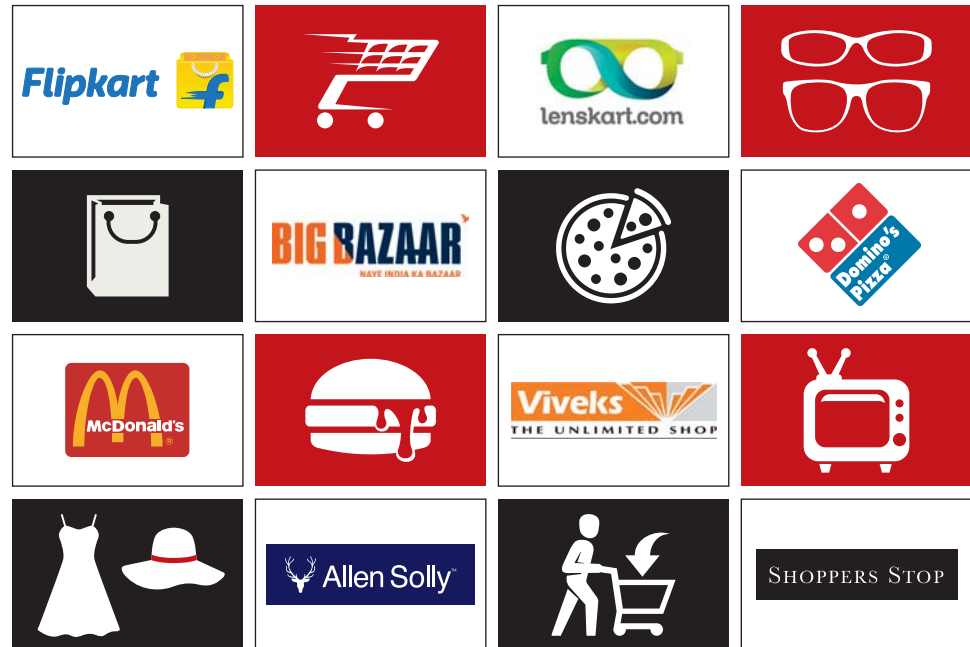


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# 8 WONDERS OF THE RETAIL WORLD

## MARKETING IDEAS THAT CHANGED THE WAY CONSUMERS SHOP

**Savvy retailers know that maximizing profits means smart marketing; This article captures eight of the most well-known case studies across 5 categories in India, i.e., E-Commerce, Food & Groceries, Quick Service Restaurants, Electronics, Fashion, and an international case.**

By Sheetal Choksi & Sharmila Cirvante

**R**etail, by definition, has lived many lives. From the familiar brick-and-mortar to the boundary-less e-commerce, each aspires to outlive its competitors by inspiring a new set of attitudes and behaviours in customers.

In this ever-changing environment, a few companies have managed to reinvent the shopping experience with well thought strategies that broke the confines of convention, stayed true to customer needs, and changed the game in their categories forever.

Each one of these is a revolutionary landmark that has gone beyond that have gone beyond creating a unique retail experience to engaging customers and turning competitors into mere imitators.

# E-COMMERCE

## FLIPKART: A billion reasons to buy

First, there was e-commerce. A promising term that delivered the world of travel, entertainment, bill payment and other exciting services at your doorstep. Limited in application, e-commerce websites mostly centred on services that made life easy.

Then came Flipkart, and e-commerce was baptised. Suddenly, you could order any product across any category from any corner of the country.

Flipkart was the first major e-tailer to give e-commerce a face and form, so much so that short of going generic, it has almost become synonymous with it. In 2014, they once again changed the e-commerce game in India with its 'Big Billion Day'. Held on 6th October that year, this event was marketed as the company's attempt to reach an unprecedented \$100 Gross Merchandise Value in 24 hours, a sum which it reportedly ended up achieving in the first 10 hours itself from 1.5 million shoppers.

## Investments beyond imagination

In terms of investing into this mega-event, Flipkart can only be lauded.

## Unique media coverage

The media took this mega-event to even more gargantuan levels, both online and offline. Apart from familiar channels, video ads featuring stand-up comedian Vir Das further fuelled dreams and desires. In another first of its kind, an emotional email from the founders forged an emotional bond between consumers and company.

## Unexpected challenges

With such pre-emptive and precise planning, 'Big Billion Day' was not without its share of problems. Many products flaunted pre-discount prices, making buyers suspicious. To add to their woes, the company's portal collapsed under the weight of multiple bookings, leading to order cancellations.

▲ DISCOUNTS THAT WERE NEVER SEEN OR HEARD OF BEFORE! 1.5 MILLION CUSTOMERS SHOPPED IN LESS THAN 10 HOURS



**BIG BILLION DAY SALE 2015**

395% growth in product transactions with sales under the male category rising by 1%, and falling by 1% under the female category

74% of the sales were concentrated in the male category with only the remaining accounting for products listed under the female category

21% growth in sales in the metro; non-metro sales fell massively

Mobile category was the biggest winner with a transaction rate of 23.77%, the gross merchandising value for which stood at 51.77%

Increasing sales in electronics appliance category

Flipkart Deals, Offers and Coupons provided some solace too, albeit not too much

Beauty, baby, sports, office and books were the lowest performing categories

These issues created great customer dissatisfaction bordering on disappointment and resentment. Customers felt let down. Flipkart received unanticipated negative coverage. The situation was appeased by quick thinking; the founders, Sachin and Binny Bansal released a letter to all customers, not just thanking them for their patronage, but also listing the reasons for the failures and the course correction being employed to ensure no repeats.

**Learnings that created a landmark**

This open acceptance of their mistakes, something not frequently seen in the Indian e-commerce space, helped people forgive the brand and reinforced Flipkart's positive image. Proof of this was seen in the success of the second 'Big Billion Day' sale in October 2015 that came with welcome improvements such as an extended duration, increased product range, and more targeted discounts. The biggest difference of the second sale however, was that it was solely app-based. This encouraged a larger migration of customers to the app.

Despite its lows, one cannot ignore the fact that 'Big Billion Day' 2014 managed to inspire a line of similar promotions from its ardent competitors. Amazon India and Snapdeal paid tribute to this initiative by launching similar offers, fuelling an e-commerce war.

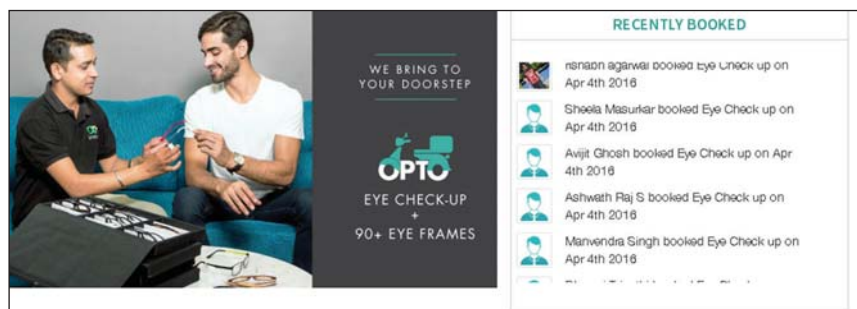
**LENSKART: Seeing the Bigger Picture**

There are few things that put even the most confident person in a state of indecision, like deciding to buy a pair of spectacles. When it comes to a certain product that is going to sit on your face, perhaps even redefine your image thereafter, you feel the dire need of assurances and reassurances. You try out multiple options and make countless trips to the mirror, or stores. This is indeed a very high-involvement choice which Lenskart.com has made remarkably stress-free, speedy and personal – and through an online platform to boot.

**Online convenience with offline comfort**

'Free Home Trial' was the first service of its kind that offered the convenience of online shopping with the reassuring touch-see-feel experience that Indian shoppers are familiar with. Inspired by the

One cannot ignore the fact that 'Big Billion Day' 2014 managed to inspire a line of similar promotions from ardent competitors. **Amazon India and Snapdeal paid tribute to this initiative by launching similar offers.**



▲ EVERY DAY, LENSART CONDUCTS AS MANY AS 2500 EYE CHECK-UPS AND OVER 10000 PEOPLE TRY ON FRAMES



▲ CONVENIENCE AT YOUR DOORSTEP WITH 'FREE HOME TRIAL'

insight that the purchase of a frame involved the longstanding conflict between convenience and cosmetics, sometimes forcing a shopper to opt for one at the expense of the other, Lenskart arrived at an online solution to a genuine problem. The hugely successful service, available in 50 cities, is monitored through a courier service, after which a series of regular follow-up calls are made to effect a sale conversion.

Lenskart had a vision like no other, and saw the potential of high traffic to their website which offered services pointedly to ease an otherwise tedious process. The 'Free Home Trial' initiative received further buoyance with the company's second gambit, 'Home Eye Check Up', which also became an instant tool to aid conversion. Commenting on the success of these unique offerings, Peyush Bansal, Founder and CEO at Lenskart.com says, "these initiatives witnessed high customer satisfaction as they stemmed out of a need to solve a problem, rather than a marketing solution which was launched and then the problem was sought".

Soon, the company was employing as many as 200 medically trained personnel making house visits across



▲ "HOME EYE CHECK UP" HAS RESULTED INTO A SUBSTANTIAL SURGE IN SALES CONVERSIONS

seven cities, for eye check-ups. The success of both 'Free Home Trial' and 'Home Eye Check Up' has resulted in a substantial surge in sales conversions, thanks to which the company has opened 150 stores in 65 locations in the country within a brief period of time.

#### Ensuring conversions

Lenskart's success can be credited to its commitment to taking a realistic view at a problem that can be sufficiently addressed by taking advantage of the regular advances in the field of eye-care. This is aided by its insistence on strong customer service, attractive and friendly stores, and keeping in constant touch with potential and converted customers. For example, after a customer visits the site and opts for the 'Free Home Trial' service, a personalized ID is instantly created which enables the company to keep in touch with the intention of making a sale happen – and it frequently does. Business has grown threefold within

the last year, solely from a higher conversion of online traffic.

Initially, Lenskart saw little reason for marketing its initiatives across media, and concentrated on ensuring a steady growth of online traffic by sending timely emails to those who didn't complete their order. It made certain that its growing list of services featured in their site in a way that facilitated regular viewing. Today, it is exploring the prospects of advertising further.

Newer offerings are on the anvil, too. One being the 'Preset Collection', geared to hasten and help the process of choosing a frame, especially on mobile screens.

Lenskart perhaps rightly claims that it can boast the highest conversion across all e-commerce businesses, while customer acquisition cost has gone down by more than a whopping 50 per cent. It oversees as many as 2500 eye check-ups daily and no less than 10,000 people trying on its frames every day through its various channels.

Lenskart perhaps rightly claims that it can boast the highest conversion across all e-commerce businesses, **while customer acquisition cost has gone down by more than a whopping 50 per cent**

# FOOD & GROCERIES

AXIS BANK PRESENTS **BIG BAZAAR**  
**5 DAYS MAHA BACHAT**  
 12-16 August  
**THE BIGGEST SALE FOR EVERY SHOPPING WISH LIST!**  
 MEGA OFFERS ON EVERYTHING IN-STORE!

BUY 1 GET 1 FREE \$20 OFF  
 BUY 2 GET 1 FREE  
 BUY 3 GET 1 FREE  
 BUY 1 GET 1 FREE  
 BUY 1 GET 2 FREE

Additional 5% discount on Axis Bank Credit/Debit Cards. Offer valid on transactions of ₹1000 and above. Terms & Conditions apply.

GATES OPEN AT 9 AM **BIG BAZAAR**  
 Making India Beautiful

▲ 'BIG' JACKET ADS IN LEADING DAILIES PROMISED BIG BENEFITS

Big Bazaar tapped the value segment with sensitivity and, of course, tact. **It catered to their mindsets by converting shopping for necessities into a family occasion.**

## BIG BAZAAR: The bigger the better

In India, there existed a sizeable segment, for which, either by rupee or ritual, three words encompassed existence: 'roti, kapda, makan'. Shopping for this segment was mandated only by necessity, not indulgence and definitely not frivolity. Their frugal needs were met by local kirana stores and the modern retail format was beyond bounds and wallet.

## Innovative thinking

Big Bazaar tapped this huge segment with sensitivity and, of course, tact. It catered to their mindsets by converting shopping for necessities into a family occasion. 'Sabse Saste 4 Din', a promotion that married value-for-money with value-for-time – spent with family – was introduced during Republic Day and stretched over the weekend closest to it. Big Bazaar introduced yet another and similar sale on Independence Day – the 'Mahabachat Sale'. This was followed up with similar activities on Public Holidays, such as Labour Day, Gandhi Jayanti and Christmas.

Big Bazaar, in the process, supplanted a need with the enjoyment of a family day-out. Its strategy focussed on increasing consumer and consumption, rather than a discounted event. By catering to an underpenetrated market, it satisfied the needs of both brand and consumer. Consumers expanded their shopping list as they discovered value in new non-food categories such as fashion, electronics and home linen. On the other hand, this initiative provided an excellent platform for vendors or own-brand manufacturers to launch new



▲ 'SABSE SASTE 4 DIN' REDEFINED REPUBLIC DAY AND INDEPENDENCE DAY FOR INDIA

products and trends, and for regional vendors to expand their base.

## Creating occasions to spend

Big Bazaar denies any competitive angle in its endeavours, it just creates occasions to consume. Every year, these initiatives have been refreshed with a new dimension or a new nuance. For example, what can be offered to ease the transition of a 10th standard school kid on the threshold of college? Or how can the monsoons be made more fun! Giving consumers an affordable reason to consume is what gives Big Bazaar a prominent share of mind in customers.

## Big potential

'Sabse Saste 4 Din' along with the other public holiday initiatives has delivered a consistent growth of 25 to 30 per cent. What is indeed a testimony to Big Bazaar's innovativeness is that its advertising budgets too have reduced considerably, and word of mouth has taken over. According to the company, today, consumers have bookmarked these dates and a little nudge is all they need to remind them. Loyalty programmes communicated by texts and emails to consumers on the move have ensured visits by faraway consumers to their nearest store.



# QUICK SERVICE RESTAURANTS

## **DOMINOS: Truly tempting offer**

The early 90s introduced the emerging trend of the pizza – thick, luscious slices slathered with a base of cheese and tomato sauce and toppings as the heart desired. Yet, it was Domino's that brought order and variety into the pizza business and more importantly, more bang for your buck!

### **Insight based**

The '30 Minutes or Pizza Free' initiative that the brand launched in 2004 was a real game changer for the organization. This initiative was based on a very relevant customer insight: hunger cannot wait. More than a decade back, home delivery of food was not very common and was often laden with problems of delayed delivery and other issues. The brand packaged both these insights into a superlative product offering that provided delicious instant gratification, at any time or place the customer needed it. The joy of having a menu that actually appealed to the taste buds delivered in minutes was unprecedented in the F&B world. The chance of indulging in it without having to pay for it added a further temptation.

Needless to say, '30 Minutes or Pizza Free' is now synonymous with Domino's. The brand had already established pizza as a meal replacement rather than a snack. At the time of its launch, the advertising campaign showcased the superlative acting prowess of Paresh Rawal to drive home the message. "Since pizza was still a relatively new experience for Indians (back then), the aim of the campaign was to connect the brand with the average Indian by creating a real life, believable character. Paresh Rawal's comic timing, coupled with the insight of how people adopt various tricks to save money, worked



s3.amazonaws.com

▲ 'OPERATIONS IN A MACHINE WAY AND PEOPLE IN A HUMAN WAY' IS DOMINO'S MOTTO FOR SUCCESS

in connecting with the customers while communicating the 30 minutes or free message to the audiences", added Murugan Narayanaswamy, Senior Vice President- Marketing, Domino's Pizza.

'Operations in a machine way and people in a human way' as a mantra also helped this initiative succeed. Timely delivery is now part of the company's DNA. Domino's is constantly measuring and improving its order to delivery cycle to ensure that efficiency is built and delivered every step of the way. In addition, a robust training program, and an understanding amongst employees on how late deliveries could affect the outlet's profitability has further contributed to its success.

Today, Domino's is the undisputed leader in India's \$400m pizza market.

### **MCDONALD'S: Great Venue, Greater Menu**

There was a time when a middle-class family ate out often, it became an object of envy among neighbours, and



slice.seriousseats.com

▲ HUNGER FULFILLED IN 30 MINUTES FLAT

of course, speculation: "how do they manage it with his salary?"

For a vast segment of Indian society, eating out had for long been a rare treat, a treat that was largely confined to the same outlets, where perhaps the quality of food played second fiddle to another, and more crucial, factor: price.

This reality was noticed, and subsequently addressed, by McDonald's. When the international burger giant set foot on the shores of this country with the world's largest middle-class, it immediately



Malad



“ Beautiful design and excellent tenant mix are some of the attributes of Infiniti Mall which makes it a class apart.

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discerned a few pointers. One, eating out for most was still a luxury. Two, the burger, though iconic, was still a stranger to the Indian palate, and just Indianising its flavour would not be enough. Three, price was to be the company's meal ticket, as it were.

### Creating happy choices

The 'Happy Price' Menu was the result and has been a source of continuous success since it was launched in 2004. The company's advertising not only tickled the discount-seeking Indian with its star offering, the communication also reflected that every McDonald's outlet was indeed a family venue with a happy menu. Fathers heaved a sigh of relief, children remained ecstatic, mothers got used to frequent breaks from the kitchen, and family seniors too celebrated an occasional departure from a doctor-recommended diet.

### Robust supply chain tightens costs

What perhaps may go unnoticed amid McDonald's endless bid to befriend the wallet-conscious with a slew of new additions to its product roster is that the cost of the 'Happy Price' Menu has remained impervious to inflation. It started off at ₹20 and now has an



McDonald's India

▲ HAPPY PRICE MENU IS CONSTANTLY REFRESHED WITH NEW EXCITING OPTIONS, KEEPING CUSTOMERS COMING BACK FOR MORE

'Happy Price' menu invites a price sensitive consumer on **eating to their heart's content without burning a hole in the pocket**

extended menu priced at ₹25. The reason for this can only be viewed as yet another master-stroke on the part of this company – one that has, and suavely, managed to circumvent the middleman. From the outset, the company strove to forge a robust supply chain, allowing it a direct interface with farmers and suppliers. This has helped it keep a tight rein on its operation costs – and the Happy Price Menu is thus happier for it.

Kedar Teny, Director - Marketing & Digital, McDonald's India West & South, elaborates further, "Our 'Happy Price' menu invites a price sensitive consumer on eating to their heart's content without burning a hole in the pocket. The key offering here is good food at an affordable price".

### Imitation is flattery

The two core ingredients which make Happy Price Menu special are good food and value for money. Sure, other international food chains have followed suit. Subway offered lesser priced variants such as 'Sub of the Day', an egg and mayo sandwich at ₹50 and toasties that were cheaper than their regular menu. KFC attempted to make its Wednesdays better by offering "12 for 300" for a bucket of chicken, but McDonald's was there first. And is, even today.



McDonald's India

▲ GOOD FOOD AND VALUE FOR MONEY ARE MCDONALD'S CORE INGREDIENTS

# ELECTRONICS

## VIVEKS: Actions speak louder

If you are in Chennai or Bangalore stumbling home on New Year's day after an eventful night, do not be surprised to see a never ending queue at 6 am outside Viveks. No, this is not your hangover playing up and yes, this is really happening.

This is the continued impact of Viveks Retail Store's New Year Super Sale that started 40 years ago in Chennai. Dealing with consumer durables from a single store since 1965, at a time when buyers seldom had a say and sellers ruled, Viveks believed in being 'customer-centric' even before the word came into power. That is why the company today is thankful – not boastful – of enjoying the goodwill of as many as 30 lakh families in Tamil Nadu and beyond.

## Payback without the fine print

It all started with a simple idea, but a strange one, coming from a businessman. 40 years ago, B Kothandarama Setty, the store's chairman, content with the store's profitability, sought a way in which he could express his heartfelt gratitude to his loyal clientele in a unique way that would touch their hearts. He saw it fit to forego profit for a whole day in a year, and offer goods at cost price to customers who ensured the store did great business for the other 364 days of it.

The Viveks New Year Super Sale was born on Jan 1, 1977, changing the morning habits of countless people on the first day of the New Year for 40 years now. Weather didn't matter,



Vivek's

▲ VIVEKS NEW YEAR SALE MARKS THE START OF A GREAT YEAR FOR RESIDENTS OF BENGALURU AND CHENNAI

a place in the serpentine queue did. The response did not just overwhelm, it immediately compelled the event to turn into a three-day affair. "Lowest price of the entire year" was the buzzword, along with the assurance that despite the veritable stampede, the store yet offered genuine products and allowed no slip-ups in its famed ethical service.

## Welcome improvements

Over the years, the increasing surge in footfalls forced the store to dedicate each of the three days to three kinds of customers – those who sought cash purchases, those who opted for hire-purchase and those who preferred to use their credit cards. In the three days of the event, Viveks clocks in sale figures equivalent to one month's average sale.

This year, the mega-event celebrated its 40th year with 'New Year Super Sale 2016', and the queues becoming steadily longer. This is despite the online onslaught which continues to shower convenience and cost benefits across every product category on an almost everyday basis. "A continued customer-centric approach, significant efforts to merit their goodwill by excelling in customer service, and a further push to the frontiers of competitive advantage by imaginative offerings to the customers, is the recipe for our success", adds B.A. Kothandarama Setty, CMD of Vivek Ltd.

Three years back, they saw another way of doing what it likes best – ensuring that a customer enters the store happy, and leaves it, happier. Namely, the 'Rush Hour Sale'. This featured a select set of items that could be yours at prices that no other retail outlet offered. The sale was for an hour – an hour before the shop's official opening time. Thanks to people, now used to queuing up before the first rays of the sun, this sale too hit the jackpot.

Today, Viveks has 50 showrooms, covering over 200,000 square feet of retail space across Tamil Nadu and Karnataka. And all because, 40 years ago, somebody put the customer first.



“A continued customer-centric approach, significant efforts to merit their goodwill by excelling in customer service, and a further push to the frontiers of competitive advantage, is the recipe for our success”

- B.A. Kothandarama Setty, CMD of Viveks Ltd

# FASHION

## ALLEN SOLLY: Making Fridays Fashionable

If you remember scenes from Indian mainstream cinema of the 70s and 80s involving men in senior positions, you would remember an ensemble called the ‘safari suit’, then emblematic of privilege and power. Both on and off screen, the most glamorously turned out wore dark suits, which could have been uniform shades of brown, blue, black or grey.

The 90s saw a different India. The country was on the cusp of becoming international. Western exposure opened minds and changed attitudes. A new kind of work culture emerged fast. Credit cards were acquired faster. India was

moving forward – and India’s young had to appear relaxed, smart and confident.

### Reinventing corporate clothing

Allen Solly, a brand which entered the nation’s apparel firmament around that opportune moment, came up with a novel concept called ‘Friday Dressing’. It created a brand called ‘work casuals’, aimed, and rightly, at making the nation’s young workforce embody a sense of free-spiritedness, independence of thought and individuality. The brand did away with the long-preferred muted shades and introduced yellows, reds and greens, colours that were in sync with those expected to steward the new India.



“‘Work casuals’ became a rage, aided by regular reminders by television commercials and the print media, with consumers embracing it as a much-needed fashion alternative.

- Sooraj Bhat, COO, Allen Solly & Louis Philippe

“The opportunity identified - it was the India of mid-nineties-liberalization was a reality, economy was growing and mobile phones had just happened. This coupled with smart and fashionable products and crisp communication contributed to the success of this initiative”, adds Sooraj Bhat, COO, Allen Solly & Louis Philippe.

### Friday is every day

A success that can be traced to the company’s eagerness to make one look glamorous in a place which had for too long represented all things sober. Even today, and decades later, ‘Friday Dressing’ continues to be the cornerstone of the brand, inspiring it to evolve endlessly in its quest to marry fashion with function. ‘Friday Dressing’ has graduated beyond its permissible weekend wear to open up new styles that dominate everyday wear.

### SHOPPERS STOP: Rewarding Shoppers

There was a time in India when shopping for clothes meant, shopping for clothes. Terms like ‘brands’ and ‘fashion’ did not even feature in the local lexicon and the stores one shopped in were usually local proprietor-owned spaces that crammed a limited selection in a few hundred square feet.

So when Shoppers Stop first opened its doors in the early 90s, it opened a mesmerising new ‘multi-brand’ experience for the Indian customer. This multi-storied extravagance - that was only gawked at in glitzy international soap operas the recently introduced satellite television teased viewers with - was now a real-life experience.

### Incentivising indulgence

Yet, unknown to the shoppers, this newfound experience was soon to turn into an indulgence. Shoppers



www.thisweekbangalore.com

▲ FRIDAY DRESSING EMBLAZONED THE WORK CULTURE WITH A NEW EXPRESSION OF INDIVIDUALITY



“One of the reasons for our success is that we are able to leverage our Loyalty Program data to create a ‘data analytics engine’ that provides insights aimed at our customers as well as to the business.

- Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Ltd.

Stop’s virtue of always ‘putting the customer first’ enabled it to pioneer a reward-based loyalty program called ‘Shoppers Stop First Citizen’ - the first ever of its kind in the country. The program had 3 tiers – Golden Glow, Silver Edge and Classic Moments. Members earned reward points on purchases made in the store as well as enjoyed exclusive benefits and privileges such as access to dedicated lounges, free parking, exclusive sale previews, promotions and more.

Pampering was at its peak and across all 3 tiers. Which is why, even when the program levied an enrolment fee (the only program to do so), customers accepted it without a whinge. The cost did not even compare with the returns they were being showered with. On the contrary, it catalysed their involvement and engagement which helped the company keep the program that much more unique and productive.

### Tech Support

The First Citizen program was a natural progression of Shoppers Stop’s customer-centric approach and a definitive need for building a customer database program that would allow them to engage and communicate with the catchment, and leverage its rapidly increasing consumption power. But, their true saviour has been a superior data analytics engine that helps them reap rich insights. Such is the power of this machine that it is able to record each and every transaction right down to an SKU level, which helps Shoppers Stop understand the exact items in the shopping basket each time a customer shops.

“One of the biggest reasons for our success is that we are able to leverage our Loyalty Program data to create a ‘data analytics engine’ that provides insights aimed at creating incremental value to our customers as well as to the business”, further elaborates Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Ltd. “We have created a dedicated Analytics team that is tasked with the responsibility to analyse the proprietary First Citizen data and share insights with various departments. These insights (branded internally as “First Insight”) are then used to create relevant offers and targeted communication aimed at providing incremental value to customers and incremental turnover to the business”.

Since the program’s inception in 1994, Shoppers Stop has a repository of over 22 years of purchase data. This is used to generate key insights with a

clear objective of improving customer experience and monetizing business. These insights translate into relevant offers and targeted communications aimed at providing incremental value to customers and incremental turnover to the business. In FY 15, The Loyalty & Analytics initiative has contributed to incremental sales of ₹115 crores through targeted initiatives and communication.

### Significant learnings

- Customers shop differently and need to be engaged with and rewarded differently – therefore a tiered program with differential offerings.
- While engaging the customer on a transactional level, it is equally important to focus on the service aspect. Long term association is hinged on service delivery.
- Actively engage with the customers to understand what they want, what they buy and what they desire – this is what drives what’s on the shelves.

Today, with a growing base of over 4 million members contributing to over 70 per cent to sales annually, the Shoppers Stop First Citizen loyalty program is unarguably one of the biggest and most successful programs in this category.

The advertisement features a woman in a patterned top and sunglasses sitting in the back of a classic convertible car. She is surrounded by shopping bags, including one with the 'SS' logo. The background is a bright, open landscape. Text on the right side reads: 'WHEN OUR FIRST CITIZENS SHOP, WE PAY. Shop worth ₹ 5000 and get discount vouchers worth ₹ 1000\*.' At the bottom, there are logos for HomeStop, mothercare, haute curry, and Shoppers Stop. A circular badge says 'FIRST CITIZEN FIESTA BEGINS 18th APRIL'. The Citibank logo is in the top right corner. The website www.mallmasti.com is written vertically on the right edge.

▲ FIRST CITIZEN PROGRAM CONTRIBUTES TO OVER 70% SALES ANNUALLY

# INTERNATIONAL

## **BLACK FRIDAY SALE: Breaking traditions, increasing sales**

As ominous as the nomenclature may sound, the very event probably holds a significance that can only be rivalled by something as supreme as a major national festival. Inspired by the spearhead that began in the US on the day after Thanksgiving and is now held the world over, the 'Black Friday Sale' is driving the sales of e-commerce giants like Amazon, Snapdeal and Flipkart and upgrading their consumers' lifestyles with discounts that are almost 80 per cent of the original price. In fact, the 'Black Friday Sale' has been recorded as the busiest shopping day in the country in the U.S.

Following are some interesting points regarding the Black Friday Sale 2015 in the US:

- While brick-n-mortar sales showed a decline, the online sales

According to data from Custora, 36.1% of online sales on **Black Friday were placed via smartphones and tablets, compared with 30.3% a year ago**

increased with site traffic up by an average of 20 per cent on the Black Friday weekend over regular days.

- According to data from Custora, 36.1 per cent of online sales on Black Friday were placed via smartphones and tablets, compared with 30.3 per cent a year ago.

While the event still manages to garner enough excitement to warrant most


people taking a day off from work, sales of 'Black Friday' 2015 dropped by roughly \$1 billion. The reason for this could be attributed to the fact that retailers have now smartened up to their customers' needs and are extending discounts for longer durations. This is eliminating the first-come-first-serve trend which compelled shoppers to queue up outside the store from the previous night.

To sum up, each of the above organizations attributes their success to the following factors:

**Customer - centricity:** Each idea was born out of meeting unmet customer needs. Behavioural change was possible as an emotional bond was established with customers who felt that someone was genuinely listening to them and addressing their needs and concerns. This won over their hearts and their loyalty.

**Innovativeness:** Each of the ideas have become benchmarks as they broke away from traditional thinking and addressed consumers' needs using innovative yet relevant solutions. While today, loyalty programs are par for the course in almost all businesses, recognizing customers and building relationships more than 4 decades ago was a revolutionary idea.

**Consistency:** The ideas have been consistently delivering over the years, resulting in becoming the benchmarks not just in retail, but across service industries as well.

**Willingness to learn and improve:** Embracing and admitting to their mistakes in the early stages allowed for timely course correction which furthered their efforts in retaining or regaining their customers' trust. 



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▲ THE BLACK FRIDAY SALE HAS BEEN RECORDED AS THE BUSIEST SHOPPING DAY IN THE U.S.



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The business of private labels in India has seen a sharp growth with offline as well as online retailers pumping in resources to strengthen their growth. We have also seen a collaborative effort in this space with retailers stocking private label brands of industry competitors at their stores. We take a look at the current dynamics and speak with key retailers in this space to learn more.

By Zainab S Kazi

## PICKING ON **PRIVATE LABELS**

**A**ptly setting the context for the story, Govind Shirkhande, Customer Care Associate and MD – Shoppers Stop Ltd. shares, “A private brand affords retailers a distinct differentiation from the crowd.” Adding further, he shares, “With private brands, retailers have full control on design, pricing, merchandise assortment, stocking, distribution etc. Therefore, by studying customers’ shopping habits and preferences as well as global fashion trends, we are able to immediately inject these insights into our brands to improve their productivity. Finally, private brands give retailers a higher margin.”

### **Understanding the Market**

On the dynamics of the private label business in India, Subrata Roy, Business Adviser to the Tea Trading Division of Aditya Birla Group shares, “Growth potential for Private label is immense as it is directly related to the growth of modern retailing. Private label brands are margin generators. India’s share around 10 per cent as opposed to around 40 per cent in European countries.

It is envisaged that in the next two decades, 50 per cent of Indian retail will be occupied by Private label.”

As rightly pointed out by Shirkhande, private label brands have an edge with regards to understanding of the customers better, especially those that have a loyal set of customers attached to them. By means of data mining, the retailer is in a better position to narrow down on merchandize and products that sell better than the others and also the trends that are in vogue. Little wonder, we have almost all retailers bring out their private label – and this is across categories and genre – be it food, fashion or furniture! The online players too have a mammoth share of private labels on their portal and we hear that Amazon too shall be joining the bandwagon of launching its own line of private label in fashion very soon. Electronic retailers like Croma and Vijay Sales too have jumped the gun and have an exhaustive line of private labels across categories – from washing machines to air conditioners.

To hear it from an online player, Manoj Gupta, Founder and CEO, Craftsvilla.com, “Private label is an opportunity to create brand in a category which does not have any strong existing brands or largely

Private label brands have an edge with regards to understanding of the customers better, **especially those that have a loyal set of customers attached to them.**

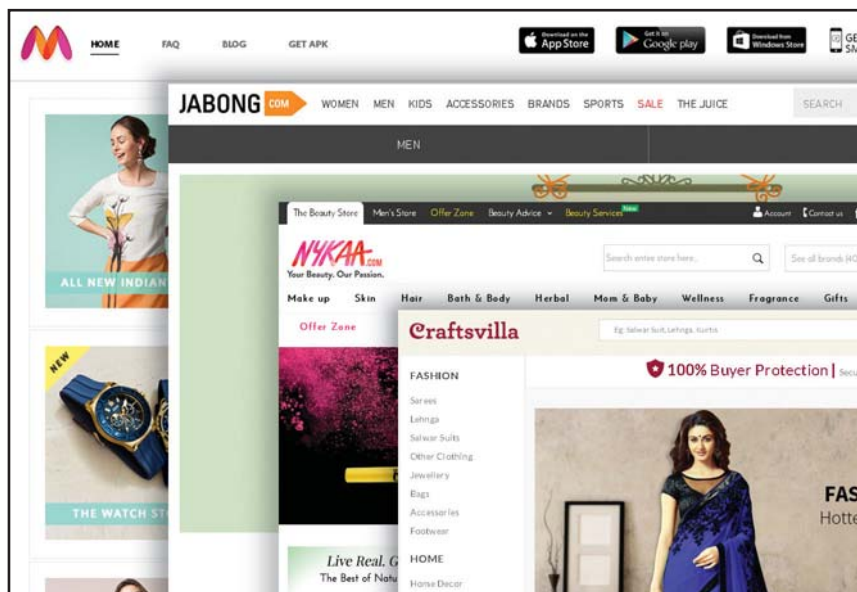


▲ CROMA

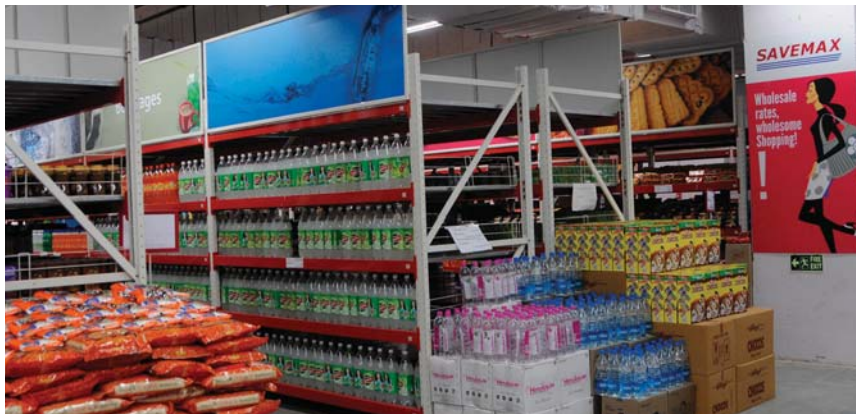
unbranded like ethnic category. Private label has also been created in branded categories because of lower prices private label can offer to consumer for similar products. They have higher margin compared to marketplace commission. For example, private label margins can be as high as 40-50 per cent in ethnic category compared to 20 per cent commission we get from marketplace sales.”

### The Business of Private Label

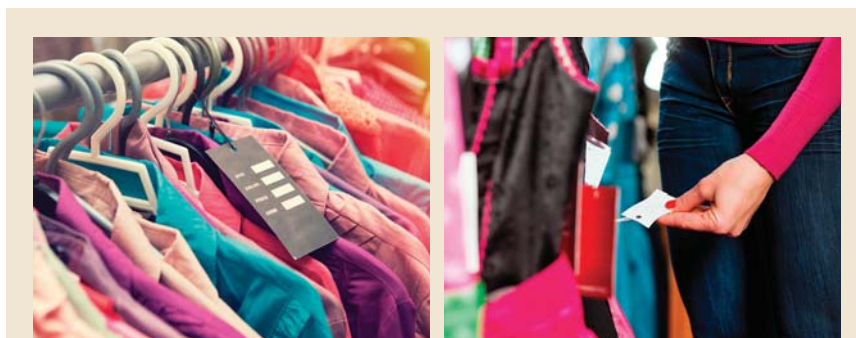
Addressing the need of the ever evolving and changing fashion trends, it is not surprising to find majority of the fashion retailers have their own private label. For e.g Shoppers Stop has STOP, Lifestyle has Melange and online e-tailers like MYNTRA and Jabong too have their own private label which has been witnessing a good traction. Fashion and lifestyle e-tailer Myntra is targeting 35 per cent of its revenue from its private labels over the next 12-18 months. At present, Myntra offers 11 of its own private brands to shoppers, which contribute to 20 per cent of the overall revenue. According to a news report in Business Line, besides the 11 private labels, Myntra is also experimenting with a technology insights based, in-house brand called Moda Rapido which was created and launched six months ago. Abhishek Verma, Head – Myntra Fashion was quoted saying, “Based on customer insights gleaned from our platform, we launch new fashion collections under the Moda Rapido brand once every four weeks. This process normally takes other brands a few months to execute. We are still in the process of experimenting with this tech-led fashion brand.”



▲ MYNTRA.COM, JABONG.COM, NYKAA.COM, CRAFTSVILLA.COM



▲ SAVEMAX



The power of private labels can be seen from the fact that a lot many players have now got into a collaboration mode. It is not unusual to see Future Group's private label stocked at local supermarket. In fact, according to a news report, Future Group will sell about a dozen of its own brands at Star Bazaar outlets. This is indeed a rare initiative. Kishore Biyani, CEO, of Future Group was quoted saying, "We would distribute our products through large modern store formats to reach more consumers and this journey is starting with a group like Tata." Future Group's retail outlets have products being specially produced / manufactured for them by a FMCG company set up by them – Future Consumer Enterprise (FCEL). Brands from FCEL include – Golden Harvest, Tasty Treat, Clean Mate and Care Mate.

Beauty e-tailer – Nykaa has gone big with its private label brand as well. In fact, the beauty space is witnessing a lot of private label entry as well where for e.g. salon chain b:blunt has its own range of private label, SSIZ International has Ikonic which is into supplying of professional styling tools etc. According to news report, as Nykaa.com looks to turn profitable in next 10-12 months, so it is planning to expand its private label offering. It is expected that Nykaa.com will report a revenue of ₹240-300 crore by March 2017 with the sales amounting to ₹80-100 crore.

To talk about another online retailer but from the food space, a recent news read that BigBasket saw a five-fold increase in monthly revenues over the last 18 months, supported by supply chain optimization and an increased proportion of high margin private label products. Its private label products currently account for 33 per cent of revenue and are projected to reach 40 per cent by the end of this year.

According to another news report, online furniture and home décor store Pepperfry aims to be profitable by the end of this year joining a number of single category online

retailers that are heading in the same direction. Sharp growth in its home décor, private label and home design business are helping the Mumbai-based startup move closer to profitability, even as it adopts a more calibrated approach to discounts.

According to Mohit Khattar MD of Godrej Nature's Basket, each retailer may have a completely different rationale for its private label portfolio and must decide the role that it wishes the assortment to play. He shares, "The range offered must be consistent with that rationale. If the objective of the range is to displace national brands then it must compete on metrics that make it do so. Private label category enjoys much higher sales contribution in the international markets. The phenomenon is relatively new in India. However its growth in India in the last few years has been robust and therefore quite exciting Indian retailers have realized the importance of what the private category provides to its business."

Quality control is one of the important factors that makes retailers opt for having a private label besides offering a competitive price. Like Khattar shares, "In our case the role is to offer customers the experience of high quality products and we have been attempting to do just that through our products. The fact that consumers like what we have been doing is what has made the range and our effort successful and the fact that it actually gives a higher margin is like the icing on our cake."

Reiterating the point on price, Vaibhav Singhal, MD & CEO, Savemax shares, "Consumers are smart and always look for good bargains, they would not compromise on quality. They are aware about things and will buy if and only if the private label matches or exceeds the quality of other brand available in that category. This is especially true for food brands. The customer trust has to be earned and then they will adopt your brand." Roy adds, "Consumers prefer to buy Private label due to their low pricing.

Retailers are not offering a low quality product at a lower price, but creating new level of differentiation.

## **Challenge faced is to maintain better pricing and quality for a value conscious customer**

However these days, retailers are not offering a low quality product at a lower price but are creating new level of differentiation. The challenge faced is to maintain better pricing and quality for a value conscious customer.”

### **Brand Speak**

Sharing details on the private labels by Shoppers Stop, Shirkhnade shares, “We have private brands such as Stop, haute curry, Kashish, Life, Elliza Donatein and Vettorino Fratini—each of these have USPs and a brand story/positioning that set it apart from the national/international brands. For instance, internationally, florals have made a big comeback this Spring Summer 2016 and you will find the same reflecting in the current season’s collection in our brand Stop.” The journey of Shoppers Stop’s private label began in 1994 with the launch of STOP. This was at a time when modern department stores were still making an entry into India. The very fact that Shoppers Stop has not only managed to further grow STOP but also add more private labels in its kitty, accentuates the strength of this business model.

For Godrej Nature’s Basket, entering into the space of private labels was based on addressing needs of their patrons. Khattar explains, “As a retailer we cater to discerning customers who are looking for products and options that offer high quality and are different from the tried and tested products offered by national brands and available dime a dozen with conventional stores. We are completely driven by this need to offer high quality options to our customers.” The niche food retailer, currently offer a wide assortment of approximately 400 high quality SKUs across 4 brands as part of their

private label portfolio which include confectionery, chocolates, chips, flavored nuts, teas, gluten free pastas, roasted seeds/ seeds blends, super-grains like quinoa, buckwheat, roasted / baked snacks, healthier cooking mediums like olive oil and canola oil, some of the finest ingredients and sauces and an all-Indian ethnic range of products including Indian digestives, mouth fresheners, murrabba’s and candies, real dried fruit candies, Indian style bakery products, pickles and snacks. Khattar reveals, “We are soon preparing to launch a 5th brand as well.”

On the success the private label brands have achieved, Shirkhande shares, “Our private brands have been very successful since they each correspond to a fashion-gap in the current mix. In fact we have extended a few of these brands into the accessory category in order to provide a complete wardrobe solution to customers. Moreover, given our strong play in accessories – almost 36 per cent of our sales mix stems from this category – we were confident of this product extension.” He explains

this with drawing an example, “While Haute Curry started off as a ethno-fusion wear brand, in the last four years, we have extended the brand into footwear, accessories, bags and deos. So today, a customer can build an entire fashionable Indian ensemble using haute curry merchandise. Similarly, we have extended Stop, Kashish, Elliza Donatein and Life into newer categories.”

On changes adopted over the years to their private label portfolio based on the response received, Khattar shares, “We have received a phenomenal response for our private label range. We have seen consumers demand and accept more unconventional flavors and tastes at one end in indulgence products while also demanding healthier alternatives in more conventional product categories. So at one end there is demand for flavors like wasabi, salty caramel, honey mustard or barbeque in products like potato chips, nachos and cashews; at the same time we see unprecedented interest in products that promise superior benefits. For instance in alternate low carb grains like quinoa or amaranth, in infused or mono floral honeys or seed blends targeted at specific health conditions, etc. One can almost visualize a virtual redefinition of the Indian palate.”

At Shoppers Stop, according to Shirkhande, “Our private and



▲ SHOPPERS STOP



- ▶ Offer a strong brand proposition that will connect with customers
- ▶ Private brands should be as prominently positioned as external brands
- ▶ Offer merchandise that is high on fashion
- ▶ Treat your private brand as a “brand” and not a “label”

**Govind Shirkhande**  
SHOPPERS STOP

- ▶ Enter categories that have high volumes
- ▶ Select manufactures that you can rely upon and have sound infrastructure and quality control.
- ▶ Try to create exclusivity and excitement within the category. Keep products that are niche and not easily available. Introduce new variants/ flavors in existing categories. Creating freshness always works.
- ▶ Avoid the discounting route to build sales, instead price it accordingly so that value stands out
- ▶ Never compromise on product quality and aesthetics
- ▶ Never enter categories that can dilute the brand positioning

**Mohit Khattar**  
Godrej Nature’s Basket

- ▶ Play on your strengths, enter a category only if you understand it’s nuances
- ▶ Get the labeling and packaging right. It should have the image that you want it to project
- ▶ Keep a close tab on moving and non-moving SKUs to liquidate the same
- ▶ Do not be impatient, consumer will take time to adopt a brand

**Vaibhav Singhal**  
Savemax



▲ GODREJ NATURE’S BASKET

exclusive brands are currently at 17.2 per cent of the total sales mix.” Where the manufacturing at Shoppers Stop is outsourced, Shirkhande reveals, “Our designing and sourcing is handled by our talented team of designers.”

At Godrej Nature’s Basket, currently private label contributes to approximately a tenth of the overall business. Khattar modestly adds, “Private label is still very nascent in our portfolio and our objective with this range of products is to give our consumers – product, flavor, taste or benefit options, which they do not necessarily get from leading brands.”

Singhal talks about the in-house brands at Savemax and the journey encompassed sharing, “Initially we had launched only high quality unpolished pulses but as we got good traction we introduced other grocery and bakery products under the brand. As per customer demand and feedback, we have updated the packaging recently and have introduced more depth in the product line. The customers have loved the quality, taste and prices of Purani Dilli products and prefer them over other brands.” According to Singhal, Purani Dilli by Savemax was launched in 2012 with the aim of providing quality food products at wholesale rates to the consumers. He adds, “With Savemax’s strong pedigree in commodities, we believe that this is an opportunity that we can explore. At the moment pulses, rice and spices are available at all stores under the Purani Dilli label. Since 2014, we have expanded

the Purani Dilli label to offer savories, cookies and other bakery products.” The company is working to make this brand available in other channels too. He shares, “At the moment we are building the capability for the same.”

Purani Dilli contributes about 25-30 per cent in grocery and about 10-12 per cent of overall sales of the stores at Savemax. Singhal adds, “The contribution of Purani Dilli in grocery has grown to 25-30 per cent from 15-18 per cent in two years. This has largely been through concentrated effort in addressing the customer needs.”

**Reaching Out**

For a private label, the best marketing and promotion initiatives can be achieved in-store and that is what retailers usually engage in. Another key initiative is reaching out to their loyal set of customers through the newsletters and SMSs, especially during the EOSS period.

Highlighting the marketing initiatives undertaken by Shoppers Stop for its private labels, Shirkhande reveals, “Shoppers Stop has been known for its distinctive tongue-in-cheek black and white advertising. However, we have deviated from this path for our private brands. In order to promote our private brands’ stories, we have designed a different colorful advertising campaign which retains the signature Shoppers Stop style and chic imagery while showcasing the USP of the individual brands.”

In the current fiscal, according to Khattar, Godrej Nature's Basket has nearly doubled the sales of their private label to their total sales. He shares, "We also sell this range through popular market places. The response to the range even on these sites has been quite exciting. We are still exploring opportunities to take this range further in cities where we are currently not present." On the marketing initiatives undertaken, Khattar shares, "We have engaged in a host of in-store promotions for our private label range. This includes in-store branding through posters and shelf talkers at various focal points in the store. The pick up and choice by the end consumers has been largely on its own and not supported by aggressive promotions."

Singhal talks about Purani Dlli's marketing initiatives stating, "We have promoted the brand through regular paper ads. We have also given it to consumers under special schemes."

Recently, Lifestyle International Pvt. Ltd. signed up Bollywood celebrity Kangana Ranaut as its brand ambassador for its private label brand - Melange by Lifestyle which is their contemporary ethnic wear brand. This well accentuates the

## Private label should only be ventured into when there is clear margin expansion opportunity or opportunity to offer consumer experience in a controlled manner.

importance given to the private label by the retailer. Commenting on the association, Kabir Lumba, managing director, Lifestyle International Pvt. Ltd. said, "Melange by Lifestyle has emerged as a preferred contemporary ethnic wear brand for modern women who have a keen sense of style and dress in a manner that amplify their individuality."

To ensure a better brand recall and visibility at the store when it comes to private labels, Roy accentuates the need for concentrated efforts on packaging to make the differentiation and create an impact. He says, "It is important to have continuous research and innovation in packaging and product differentiation."

### Way Ahead

Arvind Singhal, Chairman & MD Technopak is of the opinion that the market potential for private label can be better tapped. According to him, "I think that very few organized retailers have succeeded so far, with

the notable exception of Future Group and to a limited extent, Reliance Retail (Trends format in particular). I feel that in the coming years, e-tailers will have a better chance to succeed with their own private labels once FDI policy on e-tail allows such e-tailers to have inventory models rather than pure market place."

On the viability of private label in the online space, Gupta is of the opinion, "Private label is one of the strategies for profitability but not necessarily the only one. Private label can also be risky strategy since the retail pain points of product merchandising, inventory, warehousing and dispatch can be operationally very heavy for the marketplace." On the do's and don'ts that a retailer should ideally keep in mind when it comes to private labels, he minces no words when he says, "Private label should only be ventured into when there is clear margin expansion opportunity or opportunity to offer consumer experience in a controlled manner like higher quality products, faster service etc. Private label should not compete with other sellers on the marketplace platform and should have clear Chinese walls between in house brands and brands/products from other sellers. Sellers should not feel they are competing with the marketplace platform itself."

Shirkhande concludes highlighting the potential of private labels saying, "Private brands are a great way to differentiate oneself from the crop. When given the right treatment, fashionable private brands can be vehicles of customer loyalty. We have many customers who have been consistently shopping with us owing to their affinity for our private brands. So, it is a huge opportunity for retailers such as us." 



▲ LIFESTYLE



# RECOGNISING EAST INDIA'S POTENTIAL

IMAGES Group organised the 4th edition of the East India Retail Summit (EIRS) at ITC Sonar, Kolkata on the 18th March, 2016. The day-long event featured a wide-ranging conference addressed by powerful retail leaders and analysts, and an exhibition of retail innovation and retail real estate. The daylong event which discussed the scope of retail sector in eastern India saw the presence of business leaders from across the region who joined the summit to discuss and share information about the trends that that are there in the market.



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## INAUGURAL SESSION: THE EAST RETAIL WAVE

*Retail in Eastern India has been slow but steady. The industry dynamics has changed drastically over the last decade. This region has immense untapped potential and thus a lots needs to be explored. To discuss the dynamics of this market in detail, the stalwarts of retail industry gathered to discuss that how retailers in this part of the country are innovating their business models and building their strategies and future plan for staying attuned. The session was moderated by B S Nagesh, Founder, TRRAIN and the panelists comprised of Mohit Kampani, Managing Director, Spencer's Retail, Sushil Mohta, Managing Director, Merlin Group, Sanjeev Rao, Director - Business Development, Raymond Limited and Pankaj Renjhen, Managing Director - Retail, JLL India.*



▲ L TO R - SANJEEV RAO, PANKAJ RENJHEN, MOHIT KAMPANI, SUSHIL MOHTA

**M**ohit Kampani spoke about the growth of retail in Eastern India and penetration of the market by various premium brands. He added, “In Kolkata there has been a mass increase in the growth of premium brands and people are buying them like never before.” Agreeing that there has been a growth in the market Sushil Mohta said that “Micro markets have come up which are spread not only in the city but all around. The need of the hour is more efficient apartments with shopping convenience.”

The panel also pointed out that it was essential to explore newer retail formats especially in Tier II cities; for example a city like Bhubaneswar might not have the need for a structured mall like South City but an open format mall might work well there. Models where customers shop

and buy online and pick up from collection centres was also discussed. Pankaj Renjhen pointed out that, modernization has happened but in the upper ends of Kolkata only. “Traditional retail still continues. Such innovative models need to be explored in order to further propel the retail growth,” he said.

Sanjeev Rao illustrated that his brand has presence in 95 cities in east and is exploring on innovative retail concepts constantly. “Concept of made to measure with concierge facilities is a hit – as a part of this the consumer’s house is visited and there a customer will get the provisions not just to select the fabric and the design but even the buttons. The products will get delivered on time to the consumer. This is not a concept that has been tried out yet in eastern India but we hope to launch the service soon.”



▲ B S NAGESH

## NOT BRICKS VS. CLICKS: A HEALTHY OMNI CHANNEL RELATIONSHIP

*The second session on 'Not Bricks Vs. Clicks: A Healthy Omnichannel Relationship' highlights the need for effectively utilizing the Omnichannel strategies in order to make them instrumental for the brand's growth. The participants of the session were Rameswar Misra, Head of Marketplace, Voonik.com, Shiv Daswani, Director of Little Shop, Ajeet Sethia, CEO of Jewelforum.com, Nikhil Jain, Director of Rangoli, Kavita Samsukha, Proprietor of Indian Silk House and Ashish Tibrewal, Business Head – Kolkata of Big Basket, Soumyadip Bhattacharya, Product Head, Ginesys. Sunando Banerjee Channel Business Manager, APAC & ME, Open Bravo was the moderator for the session.*

Online is the way forward opined the participants in the session and concluded that today, retail organisations cannot afford not to be online.

Elaborating on the point, Shiv Daswani pointed out that the chain had started their online venture to reach out to tier II cities where consumers have heard about the brand but have no access to Little Shop products. “We are yet to capitalise from the ecommerce venture but we hope this is just a matter of time, and we believe this is achievable,” he said.

The brand is looking to shift to M-Commerce in the next 6 months. Daswani pointed out that “It is important that you reach a customer through all channel these days as customers are becoming more and more demanding.”

Kavita Samsukha, shared her thoughts and said, “Today people see

our products online and send their family in Kolkata to pick up products from our store. That way online, is surely driving offline sales. We believed in traditional business but in online, unless you own a brand, a consumer is not sure about the quality of the product and service. Physical presence is missing online. But I firmly believe a balance in online and offline shopping has to be there.”

“Going online has been although a herculean task for the brand and it has been a challenge to offer the best products as we sell handloom sarees and there is no bulk production. The delivery time taken is longer. Online service has additional cost to incur. But crossing all odds, we have successfully launched our own portal. It is surely better to go to virtual marketplace than establishing your own website as it involves a lot of marketing and brand building efforts. I see these



▲ L TO R - SUNANDO BANERJEE, AJEET SETHIA, SOUMYADIP BHATTACHARYA, RAMESWAR MISRA, NIKHIL JAIN, KAVITA SAMSUKHA, SHIV DASWANI, ASHISH TIBREWAL



“We are yet to capitalize from the e-commerce venture but we hope this is just a matter of time, and we believe this is achievable. The brand is looking to shift to M-Commerce in the next 6 months.”

- Shiv Daswani, Director, Little Shop



▲ AUDIENCES ENGROSSED WITH THE INTRIGUING SESSION

days, young ladies are selecting a sari online and are asking her parents to go to the store to buy the same piece, where a person can touch and feel the quality of a product. So there is no option for a brand but to be online,” she says.

Ajeet Sethia added that in even in the jewellery category, online was becoming an avenue to reach the masses. Sethia noted: Online and offline as per jewellery sales, is different. Online customers look for affordable prices and the best offers as to offline consumers and the styles are different too. We hope that in times to come this differentiation will fade away. Click and shop is not possible in our industry. But people are coming to the store with images available online and are getting customized designs done.”

Ashish Tibrewal said, “Omni channel is required because of the convenience,” he said. “A consumer goes to a store, tries out a branded shoe, for example, and gets to know the right size and then he goes back to the online store to get the best deals. Offline and Online shopping have to merge somewhere or the other, and this is the only way that retail industry will get a boom and number of happy customers will also increase,” he added. Big Basket is one of the largest and fast expanding online grocery stores, emphasized the criticality of Omni-channel transitions.

Talking about his brand he added, “The brand has started in Kolkata just a few months back and is completely a hit among the Kolkatans already. More than 11000 people have enquired to

open the store in the town and we are extremely happy to launch our online store for the people.”

Nikhil Jain remarked, “Both online and offline are catalysts to each other and this is the importance of Omni channel.”

“We have our own online store and as of now we are not planning for going to other big shopping stores online like Amazon. Omni channel for sure is the way forward,” he added.

Rameswar Misra pointed out that it is only via online retail that one can reach to 30,000 pin codes that are there in India. Voonik.com has over 70 lakhs customers at the moment. He also added that it has become really easy for businesses to go online. “Technology has vastly improved. New technologies are coming up where digital catalogues can be prepared simply from the print catalogues. We have an in house machine which can do image processing instantly and bring out a product catalogue perfect for digital use. As a result a brand can go online within days and by using such technologies retail can take a leap ahead in the coming years or so,” he says.

“Omni channel is presently catering to Tier 1 cities but will slowly move on to other tiers too,” he added.

Sunando Banerjee who was co-ordinating the event pointed out that for a modern retailer it was a must to provide their customer with an Omni channel which offered seamless approach to the consumer experience escalating retail performance. As consumers for the most important part of the retail business, so it was a must to know the consumer and analyse their demographics and behaviour in order to boost sales. Creation of a platform to store and organise master data and ensure proper maintenance of stocks along with effective utilisation of analytics was the right strategy for creating an Omni-channel, he pointed out.



▲ L TO R - SAGAR DARYANI, ARNAB BASU, BIYAS ROY

## ‘FOOD INNOVATION MASTERS SERVING THE MODERN DAY CONSUMERS’

*Food habits of modern Indian are changing fast and the new age food retailers are continuously working to bring in newer innovation in food patterns. Even street foods have received a new peck. The session featured prominent speakers from the foodservice industry who shared their experiences and opinions about food innovation. The panelists included Siddhartha Chatterjee, Director of Bhojohori Manna, Aditya Ladsaria, Co founder of Chai Break, Arnab Basu, Director of Mio Amore and Biyas Roy, Director of Arambagh’s Food mart, Kunal Pabrai, Partner, Pabrai’s Fresh N Naturelle and Shaun Kenworthy, Chef and Restaurant consultant. Moderated by Sagar Daryani, CEO and Co-founder of Wow! Momo, the session deliberated on innovation in food and dining experiences.*



▲ L TO R - SHAUN KENWORTHY, ADITYA LADSARIA, KUNAL PABRAI, SIDDHARTHA CHATTERJEE

“Consumers have changed. Eating out has become more of an opportunity for get together and a regular affair. Earlier people were happy with just good food but now innovation is a must. People of Kolkata understand food extremely well and so as a food entrepreneur we need to continually serve interesting and good food to the consumers if we have to stay in business. My brand has always aspired to do that and we have 31 stores presently. We have created innovative momos like chocolate momo and recently we have come up with a momo something akin to lasagna. Innovation is a continuous process for us,” Daryani said.

“The consumer is the god which I have learnt right from my initial days. You need to be focused on your field and you are sure to succeed,” he added.

Arnab Basu, agreed that innovation is a must and listed how he has continually incorporated innovation in his brand. “We shifted from Monginis to Mio Amore but always had the focus that the brand has been created to cater the necessities and not luxuries. Best products at affordable prices and that is what we wanted to do. We do continual innovation on news products and presently, we are experimenting with frozen products. Fresh baked products have been also started with us and this is a separate venture and not meant for the masses,” he says.

Basu pointed out how with effective and innovative use of technology the brand has tackled logistics issue like late delivery. “We have GPS in all our vans and so we can exactly track the location allowing us better customer service,” he adds.

Siddhartha Chatterjee, however, felt that innovation does not really work when it comes to food. He said, “Food habits are such that consumers are keen to follow the pattern of food they are accustomed to.” However, he added that customers are slowly opening up and keeping up with the trend Bhojohori Manna too has added a lot of innovative dishes which include Dudh Ilish (Hilsa prepared with milk), Babri Mutton (an oily but tasty recipe), Doi Komola and Tehari Biryani (a soggy biryani) all of which are recipes sourced from Bangladesh. Chatterjee pointed out that despite innovations their main dealings still remained with the traditional

dishes. “In the urban areas the market is ready but still in rural areas or outskirts people still cook food and do not eat out,” he said.

Chatterjee, also talked about his new retail venture Machlibaba set up in South Kolkata. In this raw fish selling store a person does not need to buy a whole fish but can buy a simple one piece of fish which is very convenient if you have less people in house or are staying alone.

Aditya Ladsaria spoke about how they have been constantly innovating and evolving with the brand. “We have 6 stores in Kolkata and 1 in Durgapur. We started in 2010 with a small space of only 60 sq ft but now we are selling in India, Thailand, China and we have plans to open new outlets and a restaurant even. Our stores are meant for people to simply loosen up. There are plenty of coffee shops but not tea shops, and it is this fact which made us, start this brand. We understand that we have to give something different, every time and so in every aspect we need to find innovative solutions. For example it is difficult to manage a big menu in small spaces and so couple of innovations is there. Mexican Pizzas are quite different from the regular pizzas and it is a huge hit. We have discussions with our regular customers and have come up with new things regularly.”

Ladsaria also opined that the prices of real estate are so high that it becomes necessary to run a café all day. Fulllest utilization of the space is necessary.

Speaking for the supermarket business, Biyas Roy opined



“ We shifted from Monginis to Mio Amore but always had the focus that the brand has been created to cater the necessities and not luxuries. Best products at affordable prices and that is what we wanted to do.

- Arnab Basu, Director, Mio Amore



▲ ONGOING EAST INDIA RETAIL SUMMIT SESSION

that recent trends indicate that consumers are becoming more health conscious. “Value for money is important but there is no compromise in quality.”

“Kolkata is different than other places of India. Ready meals are not that hit here as there are not much bachelors staying without families and those present do not love having it. Healthy breakfast, juices, frozen foods are an instant hit although. Cooking in less time with innovations is a hit in Bengal, especially in Kolkata. People are busy in trying restaurant foods at home,” she added.

Shaun Kenworthy who has been in 25 years or more in the industry said that India is still stuck with Indian flavours, but has now also started experimenting with oriental and Asian flavours and a bit of western flavors as well. “Different food items and flavors have come to India. Custom flavors or fusion is a

natural progression of the country. New technique and skills have come up. Lot of people is living alone and ready to eat food is a hit in this sector. In cities like Bangalore we find this mostly happening. People are ordering online these days which is definitely the future of the industry,” he said.

Kunal Pabrai changed track and reinvented his brand Tulika by choosing to focus exclusively on natural flavor ice-cream and not artificial flavor.

“Our fruit range is made from 100 per cent natural ingredients. Liquor ice creams are a hit. We are constantly working to provide the best ice-cream. Indians when they eat out, doesn’t think much about the fat content or issues akin to that and so varieties of yoghurt is still not that hit. However, in tune with the growing health consciousness we have started with 6 different sugar free ice creams for calorie conscious and diabetic people,” he said.

The panelists concluded that though many restaurants are shutting shops owing to myriad factors like high rental in food joints etc, restaurants that have good like Barbeque, Mocambo still continue to enjoy the appreciation of patrons. Innovation has to go hand in hand with the traditional and good food. – the session summed up.

## THE FRANCHISING POWER

*The next session on 'The Franchising Power' saw panelists such as Debjit Chakroborty, Technical Director of KMPG India, Vijay Dugar, Director of C S Trade Link, Suvankar Sen, Executive Director of Senco Gold, Tanay Agarwal, Director of Skipper Furnishings, Shitanshu Jhunjunwala, Director of Turtle, Kohinoor Mondal, Master franchisee (West Bengal), Jawed Habib's Hair & Beauty Salon, Arun Biyani, Director of Mobel India and Chinnikrishnan Kumarvel, Co-founder and CEO of Naturals Salon & Spa. These successful franchisors and franchisees shared their experiences and their reasons of why they have taken this route and the way ahead in the industry.*



▲ L TO R -DEBJIT CHAKROBORTY, VIJAY DUGAR, C K KUMARAVEL, ARUN BIYANI, SHITANSHU JHUNJHUNWALA

Speaking first on the issue Vijay Dugar said : “We were the distributors for Levis in eastern region and they faced a problem where they were not getting standardized service across the region. So what we did was take over the stores where we used to supply earlier and run the stores in the same way across 19 cities in eastern region and give Kolkata like experience at Durgapur, Siliguri, Silchar, Jorhat and other smaller cities. The answer for successful franchising is to ensure the family which runs the franchisee is the driving force of the business and have the same drive for the business. We have separate Operations Manager and we also lay stress on visual merchandise and source picture of

the store on a daily basis to see the hygiene level. We also have trainers to train the store personnel and help them approach their work in a better way. We also train them about new selling ideas as well as make them aware of what happens in store. The aim is to take them to a platform that is at par with Kolkata.” Trade Link owns master franchisee for Levis and Reebok in the eastern region.

Talking about the need for technology Debjit Chakroborty asked Suvankar Sen to talk about how their brand has invested hugely on technology to manage the business. Answering the business Sen said: “We have been in the franchisee business for the last 12-13 years and it has been a happy experience.

We have succeeded, made mistakes and rectified the mistakes. When we started off in the franchisee segment, the focus was to reach out to customer whom we could not reach out to otherwise. The competition was not there as these new customers wanted those kind of products that were not available like hallmark gold. We took it to the customers and they grabbed it. The first step to franchisee is to see that the product reaches there and then the focus is on branding and to get the customer experience right. Then comes the people who are working and it is here that technology comes in,” he says.

Tanay Agarwal spoke about how to ensure right mix of ecommerce and store selling .



“If the brand delivers more than 20 per cent return then franchisee will, invest. As a brand we connect on a one to one basis with the franchisee and know each one of them. They can connect with me anytime and if any store is going through a lean phase, then support is given if the reason is logical and reasonable.”

**- Shitanshu Jhunjhunwala,  
Director, Turtle**

“We are trying to merge the e-commerce site with the franchise store and we give business to the franchise store through e-commerce. We have developed a portal that gives the same experience as the store. The shipping of the product is done by the franchise and not by the Head Office. When we had initially started selling on e-commerce sites like Amazon and others, we received calls from franchise stores telling us how they will survive if we sell directly and give discounts. However now we have e-commerce and franchise and there are no complains. In fact our physical stores get support from the e-commerce site, not the other way round,” he said.

Shitanshu Jhunjhunwala said “Over 80 per cent of our stores are franchise and we have expanded by taking that route. Many franchises started with one store but now have many with multiple brands. In Indian context, foreign brands are

coming in and they are lucrative for the franchise and so it is a challenge for us to convince the franchise to stay with Turtle and not foreign brands. For that, one needs to be aspirational about ones brand and grow at a sustainable pace. If the brand delivers more than 20 per cent return then franchisee will, invest. Franchisees can connect with me anytime and if any store is going through a lean phase, then support is given if the reason is logical and reasonable.” Speaking on the topic Kohinoor Mondal said: “Javed Habib has no store of its own and it is a 100 per cent franchise only model in service industry. As a brand we have focused on small cities – to start with Javed held seminars across towns and cities where aspiring beauticians came to learn techniques from this iconic industry leader and to be certified by him. However, we looked at it as a way to establish a new salon. It was all about people and the market was there. Not only cities, it was villages we were targeting. We went on in this manner and trained the manpower. We selected the right partner, gave them training. The hair dressers and beautician, when they became partners, stopped cutting hair and managed a business. We

transformed a housewife into a salon owner. This module has been in use for the last 20 years. Right now, there are 60 hairdressing academies. When I started Javed Habib Hair Cutting Academy people laughed at me. However in Kolkata, there are 80-90 stores and we are fast moving onto small towns. Huge investment is not needed and a woman who used to earn ₹3000 10 years back now owns 5 salons. This is transformation.”

Talking about the potential of the Eastern Indian market for Mobel franchise and unveiling strategies how the brand would diversify in the Tier II and III cities and villages Arun Biyani said: “Mobel has recently ventured into the franchise business. The first one was opened on 22nd August 2015. Till last year, new models were released in April. It has been 10 years and Mobel has 6 stores of their own. Earlier, we wanted to expand on our own, but we realized that it was not a good strategy. Franchises are good to realize our potential and expand at an optimum pace. We have learnt that people want beautiful homes even in small cities and we are offering up market affordable product to them via our franchisee network. Technology has made customers aware.”



▲ L TO R - SUVANKAR SEN, KOHINOOR MANDAL, TANAY AGARWAL

## MAKE IN INDIA

*The summit also created a platform for an all women panelists to discuss and boost the 'Make In India' initiative in the Eastern India by getting the brands, retailers and renowned designers in such a forum. Prominent personalities present for the discussion were Binwant Kaur, Director of NIFT, well renowned designer Sharbari Dutta, Vineeta G Gupta, Designer & Owner of Earthwear and Giovanna Villani, The Global Creative Director of Torero Corporation Pvt Ltd. Moderated by Pallabi Basu, Retail Training & Consultant, discussed about the inspiration for the 'Make In India' initiative even before it was formerly launched in the country and also their way forward plans to reach globally.*

**E**ast India is the hub of kids wear and ethnic wear and this year's East India Retail Summit, thus was the perfect place to give a boost to the Make In India by bringing in brands, retailers and designers who are already working to explore the regional potential and take it to the international arena.

Talking about her long career designer Sharbari Dutta said: "I did my first exhibition in 1991, very informally, very casually; I never knew that I would be a designer. It was so informal that I did not invite media people. It was only word of mouth, friends and friend's friends. There were less than 100 pieces and that also very different, all traditional Indian menswear that is the backyard of Indian men's fashion. Nobody believed that it will sell but somehow or other, all of my pieces got sold, except for my colored dhotis. Nowadays, if you go and ask for a colored dhoti, you get it because there is a stock of it. Why there is a stock is because there are suppliers and why suppliers are having it is because there is demand and there is demand because designers have made a market for it. That is the work of a designer. This is the 25th year of success and I have been focused on men's wear. I used local craftsmen and local craft to embellish the garment. I believe there are many craftsmen in eastern India who have not been exposed properly along with works like kantha stitch. I use it on kurta, sherwani, Nehru jacket, shawl, dhoti and they have vast potential."

Talking about procurement from eastern region Vineeta G Gupta said that "The focus of Earthwear has always been the promotion of Indian crafts and stitch and so the topic Make in India is extremely relevant in my context. Our brand stands for the promotion of these crafts and because we are born and based out of Kolkata, it was natural for us to explore the craft of this region. We also explore craft of other region like Jaipur. So we do a lot of bagru and daboo print, block print. We do kalamkari from south, gajrak from Gujarat and mangalgiri. We are also dedicated to the revival of kantha and the craftsmen of Bengal. There are a number of cluster in the rural village who in work on an ongoing basis, 365 days a year. The biggest challenge I have faced is working with the artisans and making them disciplined, ensuring the quality of work, making sure a thing which has to be done in

a certain way is done in that way and making them adhere to time. These are the problems that are faced by most of the people who work with the rural artisans," she said. "Most of the time, crafts wear is associated with designer wear but we have made it affordable. That is our motto, making it commercial," she adds.

Answering the question how can one develop the right set of skills Binwant Kaur from NIFT said: "Our aim at NIFT is to incorporate elements of craft cluster initiative in the curriculum so that the students coming in with dreams to become big designers also realize that there is a rich heritage of India. We have initiative where the students go to villages for 10 days and stay there. It is a baseline survey they start with and look at the processes and tools that are used. They look at options of marketability of the crafts and I see that Sabyasachi, Shantanu Goenka,



▲ L TO R - NUPUR KANOI, VINEETA GUPTA, PALLABI BASU, SHARBARI DUTTA



Kallol Dutta, Sayantan Sarkar and many more who have graduated from NIFT have made their own efforts to incorporate those elements. As they progress, we teach them about the technological import because there should be a blend of the Indian crafts and textile and technology so that they can be blended and more can be done. Improvisation, product diversification are needed and for that, software used in industry so that students do not waste time on sampling but have infinite visual possibilities straight on graphics screen before you come out with the product,” she says. “ During trips to the grass root levels we understood the need for technology there and started a CAD centre at Fulia. Craftsmen are using that when designing sarees. The fashion industry is peculiar, tries innovation, and here want to couple technology and tradition. This industry has a low price point, small margin and so we must look out to redesigning the supply chain,” she adds.

The session concluded on the note that to basically make this ‘Make in India’ a success we do need extremely skillful and knowledgeable workforce. Furthermore, the Indian government needs to give some sort of benefits to the women entrepreneur and also create a lucrative environment for smaller brands to exist.

## MALL RENAISSANCE - KEEPING UP WITH THE TIMES

*In the last session, mall owners, operators and retail tenants discuss the way ahead on flourishing in the highly competitive online and e-commerce era with innovative ideas. The speakers present on the panel were Arijit Dutta, Director, Priya Entertainment, Barnali Sengupta, Vice President Retail, Jones Lang La Salle, Lalit Jain, Property Head, Spencer's Retail, Nitin Raj Behl, General Manager – Business Development, Cinapolis, P.S. Rawat, VP –Acropolis, Rajib Mukherjee, General Manager – Operations & Business Development (East & MPCG), Lifestyle International, Sarat Binani, Director –Himalaya Optical, Sidarth Pansari, Managing Director – Primarc Group, Khushboo Saraf, Forum Projects and Yashovardhan Gupta, Director, Torero Corporation. Moderated by Sanjeev Mehra, Vice President, Quest Mall (CESC Properties).*

The session reflected on how mall owners are now embracing more experiential and customer engaging strategies which is creating unique measures to exceed the expectations of the internet savvy consumers. According to him, “the mall is a livespace, every day the person who comes in to spend his money has a very difficult job.” The cinema business is a very tough business and to elucidate Nitin Raj Behl talked about his experience as a multi operator in India, the evolving customer demands and the changing aspirations. Arijit Dutta explained about the strategies

that worked for the brand in these years. He stated that, “Marketing and Positioning are two most important things. The upgrading of Priya Hall had positioned the brand in a different league altogether at a time when no multiplexes were there in the country. This was a time when theatres were not maintaining themselves and I thought of upgrading myself that positioned me differently from others. At that point of time, I thought of placing Priya differently and making it a heritage place. I started screening quality Bengali films with Hindi films running parallel. I had the massive loyalty of



▲ L TO R - GIOVANNA, BINWANT KAUR



▲ L TO R - ARIJIT DUTTA, PS RAWAT, LALIT JAIN, NITIN RAJ BEHL, RAJIB MUKHERJEE

the customers. We have a restaurant and lounge in the basement which we will convert into a semi retail space. I have recently come into the mall business and what I have understood is that the more vibrant it is, the more changes there are, it adds to the attention and footfall of a mall and to the plexes as well. The malls have been coming up in Kolkata and we have to reinvent ourselves, brainstorm to be interactive and get eyeball and footfalls to the properties.

The next speaker, Rajib Mukherjee, talked about how he is keeping his products and the brand relevant to his customers. Mukherjee believes that to make yourself relevant you need to know what your customer wants. He highlighted the new and emerging customer trend and behavior which is known as Millennial Customer or customer's who are born after the 90's. "So first we need to get an understanding of these millennial customers, their needs and requirements. They are the kids on the block. The trend of the millionaire is apparent in the buying behavior of the customer and they prefer function over brand. Most work in very good companies and even abroad. Rather than buying a luxury car, they would buy a lesser car and rather than buying a Shantanu and Nikhil would prefer a runaway brand which are available at Max and Lifestyle. They want to look different everyday and these are disposable fashion. Because of them, we are no more talking of customer service but customer experience."

According to Yashovardhan Gupta, "Police is an urban street brand. The brand wants to focus their Avant garde collections on the millennials."



“I don't know what the customer wants. To stay relevant in the business, the brand has to evolve with the times.” He also adds, “Since I believe that Retail is a very local business so every store that we open in various locations is very different in size and concept.”

- Lalit Jain, Property Head of Spencer's



▲ L TO R - SARAT BINANI, SIDDHARTH PANSARI, KHUSHBOO, YASHO GUPTA, BARNALLI SENGUPTA

Khushboo Saraf from Forum Projects talked about the transformation of the brand. Forum Mall is in its 14th year and was the first mall that integrated cinemas and shopping together in east India. She reiterated, "Customers have changed overnight and the experience that they want now is evolving. Hence, even we as mall operators need to evolve with the changing times. We are trying to ensure that every little element is taken care of. We not only focus on the requirements of the millennial but also target the older generations as the mall is for everyone." Torero Corporation is an exclusive global licensee of various luxury brands such as Cross, Police, Cosmopolitan.

Siddharth Pansari highlights the strategy that worked for him in Durgapur. According to him, "Firstly, local entrepreneurs are better in marketing the mall in smaller cities like Durgapur. Secondly, not keeping any space vacant in the malls and opening a service centre garners a lot



▲ SANJEEV MEHRA

of footfalls in the mall." Lastly, P. S. Rawat majorly talked about the way forward plans for the newly opened mall in the city. The session concluded on a note that malls should reinvent themselves and think out of the box to drive footfalls as well as mall heads and retail tenants should partner and brainstorm for innovative ideas to keep their customers/visitors hooked.

Overall the sessions were enriching and enlightening. As Sagar Dayaani summed up echoing his sentiments and most other retailers in the session : "To be in retail business and in fact any business you need to be aware and forums such as East India Retail Summit allow us to be aware, gain knowledge base and be trendsetter in industry. East India Retail Summit is a boost for the start up brands as they get to learn a lot from the leaders of the industry." 

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# IMAGES EAST INDIA RETAIL AWARDS 2016

The best-performing companies and individuals from the East Indian retail industry were honoured and appreciated for their achievements through the Images East India Retail Awards held on March 18, the awards were powered by one of the biggest and most renowned conglomerate of Kolkata, Forum Group. Their MD RAHUL SARAF also addressed the felicitation evening with his enthralling speech.



▲ RAHUL SARAF, MD, FORUM GROUP ADDRESSING THE AUDIENCES AT 4TH EDITION OF EAST INDIA RETAIL AWARDS.

## ★ ★ THE AWARDEES OF EIRA 2016 ★ ★



### IMAGES MOST ADMIRABLE RETAILER OF THE YEAR (MENSWEAR)

#### TURTLE

- Turtle has pan India presence with 90 stores in 41 cities
- Currently operates 76 stores in 41 cities all across East India
- 16 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 18 per cent over the previous year
- Same store sales grew by 18 per cent

*Presented By:* **Rahul Saraf, MD**, Forum Group & **Amitabh Taneja CMD**, Images Group

*Received by:* **Shitanshu Jhunjhunwala**, Director, Turtle with team members

### IMAGES MOST ADMIRABLE RETAILER OF THE YEAR (MENSWEAR - INDIAN)

#### MANYAVAR

- Pan India presence with 400 stores in 41 cities
- 14 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 28 per cent over the previous year
- Sales per sq. ft grew by 8 per cent over the previous year

*Presented By:* **Rahul Saraf, MD**, Forum Group & **Amitabh Taneja CMD**, Images Group

*Received by:* **Sushil Agarwal**, Vice President & **Joydeep Das**, GM – Retail Expansion, Manyavar



### IMAGES MOST ADMIRABLE RETAILER OF THE YEAR (DENIMWEAR)

#### HOFFMEN FASHIONS

- Hoffmen with its operational 70 EBOs has a recent but a solid customer base of over 150000 customers which hail from more than 48 cities across India.
- 27 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 19 per cent over the previous year

*Presented By:* **Binwant Kaur**, Director, NIFT

*Received by:* **Harsh Rungta CEO**, **Amit Rungta**, Director & **Aayush Rungta CEO**, Hoffmen Fashions



**IMAGES MOST ADMIRED WOMENSWEAR BRAND (WOMENSWEAR- INDIAN)**

**PRAPTI**

- Currently operates 21 stores in 7 cities in East India.
- 32 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 33 per cent over the previous year
- Adding 6 new stores this year in East India and planning to 10 new stores in the coming year.

*Presented By:* **Binwant Kaur**, Director, NIFT

*Received by:* **Prapti Agarwal**, Director – Prapti with her team

**IMAGES MOST ADMIRED RETAILER OF THE YEAR (HOME & OFFICE IMPROVEMENT)**

**MOBEL FURNITURE**

- Currently operates 9 stores in 9 cities across East India.
- 90 per cent growth in retail space over the previous year increasing 47000 sq. ft. retail space
- Total annual sales turnover of brand grew by 19 per cent over the previous year

*Presented By:* **Sharbari Dutta**, Designer

*Received by:* **Aparna Biyani, Manish Biyani**, Director, **Arun Biyani**, Director & **Radhika Biyani** from Mobel Furniture



**IMAGES MOST ADMIRED RETAILER OF THE YEAR (HOME FASHION)**

**SKIPPER FURNISHINGS**

- Currently operates 14 stores in 7 cities all across East India.
- 17 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 27 per cent over the previous year
- Sales per sq. ft grew by 9 per cent over the previous year
- Came store sales grew by 13 per cent

*Presented By:* **Sharbari Dutta**, Designer

*Received by:* **Tanay Agarwal**, Director & **Shonak Agarwal**, Director, Skipper Furnishings





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## IMAGES MOST ADMIRER RETAILER OF THE YEAR (OSR)

### WOW! MOMO

- Pan India presence with 62 stores in 8 cities
- Currently operates 33 stores in 2 cities in East India.
- 71 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 75 per cent over the previous year

*Presented By:* **Surekha Bihani**, City MD, JLL

*Received by:* **Sagar Daryani**, Co Founder & CEO, **Binod Kr. Homagai**, COO, **Sulagno Chatterjee**, City Head & **Miftaur Rahman** CFOO Wow! Momo



## IMAGES MOST ADMIRER RETAILER OF THE YEAR (FOOD SERVICE)

### MIO AMORE

- Currently operates 212 stores in 14 cities all across East India.
- 8 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 13 per cent over the previous year
- Same store sales grew by 13 per cent

*Presented By:* **Surekha Bihani**, City MD, JLL

*Received by:* **Arnab Basu**, Director, Switz Foods Pvt Ltd

## IMAGES MOST ADMIRER RETAILER OF THE YEAR (EYEWEAR)

### GKB OPTICALS

- Pan India presence with 79 stores .
- Curently operates 20 stores in 6 cities in East India.
- 9 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 10 per cent over the previous year
- Clocked highest growth in sale volume of 18 per cent

*Presented By:* **Pramod Dwivedi**, Head Marketing & Customer Care, Real Estate Division, Ambuja Neotia

*Received by:* **M Rahman**, AGM Marketing, GKB Opticals





## IMAGES MOST ADMIRER RETAILER OF THE YEAR (KIDSWEAR - MBO)

### LITTLE SHOP

- Currently operates 8 stores in 2 cities in East India.
- same store sales grew by 18 per cent
- Tie ups with brands like Mothercare, Chicco, Johnsons , etc

*Presented By:* **Pramod Dwivedi** , Head Marketing & Customer Care, Real Estate Division, Ambuja Neotia

*Received by:* **Shiv Daswani**, Director, Little Shop

## IMAGES MOST ADMIRER RETAILER OF THE YEAR (NORTH EAST)

### SOHUM SHOPPE

- Currently operates 5 stores in 3 cities in East India.
- Total annual sales turnover of brand grew by 15 per cent over the previous year

*Presented By:* **Abhishek Bhardwaj**, Sr. VP Marketing, Shristi

*Received by:* **Rohit Pareek**, Head-Ops & Marketing, Sohum Shoppe



## IMAGES MOST ADMIRER RETAILER OF THE YEAR (BIHAR)

### KASHMIR VASTRALAYA COLLECTIONS

- Currently operates 5 stores in 3 cities with retail space of 40,500 sq ft.
- Total annual sales turnover grew by 15 per cent over the previous year

*Presented By:* **Abhishek Bhardwaj**, Sr. VP Marketing, Shristi

*Received by:* **Chirag Vyas** , Partner, **V C Marketing** on behalf of Kashmir Vastralaya Collections



## IMAGES MOST ADMIRER RETAILER OF THE YEAR (ODISHA)

### AMBER

- Currently operates 5 stores in 3 cities in East India.
- Total annual sales turnover of brand grew by 15 per cent over the previous year

*Presented By:* **Nilanjana Chakraborty**, Social Activist & Jewellery Designer

*Received by:* **Piyali Oberoi** on behalf of Amber



**IMAGES MOST ADMIRER RETAILER OF THE YEAR (SHOP IN SHOP):**

**APPLEEYE**

- Currently operates through 92 shop in shop in 70 cities across India.
- Operates 5 shop in shop in 3 cities in East India.
- 13 per cent growth in retail space over the previous year
- Total annual sales turnover of brand grew by 53 per cent over the previous year

*Presented By:* **Nilanjana Chakraborty**, Social Activist & Jewellery Designer

*Received by:* **Alok More & Varun More**, Director, Appleeeye



**IMAGES MOST ADMIRER RETAILER OF THE YEAR (CONVENIENCE STORES)**

**ARAMBAGH'S FOODMART**

- Currently operates 39 stores in 8 cities all across East India.
- 6 per cent retail space growth over the previous year
- Total annual sales turnover grew by 14 per cent over the previous year
- Same store sales grew by 8 per cent

*Presented By:* **B S Nagesh**, Founder, Trrain

*Received by:* **Biyas Roy**, Executive Director, Arambagh Foodmart Pvt Ltd

**IMAGES MOST ADMIRER RETAILER OF THE YEAR (HYPERMARKET)**

**SPENCER'S**

- Pan India presence with 121 stores in 36 cities, operates 25 stores in 7 cities all across East India.
- 13 per cent growth in retail space over the previous year, total annual sales turnover grew by 17 per cent over the previous year
- Sales per sq. ft grew by 10 per cent over the previous year

*Presented By:* **B S Nagesh**, Founder, Trrain

*Received by:* **Bhaskarjyoti Bhowmick**, DGM Properties & Lalit Jain Property Head, Spencer's



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