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12 NATIONAL NEWSMAKERS MERGERS & PARTNERSHIPS MARK FMCG SECTOR'S GROWTH STORY

2018 is turning out to be a great for Indian FMCG brands as Sri Sri Tattva and Patanjali sealed strategic partnerships with big brands for a more wholesome consumer experience



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16 INTERNATIONAL NEWSMAKERS INTERNATIONAL RETAIL MARKET MAKES STEADY MOVES AS Q1 APPROACHES

As the retail industry approaches the first quarter of the year, the International market is busy introducing new strategies to keep the profit juggernaut rolling



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20 IN CONVERSATION TREE OF LIFE AIMS TO BRING EMERGING FOOD CATEGORIES, BRANDS & TRENDS TO THE INDIAN CONSUMER

Harshita Gandhi, Managing Director along with Ajay Bajaj, Chief Operating Officer, Tree of Life, talk about their journey, collaborations and the future roadmap of the brand

24 MARKET LEADERSHIP RETAIL IS NO LONGER A STORE-COUNT GAME

adidas to operate fully owned single brand-retail stores as well as cash-and-carry wholesale business under a single entity in India



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28 INTERVIEW 2018 WILL BE THE YEAR INNISFREE EXPANDS AGGRESSIVELY IN INDIA innisfree aims to introduce world class technology to provide a highly enhancing brand experience that overcomes the limits of time and space

30 SUCCESS STORY PRODUCT INNOVATION HAS BEEN THE KEY TO WOW! MOMO'S SUCCESS

Sagar Daryani, Co-Founder and CEO, Wow! Momo, talks about expansion plans, category expansion strategies and his global dream



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[COVER STORY] EAST INDIA MALLS: THE SUNRISE SECTOR OF THE INDIAN RETAIL INDUSTRY

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East India mall developers talk about the growing culture of shopping malls, luxury brands and trends that are attracting consumers as well as foreign investors to the region



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EAST INDIA'S RETAIL CZARS TALK GROWTH, CHANGE & INDUSTRY TRENDS

A combined effort by both central and state governments in terms of appropriate zoning laws, transparency in ownership and availability of loans for retail real estate are playing a decisive role in making east the new retail hub of the country

34 THE RISING EAST EAST INDIA IS THE RETAIL MARKET TO BE IN OVER THE NEXT DECADE

The rise in consumer demand is making the region a veritable diamond mine for retailers

66 INITIATIVE GREAT OPPORTUNITY FOR THE EASTERN HANDICRAFT INDUSTRY

Manjusha and Biswa Bangla are working actively to promote the handicraft and handloom sectors, while preserving the East's cultural heritage

72 RESEARCH TRADITIONAL RETAIL FORMATS REMAIN STRONG IN KOLKATA

Euromonitor's research on how malls are acting as a gateway for premium players rather than traditional shopping destinations

76 LAUNCH THE FOOD COURT SPECIALISTS ARE HERE Just Food Kolkata aims to revolutionise the food court business

78 EVENT REPORT INDIA FOOD FORUM 2018 Charting a growth map for Food Grocery, Food Service & Startups

88 AWARDS INDIA FOOD FORUM 2018 AWARDS IMAGES Group honours Indian Food & Grocery Retailers & Innovative Food service Concepts

92 MAKEOVER A PEEK INSIDE INFINITI MALL'S PRECINCT Infiniti Mall is at the forefront of serving society, not only in the form of food, shopping and entertainment, but also by taking initiatives on social causes

94 STUDY GLOBAL FOOD & DRINKS TRENDS OF 2018 Mintel identifies five key trends that reflect 2018 consumer themes