

CONTENTS

MAY 2013

IN THIS ISSUE

Entertainment 34

"We create an experience that cannot be replicated at home"

Gautam Dutta of PVR talks about the relevance of innovation in gaming industry and the key learnings in the business

Retail Excellence 37

Walking on a Success Path

Kolkata-based footwear retailer Touristor is bullish on expanding nationally

Entrepreneur 40

Going Big with Biba

Success story of Meena Bindra, Chairperson, Biba

Profile 60

Delsey's Second Inning in India

Post re-entering Indian market in 2011, Delsey is aggressively rolling out expansion plans

Regional 64

Local Retailers in Northeast Look for Opportunities

Understanding the potential, support requirements and challenges of the Northeast India to boost the retail business

Fashion 68

Shreem Jeweler

Shreem Jeweler entered the retail business last year and plans to expand its footprint in North India

Expert Speak 70

The Starbucks Learning Curve

What budding retail chains in India should learn from the speciality coffee giant Starbucks

Learning 74

10 Things Walmart Doesn't Want Other Retailers to Know

Lessons you can use to turn great services into your store's competitive advantage.

Opinion 80

Think Creative and Create Excitement for Customers

Retailers across various segments are required to think creative in order to entice customers to shop more

Technology 82

Traceability in Food Retailing: A Buffet of Options

How technology can help the food retailers in significantly improving their supply chain

Design 86

It's All About Design

Manuu Mansheet analyses retail stores based on his expertise in VM and retail design

Online Retail 90

Merchant Credit Card EMI: Driving Sales in Retail

How merchant credit card EMI has grown sales of products on EMI

REGULARS

10 International Round Up

16 National Updates

30 New Openings

92 Personality of the Month

94 Index

WHAT LIES AHEAD for DEPARTMENT STORES in India?

MODERN INDIAN DEPARTMENT STORES HAVE EVOLVED SIGNIFICANTLY IN THE LAST DECADE. THESE PLAYERS HAVE NOT ONLY REALIGNED THEIR PRODUCT OFFERINGS BUT ALSO HAVE MOVED FORWARD TOWARDS PROVIDING OTHER VALUE ADDED SERVICES SO THAT THE CONSUMER KEEPS COMING BACK TO THEIR STORES. IMAGES RETAIL GETS UP CLOSE AND PERSONAL WITH SOME OF THE MAJOR DEPARTMENT STORES IN INDIA AND ALSO TAKES A CLOSER LOOK AT WHAT LIES AHEAD

Cover Photo Credit:
Lifestyle, Ambience Mall, Vasant Kunj, New Delhi

Cover Story 46

