

# 50 *Innovative* Online!

## *Retail Concepts*

FROM ACROSS  
THE WORLD!



Business news we hear as reports of great success and massive investments in online business. Really great news is that Indians are beginning to feel comfortable with on-line shopping, with an average active-online Indian already spending more on-line than his Chinese counterpart. As this business space heats up, I am sure we all await the next level of its evolution.

COVER STORY **36**



### 12 **INTERNATIONAL ROUNDUP**

Global retailers for sure have pulled up their socks ahead of the holiday season. With the encouraging numbers posted by brands like Michael Kors, which posted a growth of 42.7 per cent compared to last year, there are reasons enough to cheer.

### 14 **NATIONAL ROUNDUP**

It's time for the apparel brands to show some movement in the stagnant retail market. So Monte Carlo Fashions is all set to raise ₹350 crore through an offer on sale by promoters group and private equity firm Samara Capital, while, Levi Strauss & Co has finally turned profitable in India,-

### 18 **PROFILE**

Founded in the year 1991 as a processing plant, Suditi Industries has grown in both size and scale over the years. The company has a set-up that includes knitting, dyeing, printing, finishing and garmenting departments.-

### 20 **INTERFACE**

In an elaborate discussion with IMAGES Retail, Vasanth Kumar, Executive Director, Max Fashions talks about their pragmatic step of associating with Flipkart.com and how and why omni-channel retailing will become market reality for the retail sector.

### 24 **BRAND WATCH**

Founded in London's East End by Morris Cooper in 1908, Lee Cooper is the original British denim brand with an international appeal and a loyal fan base in over 100 countries worldwide.

### 26 **MARKETING**

Marketing lies at the heart of any successful business. There are various functions under the aegis of marketing like advertising, public relations, promotions and sales. A company may be offering the best of the products but the potential customers will never know about them if they are not marketed properly.

### 30 **LOYALTY**

What makes our younger Indian consumers different? Are they any less loyal than consumers in other countries? How should Indian brands appeal to the needs of our newly digital consumers? These are the sorts of questions we recently explored in our Aimia Loyalty Lens online survey conducted across 24,335 respondents in 10 countries including 2,849 here in India. Let me give you a snapshot of what we found.



# DECEMBER 2014 CONTENTS

## 34 M-COMMERCE

Retail is one of the fastest growing sectors in India, ranking second amongst the world's largest consumer markets, and is expected to increase to US\$ 750-850 billion by 2015. The future of the Indian retail industry shows terrific potential with the continuous market growth, favourable government policies and emerging technologies.

## 74 IN CONVERSATION

Número Uno began its journey in the year 1987, as was hailed as one of the first Indian denim brands. With jeans at its core, Número Uno offers a complete range of apparels and accessories.

## 78 TÊTE-À-TÊTE

Personalised gifts are now a popular search keyword in Google and consumers are increasingly demanding personalisation in gifts.

## 82 STRATEGY

In 2009, Amazon.com acquired Zappos.com, a niche e-commerce company that sells shoes and clothes. Again, in the year 2010, it acquired Quidsi, Inc., which operates Diapers.com, an e-commerce venture that sells baby products.

## 86 CONCEPT

Brand Factory, India's largest fashion discount store, was launched in 2006. The first store, touted as the destination store of the company, opened doors at Marthahalli in Bengaluru.

## 88 SCM

India's retail market is expected to grow at a CAGR of 13 per cent to reach around US\$950 billion. Currently, organised retail penetration that is estimated at 7.5 per cent, is expected to reach 10 per cent by 2018 clocking 19-20 per cent p.a. growth.

## 92 SECURITY

The Indian retail industry is on a roll. The country ranks fifth, among the largest retail markets in the world. The market size of the Indian retail industry was around US\$ 500 billion (Source: IBEF) in 2013, and it is expected to grow at the rate of 15-20 per cent per annum.

## 96 PERSONALITY OF THE MONTH

Vishal Singh, Business Head, Vans India (part of VF Corporation)

## 98 INDEX