



# SOUTH INDIA AN OVERVIEW

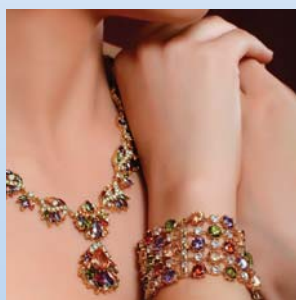
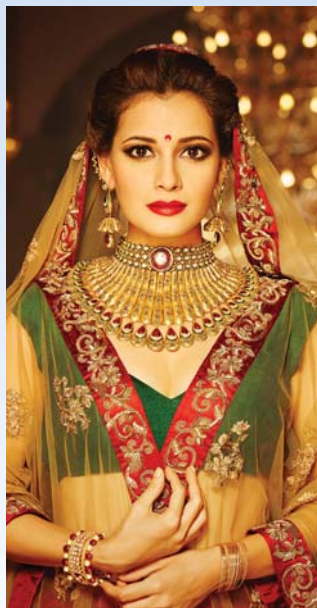


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**COVER STORY**

The cover story of IMAGES Retail's December issue focus on Southern region of India, which comprises of five states including Andhra Pradesh, Telangana, Karnataka, Kerala and Tamil Nadu and three Union Territories of Puducherry, Andaman & Nicobar and Lakshadweep islands with combined population of 252 million persons. The feature throws light upon the exhaustive description on state profiles and a cursory view of the retail market along with a thorough glance on retail real estate scenario of this region.

- 12 **INTERNATIONAL ROUNDUP**  
Global retailers seem to be upping their ante to combat the crisis in Chinese markets. German fashion house Hugo Boss expects challenges in China and the US market to keep a lid on sales growth next year, but it said it would keep investing in its website and stores.
- 16 **NATIONAL ROUNDUP**  
Apparel startups are trying to get a firm grip on the market through fresh rounds of fund infusion. While, character merchandising startup Superhero Brands has raised ` 3.6 crore from Deepak Shahdarpuri-led consumer-focused early-stage venture capital firm DSG Consumer Partners, Craftsvilla.com, an online marketplace for ethnic products, has set aside a little over a quarter from its latest round of funding.
- 26 **REPORT**  
Looking across the globe, the average millennial (aged 16-30) with internet access spends 3.2 hours a day on their mobile devices - the equivalent of 22.4 hours - almost a whole day - every week. That's 1,168 hours or 49 days over the course of a year.
- 28 **VIEWS**  
In the pre-internet era, flow of information was to a great extent unidirectional, that is, from corporations/media houses to consumers. But with the rapid diffusion of the internet, not only did the world witness a paradigm shift, but even in India, we observed a fundamental change not only in consumer behavior but also the way companies' function and chalk out tactics to reach out to their consumers.
- 30 **LOGISTICS**  
As India wastes 40 per cent of its produce before it reaches the shelf, the time is ripe for a revolution in food collection, storage and distribution in this country. To take advantage of it, downstream retail and CPG companies will need to work a little differently and build new capabilities
- 60 **SOUTH INDIA'S LEADING FASHION RETAILERS**  
The South Indian market has taken longer than other markets to absorb new influences. While this preference for traditional retail is fast changing, the southern market still remains quite distinct from the other three markets.



# DECEMBER 2015 CONTENTS

## 116 SOUTH INDIA'S LEADING F&G RETAILERS

The food and grocery retailing in India is witnessing an enormous shift thanks to a change in consumer thinking and therefore in consuming patterns. This in turn has impacted the business growth.

## 116 SOUTH INDIA'S LEADING JEWELLERY RETAILERS

Gold is a symbol of prosperity, social security, luxury, family pride, social status and fashion in India, the largest consumer of gold across the world. The yellow metal has a high emotional value and it appeals to all generations equally.

## 152 PROFILE

Haute Horlogerie category watches have bounced back on the retail map with new designs and technology for the younger generation. Images Group talks to watch industry expert, Niladhri Mazumder, Vice President, Seiko Watch Pvt Ltd on retailing of watches in an evolving market like India.

## 156 IN FOCUS - JEWELLERY

The Indian Gems and jewellery market is robust. With a market size estimated in the region of Rs. 3 lakhs crore per annum, the sector is the second highest employer after the IT industry. It employs roughly 2.5 million people and contributes about 7 per cent of India's GDP. India is the largest consumer of gold in the world. It is also the largest exporter for diamonds. According to the GJEPC 9 out of 10 diamonds in the world are cut and polished in India.

## 166 IN FOCUS - FASHION ACCESSORIES

With the market base expanding and gaining traction, fashion accessories pose to be the upcoming industry in the coming years. The article gives a sneak peak into operating realities of the growing market both in online and offline space.

## 172 IN FOCUS - TIMEWEAR

The last two years have been challenging for the ` 6500 crore Indian watch industry due to the weak consumer sentiment and sluggish Indian economy. Watch category has lacked consumer appeal as compared to apparel, mobile phones and other accessories. The industry has been fighting for wallet share with these categories. Despite the sluggishness, the industry has grown albeit modestly at the rate of 7 per cent to 8 per cent. On the brighter side, the fashion and luxury segments have registered a faster growth rate as compared to the mass segment. Anil Prabhakar provides an in depth analysis of this exciting category to the readers of IMAGES RETAIL.

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