

CONTENTS

FEBRUARY 2012



IN THIS ISSUE

46 Event **East India: The New Epicenter of Modern Retail**

The second edition of the East India Retail Summit (EIRS), held in Kolkata on January 11-12, was packed with retailers, national and regional brands, as well as mall developers. An indepth report.

63 Awards **IMAGES East India Retail Awards 2012**

As part of the EIRS event at Kolkata, the IMAGES Group felicitated and honored the best-performing retailers and brands of the East.

82 Human Resource **The Real Heroes of Retail**

TRRAIN founder BS Nagesh shares his views about how to reduce the attrition rate among customer-facing staff.

86 Online Retailing **Selling Online? Dump the Discounts!**

Harminder Sahni offers a radical proposition to online retailers: stop giving discounts!

88 Logistics **Cruising Ahead: The Retail Logistics Outlook in India**

With increased investments in the Indian retail logistics industry, the sector is going to see consolidation soon, says Rachna Nath.

DESIGN

92 Ruosh, Bangalore

This recently launched showroom has a unique interior layout and design. The space is neatly demarcated into various zones, showcasing different categories of shoes and sandals.

Q n A

30 Synergy Cards

Ajit Chauhan, Director of Synergy Promotions & Marketing Services, speaks about his company's growth strategy and plans to emerge as a pan-India brand in the near future.

74 An Eye for Growth

Sarat Binani, MD of eyewear retailer Himalaya Optical discusses the eyewear market in India, the challenges faced by the industry, and its growth prospects.

REGULARS

10 International Updates

18 National Updates

98 New Store Openings

102 Situations Vacant

104 Index

COVER STORY: FDI

36



Single Brand Cheer!

WILL FOREVER21, DESIGUAL, AND IKEA CHANGE THE INDIAN RETAIL LANDSCAPE? WHAT DOES 100% FDI IN SINGLE-BRAND RETAIL MEAN FOR RETAILERS, DEVELOPERS, MANUFACTURERS, AND INDIA ITSELF?