

# CONTENTS

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## IN THIS ISSUE

Interview .....	32
<b>"We plan to open up in cities that have never been explored by organised retail"</b>	
An exclusive interaction with Kinjal Shah, COO, Crossword Bookstores.	
Profile .....	38
<b>Gaming Time</b>	
Video and computer game retailer Game4u currently has 7 outlets and is targeting to hit 50-store mark by 2015.	
Market Watch .....	40
<b>Pop Hit</b>	
Pop-up retail has been catching up really fast in India.	
Profile .....	74
<b>Fresh Air from Antiques</b>	
Rajkumar Jain's designer fan business Anemos is taking on new meaning in the world of interiors.	
Interview .....	80
<b>"Costa Coffee's India business is registering 20% like-for-like sales growth"</b>	
Santhosh Unni, CEO, Costa Coffee India, discusses the key learnings in the business and company's expansion plans.	
Retail Excellence .....	82
<b>Seafood Catches Up</b>	
Business review of Prawn Crunch's master franchisee for Andhra Pradesh.	
Brand Watch .....	86
<b>Making Divas of Everyone</b>	
Trendy Diva opened with a small ripple but is now ready to take on the big guns.	

Entrepreneur .....	88
<b>But Natural</b>	
Success story of Raghunandan Kamath of Natural Ice Cream.	
Retail Excellence .....	92
<b>Grow with Biba</b>	
A chat with the best performing franchisee of Biba on investment and business support.	
Column .....	94
<b>Three 'I's to Watch Out for in 2013</b>	
Harminder Sahni talks about the three 'I's that would help Indian retail sector to become more efficient.	
Column .....	98
<b>Retail CEO: Business Man, Peed Piper and Juggler – II</b>	
Retail CEOs need to understand all business concepts and train their team in order to manage complexity, says BS Nagesh.	
Column .....	100
<b>Building Brands with Facebook</b>	
Vandana Chaudhry discusses the impact of facebook in brand building.	
e-commerce .....	102
<b>The E-tailing Partner Ecosystem – Choreography at Its Best</b>	
It is imperative to build a highly integrated operational model to retain the core values of the online shopping business, suggests Shijo Sunny Thomas.	
REGULARS	
14 .....	International Round Up
20 .....	National Updates
26 .....	New Openings
104 .....	Index

## Cover Story 46



## EMBRACE THE NEW

RETAILERS WHO EMBRACE THE 'NEW' WHETHER THROUGH IMMERSIVE IN-STORE EXPERIENCES OR THE CONVENIENCE OF ON-LINE, OR A COMBINATION OF BOTH, WILL BE ABLE TO ESTABLISH CONSUMER LOYALTY AND GAIN COMPETITIVE ADVANTAGE



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