

CONTENTS

JUNE 2012

IN THIS ISSUE

26 Retail Launch

Raiara: Going for the Gold

127-year-old jewellery maker launches India's first gold-bangles brand in Pune. Its USP: fully customisable gold bangles in over 2,000 designs

30 Retail Excellence

Basecamp

Basecamp is positioning itself to benefit from the growth of the ₹2,500 crore Indian travel luggage and accessories market

34 Entrepreneur

Soap Opera

Ishween Anand, Founder and Director, Nyassa, recounts her journey that saw her brand carve a niche for itself in the category of bath and body products

54 Company Watch

Is Reliance Retail's Performance Matching Mukesh Ambani's Expectations?

A comprehensive look at Reliance Retail's various formats and how they are performing

66 Concept

Old is Gold

Branded Bargains is a unique concept that specialises in the sale and purchase of pre-owned expensive brands

70 Profile

Games The Shop: Are You Game?

Video and computer games retailer "Games The Shop" currently has 9 outlets but is targeting a store count of 50 by 2015

72 Column

Private Equity and Indian Retail: Why Does the Relationship Sour?

Harminder Sahni gives his take on how the investors and retailers can make their relationship pleasant and fruitful

74 Human Resources

Being Socially Responsible

BS Nagesh advises Indian retailers to be socially responsible by introducing employment programmes for the physically challenged people to help realise their full potential

78 Event

India Shopping Centre Forum 2012: A Report

The India Shopping Centre Forum, held in Mumbai recently, highlighted the most potent issues faced by the shopping centre industry today and discussed the probable solutions

90 Personality of the Month

"There is no shortcut to success"

Abhijeet Mitra of Ebony Gautier is the personality of the month

COVER STORY 42

Flagship Stores: Boosting the Brand

FOR MOST RETAILERS, FLAGSHIP STORES ARE AN ESSENTIAL PART OF BRAND STRATEGY. WHILE THESE LARGER-THAN-LIFE BRAND BOOSTERS CAN HELP UPLIFT THE PROFILE OF A RETAILER, OPENING TOO MANY OF THEM OR GOING OVERBOARD WITH THEIR SIZE AND INTERIORS CAN MAKE THEM UNVIABLE AND INEFFECTIVE

REGULARS

- 10 National Updates
- 18 New Openings
- 88 Store Design
- 92 Situations Vacant
- 93 Index

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