



COVER STORY

50

The Retail CIO

IS HE THE LEADER
OF THE NEXT RETAIL
REVOLUTION?

In a fast-moving business environment like retail, one question remains pertinent: How can today's CIO make a lasting impression on behalf of the organisation they are working with. The retail world is brimming with ideas and now it is about turning them into viable propositions.



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CONTENTS

14 INTERNATIONAL ROUNDUP

Wal-Mart is undergoing a change in the compensation structure.

20 NATIONAL ROUNDUP

Ethnic retail chains Fabindia and Manyavar have emerged as the country's most profitable apparel companies.

24 EVENT

Going digital and going international, marrying online and bricks-and-mortar, integrating entertainment with retail - these were themes dominating the mind-set of a resurgent and confident retail industry gathered at Cannes in France from November 19-to-21 for the 20th edition of MAPIC.

34 AWARDS

The fourth edition of the TRRAIN Retail Awards was concluded at the Hyatt Regency, Chennai.

38 RETAIL LAUNCH

CavinKare, the diversified FMCG major, is geared up to launch 100 exclusive Cavin's Parlour

40 ANALYSIS

A CBRE survey shows that most shoppers still like to see, touch and get a product instantly.

44 RETAIL EXCELLENCE

Exclusive conversation with Rafique Malik, Chairman and MD, Metro Shoes on brand journey.

48 BRAND WATCH

Titan Eye Plus, the leading eyewear brand of India, has added another feather to its cap. With the launch of its all new collection for women, called Enigma.

66 COVER FOCUS

We track the major dynamics taken place in the F&G category and the way ahead.

72 F&G

Food habits are among the most closely held in people, through the ages and across geographies. It would seem strange then to talk of dramatic changes in food consumption patterns, but that is exactly what we are witnessing in India.

78 INTERVIEW

Snehal Vashi, EVP & Head - Franchise Operations and Business Development, talks about the brand's quick rise to fame and its shifting focus to the franchise model.

82 E-COMMERCE

E-Business has emerged as one of the most exciting new avenues in the field of commerce, reviving, re-introducing and reestablishing itself in the Indian market today.



88 **TRENDS**

The retailer needs to consider technology as an enabler of providing richer experience to its customer base.

90 **FUNDAMENTALLY**

The biggest roadblocks to creativity and sustainable collaboration stem from established bureaucratic processes that are all so common in medium to large retail companies.

94 **PERSPECTIVE**

With the changing socio-economic dynamics in the country, we have been witness to unimaginable technological advancements.

96 **INFORMATION TECHNOLOGY**

With technology touching every sphere of life, connectivity plays a huge role and to stay ahead in this competitive industry, many brands have paid some serious attention to digital transformations.

98 **CONCEPT**

Deals4Opticals.com, a hybrid e-commerce portal offering 360-degree care for our precious eyes, sells all products related to eyes and vision.

100 **HYBRID RETAIL**

STAR CJ Alive is one of the largest home shopping networks, with viewership over 65 million. The company has recently forayed in to m-commerce venture and is optimistic about the network's growth.

102 **PROFILE**

Holiii as a brand always strives to bring new waves of innovative, Indian-centric fashion based on the heritage and craftsmanship that is still alive in India.

106 **M-COMMERCE**

Mobile cloud communications using voice, SMS, and data cloud APIs through mobile messaging platforms have gained widespread popularity amongst enterprises, which are evolving to connect and engage with their customers and manage their sales force.

108 **TECHNOLOGY**

Technology plays a key role in increasing responsiveness, agility and reliability in customer service and helps boost e-commerce in India.

112 **PERSONALITY OF THE MONTH**

Jagdeep Chhabra, Founder, Chhabra 555

114 **INDEX**