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NORTH INDIA

SETS THE PACE FOR COUNTRY'S RETAIL GROWTH



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COVER STORY

Northern India, with all its potential, continues to be an interesting destination for retailers, retail real estate developers and investors. The growth of organised retail here has been on an upsurge. The Northern states of India hold tremendous potential in terms of economical viability, demography, geographical vastness of the market and increasing disposable income. The dynamics of these markets are unique and need in-depth understanding. In this special feature, we have focused on the North India's market scenario, key regional players, iconic as well as upcoming malls and emerging growth centres of the region.

12 INTERNATIONAL ROUNDUP

German sportswear company Adidas hopes to increase sales and profitability at a faster rate in the next five years by focusing its marketing on six global cities, selling more direct to customers and expanding product customisation.

16 NATIONAL ROUNDUP

Jewellery players are taking measures to deal with the downturn in rural gold demand. They are scaling down inventory at the rural outlets, showcasing lightweight jewellery and aggressively promoting monthly installment schemes to push sales

20 STRATEGY

After Myntra shut down its website to just be an app-only channel, and with speculations rife that in a year's time, Flipkart too may follow suit, not many in the industry are convinced about the virtues of an app-only strategy.

24 PROFILE

The changing dynamics of households today with both parents working has led to a rapid growth in products and services dedicated towards children. The toy industry has grown multifold in the last couple of years. Talking on the aspect of toy retailing Shree Narayan Sabharwal unveils the journey of Simba Toys in India.

28 CATEGORY WATCH

In India, the Luxury industry has been growing at a steady pace of approximately 20 per cent year on year. According to a recent study released by ASSOCHAM, Indian luxury market is estimated to be worth \$18 billion by 2017 from the current level of \$14 billion.

30 DIGITAL MARKETING

The biggest revolution that e-commerce has brought about is in the shopping habits of Indian consumers. As online commerce grows, companies must adopt newer strategies to engage this new age digital shoppers.

70 REGIONAL SCAN

North India is rewriting the theory of organised retail growth in the country. Not only metropolitan cities from the region but even the small towns have the immense potential to emerge as ultimate retail destinations.



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76 **SECURITY**

Cash is the king among Indians as it remains the predominant payment mode in the country. According to RBI data, cash still accounts for 90 per cent of all monetary transactions in India. While cashless payment through credit cards, debit cards and mobile payments are on the rise, these alternative payment methods are merely complementing, not replacing cash usage in India.

78 **CRM**

Increasing usage of social media and mobile messaging tools has dramatically altered the ways in which companies interact with their customers. For instance, buying advice, product information and technical help is increasingly being disseminated from consumers to other consumers, in some cases without involvement or oversight by the provider.

82 **EXPERT SPEAK**

It's omnipresent and it's exploding. Over the last few years, retailers have been bogged down by the huge amount of data pouring in from diverse online and offline channels. Big Data is a big game changer and retailers are beginning to accept that at the core of their business and operational strategies is a huge pile of data waiting to be unearthed. The advent of social media and other online marketing channels has become an escalating situation with a huge influx of consumer data in the form of feedback, opinions, preferences, complaints, and suggestions. While this data can be overwhelming, insights acquired by processing this information can help you understand your customers' needs and facilitate deeper brand-consumer relationships.

84 **AWARDS**

The 8th annual IMAGES Shopping Centre Awards, which are widely considered as the most coveted and respected awards of the retail real estate fraternity awarded 29 prestigious trophies to the most deserving and sought after shopping centres across the country at a glittering event held at Renaissance Hotel, Mumbai on 6th May.

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