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COVER STORY

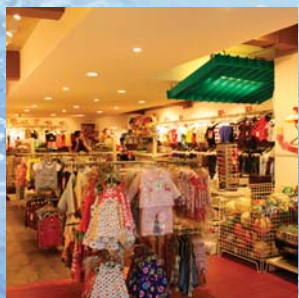
AS THE RETAIL LANDSCAPE EVOLVES, **TECHNOLOGY** IS THE NAME OF THE GAME!

FIRST AMONG EQUALS: TECHNOLOGY AS RETAILERS
LIFELINE IN THE FICKLE MARKETPLACE

Retailing is more complex than ever with consumers hopping across real, virtual and mobile channels. Innovatively thinking, new age retailer has begun to recognise the potential of information and communications technology for marketing, engaging and nurturing the customers.



- 12 INTERNATIONAL ROUNDUP**
Britain's largest supermarkets - Tesco, Wal-Mart owned Asda, and J Sainsbury - have been cutting prices on essentials to compete with discount grocers Aldi and Lidl. This has prompted British grocer Morrisons to cut prices on items like milk, cheese and cornflakes in the latest salvo in a supermarket price war.
- 16 NATIONAL ROUNDUP**
Apparel, food service and jewellery retailers seem to be on a fund raising spree. While Pantaloons Fashion & Retail is planning to raise ₹1000 crore via NCD, Future Lifestyle Fashions have managed to hike its stake in Mother Earth to over 72 per cent.
- 22 BUDGET TALK**
Budget 2015 - Is it the beginning of 'Achhe Din' for the retail sector? Industry players evaluate union budget 2015 as a balanced budget that will fuel consumerism.
- 26 SPECIAL REPORT**
The recently held 3rd Annual eTailing India Expo, in Mumbai, saw the launch of the first white paper on the Indian mobile wallet market.
- 28 ENTREPRENEUR**
Anant Fresh, which began operations in January 2014, is making waves in Haryana with a three-way retailing business model.
- 30 INNOVATION**
It is time real world retailers leverage the power of technology to their advantage and make ways to lure customers to their stores to make repeat visits.
- 32 SHORT TAKE**
D. Baskarmoorthy, VP - Sales, Posiflex India talks about the importance of efficient POS technology.
- 34 PROFILE**
TechProcess Payments Services Ltd. (TPSL) is one of India's leading electronic transaction processing companies.
- 36 IDEATION**
Missed call service has become an effective way to engage and involve customers by any brands and enterprises.
- 52 INSIGHTS**
It becomes mandatory for enterprises to chalk out their future course of action within the enterprise to achieve the desired results from ERP implementations.
- 54 REGIONAL SCAN- EAST INDIA**
Favourable demographics, increasing urbanisation, nuclearisation of families, rising affluence amid consumers, growing preference for branded products and higher aspirations are the factors that are driving retail consumption in Eastern India.



84 **IN CONVERSATION**

Sumit Ghosh, Brand Head, Fossil India talks about the journey of the brand in India so far and the way forward.

86 **CONCEPT**

With over 60 stores across India dedicated to children, Toonz Retail India Pvt. Ltd. is expanding its canvas to also be a part of the online world by launching an online store.

90 **CDIT**

Dell is one of the market leaders in overall CDIT consumption of India. The company is determined to accelerate PC penetration, which stands at a little over 10 per cent in India.

94 **REAL ESTATE**

“India has been through a cycle where we have realised that unlike residential or commercial, retail real estate is a long-term investment option, which requires a lot of patience on the part of the investor.” Says, Shashank Pathak, AVP, Retail Leasing, Bestech Square.

98 **INTERFACE**

LocalBanya is a niche online convenience store that provides services across Mumbai and Pune. The e-tailer has a rich repository of over 14,000 products, and is gradually looking to grow its network.

102 **ON-THE-BLOCK**

A home store housed in a home. That is what best defines Chennai’s Eartheque. Brainchild of Shilpa Darshan Kumar, this elite store catering to the ‘superior furnishing needs’ is a treat to the eye. We take a walk at the store.

104 **AFFILIATE MARKETING**

Cashkaro.com is cashback and coupons website with a goal to help its members save on their online transactions with leading Indian and international brands.

108 **EXPERT SPEAK**

Car parks are unique buildings in that almost all elements of the structure are normally exposed to the public. These constructions face unique challenges as well as exposure to niche stresses, not to mention substantial chemical and physical abuse.

112 **TRENDS**

Customer engagement is not a one-time activity, it is a movement. It is about how organisations leverage different kinds of information available for different types of business purposes.

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