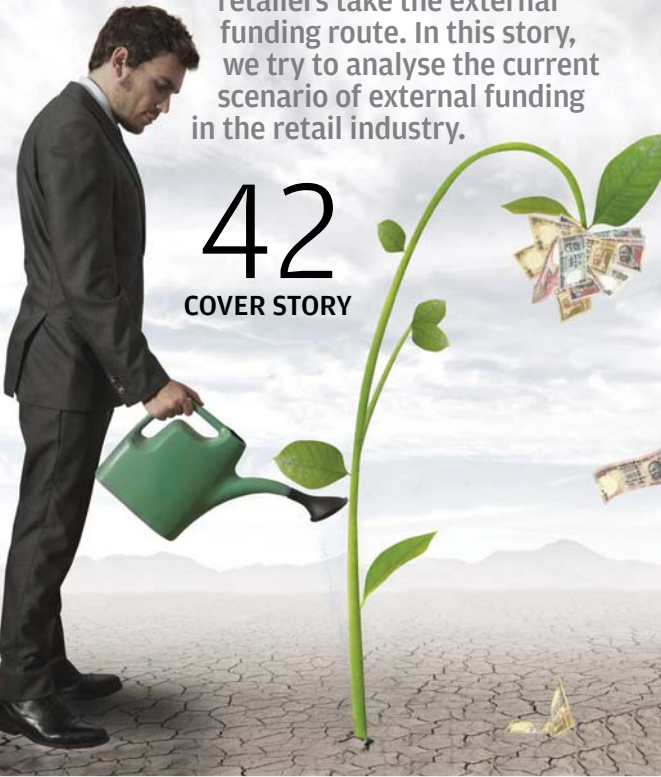


# SHOW US THE MONEY!

## Retailers Decode the External Funding Game Plan

It is an indisputable fact that retailers need funds to expand operations, move to newer markets, renovate, increase brand effectiveness, meet working-capital needs, etc. For meeting these ends many retailers take the external funding route. In this story, we try to analyse the current scenario of external funding in the retail industry.

**42**  
COVER STORY



- 10 INTERNATIONAL ROUNDUP**  
Global retail brands see improved performance in various markets
- 16 NATIONAL ROUNDUP**  
Retail brands device new strategies to expand customer reach
- 22 RETAIL EXCELLENCE**  
S Krishnamoorthy, CEO-Domestic Textiles, Aditya Birla Group, elaborates on the Linen Club's successful retail model that has taken off in India
- 26 IN CONVERSATION**  
Anish Goel, MD, Victorinox India shares the journey of the iconic brand in India and tells IMAGES Retail, how the country is becoming one of the fastest growing markets for Victorinox globally
- 32 TRENDS**  
Cross-channel retailing is on an upsurge but the retailers need to address the marketing needs by devising competitive strategies
- 36 CONCEPT**  
Anemos, a luxury fans and home décor store, stocks a wide array of fans ranging from the classic to the progressively modern
- 38 CONVERGENCE**  
The boost in online purchases is pushing retail stores to take the online medium to boost their revenues
- 40 CRM**  
Talisma Corporation, CRM software solutions provider helps in improving customer satisfaction
- 62 E-COMMERCE**  
Growing business opportunities for small retailers: E-commerce players are making efforts to create a synchronous business platform
- 70 TECHNOLOGY**  
Mood and Emotion sensing device-A more visual shopping experience at the retail stores
- 74 INNOVATION**  
Green Gold Store deals in children's merchandise, the company has established pan India presence within a short span
- 96 TELECOM RETAIL**  
IMAGES Retail spoke to Hitesh Shah, Director, Channel Sales, BlackBerry India to know more about the ongoing trends and future plans of the company
- 100 SECURITY**  
Amar Subhash, CFO of Tyco Fire and Security Systems, global leaders in security solutions, tells IMAGES Retail how crucial and unique security systems are for retailers present in different verticals
- 108 PERSONALITY OF THE MONTH**  
Prem Dewan, Retail Head, OSL Luxury Collections
- 110 INDEX**