



COVER STORY

32

## LOGISTICALLY LINKED!

SUPPLY CHAIN EFFICIENCIES AND RETAIL PROFITABILITY ARE JOINED AT THE HIP

Retail businesses grow and thrive through adding stores, online business and new suppliers, all of which increase supply chain complexity. However, while these evolutions are critical to growth and success, each additional component further tangles the supply chain management through their increased inter-dependencies.



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### 12 INTERNATIONAL ROUNDUP

The last quarter of FY 2014-15 has brought in cheers for global brands across the spectrum. Japanese fast-fashion brand Uniqlo saw a 50 percent boost in its half yearly net profit.

### 16 NATIONAL ROUNDUP

The last quarter of the year seem to have ended on a good note for many retail companies. While players like Reliance Retail, Welspun, Shoppers Stop posted growth in revenue, Future Retail raised Rs 500 crore through issue of non-convertible debentures (NCDs) on private placement basis.

### 22 REPORT

According to the latest annual CEO survey conducted by PwC on behalf of JDA Software (Global Retail & Consumer Goods CEO Survey: The Omni-Channel Fulfillment Imperative), CEOs expressed confidence in revenue growth in 2015 compared to last year.

### 24 FUNDAMENTALLY

In e-commerce where 'trying out' is not possible, how could one best replicate the experience. The answer lay in 'convenient return policies'.

### 26 PROFILE

Ravi Kannan, CEO, Snowman Logistics Limited, is one of the pioneers who conceptualised their own state of the art supply chain system in India. He talks to Images Group about an idea that made a lot of businesses flourish.

### 28 OPINION

Agriculture is one of the major occupations in India and it is the largest producers of agricultural products in the world.

### 64 IN FOCUS

Would you like your retailer, be it a store or a e-commerce portal, to deliver you products which are environment friendly; organic fruits and vegetables or a refrigerator which has been delivered through suppliers who are environmentally conscious? You bet, you are aware of Sustainable Business Practices.

### 70 EXPERT TALK

The role of Logistics in Retail is synonymous to the importance of the "Left Brain" in our Body. Logistics play most pivotal role in carrying out the daily chores of the retail industry by making the two ends meet, the manufacturer or supplier & the end consumer.



- 72 **CSR**  
Safeducate Learning, brainchild of Divya Jain extends professional training to truck drivers and help them understand the nuances of the logistics and supply chain business and their role in it.
- 74 **INNOVATION**  
If the retail teams are more well informed and in-sync with brand information, product development, competitive insights etc., the more confident and happier they would be.
- 76 **INTERFACE**  
TechProcess Payment Services is India's leading electronic payments firm with a simple vision to offer anytime, anywhere payments to all. Incorporated in 2000 as Billjunction.com, They pioneered the electronic bill payment solution in India.
- 80 **CRM**  
Customer Relationship Management 2.0 is a fine blend of technology and best practices proven to bring customers back in-store.
- 84 **TECHNOLOGY**  
Every retail brand today seeks to give its customers a differentiated brand experience. The lines between online and brick-and-mortar stores are fast blurring as there is a need for integration between the best of both worlds. Retailers large and small are syncing
- 86 **COMMUNICATIONS**  
The Indian consumer base has undergone radical shifts. Today, 75 per cent of the population belongs to the younger generation, which means higher consumption levels, according to a report from Boston Consulting & Retailers Association of India.
- 88 **CONCEPT**  
Iconic pen brand - Montegrappa recently entered India to write yet another chapter in their history. With two stores launched simultaneously (in Delhi and Mumbai), the brand has embarked on a journey to offer connoisseurs of fine writing instruments and other accessories an irresistible option to indulge in.
- 90 **PERSONALITY OF THE MONTH**  
Archana Kumari Singh, President, Frazer & Haws