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COVER STORY

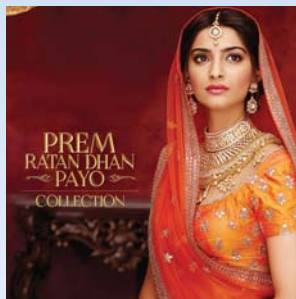
RESTORE THE STORE!

HARDWARE TECHNOLOGY KEEPS RETAILERS AHEAD OF THE GAME

We are living in the world of Apps. From WhatsApp to mobile apps by brands and retailers, there is no boundary to one's imagination on the number of apps available. In wake of such a software IT explosion, one may wonder to role and reach or hardware technology in retail. Often working backstage, hardware technology providers are the ones who make things look cool when you walk into a store or for that matter for retailers who can concentrate on business expansion while they take care of everything - from offering billing solutions to display innovations to even security.



- 14 **INTERNATIONAL ROUNDUP**
Global retailers are treading a cautious yet focused approach on deriving more value for consumers to protect market share in an uncertain economy.
- 18 **NATIONAL ROUNDUP**
Apparel retailers in India seem to be on an expansion mode. While Easybuy, the new apparel retail format from Landmark group, has plans to set up 50 outlets in the next three years, US apparel brand Gap Inc is set to double its store strength in India. H&M, the Swedish retail giant has recently launched its second store in Delhi, the new store is even more bigger than the maiden store.
- 26 **EVENT-IRF**
While the broad mission of the India Retail Forum (IRF) is to be the catalyst of retail development in India by connecting businesses, people, knowledge and ideas for the profitable growth of modern retail, this year the theme of IRF 2015 was 'CAPTURING THE NEW PHYGITAL SCENARIO' by harnessing the future of retail in the omnichannel era.
- 56 **EVENT-MRF**
'Connect, Share, Evolve'. That was the theme of the fourth edition of the annual Middle East Retail Forum (MRF) this year, which took place on October 27-28 at the Conrad Hotel in Dubai. The reigning idea being to foster collaboration between retail businesses to connect, share knowledge and evolve.
- 74 **RETAIL EXCELLENCE**
Liberty shoes is an iconic name in Indian retail industry. Anupam Bansal, Executive Director, Liberty Group provides insights on the overall operations of the company in an exclusive conversation.
- 80 **INTERFACE**
While many e-commerce firms talk about the seemingly impossible task of achieving 100,000 premium sellers in five years' time, IndiaMART has already achieved that milestone. Dinesh Gulati, Director, IndiaMart explains how information technology is opening new vistas for SMEs across India.
- 82 **IN CONVERSATION**
Saurabh Gadgil CMD of P N Gadgil Jewellers, talks about the ever growing jewellery market of India and how branded jewellers have upped the ante of this segment.



NOVEMBER 2015 CONTENTS

84 EXPERT SPEAK

The vision of a \$10 trillion economy cannot be achieved without going cashless. Even emerging economies like Brazil and Indonesia have lower cash transaction rates than us.

86 INNOVATION

Apps have become an important aspect of the digital retail ecosystem. Start up apps like Adsolv offer a platform for consumers to socialise and discuss various product categories.

88 LEGAL TALKS

A sample study done by Patanjali Associates, Law Firm & Corporate Advisors ascertained that a retail outlet employing more than 25 workmen and engaged in selling food products and operating only in the state of Maharashtra.

90 TRENDS

Today's dynamic and volatile arena of retail is characterised by e-commerce, social media, mobile technology and a multitude of players trying to maximise razor-thin margins.

90 VIEWS

The future of retail isn't what you think! Consumers today are more 'SoLoMo' - Social, Local and Mobile - Social, Local and Mobile. Globally, there is a shift of multichannel retailing to 'Omnichannel Retailing', which describes a channel-agnostic view of how consumers-experience impacts the retail brand.

100 PERSPECTIVE

The smartphone is changing the way we shop and has led to an expansion in mobile commerce (m-commerce) around the world, with particularly high growth in Asia. At this point, India is particularly ripe for an m-commerce revolution. Tech analyst Mary Meeker's 2015 report on internet trends shows that India already accounts for the highest online traffic via smartphones and that more smartphone users are shopping in India than even in China.

104 RETAIL SUPPORT

LED lighting is the next big thing in lighting across the board and specially in the retail segment. Retail segment per se, is highly focused on "appearances" and needless to say, lighting plays possibly the most important role here. LEDs have a plethora of exciting options available for retailers to choose from. And each day brings in newer products that are more technologically superior than the earlier ones.

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