

IRF 2014: RETAIL RENAISSANCE

RETAILING IN INDIA HAS COME OF AGE!!!

The 11th Annual India Retail Forum (IRF) held in Mumbai on September 17-18 at the Renaissance Hotel, Mumbai witnessed the largest gathering of the brightest minds, products and concepts in retail, which came around to drive the future of retail in India.











About the authors:

L to R -Binisha Gosalia, Nishita Parmar, Sidharth V D, Sunny R. Sadnani, Neema Sreejayan, Ritish Adhikari are students of Retail Management at Welingkar Institute of Management







OCTOBER 2014 CONTENTS

8 INTERNATIONAL ROUNDUP

Global brands are doing all they can to suit diverse market conditions

14 NATIONAL ROUNDUP

Global QSR chains seem to be cashing on the growing appetite of Indians

22 STRATEGY

Now in many of the Asian countries there is a great disparity between the level of wealth and who has it in their hands

24 ENTREPRENEUR

Vivek Goyal, Director, Zink London

26 TRENDS

Indian brands have grown from strength to strength building a loyal customer base

30 **PROFILE**

Purple Turtles Lighting Ideas, is a store that was set out to provide solutions for architects and interior designers

32 **CONVERGENCE**

Online retail is slated to hit the 1.6 trillion mark globally by 2018

36 TECHNOLOGY

Companies are investing in advanced technologies and solutions

40 INNOVATION

Shahi Durbar, an Indian dessert chain is bullish on expansion

44 FRANCHISING

Restaurant franchising is at an interesting stage in India

52 CATEGORY WATCH

The fitness industry has come a long way in India

56 MARKETING

Marketers are putting their best foot forward to attract maximum traffic during festive season

94 IRF MASTER CLASSES

Four Master classes were held as part of the IRF knowledge series

102 TESTIMONIALS

Industry experts talk about their experience at India Retail Forum 2014

108 AWARDS

The Images Retail Awards celebrate excellence in retail

122 **CRM**

Kunal Mehta, Co-founder, inloyal talks about their experience at IRF 2014

128 WINDOWS

Indian shopping and retail management technology is ready to leapfrog in the coming years

136 VIEWPOINT

Strategy behind increasing a restaurant's topline and bottomline.

138 EXPERT SPEAK

10 things I never forget

142 PERSONALITY OF THE MONTH

Kapil Hetamsaria, Founder, Velvetcase

144 INDEX