



COVER STORY

IRF 2015 THE YEAR OF RETAIL'S RENAISSANCE

Every year, the crème de la crème of the retailing world congregate at the India Retail Forum (IRF) to connect and share enlightening experiences that help businesses craft their retail journey. It's a TICKET to a world that explores global retail trends and progressive technology to discover exceptional - and game-changing - retail ideas.



OCTOBER 2015 CONTENTS

- 16 **INTERNATIONAL ROUNDUP**
At a time of unfavourable marketing constrains, online onslaught, brick and mortal apparel and food service retailers are resorting to newer product offerings and marketing strategies to keep them going.
- 20 **NATIONAL ROUNDUP**
The apparel and footwear players in India seems to be on a mission to maintain a sustainable growth trajectory.
- 24 **RETAIL EXCELLENCE**
SSIPL is one of the leading specialty retailers of premium international sports and lifestyle brands in India with a presence across retailing, designing, manufacturing, and franchising of sports and lifestyle products. Its vision is to achieve and sustain the pioneer position as a "Brand Hub".
- 32 **BRAND EXCELLENCE**
Business and benevolence go hand in hand for 'Being Human', an apparel brand by Mandhana Industries Ltd.
- 38 **FUNDING**
Startup founders with a disruptive idea and/or with good academic pedigree are being chased by VC monies.
- 40 **GUEST COLUMN**
That seamless experience which allows you to buy your favourite product, either from a brick and mortar store or an online store, from your store on a Road to a Mall to a High Street, from a mobile app to a website... You must be OMNI-PRESENT.
- 42 **CRM**
Prospective startups are asked hard questions about how their Cohorts are performing and to the dismay most are not even tracking that metric.
- 42 **PERSPECTIVE**
It is imperative to understand the similarities and differences between the B2C and B2B worlds.
- 92 **AWARDS**
The Images Retail Technology Awards (IRTA) celebrated some of India's most outstanding achievements for implementing technologies.
- 98 **AWARDS**
The 12th edition of Images Retail Awards(IRA) 2015 is an annual awards event, designed to recognise and felicitate the best in class players in the Indian Retail Industry through a scientific and industry recognised process.



OCTOBER 2015 CONTENTS

- 106 INITIATIVE**
Pankaj Saxena, Business Head, Raymond Home shares how Raymond Home is looking for robust growth in the category.
- 108 FUNDAMENTALLY**
Recently, the Reserve Bank of India (RBI) stated that it was in discussions with the government to reduce cash usage in the system and effect a transition towards a cashless economy.
- 114 THOUGHTS**
India is one of the countries which is embracing luxury at its best. An increasing number of the people in this creamy layer is one such reason. Luxury is a constantly evolving and subjective concept, and not easy to define.
- 116 IN CONVERSATION**
In an exclusive conversation, Manav Sethi, Group-CMO & Head Digital Strategy speaks on his venture.
- 118 HUMAN RESOURCE**
Manpower is the backbone of any organisation. The success and growth of a company majorly depends on its manpower. So, what is manpower? Manpower is basically the workforce of the organisation at different levels in different departments.
- 122 REGIONAL RETAIL**
Pariwar Supermarket in Jalna (a town in Maharashtra) has joined the modern retail bandwagon by offering a modern shopping environment and doing away with over-the-counter system.
- 126 PROFILE**
Vaibhav Singhal, MD & CEO, Savemax, talks about the business and customer proposition of his hypermarket stores, private label strategy and his plans for expansion and growth.
- 130 CONCEPT**
One of the earliest concept malls in India - Ishanya recently opened doors to a spectacular 20,000 sq.ft. store called HomeSukh.
- 134 FORMAT**
It has been a roller coaster ride so far for Bueno Kitchen, says Rohan Arora, the Co-Founder of the company which is in the food tech space.
- 140 LOGISTICS EXCELLENCE**
Delivery is one of the largest e-commerce enablement companies. The company strives hard to cater India's online consumption demand through state of the art industry solutions.
- 142 INDEX**