

# CONTENTS

JANUARY 2012



## IN THIS ISSUE

36.....Events

### TRRAIN Retail Awards

The non-profit retail body TRRAIN has felicitated the best retail employees with its annual awards for setting benchmarks of customer service excellence in the retail industry.

52.....QnA

### "Young home ownership is creating a lot of demand in our industry"

DK Jairath, COO of home-furnishing retailer Evok, shares his insights on the home interiors solution market in India.

86.....FDI

### FDI: Dreams, Fears, and Reality

Dr. Richard Cuthbertson, Dr. Malobi Kar, and Dr. Mohua Banerjee address the dreams, fears and reality surrounding the FDI debate.

90.....FDI

### FDI in Retail: Busting the Myths

Industry watcher Harminder Sahni talks about the myths and apprehensions floating around FDI.

94.....FDI

### FDI in Retail: Integrating India's Economy Backwards

Anshu Kumar argues that liberalization of the FDI policy will help the backward integration of India's retail economy.

98.....Macro View

### Taking Indian Retail to the Next Level

V Rajesh shares his views on how to ensure a sustainable change for Indian retail in the coming years.

104.....Real Estate

### Building the Perfect Space

Vivek Nair talks about the challenges faced by the Indian retailers in finding the right space for their stores.

110.....Online Retail

### Online Flash Sales

Piyush Deogirikar on the potential, challenges, and future of flash sales. Are there merely a flash in the pan?

## REGULARS

12.....International Updates

22.....National Updates

116.....New Store Openings

120.....Situations Vacant

122.....Index



COVER STORY 58

## FDI Logjam!

**WHAT'S IN STORE?** THE RETAIL INDUSTRY WAS ECSTATIC WHEN THE GOVERNMENT ANNOUNCED LIBERALIZATION OF THE FDI REGIME IN NOVEMBER. HOWEVER, THINGS QUICKLY GROUND TO A HALT IN THE TEETH OF OPPOSITION FROM POLITICAL PARTIES AND INTEREST GROUPS. THE FDI DECISION IS IN A LIMBO AT THE MOMENT, BUT WHEN CAN SOME PROGRESS BE EXPECTED? HOW MUCH DOES THE DOOMSDAY SCENARIO BEING PAINTED AGAINST FDI IN RETAIL JUSTIFIED? FINALLY, WHAT CAN THE GOVERNMENT DO TO BREAK THE LOGJAM? "IMAGES RETAIL" EXPLORES.