

CONTENTS

SEPTEMBER 2012

IN THIS ISSUE

36 Interview
Simba Opens India Shop

Ben Nabert of Simba Toys talks about his assessment of the Indian toy retail market and the company's expansion plans for the country.

40 Retail Excellence
Manyavar: Ethnic-wear Made Chic

The ₹300 crore men's ethnic-wear brand Manyavar is looking to expand by entering the women's ethnic-wear category.

44 Concept
CityWalk's Unique Concepts

A glance at the innovative concepts offered by the Select CityWalk mall of Delhi to make the customers keep coming back.

64 Branding
Why there are no Global Indian Consumer Brands?

Is it just a cultural issue or there are other factors into play?

66 Branding
Branding Retailers

Retailers should advertise to promote themselves as brands and not merely to announce promotions and sales, says Harminder Sahni.

70 Profile
GKB Optical: Success at the Top of the Pyramid

From opening its first retail outlet in 1968, GKB Optical now has become one of the largest eyewear retailers in India.

74 Spotlight
Call of the South

Viveks, which now has 48 stores, aims to double the count to 100 in the next 3 to 4 years, targeting a turnover of ₹1,200 crore by then.

76 Entrepreneur
Bagging Success

A chat with Nina Lekhi of Baggit to know the secret of her success.

80 Interview
Is Your Staff Groomed?

Ill-groomed retail staff can be a disaster for a retailer's image.

82 Technology
Powering Decisions with Analytics

How to exploit the real power of data analytics and implement the micro-level insights generated from these.

86 Customer Loyalty
Loyalty for the New Age Customer

With the increasing penetration of mobile phones, brands are now moving towards mobile loyalty coupons.

88 Design
Store Design: High Street v/s Malls

Strengths and weaknesses of retail formats inside malls and on high street that designers should keep in mind.

92 Industry Speak
Vision 2020

What Indian retailers think about the future of modern retail by the year 2020.

REGULARS

10 International Updates

16 National Updates

32 New Openings

94 Personality of the Month

96 Index

GLOBAL DREAMS

Is There Space for Indian Retail Brands Abroad?

THE INDIAN CONSUMPTION STORY IS LARGELY DRIVEN BY FOREIGN BRANDS. THE INDIAN BRANDS, HOWEVER, ARE STAYING PUT ON THE HOME TURF. BUT HAS THE TIME COME FOR SOME OF THEM TO START EXPLORING SELECT INTERNATIONAL MARKETS TO GAIN A LARGER PROFILE AND CUSTOMER BASE? AND WHAT WILL IT TAKE FOR THEM TO BE SUCCESSFUL BEYOND THE INDIAN SHORES?

Cover Story 48

