

# PRIMAGES<sup>TM</sup> Retail

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Art Director .....	Pawan Kumar Verma
Layout Designer .....	Divakar Sharma
Sr. Photographer .....	Vipin Kardam

General Manager ..... **Manish Kadam**  
Sr. Executive ..... **Ramesh Gupta**

General Manager – Administration.....**Rajeev Mehandru**

Asst. Manager – Subscriptions ..... **Kiran Rawat**

**Anjali Sondhi**, Director  
 anjalisonndhi@imagesgroup.in  
 Mob.: +91 9810204297

**Waseem Ahmad**, Vice President  
waseemahmad@imagesgroup.in  
Mob : +91 9833628852

**DELHI** : **Vineet Chadha**, Vice President  
(Retail Support Group & indiaretailing)  
**Sachin Khanna**, Sr. Manager

**MUMBAI** : **Bindu Pillai**, Sr. General Manager  
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**Devidutta Royptam**, Sr. Manager  
**Smriti Bhagat**, Manager

**LUDHIANA** : **Hemant Gupta**, Associate

For advertising queries, please write to [salesretail@imagesgroup.in](mailto:salesretail@imagesgroup.in)

**Anil Nagar**, Vice President  
anilnagar@imagesgroup.in, Mob.: +91 9811333099

**Membership Team:** Nabina Bala Lahiri Sarika Gautam  
Priti Kapil R. P. Singh

Images Multimedia Pvt. Ltd. (CIN: - U22122DL2003PTC120097)

**Registered Office:** S 21, Okhla Industrial Area, Phase II, New Delhi 110020  
Ph: +91-11-40525000, Fax: +91-11-40525001, Email: [info@imagesgroup.in](mailto:info@imagesgroup.in),  
Website: [www.imagesgroup.in](http://www.imagesgroup.in)

**Mumbai:** 1st Floor, Panchal Iron Works, Plot No. 111 / 3,  
Marol Co-Operative Industrial Estate, Marol, Andheri (East). Mumbai - 400059.  
Ph: +91-22-28508070 / 71. Fax: +91-22-28508072

**Bengaluru:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075

Ph: +91-80-41255172/41750595/96, Fax: +91-80-41255182

**Kolkata:** 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029  
Ph: + 91-33-40080480. Fax: +91-33-40080440

We at Images are proud of contributing as a catalyst for retailers, shopping centre developers and retail support companies in the country. We do this by creating platforms of sharing, learning and gaining from each others experiences and insights. And we have just wrapped up the 12th Edition of The India Retail Forum (IRF) 2015, on September 15 and 16 in Mumbai.

This issue carries a detailed feature on IRF 2015. The sessions at IRF 2015 were high-voltage debates on all the important aspect of retail business, while the exhibition space and the networking lounge bubbled with opportunities, business deals and the strengthening of old relations.

The grand finale of the IRF, the annual Images Retail Awards celebrate excellence in retail and are respected for the accurate, unbiased and transparent evaluation and recognition of retail performance and loved for the style with which these successes are celebrated.

Last few months were really busy for us and coming few months will be equally 'eventful'. Very soon, Images will be hosting the most awaited retail show of Middle East- Middle East Retail Forum 2015 (MRF). MRF is a great opportunity to network with the top executives of the retail industry and learn what is relevant for the development of retail business in the Middle East. The event will take place on October 27-28, 2015 at Conrad Hotel, Dubai.

On this note, I wish all my dear friends of retail fraternity a very happy and prosperous year ahead.

*[Handwritten signature]*

Amitabh Taneja

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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.



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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.





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# SSIPL

## LEADING THE WAY IN FASHION & RETAIL BUSINESS

**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".**

By IMAGES Retail Bureau

**W**ith over two decades of existence, SSIPL is today seen as a market leader and a trendsetter in the world of fashion and lifestyle retail in the country. Back in the 90's when retail in our country was largely segmented and unorganised, SSIPL decided to introduce and launch Nike – one of the most aspirational fashion and fitness oriented brands across the globe.

Founded in 1994 as Moja Shoes Pvt. Ltd., SSIPL grew extensively to become 'The Brand Hub' that it is today. The year after it was founded, the company had set up its very first footwear manufacturing unit located in Kundli, Haryana and went on to introduce the global sportswear giant, Nike to the Indian market as their exclusive licensee in the country. In 1998, SSIPL forayed into the organised retail segment with its first Nike only store in Delhi's posh South Extension market. Following this, the company has tied up with global brands like Levis, Puma, Benetton, Lotto, Smiley and Clarks and has also increased its number of production units to six. The retail network of the group is spread across 92 cities with 440 stores as of today.





Rishab Soni is the man behind SSIPL and is a known face amongst the retail fraternity of the country. **It is a premium specialty retailer in the arena of fashion and lifestyle, offering assortment of products and services.**

Rishab Soni is the man behind SSIPL and is a known face amongst the retail fraternity of the country. Ahead of time, in 1998, he had a dream of making retail a huge and an organised business in the country, and it is his vision that has landed SSIPL as one of the most premium and premier retail companies in India, today. Forty one years old, Soni, Managing Director, SSIPL Retail Limited, holds a diploma in footwear designing from the Ars Sutoria institute of design in Italy.

In order to give back to society, Soni set up the SSIPL foundation in 2012. He takes a very keen interest in the functioning of the foundation which has provided care to cancer affected patients, sponsored the surgeries of differently abled children and heart patients, funded NGO's, supported school children by providing them with athletic and school footwear, and has donated a lot of merchandise to the needy. Soni has been instrumental in instilling the culture that "we rise together as one" at SSIPL and that has been one of the most prominent factors behind his success.

#### Market presence

SSIPL, today is a premium specialty retailer in the arena of fashion and lifestyle, offering the pinnacle assortment of products and services with best-in-class infrastructure and backend operational parameters. One of the leading reasons for the company's growth and success has been its ability to capture the most premium retail locations, both in the high-street markets and malls nationwide. It has also made the right moves when it comes to selection of brands that it has partnered with and most importantly hiring, grooming, retaining its human capital and providing them with enough career progression opportunities within the organisation. With over 2,500 + passionate and committed workforce at the frontend acting as the brand ambassadors of the organisation, it undertakes every possible measure to ensure a delightful consumer experience across 440 retail touch points that it operates in 92 cities across India. Adds Soni, "The scale of our operations can be judged from 1.2 million cash memos made annually





## A 'HUMAN' GOUS SUCCESS

**Business and benevolence go hand in hand for 'Being Human', an apparel brand by Mandhana Industries Ltd. Promoted by Bollywood star Salman Khan, the brand, which was established in 2012, is today widely distributed around the globe, while its indian presence comprises 38 EBOs and 170 SIS.**

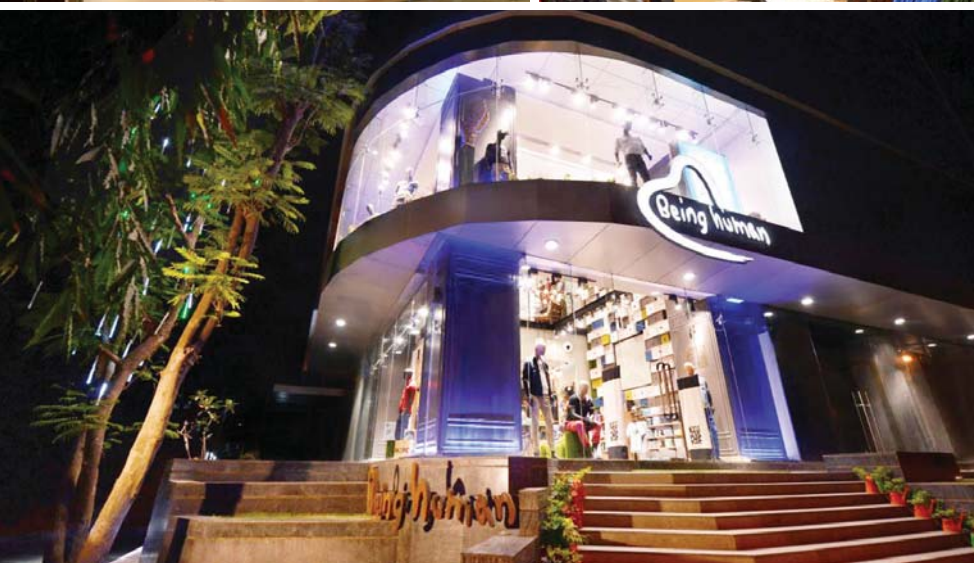
By Images Retail Bureau

**W**ith philanthropy at the heart of its business philosophy, Being Human, an apparel brand by Mumbai-based Mandhana Industries Ltd., embarked on its journey in 2012. The brand draws its inspiration from its namesake

charity organisation founded by Salman Khan, one of the most popular Bollywood actors in India with a huge fan base across the world. The concept has emanated from the rendezvous between Manish Mandhana and Salman Khan, as they both felt that such a venture would be an excellent means to support a social initiative.

Manish Mandhana, Managing Director of Mandhana Industries Ltd., tells more, "We are the global licensee to manufacture and retail Being Human clothing line. The brand conveys the values of Being Human – the Salman Khan Foundation through the language of fashion. It supports the cause by reaching out to maximum people to join the twin causes of healthcare and education in consonance with the brand's credo – the clothing line with a heart." Own merits and the backing of a star actor have enabled the brand to build a huge success for itself in a short time. Today, Being Human Clothing (BHC) is widely distributed in more than 15 countries, along with a strong presence in home market – India.





The brand's exclusive stores have been designed in keeping with its international appeal. **The store design combines modern design sensibility with antique and rustic feel.**

#### Market presence

Starting with the European continent in Belgium, France and Spain, BHC entered Middle East in its second expansion phase. In early 2013, the brand's first flagship store in India was launched in Mumbai.

Mandhana explains the rationale behind launching the brand first on foreign soil, "The idea was to introduce the brand initially in overseas market and make it truly international." BHC's European distribution is based out of Bordeaux, France and serves up nearly 50 point-of-sale (POS). Available in 7 Middle East nations – UAE, Doha, Bahrain, Kuwait, KSA, Muscat and Jordan; the brand is sold across 120+ selling points in partnership with the retail

giant Landmark Group. As of now, BHC's Indian presence comprises 38 exclusive brand outlets (EBO) and 170 shop-in-shops (SIS). It has tied up with over 15 well-known retailers helping it extend its pan India reach.

#### Trade nitty gritty

In India, alongside EBOs and SIS, BHC is sold through various retailer associates like Shoppers Stop, Lifestyle, Splash, Westside, Jade Blue and All That Jazz. To complement offline presence, the brand has also built its online footprint. The fashion line has collaborated with leading e-tailing websites like Amazon, Flipkart, Jabong, Koovs, Myntra and Snapdeal in India.

With roughly 30 percent of the entire turnover coming from

overseas, international markets hold great significance for the brand. Incidentally, the royalties received on the sales are passed on to Being Human Foundation to support its welfare activities.

BHC has won several accolades for business excellence. Apart from getting enlisted among the top 15 upcoming brands in Who's Next 2012 Paris, the brand was ranked 1st as India's most trusted NGO brand 2013 by the Brand Trust Report. Also, it won the Apparel Retailer of the Year award at India Retail Congress 2014 and was recognised as licensee of the year by Star Retailers Award 2014. The brand was also ranked by Brand Equity as the Most Exciting Brand in the apparel category as per a study by Neilsen.



# IRF 2015 THE YEAR OF RETAIL'S RENAISSANCE

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**T**his year, the IRF, which held its annual congregation September 15-16 at the Renaissance in Mumbai, observed 2015 as the year of India's 'Retail Renaissance'. Indian retailing is going through a very exciting period both from a point of view of a customer and a retailer. While the customer is spoilt for choice in products and purchase

channels, retailers are engaged in a battle to charm the Indian customer and gain their mind space and their wallet. Given the increasing pricing pressure from e-tail, the never decreasing rentals, sluggish market demand and a round of consolidation, and foresee at the next few years could see the reinvention of retail in India. Further, digital data and connectivity is empowering retailers

to usher in the retail renaissance. And the key is embedding intuitive intelligence in retail operations to connect consumers with products through holistic experiences and services, regardless of the business category or format.

In the further pages, Shubhra Saini and Institute of Technology & Management (ITM) Khargharh report briefly on some of the deliberations at IRF 2015.



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