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INDIA'S
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store Designs

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new



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INTERACTIVE GROUP
Gaming Time



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NEW IS THE NORM

As the world is turning upside down – the new generation of consumers are not playing by traditional rules. They want more from shopping; they want to experience the store, the brand and the product in many more ways. As a result, retailers are increasingly investing in innovative store designs and high-tech retailing ideas and solutions to enhance consumers' shopping behaviour.

This is changing the way retail designers are approaching design. From demographic considerations, they are conceptualising store designs based more and more on psychographic analysis of consumer needs and behaviour. Also customers are barely loyal to a particular retailer largely because they have been exposed to too much in too little time. In order to retain and attract customers, retailers will need to create an emotional bond through design and by facilitating an overall pleasant in-store experience for them.

In the long run, design that talks/communicates with the consumers at an individual level, and emergence of brands that are transparent and honest, will define store concepts and layouts. The trend of modular yet dynamic/flexible formats and designs that can move and adapt themselves to different scenarios is catching on in a big way.

Like design, in a competitive atmosphere, it is essential for retailers to come up with innovations to attract consumers. Game4u, who has already carved a niche in the fast growing gaming market, is betting big on its in-store innovations and location strategy. Taking the innovation ante further up, Raghunandan Srinivas Kamath's Natural Ice Cream parlour is all set to foray abroad while maintaining strict focus on domestic market via franchisee route.

Stay tuned to our issues this year as we bring in many such trends and inspring ideas from the exciting world of modern retail in India.

Amitabh Taneja

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EMBRACE THE NEW

RETAILERS WHO EMBRACE THE 'NEW' WHETHER THROUGH IMMERSIVE IN-STORE EXPERIENCES OR THE CONVENIENCE OF ON-LINE, OR A COMBINATION OF BOTH, WILL BE ABLE TO ESTABLISH CONSUMER LOYALTY AND GAIN COMPETITIVE ADVANTAGE



Cover picture courtesy: Dalziel and Pow Store: Samsung, Selfridges, London, UK

Gaming Time

THE MARKET FOR GAMES HAS EMERGED AS ONE OF THE FASTEST-GROWING SEGMENTS IN THE INDIAN ENTERTAINMENT SPACE. AMONG THE MAJOR PLAYERS IN THE INDUSTRY IS VIDEO AND COMPUTER GAME RETAILER GAME4U, WHICH SET UP ITS FIRST PHYSICAL STORE IN 2010. THE COMPANY CURRENTLY HAS 7 OUTLETS AND IS PLANNING TO HIT 50-STORE MARK BY 2015

By Payal Kapoor

→ Game4u, the specialist game retail store from the Milestone Interactive Group, is a multichannel retailer of PC and video games, game consoles and related accessories. The company had launched its e-store in 2009 followed by the physical format in 2010. It currently has seven company-operated stores in India (three in Mumbai, one each in Ludhiana and Jalandhar and two in Gurgaon) and an online store.

INDUSTRY GROWTH

According to the latest KPMG-FICCI report, the Indian gaming sector has achieved a revenue of INR 13 bn and is expected to grow at a CAGR of 29 percent to reach INR 46 bn by 2016. Newer trends like film embraced and online gaming will bring in increased market opportunities for various players in gaming at each vertical. Casual and social gaming are also evolving gradually.

The major drivers for the gaming industry's growth are the seeding initiatives by global companies in pushing new generation gaming consoles in the market, innovative marketing strategies, and the pricing of games – which is an important aspect in India. India's burgeoning youth demographic represents a large addressable market for gaming retailers. Considering the huge youth population and their inclination towards interactive entertainment, there is an enormous growth potential for the category. "Penetration of console gaming is currently under 2 percent of urban households and thus presents a huge growth opportunity for the category and its major players

in the value chain," says Jayont R Sharma, Chairman and CEO, Milestone Interactive Group.

BRAND POSITIONING AND CUSTOMER PROFILE

As per the company officials, the positioning statement for the brand Game4u is "one destination, many worlds." Typically, a Game4u consumer is the urban male between the age group of 14 and 34 years; however, with the introduction of Motion Gaming, the category has broadened to include the family audience, thus enhancing mass market appeal for the category. "We've managed to reach out beyond the hardcore demographic and have seen some great traction in terms of walk-ins and sales from families and the perceived non-gaming audience as well," Sharma reveals.

Talking about the online buying pattern of the audience, he says: "It is still concentrated across top metros, wherein Delhi-NCR has emerged as top market followed by Mumbai, Bangalore, Chennai and Hyderabad." "The awareness among tier II and III cities is below the radar and we expect the markets to evolve," he adds.

WHAT'S IN TO ENTERTAIN?

The stores offer games for everyone irrespective of age, gender or interests. The product offering includes a wide range of consoles and games on formats like PlayStation 2 and 3, Portable, Vita; Xbox 360; Nintendo Wii and DS; and PC. It also offers accessories and gaming figurines. Amongst these offerings, PC, PS2



Jayont R Sharma
Chairman and CEO, Milestone Interactive Group

games and certain peripherals are manufactured in India; however, remaining products such as PS3 software, console hardware and other accessories are imported, claims the company officials. Game softwares contribute a major share of 60 percent in sales with hardware following closely at 30 percent and peripherals taking the rear with a 10 percent share. Sharma believes that in the near future, peripherals will gain more prominence in the category offering.

The price of the products range from ₹199 to ₹3,999 for software and from ₹6,000 to almost ₹35,000 for hardware and consoles. However, PS3 software, priced between ₹2,499 and ₹2,999, is the most popular among the customers.



POP HIT



FLASH RETAILING OR POP-UP RETAIL, A FAIRLY NEW CONCEPT IN INDIA, HAS BEEN CATCHING UP REALLY FAST SINCE THE LAST FEW YEARS. SANJHI AGARWAL EXPLORES THE NEW RETAIL FORMAT

→ Also known as pop-up stores, this trend involves opening of short-term sales spaces unannounced in a mall or a similar place. The venue is temporarily hired for a short duration which could span from one day to several weeks.

While these temporary outlets help generate consumer interest and exposure, they immensely help the brand in creating a distinct environment to engage the customer, thereby increasing interactivity with them. This concept tends to be more popular with brands offering apparel and accessories — primarily aimed at transacting profitable sales and increasing brand visibility more than the walk-in stores. Delhi-based Mandira Lamba, who has a design

house Fab Connection with Ridhi Bhalla, explains: “Pop-up retail has been an existing concept in the West wherein these initiatives have a tendency to pop up unannounced, quickly draw in the crowds, and then disappear or morph into something else, adding to retail the fresh feel, exclusivity and surprise. Often shops would operate for a short period of time in one place and then shut down and open at another.” She adds: “The idea is to cater to the diverse tastes of the vast high profile clientele of Delhi and to introduce the people of India to pop-up retail.”

“These are actual real stores by all means and give the same experience to the customers as a walk-in store. It’s just that these are time-bound.



They are best for the purpose of test marketing,” says Rajkumar Sambandam, Senior Advisor, World Corporation.

LOOKS ARE EVERYTHING

Visual appeal is crucial to the success of pop-up retail. While implementing flash retail, the store or space must be visually appealing to entice the consumer. If a pop-up store is uninviting, the entire purpose of the concept is defeated and the retailer is left without making any profit.

As it is primarily about introducing the brand to the consumer, there is a great focus on display and image. Confirming the importance of visual appeal, Sambandam says: “Visual merchandising is very important. It is the key factor that makes the shopping experience. The challenge is to keep everything right and perfect – from the store layout, exterior, interior, visual merchandising and the shopping experience.”

Adds Chaitanya Aggarwal, Founder and CEO, Juvalia & You India: “Why visual merchandising is so important is that it initiates the first step of the customer towards a pop up store.”

ROLE AS COMMERCIAL VEHICLES

The concept is catching up as it is also widening. No more restricted to just the introduction of the brand, they have also become marketing tools. They help a brand gauge customer response easily while also allowing themselves to experiment with new ideas during the launch; all the more beneficial as such shops do not keep stock in bulk and are limited in terms of space and time. Additionally, it adds to the exclusivity of the brand.

“Pop-up store is a part of marketing



POP-UP STORE IS A PART OF MARKETING ACTIVITY (BELOW THE LINE - BTL - PLAN) EXECUTED TO GIVE A CHANCE TO CUSTOMERS TO LITERALLY GET A TOUCH AND FEEL OF THE PRODUCT

activity (below the line - BTL - plan) executed to give a chance to customers to literally get a touch and feel of the product. They help in establishing one-to-one relationships with consumers, showcase our newly launched collection, get an immediate response about our current collection directly from the consumer and obtain feedback to help in adding onto our upcoming collection. So, all in all it helps a business in many ways,” feels Aggarwal. Adds Lamba: “The idea is to show a range of one off, hard to find and sometimes limited edition products from established brands and emerging designers. The whole concept gives consumers something that can be perceived as exclusive, discovery-driven and ‘get it while it lasts.’”

Now, pop-up stores are also set up to help customers preview a launch collection that hasn’t settled in the parent stores as yet. Some also offer discounted racks in their stores. Many shopping portals have also set them up to help customers see their merchandise and be excited about their online shopping experiences.

For landlords, it is a welcome concept as it lets them utilise any free

space they have on a temporary basis and make a quick profit. For malls, it is even better since these shops act as space fillers and add to the gross footfalls at large.

“Pop-up stores are popular in both metro and other cities. They usually work best in malls where you get a large number of footfalls of people of different age groups with different interests and buying behaviour,” says Aggarwal. But the success of a pop-up store depends majorly on how it is marketed.

Apart from being visually attractive to draw crowds, text messages, e-mails and word-of-mouth publicity are also crucial for the success of a pop-up store.

TESTING NEW WATERS

“A pop-up store does help test the market by studying the buying behaviour at the initial phase as we get honest feedback from the customers about our jewellery. From this we work on augmenting our next collection,” says Aggarwal. He adds, “Our first pop-up store or kiosk was in Select Citywalk mall in Saket, Delhi. We were quite amazed with the response. Consumers loved our collection of necklaces, earrings, rings, brooches, bracelets and hairbands and registered with us as stylists immediately. We put them up in malls for at least two weekends in a month simultaneously in Delhi, Mumbai, Chandigarh and Punjab.”

Shares Lamba: “The concept does help in knowing what the consumers



cover story

RETAILERS WHO EMBRACE THE 'NEW' WHETHER THROUGH IMMERSIVE IN-STORE EXPERIENCES, OR THE CONVENIENCE OF ONLINE, OR A COMBINATION OF BOTH, WILL BE ABLE TO ESTABLISH CONSUMER LOYALTY AND GAIN COMPETITIVE ADVANTAGE

EMBRACE THE NEW

By Seema Gupta



→ Retailers who feel obliged to set a higher precedence than ever before on their deliverables could by investing in innovative store designs and high-tech retailing ideas and solutions enhance consumers' shopping behaviour and experience at their stores, keep competition at bay, and thus increase their profit margins. In fact, from demographic considerations, store designers are conceptualising store designs based more and more on a psychographic analysis of consumer needs and behaviour, as brands seek a more experiential marketing approach. A well-planned retail store layout will enable the retailer to maximise sales for each square foot of the selling space in the store.



THE NEW-AGE SHOPPER

McKinsey predicts that India's urban population will grow to 590 million over the next 20 years, accounting for 70 percent of the country's GDP. The stimulus for modern retail growth won't be the sheer magnitude of the urban population alone. The key factor will be the profile of this new urban audience. Given India's demographic dividend, this new audience is likely to be young, wealthier than previous generations, increasingly brand savvy, and although firmly rooted in India they will be increasingly international in outlook.

According to Dominic Twyford, Client Director at Fitch: "New" is the business imperative for India's modern retail brand. Within this context, India's young, optimistic and restless audience will be looking to express themselves and define who they are. The places where they spend time

He adds: "Growing urban populations will lead to an inevitable growth in the modern retail sector, but to truly exploit the Indian opportunity, retailers and brands need to develop new concepts, new brand experiences and new retail channels. Fresh thinking that is carefully attuned to the needs and desires of the consumer and local market conditions will create new business opportunities. Retailers who embrace the 'new', whether it is through immersive in-store experiences, or the convenience of on-line, or a combination of both, will be well placed to establish consumer loyalty and



Photo courtesy: Wormland, Oberhausen by Blocher Blocher Partners



and the purchases that they make will make statements to themselves, their peers and society at large. They will be looking to consume new brands and new brand experiences; and 'new' will become the norm. This scenario presents domestic and international brands and retailers with major opportunities, but to truly benefit, there needs to be a shift in focus."

competitive advantage, as the modern trade grows and competition increases."

Comments Atul Bhandari, VP - Value Engineering and Industry Business Solutions - SAP India: "The world is turning upside down - the new generation of consumers are not

Fresh Air from



Antiques

RAJKUMAR JAIN'S DESIGNER FAN BUSINESS ANEMOS IS GAINING MOMENTUM WITH BRANCHES ALREADY OPEN IN MAJOR CITIES, AND THE ANTIQUES BUSINESS IS TAKING ON NEW MEANING IN THE WORLD OF INTERIORS

By Shanti Padukone

→ Designer labels have penetrated every possible market in the retail space be it clothes, perfumes, accessories, or even furniture. But the concept of designer fans in India is still nascent. These erstwhile merely functional necessities are now gaining on the designer front with various materials, designs and even models being introduced. And one of the initiators is Rajkumar Jain who had launched his store Anemos (named after the Greek God of Wind) in 2005

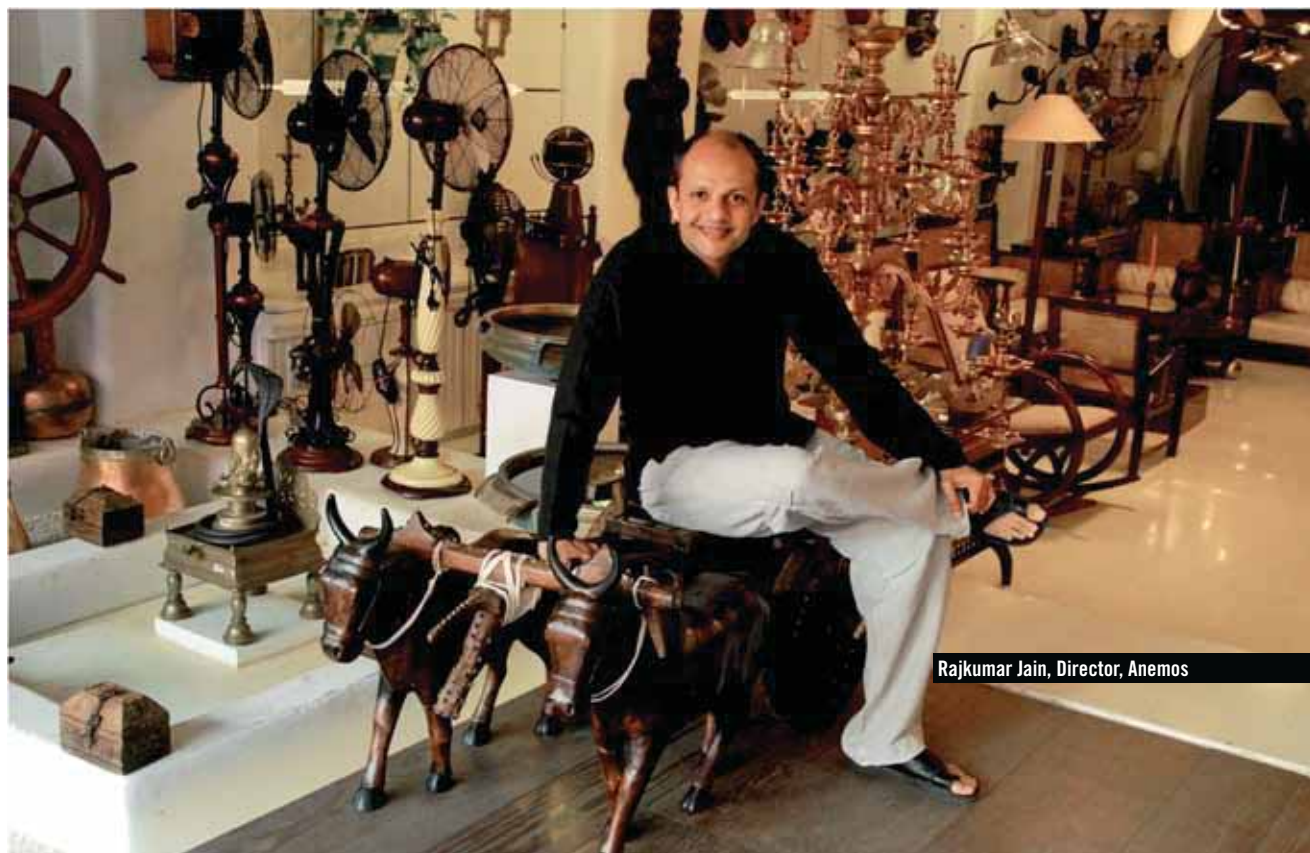
at Raghuvanshi Mills, Lower Parel, Mumbai and has opened branches in five major cities across the country.

INCEPTION

Anemos was inspired from a personal experience. In 2002, when Jain was renovating his home, he went in search of fans that would do justice to the aesthetic sensibilities employed in the house. "That was when I realised that even though India has a huge market for fans, there are no options

available for those who want to adorn their ceilings without compromising on functionality," he informs. This is when Anemos was born.

The company has evolved over the past eight years. The team constantly experiments, adapts, innovates and learns on the job, which results in an environment that is immensely conducive to growth. Headquartered in Mumbai, the brand has two stores within the city and three more located at Ahmedabad, Gurgaon and Bangalore.



Rajkumar Jain, Director, Anemos



Jain was faced with the challenge of educating the customer on how different his fans were from regular ones. The ceiling fan is an integral part of a typical Indian home – whether humble or lavish. Regular fans are installed on hooks hanging from the ceiling. But these tend to sway sideways in windy conditions. Anemos' fans are hung on a flat system, which is superior to the hook-hung ceiling fans. "Interior designers, clients and electricians are slowly becoming aware of this," says Jain. "Design-wise, we are constantly trying to work on compact, energy-efficient motors to enhance the product's beauty without compromising on the performance," he adds.

But, in a world where interior designers and architects are solely focussing on air conditioning, how has the customer taken to designer fans? According to Jain, people would use air conditioners to beat the heat even though it was an unhealthy choice of lifestyle. The present generation has, however, become more health conscious and aims to keep air conditioning to the minimum. Moreover, earlier there was no choice of beautiful fans. In 2005, Anemos brought in designer fans that not only function well but also add character to the room. As a result, the mindset has shifted and people are positively accepting Anemos' products.

DESIGNER PRODUCTS AND ANTIQUES

Anemos has a large variety of home décor products all under one roof. In brief, they have ceiling and wall fans, outdoor and pedestal fans, antique fans, large and small artefacts, wall clocks, paintings, wall and ceiling lights. They also stock furniture, which includes four-post beds, desks, chairs, tables, cabinets and chests.

The fans are generally made of wood, steel and natural materials like palm leaf and come in all kinds

-- one blade, two blade, wall fans, antique fans, fans that move in vertical motion as well as reversible blade fans, retractable blade fans, etc.

Anemos was based on the simple principle that fans can and should be as sophisticated and stunning as they are functional. The company claims that fans and lights are sourced from leading brands and designers around the world – across USA to Brazil, Europe, Taiwan and even China. Most of the furniture is sourced from India as are the antique pieces.



THE PRICE RANGE DEPENDS ON THE PRODUCTS. A CEILING FAN CAN BE PURCHASED FOR ₹12,000 ONWARDS, THE PRICE OF A WALL LIGHT STARTS FROM ₹3,000, A WALL CLOCK IS AVAILABLE FOR ₹6,000 ONWARDS AND AN ARTEFACT CAN BE PURCHASED FOR CLOSE TO ₹250

COLLECTIONS AND PRICES

One of Anemos' latest collections is Chairy Tales. "It is a unique assortment of high-quality home furniture to satisfy the most discriminating shopper. The chairs come in different kinds and are made from various products like old barrels, hath gaadis and some quirky designs. Timeless transformations incorporate both classic and contemporary styling, original and replica pieces, and the highest quality materials," informs Jain.

He adds: "Our most innovative product is the Phantom Light -- a lamp that stands without a table. The fastest moving is the Altus White Fan and the most expensive one is the Palmetto fan with a unique blade design priced at ₹6,30,000." "We also customise fans



for customers. These contribute a very small portion to the overall revenue. We have matched most fans ideally suited to Indian tastes through our experience, and customers are quite happy to pick up our combinations," Jain further informs.

Overall, the price range depends on the products. A ceiling fan can be purchased for ₹12,000 onwards, the price of a wall light starts from ₹3,000, a wall clock is available for ₹6,000 onwards and an artefact can be purchased for close to ₹250.

RESTORING ANTIQUES

The brand claims that Anemos' name is gradually becoming synonymous with high-quality restoration and original pieces. In 2008, Jain's ancestral home in Kutch was in need of severe repairs after the earthquake. The options were either to restore the house to its former beauty or build it up from scratch. The solution was restoration and that is when Jain developed an interest. "I wouldn't consider this as my core business, which is Anemos' chain of luxury fans and lights stores; but the restoration of furniture and artefacts is a passion."

It is also an adventure that starts right from acquiring a piece. Most of the pieces in the store's collection are generally 50-150 years old. Some come with a history, while others remain a mystery. Nevertheless, they all have a story about the era they come from, the craftsmanship and

ORION

MALL AT BRIGADE GATEWAY

ORION

IN JUST 10 MONTHS, ORION MALL IS RECOGNISED AS BANGALORE'S BEST RETAIL SPACE.

10.1 million footfalls in 10 months

Situated in the award winning
Brigade Gateway integrated campus

118,000 fans on facebook

Here are a few sound reasons why Orion mall is now acknowledged as the city's best mall:

- 1 World Class Design:** Orion is designed by one of the world's leading architects - HOK of New York. The mall's consumer friendly features like excellent store visibility, simple navigation, elegant interior design along with ample parking ensures a shopping experience beyond compare.
- 2 Strategic Positioning:** A sustained, and focused marketing blitzkrieg, firmly established the mall as a lifestyle upgrade. The mall has attracted visitors beyond its catchment and distant suburbs making it the most powerful lifestyle retail destination in Bangalore city.
- 3 Great Location:** In the heart of the city, Orion takes the pride of place at the award-winning Brigade Gateway integrated campus, alongside coveted brands such as the World Trade Center & the Sheraton hotel adding impetus to its lifestyle signature. The integrated campus also includes 1255 premium residences, Columbia Asia Hospital, Galaxy Club & The Brigade School.
- 4 Optimal Mix of Brands:** Ranging from flagship stores like Zara and Debenhams to Tommy Hilfiger, Apple, Swarovski and other iconic brands, Orion's well planned brand mix satisfies a diverse set of consumer aspirations.
- 5 More Entertainment & Dining:** The biggest Blu-O in India houses the largest bowling alley in Bangalore. A PVR multiplex with over 2800 seating capacity along with 8 fine dining restaurants and an elegant food court that offer over 40 F&B options.
- 6 Lake Promenade:** The pièce de résistance, is a man-made lake located in the heart of the integrated campus. The mall and its signature restaurants overlook the lake, making it an ideal outing for a city that craves open spaces.



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