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SHOPPING FOR RETAIL SUCCESS



INDIA RETAIL FORUM

- ➔ Luxury Retail: Using Tablets to Boost Sales
- ➔ Mobile Commerce: Lessons from the Edge
- ➔ 20 Indian Retail Destinations Worth Exploring
- ➔ Will Brick-and-Mortar Stores Stay Relevant?

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It is that time of the year again when top retailers from India and abroad converge at Mumbai for what is billed as the biggest retailer meet in India. India Retail Forum this year carries the theme of shopping for retail success. Indeed, it is one-of-a-kind, one-stop-shop for out-of-the-box ideas and knowledge and every aspect of modern retail, from shopfit and IT to merchandise, real estate, support systems and services.

IRF 2011 is fully geared up to help ease consumer worries about inflation and uncertainties in the economy. Private consumption in India is growing at a healthy rate of around 20 percent. Total retail in the country would be around Rs 25 trillion growing at an impressive 15 percent, out of which modern retail would account for over ₹2 trillion, growing at more than 30 percent. Nurturing and strengthening this growth by all the stakeholders is of critical importance for the overall economic growth of the country.

This is where IRF comes in. Its power-packed workshops, debates and sessions attended by virtually the who's who of the Indian retail industry are churning insights which come up with unique insights, solutions and recommendations for the challenges facing the retailers, helping the economy move forward by building confidence in the Indian growth story.

I am sure for the thousands of delegates who are coming to IRF, it will be a great opportunity to learn, share and evolve with the masters of the trade. For those who couldn't make it this time for some reason, we at *Images Retail* will be chronicling all the sessions in our forthcoming issues so that everybody benefits from the wisdom gained at the event.

May the Indian retail industry grow from strength to strength and may India soon begin to contribute 25 percent of the world's GDP as it used to do only 200 years ago!



Amitabh Taneja

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market intelligence

Off the Beaten Track

20 Indian retail destinations worth exploring

IS THERE LIFE BEYOND THE METROS FOR INDIAN RETAILERS? ACTUALLY THERE IS. HERE IS A LOOK AT THE MOST PROMISING EMERGING RETAIL DESTINATIONS OF INDIA, FROM INDORE AND JAIPUR TO GOA AND RAIPUR. EXCERPTS FROM A JONES LANG LASALLE MEGHRAJ REPORT.



→ While India is one of the first nations to emerge from the global financial crisis of 2007, its property market is not emerging without scars. Across all property asset classes, none has felt the pain more than retail. Hardly a week went by in 2008 and early 2009 without some announcement of retailers scaling back operations, mall projects being cancelled or shelved, and investors pulling out of projects.

Mid-2009 was a turning point for the Indian economy. As the retail sector returned to stability, the confidence level of retailers and investors was renewed. Mall developers and operators also took a wiser approach to new projects in terms of design, management and location. Offering quality, well-managed retail space to under-served markets was a recipe for success that the wise capitalized on early.

As a new decade begins, India's retail sector moves beyond infancy, where organized retail was just beginning to get a foothold in major metros, to adolescence where organized retail has penetrated deeper into Indian markets. In order to understand the opportunities in the retail property market as the Indian retail sector progresses in its path of maturity, one needs to go off the path so often taken by developers, investors and retailers, both domestic and foreign. An exploration of markets off the beaten track will reveal where the new geography of opportunity lies in the Indian retail property market.

For the purposes of our analysis, we have looked beyond India's top 7 metros to focus on a selection of 20 markets that are in various stages of retail maturity. We examine the changing plot of the Indian retail story and assess the lessons learned and



TIER I	TIER II	TIER III
Delhi	Chennai	Ludhiana
Mumbai	Hyderabad	Mohali
Bangalore	Pune	Jaipur
-	Kolkata	Udaipur
-	-	Indore
-	-	Ujjain
-	-	Bhopal
-	-	Jabalpur
-	-	Nagpur
-	-	Bhilai
-	-	Raipur
-	-	Vadodara
-	-	Surat
-	-	Nanded
-	-	Goa
-	-	Vijayawada
-	-	Coimbatore
-	-	Kochi
-	-	Thiruvananthapuram
-	-	Guwahati

INDIA'S CITY TIERS

Defining City Tiers

Jones Lang LaSalle's city tiering system is based on the combined current levels of real estate activity (supply and demand) in three key sectors – offices, retail and hospitality.

- Tier I cities currently comprise of Delhi, Mumbai and Bangalore;
- Tier II cities comprise of Chennai, Hyderabad, Pune and Kolkata;
- Tier III cities comprise the balance of the cities in our analysis.

Cities can move between tiers as market circumstances change. Kolkata, for example, moved from a Tier III to Tier II city in 2007 to reflect increasing levels of real estate activity. Similarly in Chennai, real estate activity is growing so rapidly that the city may be reclassified as a Tier I city in the near future.

Traceability in Retail

Reducing RFID Media Costs for Best Value

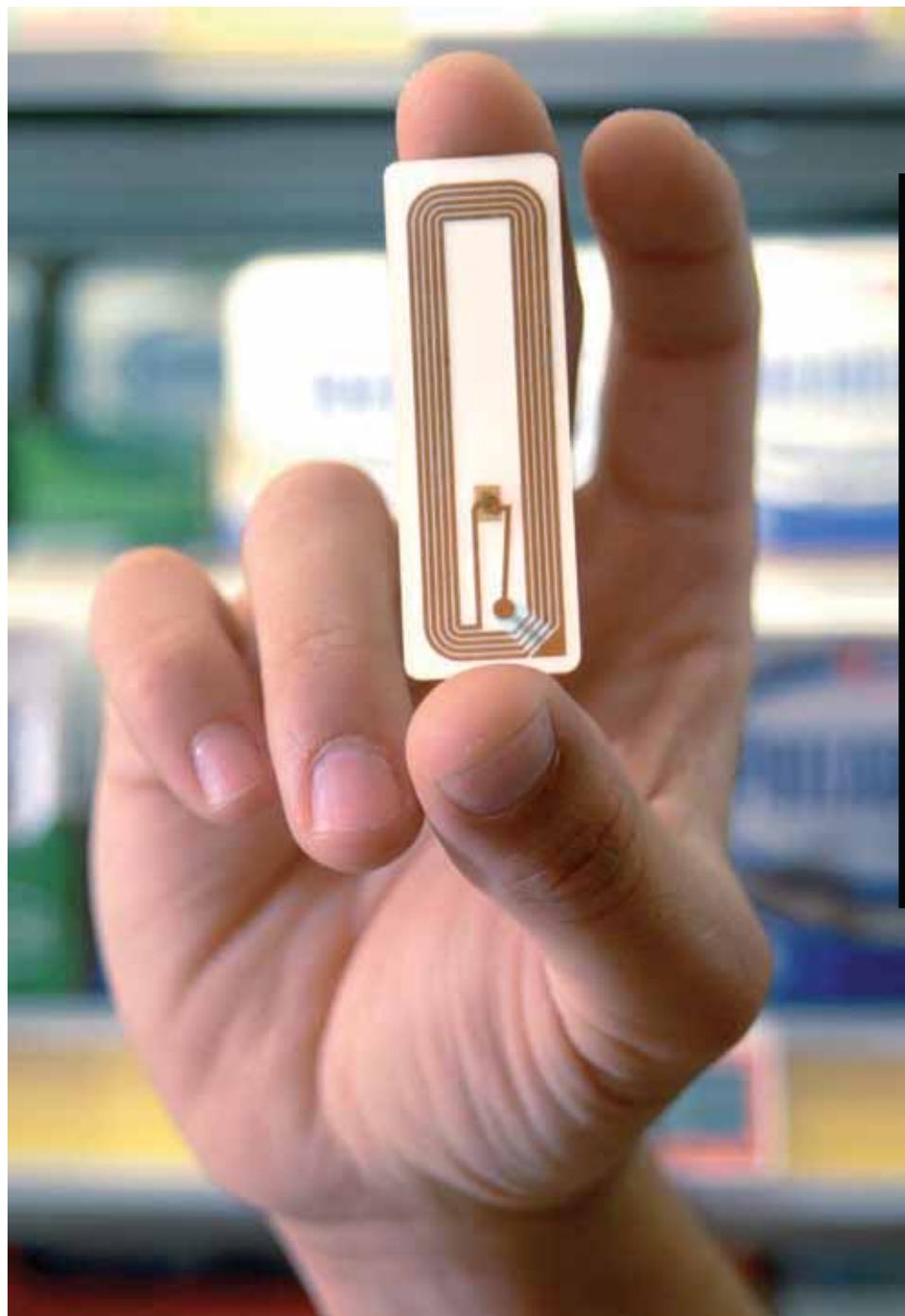
ITEM-LEVEL RFID TAGGING IS ENABLING EASY PRODUCT LOCATION AND CHECKOUT POSSIBLE. RETAILERS, WHO ARE ADOPTING ITEM-LEVEL TAGGING THROUGHOUT THEIR OPERATIONS, ARE REALIZING ENORMOUS RESULTS IN INVENTORY ACCURACY AND EFFICIENCY.

By Andrew Tay

→ Imagine walking into your favorite retailer with the expectation of buying the latest apparel style in your size and seasonal color. Instead of quickly finding what you want, you spend precious time sorting through jumbled shelves and mismatched clothing racks. Finally, a store assistant arrives to assist. The assistant is sure your item is somewhere in the store, but just cannot find it.

Pressed for time, you visit a competing retailer. You notice a product-locating kiosk. Within seconds, the system shows not only that your item is in stock, but its precise location. You conveniently retrieve the item, scan it through a smart checkout system, and leave the store—all in a matter of minutes.

The above scenario is rapidly becoming reality throughout the retail world. Item-level RFID tagging is making fast, easy product location and checkout possible. Retailers who are adopting item-level tagging



throughout their operations are realizing enormous results in inventory accuracy and efficiency.

COMPREHENSIVE INVENTORY MANAGEMENT

Until recently, most RFID applications targeted pallet and case-level tracking. The focus is now shifting to item-level tracking that achieves 100 percent inventory accuracy. RFID tags affix directly to the item or its packaging and are easily removable after a customer purchases the product. Item-level tags originate at the manufacturer and extend through the distribution channel to the retailer. Tagging integrated with data management systems allows a

RFID reader automatically scans each item in the shipment and updates the retailer's data management system, which then verifies product type and quantity. Scanners in the store track the item's purchase, or if the item leaves the store without the shopper paying for it.

When a retailer has full visibility of each product in their store - from price, to product type, to location - true 100 percent inventory management becomes a reality. Some retailers are using combined electronic article surveillance (EAS)/RFID tags to provide in-store loss prevention intelligence regarding what item left the store, and when the theft took place.

items in the store, and precise tracking of items as they leave the store - all contribute to improving a retailer's bottom line.

BOOST THE CUSTOMER'S EXPERIENCE AND LIFT SALES

Nearly 15 bn pairs of shoes and 10 billion fashion apparel items ship from manufacturers every year. The costs for conducting manual inventory of these items, managing out-of-stocks, and preventing theft continue to rise. Apparel retailers are rapidly adopting item-level tracking to enable accurate visibility of each garment. Perpetual inventories are running at 60-70 percent in real-time, making it difficult to make proactive business decisions



RFID-DRIVEN BUSINESS INTELLIGENCE PROVIDES RETAILERS THE PRECISE INFORMATION THEY NEED FOR SMART DECISION-MAKING. RFID TAGGING AT THE ITEM LEVEL YIELDS 100 PERCENT INVENTORY ACCURACY FOR IMPROVED INVENTORY MANAGEMENT, ENHANCES THE CUSTOMER EXPERIENCE AND LIFTS SALES.

retailer to experience higher accuracy on goods from factories that use RFID for verifying outbound shipments. Knowing the in-store location of each product provides the retailer precise accounting for each item, who can then execute a physical inventory in minutes - as opposed to hours, or even days.

As the retailer receives products, an

Item-level tagging allows cashless shopping and reduces the need for sales clerks, or even cash registers. Smart checkout applications are emerging that speed checkout by allowing the associate to drop the customer's items on the counter; then the system automatically rings up the sale. Hundred percent accuracy as items enter the store, full visibility of

for creating in-store sales lift. With RFID-enabled 100 percent inventory accuracy, apparel retailers are gaining visibility into what is selling, where, and when - powerful metrics that marketing departments can quickly leverage to improve sales, branding, and customer loyalty campaigns.

RFID tags provide enough data storage for a wide range of

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→ July 22 this year brought a lot of cheer to the Indian retail industry when the Committee of Secretaries recommended to the Indian government to allow 51 percent FDI in multi-brand retail. As the entire country waits for the Union cabinet to give its nod to the proposal and open the floodgates of foreign investment in retail and back-end support infrastructure and systems, consumers and industry players both have a lot to rejoice.

FDI in retail would mean gain for consumers in terms of quality, pricing, choice, availability and service, while the retailers would benefit from infusion of fresh capital and expertise to help bring their operations to world standards.

The Indian retail sector began to open up in 1997 when 100 percent FDI in wholesale trading was permitted under the government approval route. It was brought under the automatic route in 2006, the same year when FDI in single-brand retailing was allowed up to 51 percent. Due to the complicated FDI policy with long-winded liberalization, several international retailers across verticals opted for various routes to get a toehold in India's growing retail sector.

The heated debate on FDI liberalization does not have one dominant view or solution yet, but throwing open the issue for discussion is certainly healthy for all concerned. This is the reason why the eagerly anticipated two-day India Retail Forum (IRF) 2011 takes the process further by holding a high-octane session about understanding the real issues behind the FDI debate. It clarifies key questions: What exactly has been permitted and what are the policy riders? What was the route followed by other countries? Who will gain and who will lose?

Raj Jain of Walmart India, who argued at the last IRF that the scarce capital being wasted in experimentation could have been

better utilized by allowing foreign investment in retail, would actively participate in an elaborate discussion with other leaders from the industry. Presenting valuable insights on the subject would be Prof. PK Sinha, Chairperson, Centre for Retailing, IIM, Ahmedabad, while Ireena Vittal, Principal, McKinsey (India), will kick-start the conference with recommendations for the industry and the government.

"Retail Industry in India has come forth as one of the most dynamic and fast-paced industries with several players entering the market. With the grounds being laid towards further liberalization of this sector and positive steps being taken by the Government in this direction, I am confident that Indian retail industry is set to inch its way towards becoming the next boom industry," says Rajiv Kumar, Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI). "I anticipate IRF 2011 to provide an excellent platform to deliberate on the key issues concerning the sector and to work together towards its growth."

INDIAN RETAIL: ENSURING PROFITABLE GROWTH

All the 20 or so sessions of IRF 2011 spread over two days are geared to deliberate on key issues confronting the Indian retail industry, from the macro economic indicators and trends impacting the individual retail businesses to everything the Indian retailers want to know about funding and valuation.

The host of topics up for discussion at IRF 2011 would include: what ails Indian retail, responsible retailing, understanding the urban consuming class, scope in Tier II & Tier III cities, moving from family-owned business to a professionally managed one, technology, human resources, retail store designs and so on. Some 150 speakers – virtually the who's who of the retail and consumer industries – will address the delegates.



Raj Jain, President, Walmart India

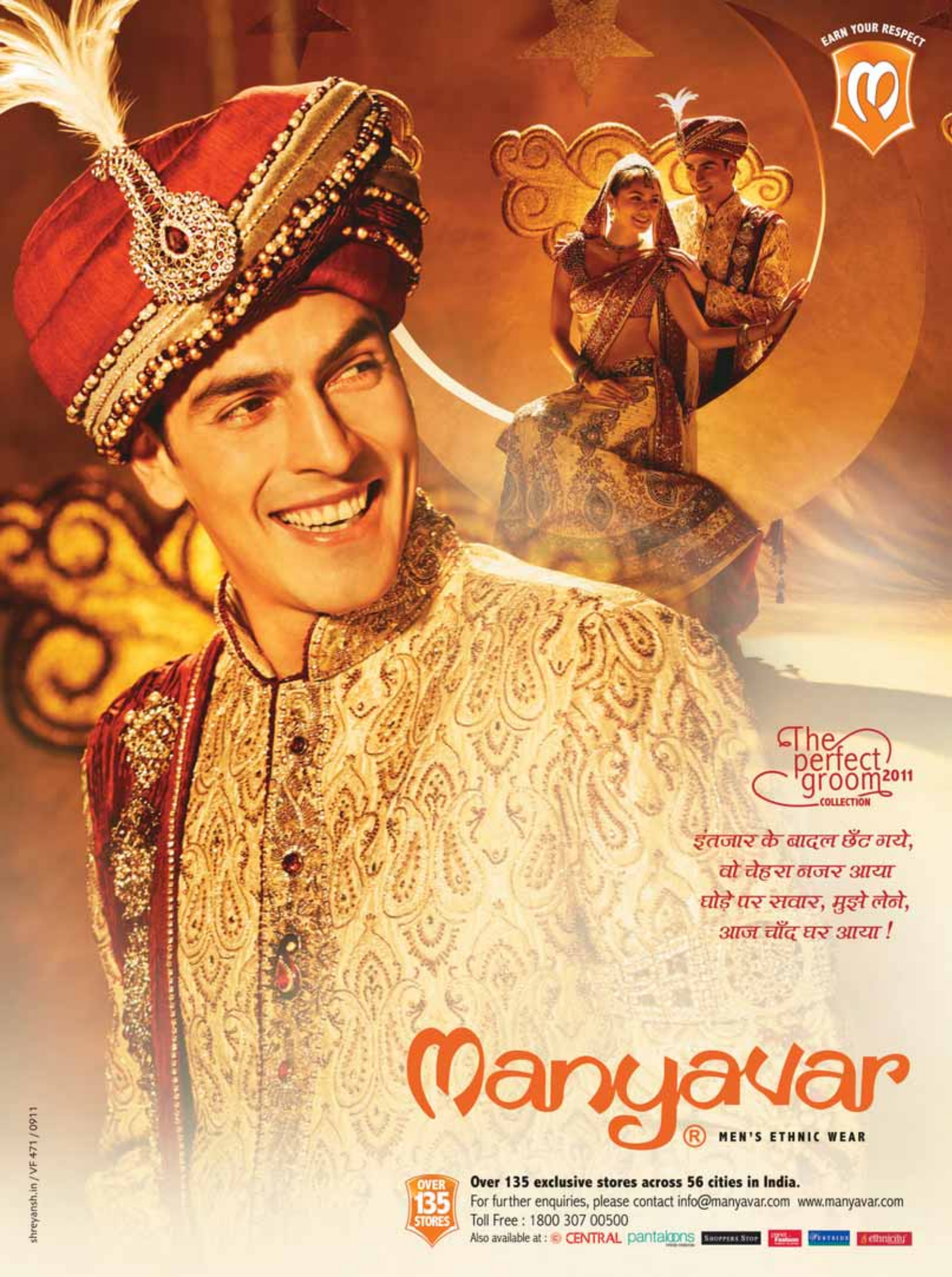


Thomas Varghese, Chief Executive, Aditya Birla Retail and Chairman, CII National Committee on Retail

Says Bijou Kurien, President and CEO, Lifestyle, Reliance Retail, who has been unanimously elected to chair the largest gathering of retailers in India for the second consecutive year: "The forum this year promises to be more exciting than ever before with larger number of domestic and international participants."

IRF 2011 would take stock of strategies to bring in global best practices to deliver Indian consumers the best value for their spend. "Having gone through several orientations and readjustments since

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