

# RETAIL IMAGES™

AUGUST 2016 VOL.15 NO.8 ₹100

## BREAKING THE ₹100,000 CRORES BARRIER

- » FASHION ACCESSORIES
- » TIMEWEAR
- » FOOTWEAR IN INDIA

### WONDER WOMEN

Redefining Leadership in Retail

6 TECHNOLOGIES THAT INDIAN RETAILERS SHOULD ACTIVELY CONSIDER IN 2016

MY THOUGHTS  
Govind Srikhande



**IRF 2016**  
INDIA RETAIL FORUM

**INDIA OMNICHANNEL FORUM 2016**  
Where Retail Meets the Technology of Possibilities

21-22 September 2016  
Renaissance Hotel, Mumbai





**Fit-Out  
Started**  
Opening 2016



# " Bigger Than the Biggest" One

**G.L.A**  
**1 million Sqft**

**India's Largest  
Indoor Theme Park  
Spread over  
2 lac Sqft**

**INOX**   
**LIVE THE MOVIE**  
5- Screen Multiplex

**Giant Dra**  
**India's First  
In 2 lac**

## Ever Increasing List of Associated Brands™ :





# Million sq.ft. Shopdom includes

Walmart  
 China Mart  
 Sqft

Food Court  
 By  
 Devyani

Wide Atriums  
 with excellent  
 visibility, smart  
 circulation &  
 zoning plan

Maintenance by  
**CBRE**

\*projected



\*\*Associate in our Malls





It's happening!

www.vegasmall.in

explore  
shopping!

like never before



RETAIL | SUPERPLEX | HOTELS | SERVICED SUITES | OFFICES

For Leasing inquiries | contact: **8800091655** | [ravinder@vegasmall.in](mailto:ravinder@vegasmall.in)

GROUND FLOOR | METRO STATION SECTOR 12 | DWARKA | NEW DELHI-110075

Like us on  [www.facebook.com/Vegas-Mall](http://www.facebook.com/Vegas-Mall)  [twitter.com/Vegas\\_Mall](http://twitter.com/Vegas_Mall)



To know more download the App  
and log on to:



**IT'S THE BEST  
OF FOOD,  
FASHION AND  
ENTERTAINMENT.**

SO BE THERE  
WHERE IT MATTERS.

For over a decade, Inorbit Mall has had some of the best brands across food, entertainment and fashion. What's more, we've always organised the most unique events and experiences to keep bringing people back for more. From fun and educational activities for kids to engaging with corporates as well as families, we have a strong focus to make every visit to Inorbit a memorable one. And by continuously evolving to suit people's needs, we've always been the destination of choice for people in 6 cities across India.

Malad | Vashi | Cyberabad | Pune | Whitefield | Vadodara



*Come Live an Inorbit Experience*









# Openbravo Commerce Suite

Transform your retail business and  
create the stores of the future

Meet us at



INDIA  
OMNICHANNEL  
FORUM 2016

Where Retail Meets the Technology of Possibilities

21-22 September 2016, Renaissance Hotel, Mumbai

KNOWLEDGE SERIES | CONFERENCE | EXHIBITION | AWARDS

[www.indiaretailforum.in](http://www.indiaretailforum.in)

openbravo<sup>®</sup>

[www.openbravo.com](http://www.openbravo.com)





**COVER STORY**

# WONDER WOMEN 18

## REDEFINING LEADERSHIP IN RETAIL

Retail is witnessing the rise of a new breed of women who are surmounting every challenge, assuming C-suite positions and leading by example. By doing so, they serve as beacons of hope for women across the nation who aspire to build successful and fulfilling careers in retail.



16



56



62



30



70

- 10 Newsmakers International**  
Combating odds to win the Game!  
*Recent retail happenings in international market*
- 12 Newsmakers National**  
Growth Saga Continues For Indian Retailers  
*A cursory article on recent retail happenings in India*
- 16 My Thoughts**  
Internet of Retail, not IoT Is The Next Big Thing  
*An exclusive article by Govind Srikhande, CCA & MD, Shoppers Stop*
- 30 Special Focus**  
Breaking the ₹100,000 Crores Barrier  
*A detailed article on Fashion Accessories, Timewear & Footwear market in India*
- 50 Curtain Raiser**  
IRF 2016: PREPPING FOR THE FUTURE  
*On September 21st and 22nd, retail and allied businesses from India and overseas will gather at India's largest retail intelligence business event, India Retail Forum (IRF) 2016.*
- 56 Dynamics**  
Visual Merchandising: The Silent Salesman You Cannot Ignore  
*A detailed feature highlighting the importance of visual merchandising in modern trade*
- 62 Retail Tech**  
6 Technologies that Indian Retailers Should Actively Consider In 2016  
*An exclusive article by Ranjit Satyanath, Head-Technology, Infiniti Retail Ltd*
- 68 Marketplace**  
ERP solutions will enhance the performance of SMEs  
*An exclusive article on Eazy Business Solutions*
- 70 Retail Real Estate**  
Adding zing to Chennai's Shopping Experience  
*An exclusive article on The Forum Vijaya Mall, Chennai*
- 72 Marketplace**  
Logic ERP: offering ultimate solutions for retailers  
*An exclusive article on Logic ERP Solution*
- 74 E-commerce**  
Latest Trends Showcasing Online Buying Behaviour In India  
*This feature highlights some interesting findings of Indian e-commerce sector*
- 82 Index**





# OTTO



photoshootindia.com

Flagship Stores: Chennai - GN Chetty Road - 45590033 | Royapuram - 42801329 | ECR - 42148441 | Chrompet - 42875608 | Velachery-22433853 | Valasaravakkam-42632633  
Madipakkam-43548333 | Tiruvallur-27666637 | Erode - 0424-4270633 | Pondicherry - 0413-4204555 | Madurai - 0452-4210064 | Trivandrum - 047-4015333 | Rajapalayam - 04563-222551

Exclusive Stores: Erode, Nethaji Road - 0424-4271418 | Ramnad - 04567-225441 | Nellore - 0462-4000933 | Karur - 04324-261221 | Kovai - 0422-2255015  
Chidambaram - 04144-225833 | Tanjore - 04362-271505 | Nellore - 0861- 230122 | Karaikudi - 04565 - 400096 | Kumbakonam - 04335-2403525 | Mayiladuthurai - 04364-220677

Opening Shortly: Nellore | For Franchise Enquiries: [sathiyam@ottoclothing.in](mailto:sathiyam@ottoclothing.in) Ph: 044 - 4391 3333, 9176677111



# COMBATING ODDS TO WIN THE GAME!

**Past month seems to have added a plethora of opportunities for the worldwide retailers. Though Brexit referendum created a sense of indecisiveness, but retailers have combated the effect efficiently. In addition, retailers like Sephora, 7-Eleven are setting new benchmarks via innovations**

By Shipra Srivastava

## SEPHORA DRIVING INNOVATION THROUGH MOBILE-APPS



Leading beauty retailer Sephora has initiated new digital tools not only to relaunch its private label collection, but to create a consumer connect as well. Speaking on the development, Deborah Yeh, Senior VP – Marketing, Sephora, said, “There are literally hundreds of options across every beauty category in Sephora Collection, so in addition to a new, easier to shop look in store, we’ve developed two mobile-first digital tools that allow her to interact and engage with the brand in her own terms.” This



testing / Shutterstock.com

beauty retailer has also partnered with popular dating app Tinder. It will be the first beauty brand to utilise Tinder’s new polling feature in a creative campaign. Users will be able to swipe on beauty statements within the app to discover their product match via this application.

## M&S SUFFERING SUFFERS BIGGEST CLOTHING SALES FALL IN 10 YEARS



British fashion retailer Marks & Spencer has registered hefty decline in quarterly sales from its clothing division, reflecting a weak market, price cuts and fewer promotions. Through it is too early to quantify implications of Brexit, but it seems to have played havoc on retailer. In a public statement M&S has said consumer confidence has weakened which has resulted in overall sales decline. M&S said that over the 13 weeks to July 2, its fiscal first quarter, sales of clothing and home products at stores open over a year fell 8.9%. That compares to analysts’ forecasts of down 5 to 8% and a decline of 2.7% in the fourth quarter of M&S’s 2015-16 year. Like-for-like food sales fell 0.9%, having been flat in the previous quarter.

## 7-ELEVEN COMPLETES FIRST DRONE DELIVERY



7-Eleven, a leading chain of convenience stores has created a new milestone in home delivery segment by successfully completed the first fully drone delivery to its patron’s house. Working with drone delivery service, Flirtey, 7-Eleven claims it has advanced the industry’s research toward integrating drones into the National Airspace System. 7-Eleven’s EVP and chief merchandising officer, Jesus Delgado-Jenkins, said the two companies plan to expand its drone delivery tests going forward. “Drone delivery is the ultimate convenience for our customers and these efforts create enormous opportunities to redefine convenience,” said Delgado-Jenkins. “This delivery marks the first time a retailer has worked with a drone delivery company to transport immediate consumables from store to home. In the future, we plan to make the entire assortment in our stores available for delivery to customers in minutes. Our customers have demanding schedules, are on-the-go 24/7 and turn to us to help navigate the challenges of their daily lives. We look forward to working with Flirtey to deliver to our customers exactly what they need, whenever and wherever they need it.”



Takamex / Shutterstock.com



# MINERAL



Available in all Leading Department Stores  
at over 90 locations in 30 cities



START SOMETHING NEW





# GROWTH SAGA CONTINUES FOR INDIAN RETAILERS

In the month gone by, Indian e-commerce space saw one of the biggest consolidations as fashion etailer Myntra acquired fashion major Jabong. Other side, beauty e-retailer Nykaa and leading sports retailer Adidas further paved the way to fortify their footprints.

By Shipra Srivastava


## CHRISTIAN DIOR FRAGRANCES AND BEAUTY BOUTIQUE ENTERS INDIA, VERSACE TO FOLLOW SOON

 Luxury Retail in India is really booming. New international brands are coming up with their exclusive offerings almost every month. The interest from luxury brands to set up shop in India seems to continue as two famous brands, Christian Dior Fragnances and Beauty and Versace is foraying into India.

Adding more glam to the luxury beauty market, Christian Dior Fragnances and Beauty recently opened up their first ever boutique in India, at Select Citywalk in Saket, New Delhi. The new boutique is a grand premiere entirely devoted to Christian Dior, and his unique vision of French luxury and beauty. The space also brings together the complete catalogue of Dior fragrances, make-up and skincare, and provides exclusive new services, which includes a private consultation room where the customer is going to be treated to an array of services by fragrance specialists, makeup experts and skincare specialists!

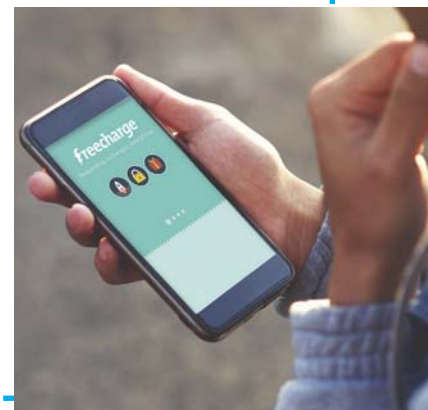
Versace is also set to open it's exclusive store in DLF Emporio at the end of this year. Initially it was a challenge for team Versace to find the right spae, as there is handfull of luxury malls here, but they have zeroed in an area of 2,200 sq fton the first floor of the Emporio and will have Hermes and Valentino as its neighbours.

## MYNTRA ACQUIRES JABONG, TOGETHER TO BE INDIA'S LARGEST FASHION PLATFORM

 Myntra, a Flipkart Group company, has acquired Jabong from Global Fashion Group to create together India's biggest online fashion shopping destination. The acquisition of Jabong further strengthens Flipkart Group's position as the undisputed leader in online Fashion and Lifestyle segment in India. Myntra and Jabong are all set to define the next generation of online shopping with a combined base of 15 million monthly active users and offering the best of brands to Indian consumers. Some of the most iconic global brands that will be exclusive to both the platforms include Dorothy Perkins, Topshop, Tom Tailor, G Star Raw, Bugatti Shoes, The North Face, Forever 21, Swarovski, Timberland and Lacoste.

Binny Bansal, CEO and Co-Founder, Flipkart said, "This acquisition is a continuation of the group's journey to transform commerce in India. I am happy that we will now be able to offer to millions of customers a wide variety of styles, products and a broad assortment of global as well as Indian brands."

According to Ananth Narayanan, CEO, Myntra, "Jabong has built a strong brand that is synonymous with fashion, a loyal customer base and a unique selection with exclusive global brands. The acquisition is a natural step in our journey to be India's largest fashion platform. We see significant synergies between two companies especially on brand relationships and consumer experience. We look forward to working with the Jabong team to shape the future of fashion and lifestyle e-commerce in India."





## ONLINE PLAYER NYKAA EXPANDING OFFLINE WITH 'NYKAA LUXE'

➔ Nykaa, India's largest multi-brand e-commerce beauty platform is in the expansion mood with offline stores 'Nykaa Luxe'. After its first retail store at T3 New Delhi, the brand has opened its second brick & mortar store at T2, CSI Airport, Mumbai in July. This follows in-line with the e-commerce player's omni-channel approach to beauty retail. The Nykaa Luxe store is positioned at the domestic arrivals section at the international airport and will feature luxury brands like Lancome, Giorgio Armani, Marc Jacobs, Burberry and Bvlgari among others.

Explaining the rationale behind opting the offline route Falguni Nayar, CEO and founder, Nykaa, said, "According to me, it's the right optimum mix to have both online and a store. As we grow, the stores will be larger. Currently, we have opened a 300 sq. ft. store but we will soon launch 650- 1000 sq. ft. stores in suburban malls. To continue in omni-channel approach, in a



couple of years we will look at doing larger and more digitally interactive formats."

Highlighting the growth plans, Nayar said, "We are looking to open around 30 stores by 2020 as part of our omni-channel approach. While our first mall store is already operational at Infinity Mall, Andheri, we will soon be opening another one next month at Infinity Mall, Malad. We will be launching our first store in Bengaluru at VR Mall in the next few months. We will begin our last round of funding this year, and part of the money raised from the fund will be used to open new stores. With regards to online, we are in the process of tying up with new brands to provide our customers with the best products available worldwide."

## ADIDAS GETS NOD FOR FDI IN SINGLE-BRAND RETAIL IN INDIA

➔ The Government of India has permitted the German sports goods maker Adidas to operate fully-owned single-brand retail stores as well as cash-and-carry wholesale business under a single entity in India.

However, this does not include Reebok. Adidas plans to open large stores in India, 2017 onwards, like it has in other major markets.

Reebok India, owned by German sportswear major Adidas, will submit an application with the Department of Industrial Policy & Promotion (DIPP) for setting up fully-owned flagship stores in the country. The application is expected to be made within this year.

The move comes nearly four years after Reebok's India operations were hit by a Rs 870 crore accounting fraud.

The company plans to open 30-50 company-owned Adidas stores in large cities by 2020, and will file another FDI application by this month for Reebok to set up its company stores.

## CATH KIDSTON TAKES FLORAL KITSCH TO INDIA

➔ Cath Kidston, a niche name in floral prints category is mulling its possible India foray as the part of its ambitious global expansion plan. The company may enter in a franchise agreement with Mumbai-based Planet Retail Holdings to open its first store. The company is looking to open its first store in Mumbai shortly followed by a new store in the capital city New Delhi. "India is one of the fastest growing markets in the world and we are very excited about bringing Cath

Kidston to India," said Chief Executive Officer Kenny Wilson. The company now has 226 stores worldwide with 68 in the UK. "We believe our affordable, fun, British, vintage-inspired clothes, bags, childrenswear and homeware will appeal to people in India of all ages. We do a lot of homework before we enter a new market and we already know from the growing online sales that people in India like our products. From this, we think that India could potentially become a very successful and important market for us," Wilson added.



Tree Vongvittavat / Shutterstock.com

## Brands with us



Hypermarket



Fashion Anchor



Multiplex



F&B players

## Brands that will be with us





# The best brands are now a part of Vivira Mall

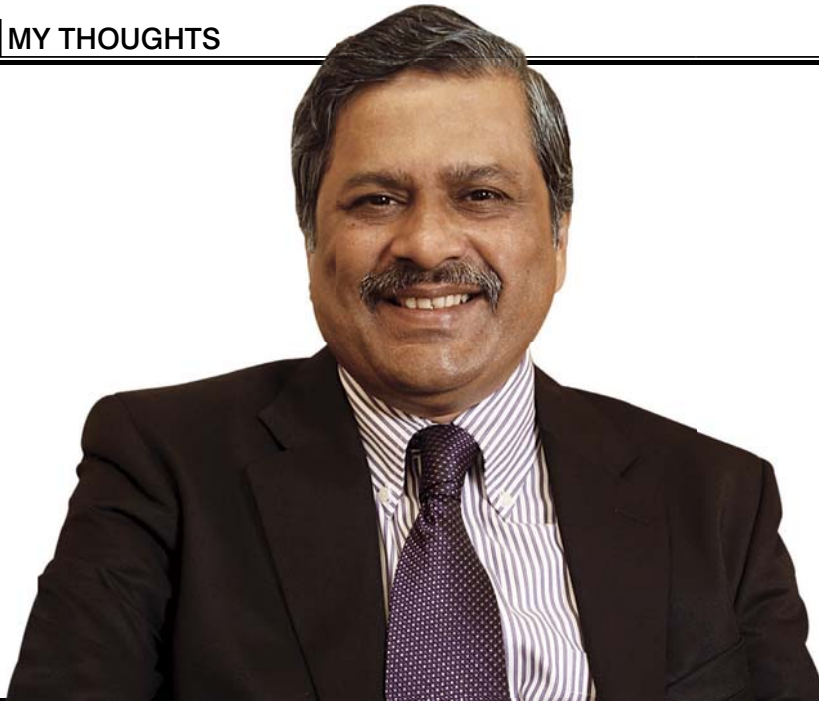
Operational by Dussehra



If you want to be in an ever growing catchment, then here's your chance. With an untapped catchment of over 10 kms and over 10,00,000 tech savvy customers, with over 70% of the customers being the youth, this is the place to be! Come be a part of the Vivira Mall, contact us today.

Mall Address: No. 33, Old Mahabalipuram Road, Navallur, Chennai - 603103.





IoR is going to be the buzzword of Version 6 of retail in India, predicts Govind Srikhande, CCA & MD, Shoppers Stop. In an exclusive article, he shares his thoughts about retail in India

## INTERNET OF RETAIL, NOT IOT IS THE NEXT BIG THING

**H**e had never seen a textile mill in his native town Kolhapur. In spite of that, he went on to complete Textile Engineering from Veermata Jijabai Technological Institute of Mumbai, though his parents were not sure what he was up to. Govind Srikhande then completed his MBA from Symbiosis Institute of Management, Pune and joined Mafatlal as a trainee in 1984. And today, after three long decades of association with this industry Srikhande has evolved as an expert personified of this industry.

‘Textile’ and ‘retail’ are two words which is associated with Shrikhande’s career from the very beginning. Be it Mafatlal, his first workplace or Shoppers Stop, his present, where he is the Customer Care Associate and Managing Director, Srikhande has seen the length and breadth of this industry in this country and the changing face of it clearly. He passed out from college at the same year of the biggest textile strike, 1982. From there to the creation of a new success story with Shoppers Stop, where in 2001, he joined as the Head of Buying and Merchandising and then went on to be the MD, Srikhande is the right person to predict about the future of retail in India. In an exclusive feature for IMAGES Retail, he has penned down his thoughts about the industry.



### Srikhande’s vision for retail business in India

#### Evolution of Indian Retail industry

Retail has continued to evolve from Version 1 to Version 5 over the past four decades. Till the 90’s under Version 1, it was a seller’s market with ration shops & controlled distribution dominating the market. Post 90’s, when the economy opened up, Version 2 started rolling. Customer aspirations started changing & with the birth of Shoppers Stop, Consumerism started taking shape across multiple categories, including TV, Media & Retail. Version 3 was a frenzied period, starting around 2004 with everyone





and their international brothers thinking that Indian Retail was a pot of gold! Multiple Indian & international players entered India & announced billions of dollars of plans. Post the Trillion Global Meltdown in 2008-09, the sane version of retail – Version 4 emerged with all players focussing on profitable growth. Version 5 is the digital disruption phase wherein, online players are creating new definitions of GMV & getting a lot of share. And the brick & mortar players are preparing to fight back with Omni-channel strategy.

#### **Present challenges in retailing & strategies to fuel growth**

Indian retail has never evolved to the level of international markets like US, Europe or even South East Asian countries. The prime reason has been lack of good real estate availability at affordable rates; lack of infrastructure, both physical such as lack of quality transportation, warehousing etc & financial – such as muddled FDI policy, multiple taxation regime, multiple license requirements, entry taxes etc. These challenges still continue. Adding to these, the complete lack of professionalism from mall owners and managers has only complicated the issues. Over all the factors mentioned above, educated and aspiration focussed

consumers, digital technology, GST would be the other factors that would impact retail in the long run. In order to fuel growth, industry needs to focus on customers and create magical experience for bringing the customers back into the store again and again.

#### **Future of retail in India**

##### **Technology in retailing, with reference to Shoppers Stop's journey into Omni-channel**


The new age Millennial customers are 'connected' all the time. They don't go online anymore, they 'live' online. In such a scenario, adopting digital technology & using brick & mortar stores to create an omni-channel play, is key for the traditional retailers. We are on our way to become an Omni-channel Retailer by 2017 & are investing more than Rs. 60 cr. to achieve this objective. Every channel has both challenges & opportunities. Tying up with marketplaces for going omni-channel can be a challenge for the retailers. As far Shoppers Stop is concerned, we are quickly learning the ropes of the marketplace ecosystem. Now there is a relevant question which is frequently asked about being technologically advanced in physical retailing. That is, why is it so critical to focus on

technologies for brick-and-mortar locations when e-tailing has already started capturing market space? My answer would be, even today majority of global customers still prefer to shop in physical retail. Therefore it is important to be a part of their Journey from discovery to actual shopping through the digital channels.

##### **Retail innovation in improving customer experience**

Nothing but the best should be the motto for customer experience, whether online or offline. All investments, services & infrastructure are needed to be geared in the way to take care of customer satisfaction. My advice to the retailers who are just starting to add customer-facing or other digital technologies in their business will be, stop waiting for the tide to turn, jump in, try swimming and you will be successful. You have to keep the customers in the centre and build everything around their needs and aspirations.

##### **Next for retail in India: IoT or Virtualisation?**

According to me, Version 6 will be Internet of Retail. Don't wait for it to start. Start your own journey on this path today. 



# WONDER WOMEN

## REDEFINING LEADERSHIP IN RETAIL

Retail is witnessing the rise of a new breed of women who are surmounting every challenge, assuming C-suite positions and leading by example. By doing so, they serve as beacons of hope for women across the nation who aspire to build successful and fulfilling careers in retail.

By Sheetal Choksi and Varun Athreya



## THE PROVEN FACT:

**65% of all global spending is done by women.**

## THE GENERAL PERCEPTION:

**Women form a majority of the workforce across hierarchies within retail.**

## THE HARSH REALITY:

**Only about 6.5% of the boardroom positions available in retail are held by women.**

**T**oday, a woman's role in society has far transcended that of a homemaker; she is now a primary decision maker. Her opinion is absolutely pivotal to decisions centred on

everything from healthcare and banking to electronics, automobiles and the environment. What's more, a significant amount of erstwhile male-targeted companies have realigned themselves to target women, owing to the sheer purchasing power that they yield.

Retail is undeniably the industry with the largest female customer base. Be it department stores, supermarkets or apparel stores, every piece of communication they disseminate mostly refers to the customer as 'she' irrespective of the product category. Women have begun to realize that as the primary drivers of the consumer side of retail, it makes logical sense for them to drive the business side of it too and create a conducive environment that will inspire more women to join the industry.

### REINSTATING WORK-LIFE BALANCE

A major deterrent for women in retail is the work hours. While jobs in other domains like Media, Advertising, Marketing and Production also tend to be hectic and erratic, Retail is one of those industries where the work hours are undefined and 9 to 5 work timings

could eventually result in 9 to whatever time. This can be attributed to the fact that most consumers primarily shop post office hours or on holidays, which in turn means late nights and almost no days off for employees in this domain.

"Unfortunately, women in India tend to be stereotyped into the categories of either marketing or finance at the operational level, leaving very little room for growth in leadership roles. The more coveted positions with hard core operational management of the retail chain go to the men. This is based on the perception that such roles require long hours in so-called unfriendly environments for women", observes Ritu Agarwal, CEO of Rush Fitness.

The sheer exhaustion or stress is what creates the crossroad and it is but natural for a mother's instinct to let her family and home take precedence over a career, no matter the potential for growth and success.

To counter this issue, Anushree Tainwala, Executive Director, Marketing at Samsonite South Asia Pvt. Ltd. has taken active steps towards making work-life balance a reality for her female colleagues. "My brand manager for Samsonite was on maternity leave when the brand was facing turmoil. I ensured that the entire brand team worked out of her home. Performance should be judged on the basis of





“We need to embrace new ways of working and use technology to facilitate this, and few companies are successfully doing this as it’s not the number of hours that matter but the final output and delivery.”

- Ameesha Prabhu,  
CEO of TRRAIN



“Women today are becoming more ambitious, more demanding, more open about calling out any sort of discrimination that exists in the industry. In Samsonite, say in 2008, we had few women working in senior management positions, whereas today we have at least 10-12 female colleagues in senior management.”

- Anushree Tainwala,  
Executive Director-Marketing at  
Samsonite South Asia Pvt. Ltd.



“Crucial to improving women’s representation at the workplace is accommodating their career lifecycle and creating policies that will encourage more women entering or re-entering the workforce. Also, women entrepreneurs can benefit immensely from favourable government policies, training programmes and access to financial support and working capital.”

- Avani Davda,  
Managing Director at Godrej Nature’s Basket

quality of the job done and not on how many hours have been clocked.” she recounts.

Ameesha Prabhu, CEO of TRRAIN adds, “We need to embrace new ways of working and use technology to facilitate this, and few companies are successfully doing this as it’s not the number of hours that matter but the final output and delivery.”

#### NURTURING GENDER EQUALITY

Internationally, men and women both share household responsibilities equally whereas in India, our culture defines the role of the woman as the homemaker and the man as the breadwinner. A woman who wants to be a breadwinner is by no means absolved from her duties as a homemaker and may never be taken seriously unless she prioritizes them above her professional growth. Additionally, women constantly face gender bias at several points, from travelling to the market to negotiating with mall developers. In many meetings, external participants automatically assume the male

colleagues to be the ones calling the meeting, even if the woman precedes them in designation.

Anita Roddick, founder of The Body Shop resolved this issue by addressing it at a very fundamental level, namely, the language of business. By shifting the business language focus from measurements and hard figures which are skewed to a male worldview to a more relationship, philosophy and customer-centric outlook, she infused her retail venture with feminine energy, which in turn forges deeper and more meaningful bonds with customers. High-profile female business leaders and entrepreneurs within her organization no longer need to assume a masculine style in order to fit in; they can, on the other hand, embrace themselves completely and reach their full potential.

#### ENCOURAGING GENDER DIVERSITY

Research has shown that middle to senior management level positions do see a better percentage of women in retail. Previously, all the industries were stacked in such a way that men

could succeed far more easily than women. “Women today are becoming more ambitious, more demanding, more open about calling out any sort of discrimination that exists in the industry. In Samsonite, say in 2008, we had few women working in senior management positions, whereas today we have at least 10 -12 female colleagues in senior management.” Anushree Tainwala, Executive Director, Marketing at Samsonite South Asia Pvt. Ltd., points out.

Ritu Agarwal, CEO of Rush Fitness observes, “Retail, much like the rest of corporate India, tends to operate on the perception that there are certain tasks which women should not or rather would not involve themselves in. It is automatically assumed that women will not be part of any process that pertains to tasks like rental negotiation, contracting, supply chain, logistics, data mining and the like. This, however, is a misconception”.

“Godrej has been at the forefront of this change with various initiatives undertaken under its ‘Diversity and





“The very fact that we are beginning to see women in leadership positions in corporate India is a clear sign that mindsets are changing and boardrooms are making way for women at the table.

- Ritu Agarwal,  
CEO of Rush Fitness



Inclusion’ vertical. A host of initiatives and benefits offered include a daycare facility, six months maternity leave and flexible working hours for mothers, career 2.0 for women who want to make a comeback after a sabbatical, among others.” states Avani Davda, Managing Director at Godrej Nature’s Basket.

With organizations implementing diversity focused policies, bridging the gender diversity gap to create a conducive working environment for women in retail is no longer in the distant future; it is happening right here and now.

#### BREAKING SOCIAL STEREOTYPES

The Indian cultural makeup has conditioned women to look at their long term goals as synonymous with their family’s long term well-being and happiness. Which is to say, that women’s agendas are ensuring their husbands rise in their careers and children are successful and so on and so forth. Contrast this with men in India, who from a very young age are taught to have a long term vision with regards

Women are more equipped to handle leadership roles, once they break the cultural stereotype and **redefine ‘long term’ as an entity adding professional growth and family satisfaction**

their careers and financial stability.

Women will be more equipped to handle leadership roles in retail once they break the cultural stereotype and redefine ‘long term’ as an entity that includes professional growth and satisfaction in conjunction with family and home. Further probing reveals that nearly all of the women who scaled the summit in corporate retail share some common traits, namely, brilliant time management, an eagle eye on the finances, excellent networking and marketing skills and a knack for visual imagery. But most importantly, it is their vision and commitment to retail excellence that has enabled them to

rise to the top.

Manisha Sanghani, CEO of Priority Marketing, is one such maverick who has managed to defy convention, battle the odds and navigate the hierarchical structure to achieve monumental success in the retail world. In a span of 10 years, she has successfully launched and marketed 18 international watch brands in India. She is the only Indian woman entrepreneur/owner in the watch industry to own two Intellectual Property Rights brands, namely, Just Watches and Just in Vogue in addition to owing her own watch brand called Aspen Watches, which she launched to celebrate the young independent Indian woman.

“For me, adversity has been an opportunity to recognize my abilities and learn. I believe that every error and stepping stone in life is the learning curve you require to create a brilliant history of triumph”, says Manisha. She staunchly believes that while retail may currently be a testosterone-fuelled industry, especially where boardroom positions are concerned, women tend to make more effective retailers owing to an innately strong aesthetic sense and the keen ability to discern correct stock to sale ratio, correct merchandising and get maximum return on space.

“Women are more resilient, can handle financial temerity, have lower egos and are more sensitive to both their customers as well as their teams”, she further adds. “What’s more, women are naturally inclined towards building great relations with partners”.

Ritu Agarwal, CEO of Rush Fitness signs off by saying, “The very fact that we are beginning to see women in leadership positions in corporate India is a clear sign that mindsets are changing and boardrooms are making way for women at the table”.

**CREATING CONDUCTIVE WORK ENVIRONMENTS**

Women should actively seek out the right people to work with and be mentored by; this is integral to retail success. For women to make it to the big league, they should begin their journeys at a good retail organization with great mentors. Ameesha Prabhu, CEO of TRRAIN, says that her own success story, though written by her, was aided greatly by her mentors who encouraged her to stay curious, believe in herself, make mistakes, innovate and take calculated risks. She cannot state enough the importance of forging strong relationships with customers, vendors, partners and internal stakeholders.



“For me, adversity has been an opportunity to recognise my abilities and learn. I believe that every error and stepping stone in life is the learning curve you require to create a brilliant history of triumph.

- Manisha Sanghani,  
CEO of Priority Marketing



“It’s important to understand the business very well. Whether you have exposure outside of the family business or not, what really matters is that you understand your customer. And that happens only after spending a lot of time in the stores.

- Avni Biyani,  
Concept Head at Foodhall

“I believe that all that I have achieved has been made possible not because I did it right but because I did it with the right people. I am very passionate about retail and anything to do with retail, consumer, trends, experience excites me. This passion helps me connect with the most important stakeholder in retail i.e. the customer. It is also a very important ingredient for success in a retail career. And finally, purpose comes, when you align yourself with the company’s objectives and decide to work towards achieving that objective to your maximum capacity, leaving no stone unturned”, Ameesha aptly sums up.

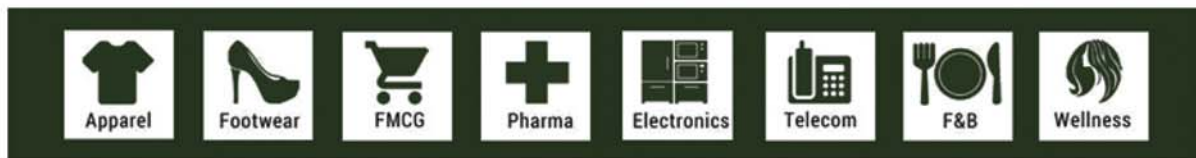
“In my opinion, one should take cues from the financial sector of inducting women at the grass root levels of the organisation with a clear path to attaining leadership roles. A leader is one who should make it to the position based on pure merit. This is only possible based on a strong premise of unbiased opportunities at an entry level for both sexes to have an equal shot at a clear career path”, believes Ritu Agarwal, CEO of Rush Fitness.





# LOGIC ENTERPRISE

## TOTAL INTEGRATED ERP SOLUTION



A ROBUST, COMPREHENSIVE & AGILE ERP SOFTWARE SOLUTION FOR:



### OUR EMINENT CUSTOMERS



Email: [snayak@logicerp.com](mailto:snayak@logicerp.com)

website: [www.logicerp.com](http://www.logicerp.com)

Phone: +91-9833521044  
+91-22-29272330

Avani Davda, Managing Director at Godrej Nature's Basket adds, "Crucial to improving women's representation at the workplace is accommodating their career lifecycle and creating policies that will encourage more women entering or re-entering the workforce. Also, women entrepreneurs can benefit immensely from favourable government policies, training programmes and access to financial support and working capital".

### BUILDING SAFETY PROTOCOLS

The basic nature of retail is customer-centric, which means that it is imperative that all customer-facing employees smile and be as helpful as possible. However, there have been cases wherein men or male groups who have sauntered into shop have often misconstrued a woman employee's professional niceness and protocol as flirtation. When the women employees do not reciprocate, they often end up with negative customer feedback.

This can be countered by creating awareness among customers as much as employees about the intrinsic nature of a job in retail, which revolves around customer service and satisfaction. Raising awareness among the general public would definitely do a world of good in shaping the right perceptions with regards the image and perception of retail employees and would, in turn, encourage more women to begin, build and sustain thriving careers in retail.

### INCREASING COMPENSATION

When you add low starting wages to the mix, it becomes clearer why women are a tad averse to taking up jobs in retail. In addition to the bad hours and the risk of offending customers, the salaries seem to be meagre. It is only when a woman joins retail at the bottom that she can persevere and rise to the top. But the pertinent question that arises is, 'what is her motivation to join retail in the first place when there are so many other domains that offer a fresher a much better starting salary with benefits?' Research has proven that globally, women in sales and other related jobs earn approximately 28% lesser than their male counterparts.



## The retail industry possesses great potential to offer stable, family-sustaining jobs to women. More large retailers are **closing the pay gap by formulating non-discrimination policies and creating greater opportunities**

The retail industry possesses great potential to offer stable, family-sustaining jobs to women. More large retailers, helmed by both women and men, are beginning to take action towards closing the pay gap by formulating stronger non-discrimination policies and creating greater opportunities and pathways for women to advance.

### CHANGING TRADITIONAL PERCEPTIONS

Family businesses are a horse of a different colour, so to speak. Here, the limitations imposed on women are by their own kin, which makes them harder to break away from.

For Anushree Tainwala, Executive Director, Marketing at Samsonite South Asia Pvt. Ltd., who hails from a traditional Marwari family, the challenge was always to prove that she was as able, from a business standpoint, as her male sibling. "In my family it still believed that the boy of the family will be entrusted with the family legacy. My grandparents have always thought that I would be the housewife and my brother will be the next scion", she reveals. However, rigid value-systems, age-old traditions

and pre-conceived notions never intimidated her nor held her back from achieving all that she has.

Avni Biyani, Concept Head at Foodhall believes that learning is a constant process and that is the only way to evolve. "It's important to understand the business very well. Whether you have exposure outside of the family business or not, what really matters is that you understand your customer. And that happens only after spending a lot of time in the stores", she aptly concludes.

### RESOLVING INTERNAL CONFLICTS

Women sometimes tend to hold themselves back from professional growth owing to the internal barriers that they create. Research has suggested that women who apply for a promotion only do so when they truly believe they meet 100% of the criteria required. This figure is as low as 60% for men. Martyrdom isn't something that thrives in a corporate framework and neither does under-valuing yourself.

"We lower our own expectations of what we can achieve," says Sheryl Sandberg, CEO of Facebook, in her bestselling book 'Lean In'. "Women tend to deny themselves opportunities



for advancement because they sometimes lack the self-confidence and drive that men do”, she elaborates.

It is imperative that women change the way they look at themselves. Organizations can, on their part, conduct personality development and personal motivation sessions for female employees. This will greatly help them increase their self-worth and instill the belief that women can do any job men can, and deserve equal recognition for a job well done.

### CHANGING THE GAME IN RETAIL

With women increasingly breaking convention and assuming leadership roles in retail, it should come as no surprise that some of the brightest ideas and most powerful innovations in this domain can be credited to women. The fact of the matter is that only women have a really keen insight into women’s needs and buying patterns. Every one of the women listed below embodies the spirit of independence, leadership, innovation, resilience and dedication in the truest sense of the term. These are women who had vision and the strength to never take no for an answer.

### VERY IMPORTANT POSITIONING STRATEGY

In 2009, when Radhika PIRAMAL took over as Managing Director of VIP Industries Pvt Ltd. she came with a strong insight: handbags, backpacks and office bags are purchased more often

than luggage. The fact that VIP had erstwhile never specifically targeted the largest retail consumer base, namely, women, further augmented this insight.

After formulating a clear brand segmentation and distinct portfolio strategy, she began offering consumers exclusively designed handbags, backpacks and office bags under the brand Caprese. This strategic decision not only opened up an entirely new market for VIP but also served to further strengthen its leadership position.

### REDEFINING AND REVIVING

Founder of the House of Anita Dongre, Anita redefined bridal wear with a unique yet simple insight in mind, namely, at weddings the guests end up having more fun than the bride. To remedy this issue, she created elegant bridal wear with comfort at its core. From designing lehengas with handy pockets for phones and tissues to flowing lightweight georgette foils and chiffons, she has made it possible for a bride to let her hair down and join in the revelry on the most important day of her life. Furthermore, she was responsible for reviving interest in Indian handloom and textile craftsmanship through her Grassroots collection which has struck a chord with youngsters and adults alike.

Further reinforcement of the fact that only a woman would be able to identify a problem of this nature, let alone offer a solution for it.

### MODERNIZING AGE-OLD TRADITIONS

Delivering value in retail, especially with women as customers, goes beyond analytics and numbers; it is grounded in emotion, aesthetics and philosophy too. Without a feminine perspective, product innovations and customer service may find it difficult to connect with consumers, especially in the areas of fashion and lifestyle.

Ritu Kumar who founded her ever popular label Ritu Kumar, is one such woman. She built her label on the premise that India needed to find its own identifiable voice in the world of fashion. She was the nation’s first designer to put India’s bridal couture on the contemporary radar internationally. By fusing traditional textures and modern embellishments she created collections that are refreshing and truly path-breaking in this space.

### SINGLE VISION. DUAL EXECUTION

Research has long suggested that multi-tasking is a woman’s forte. It isn’t so surprising then that this very intrinsic quality is woven into the business model that Neeru Sharma, Co-Founder and Director of Corporate Development, built for online shopping portal Infibeam.com. Founded at a time when start-ups weren’t quite as common as they are today, her stroke of genius was to operate on a very unique business model which positioned the portal as both a pure-play ecommerce site



▲ Anita Dogre, Founder, the House of Anita Dongre,



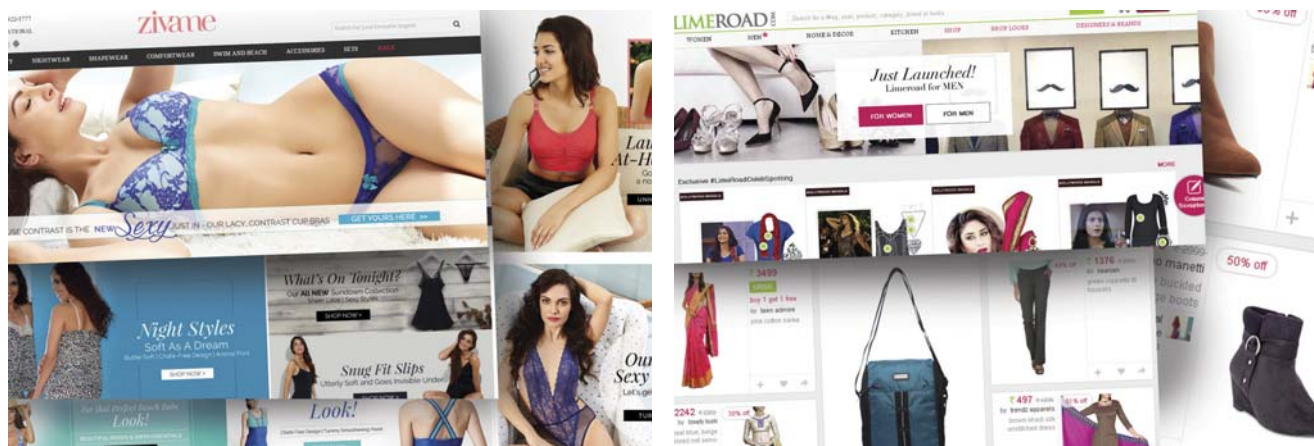
▲ Neeru Sharma, Co-Founder and Director of Corporate Development, Infibeam



▲ Radhika PIRAMAL, Managing Director, VIP Industries Pvt Ltd.



▲ Ritu Kumar, Designer



as well as a platform infrastructure offering, called buildabazaar, which is being used by over 19,000 merchants, retailers and brands all over India and internationally.

She is of the firm belief that passion, diligence and clarity are what have helped her succeed as an entrepreneur; the fact that she is woman makes it neither easier nor harder in any way. Her personal philosophy is “Chase your dreams till they become true!” and to achieve this she believes in smart, not just hard work. She signs off by saying, “effective delegation and time management help rejuvenate your energies and get you ready for another productive day.”

**BRINGING FORTH INNER BEAUTY**

Vision and the resilience to turn it into a reality are qualities that all successful women in retail possess. Richa Kar, CEO and Co-Founder of Zivame, a leading online lingerie shopping portal in India, is no exception. When she realized that women who shopped online for lingerie needed assistance and that such a company didn't exist, she set out to launch her own, and has never turned back since. The journey was not paved in gold and the challenges she faced were far beyond imagination. Everything from incorporating the company and getting a payment gateway to renting office space proved to be a herculean task – the most difficult one being the Indian discomfort with the category – but she ploughed on relentlessly. Today, it is this very battle to eliminate the taboos

surrounding the category that motivates her to achieve more, every single day.

With a category like lingerie, fitting is of utmost importance. This is a concept that is rarely understood or given priority. Richa's consumer research further revealed that 4 out of 5 women end up buying ill-fitting lingerie. This led to the creation of a second bold new concept called the 'Fitting Lounge', which was extended to the brick-and-mortar arena. Here, a customer simply has to book an appointment and drop in to discover products that offer the right fit in total privacy and under the guidance of an expert. The products are then ordered online and conveniently delivered to the customer's address. An essential need met by a simple solution!

**E-COMMERCE AT IT'S EXPERIENTIAL BEST**

Suchi Mukherjee, Founder and CEO of LimeRoad, an online shopping portal, is yet another example of how only a woman perfectly understands another woman's needs, wants and desires. Suchi also instinctively knew that women are more drawn to visual experiences and respond more favourably to visual cues. All of this culminated in an epiphany while she was flipping through the pages of a women-centric lifestyle magazine. She realized that no consumer technology existed at the time which made the discovery of products easy and entertaining. She set out to create a portal that makes product discovery more fun and experiential, akin to

reading a magazine or flipping through photos in an album.

During the process of building LimeRoad, she also observed that a retail consumer had no real place from where she could access the massive range of products that was being manufactured and shipped out of South-East Asia, the world's largest manufacturing hub. Today LimeRoad, which was India's first social visual web platform, has some of the highest engagement metrics on social platforms relative to all other web 1.0 ecommerce sites in India.

**ESTABLISHING A SUCCESSFUL CAREER IN RETAIL**

Retail is witnessing a real transformation; from an erstwhile male-dominated industry, as far as boardroom positions are concerned, it is now rapidly becoming one of the foremost industries that is conducive to career-focused women. This metamorphosis can be attributed to all the visionary women, several of whom have been mentioned earlier, who have conquered the myriad challenges that women in retail often encounter. These women have, in turn, made it that much easier for the younger generation of women to join the retail workforce, rise up the corporate ladder and become great leaders. Women today have realized that they are as indispensable to retail in leadership roles as they are in customer roles. Truly, the future looks very bright for women aspiring to become leaders, thinkers and innovators in the world of retail. **IR**





# A good store space is a great business deal.

## Rent or Buy retail spaces in Galaxy Mall.

For a retail store you need good location, footfalls and great surrounding brands. Located at a prime location at Chitra More. Galaxy Mall is the most happening shopping destination of Asansol. Preloaded with top line brands of national and international repute. We are greedy for more. Join us and make your retail business soar.

### Unit Size 296 - 10866 sq ft

2.5 lakh sq ft (approx.) floor area | 6 floors + basement, lower & ground floors  
 Big Bazaar & other reputed local & global brands | Eylex Multiplex | 42 room Hotel,  
 Banquet & Restaurant-cum-bar | Gaming Zone | Mini Anchor | Vanilla Stores



#### Selected brands at Galaxy Mall

Anchor Brand



and many more ...



Call +91 92434 40000

info@srijanrealty.com | www.srijanrealty.com





Vineet Gautam  
Country Head  
Jack & Jones

Malad





“It’s the home to my top store!”

This mall is a great place for a continuous and steady flow of customers. We enjoy a good quality of footfalls and ease in business operations too.

My Infiniti. My World.

Andheri



infiniti

The mall with infinite experiences

Andheri (W) • Malad (W)



Follow us on [f/mall.infiniti](#) and [t/infinitmall](#)



# BREAKING THE ₹100,000 CRORES BARRIER

## FASHION ACCESSORIES, TIMEWEAR & FOOTWEAR IN INDIA.

By Parama Sen



Over the past few years the Indian retail industry has significantly grown and caught the attention of many global investors. Foreign direct investment (FDI), globalisation and liberalization have accelerated the growth of Indian retail. Modern retail is growing in a double digit with plethora of opportunities to explore.

As per India Retail Report 2015, the country's retail market was worth ₹38,93,425 crores in 2014. The market has grown by an average of 16 to 18%. It was further estimated that it would grow onwards at 16.6% and by 2017 India's retail market will be ₹6,156,333 crores. In the lifestyle segment the apparel category was worth ₹3,24,500 and would grow onwards at to reach ₹5,67,774 crores by 2017. The other major lifestyle segment jewellery was expected to boom much faster and go from ₹2,01,344 crores to ₹3,83,887 crores over the same period.

However, what was particularly interesting was the fact that three particular categories were emerging as new lifestyle retail focus areas. The footwear retail market was worth about ₹33,592 crores, growing at 17.2% and was expected to cross ₹54,000 crores by 2017. The timewear retail market was coming of age, was worth ₹11,592 crores and was expected to reach around ₹17,000 crores by 2017. And the very recently emerging fashion accessory retail market was already worth ₹15,557 crores and growing at 17.6% was expected to touch ₹25,300 crores by 2017.

The growing middle class is an important factor contributing to the growth of lifestyle retail in India. As per an ASSOCHAM study, by 2030, it is estimated that 91 million households will be 'middle class', up from 21 million today. Also by 2030, 570 million people are expected to live in cities, nearly twice the population of the US today. Thus, with tremendous potential and huge population, India is set for even higher growth in consumer lifestyle expenditure.

Together the three categories were worth around ₹60,000 crores and were expected to cross ₹100,000 crores by 2017. Personal lifestyle was truly going beyond mere apparel and clothing in India.

These three categories cater to a wide range of Indian population comprising Sec A+, A & B, who are getting more brand conscious and style driven day by day and are ready to spend more for better purchases. E-retailing for all these categories has also seen a boom in recent days. All the major e-commerce portals operating in the country are witnessing steady growth in footwear, fashion accessories and time wear categories, as the penetration of brands are low in tier-II, tier-III cities and the only connect that the consumers of these cities have with brands, are through the online portals only. At the same time, all these categories are supporting the entry of more and more international brands to Indian retail market.

Images Retail takes an in-depth look at the current dynamics in these categories that are emerging as the new 'Consumer's First Choice' categories as lifestyle goes truly beyond apparel in India.



# THOSE LITTLE GOOD THINGS!



## A REPORT ON THE FASHION ACCESSORIES MARKET IN INDIA

**A**s the Indian consumer and her fashion sensitivities evolve the demand for fashion accessories in India has begun to boom. Today fashion accessories are a very important part of fashion. They add incredible value to her look and help underline her individualistic style. Although a number of products can be considered fashion accessories, in this feature, bags, belts and wallets, scarves, caps, ties, headgears, cufflinks, tie pins etc. are considered as the primary fashion accessory items. Accessories were hitherto mainly considered to be a complementing category of the clothing and apparel industry. But in the changing scenario of brand and fashion consciousness, accessories actually shape the journey of the consumer through the social strata. Brands and branding is coming of age here in a much more prominent way. Depending on the style quotient, accessories can be divided into two broad sub-divisions, Enhancer and Statement. With the first one, the social relevance of the consumer can be uplifted; while latter can be used to create personal style statement. When belts, handbags, wallets, socks will constitute the first one; scarves, caps, headgears, ties, key chains, tie-pins & cufflinks will fall in the later sub-division.



“Consumers are making the right decision of picking up an eco-friendly product, which may be less polluting, easily recyclable or promotes sustainability.”

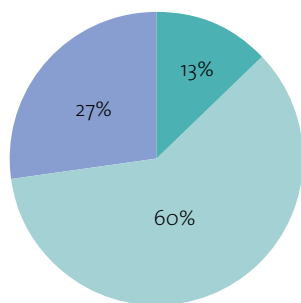
- Dilip Kapur, President Hidesign

### Market Size, Growth & Segmentation

The demand for fashion accessories in India is growing. The total fashion accessory (inclusive of the entire above mentioned product categories) retail market is worth ₹15,557 crores, growing at 18%-19% and is expected to touch ₹25,306 crores by 2017 according to India Retail Report 2015. According to Dilip Kapur, President, Hidesign, “The accessories market has evolved and shifted base from functionality to being a prime attraction. From handbags to even hair ornaments, the accessories industry works in tandem with the apparel industry. For me personally, one is incomplete without the other, which is why you will witness most of the apparel brands whether Indian or international having an accessories section as well. Men and Women are demanding accessories that add style and colour to their wardrobe. It is no longer just a necessity but is an expression of one’s personality and sense of style.” Saurabh Kumar, Business head, Planet Retail Holdings Pvt. Ltd, which is the parent company of the popular accessory brand Accessorize is of the opinion that, accessories are no longer viewed as add-ons, but products in their own right. “The Indian clothing and fashion accessory market has grown manifold over the past few years and is swarming with a vast range and variety of products it offers in apparel accessories, like stoles, scarves, etc., as well as hard accessories like bags, wallets, fashion jewellery etc.” The market is mainly ruled

by bags, belts and wallets, which holds 60% market share. 27% of the market is dominated by socks, hankies, scarves, caps, gloves, mufflers etc. Rest of the market, which is 13% goes to hair accessories, tie pins, cuff links etc. The presence of brands is extremely limited in this sector as most of the market is dominated by unbranded players. But, as we have mentioned earlier, accessories are becoming enhancer and statement, nowadays clothing and apparel brands are coming up with their own line of accessories. This trend has even attracted some major international fashion brands like Louis Vuitton, Hermès, Swarovski etc. to launch their exclusive accessory line in India. However, the handbag market has seen major movements recently and brands are becoming highly popular in this category. Apart from the home grown brands like Hidesign, Da Milano, Caprese, Holii, Lino Perros, Esbeda, Baggit, Blue & Blues, international brands like Michael Kors, Guess, Gucci, Burberry, Hermès, Louis Vuitton etc are strengthening their footprints in the retail sector.

Indian Accessory Market



- Handbags, belts, wallets etc.
- Socks, scarves, caps, ties etc.
- Hair accessories, tiepins, cufflinks, etc.

Source: India Retail Report 2015



According to the market analysts, due to high level of internet penetration, e-commerce boom and rise of social media, Indians are becoming brand conscious in case of purchasing accessories rather than buying the cheap, fake copies of international brands from local shops. Yashovardhan Gupta, Director and CEO of CROSS would like to put it this way, “Indian consumers continue to prefer to shop for personal accessories through specialist retailers. They still prefer to visit brick-and-mortar stores, check the products first hand and then make a purchase. The common man, equipped with his smart phone and high speed internet is well informed about the brands. They are making smarter choices and a market that was once a snob is a mixed bag that has something in store for everyone. The current market trend is moving towards quality brands that are conveniently available. Customers are looking for products that reflect positively on the social strata they belong to.”

**Trends in the Indian Accessory Market**

As this industry is typically style driven, the trends change according to the change of style and fashion, which in turn makes it extremely difficult to forecast the trends of this industry. Saurabh Kumar has put it correctly by saying, “Fashion accessories have become an integral part of anybody’s wardrobe. The industry is fast changing and high fashion driven. Trends generally change from time to time and in every season, in some cases multiple times in a season.” However, experts from the industry has pointed out some basic trends that are ruling

the industry. “Consumers are making the right decision of picking up an eco-friendly product, which may be less polluting, easily recyclable or promotes sustainability. When it comes to the product, Indians love colour far more than the Europeans, while seasonality is less important (look at our constant ‘hot’ weather). Their taste and self-confidence in ‘Indianness’ is greater than in the Far East, led by the family oriented social occasions (especially the huge role large and expensive marriages play) when even the most westernised become very Indian. A fusion and mingling of Indian design and western themes works well,” says Dilip. On the other hand, Yashovardhan has predicted a few trends of the Indian accessory market. According to him, “The narrow approach of buying accessories that match your outfit is a thing of the past. There are accessories these days that are compelling enough that a consumer will buy them first and then buy the clothing that could go with it. The style trend today is moving away from extremely costly products to reasonably priced products. Indian consumers continue to prefer to shop for personal accessories through specialist retailers. They still prefer to visit brick-and-mortar stores, check the products first hand and then make a purchase.” Accessories are not mere add-ons any more, rather these have become statement pieces for anyone, says Indranath Sengupta, Director-Retail, Kompanero. “The market does not want run-of-the-mill assembly line products but rather individualistic accessories that really act like a statement. Also, another important trend is natural & organic. People are moving



Sreeleathers

World Class. Right Price.



Style No.98407

BE  
CLASSY

Authorised dealer: Dual Leathers Dzines Pvt. Ltd.

MEDIAADDS

[www.sreeleathers.com](http://www.sreeleathers.com)



away from synthetic product to embrace products that are more natural,” He further adds. Apart from all these, as air travel in India is rising at a steady pace, airport retailing is also getting popular among the retailers and accessory brands are getting good response from there. Brands like Da Milano, Hidesign, Accessorize, Mont Blanc, Hugo Boss and Swarovski etc. are present at the domestic/international terminals of Delhi, Mumbai, Hyderabad, Bengaluru, Kolkata airport and are even thinking of opening more airport outlets in future.

### E-commerce: Catalysing Growth and Penetration

Accessories, along with apparel and electronics are the most popular online purchase categories for Indians today. Higher penetration rate of internet in the tier II-tier III cities and rise of young India are the main growth drivers. Almost all the accessory brands operating in the country have their own e-shops and at the same time, they



sell through other major e-retailers as well. Apart from the Indian brands, international brands and some designer labels also prefer the e-commerce route today. E-retailers like Exclusively.com, which deals with the high end designer stuff, are becoming quite popular. With exclusive products from Indian designers like Ritu Kumar, Rocky S, Manish Bansal etc international brands like Coach, Miu Miu, Prada etc. are also available in their accessory collection. In the past two years, leading e-commerce businesses are roping in global luxury brands to strengthen their portfolios. Amazon, Myntra, Sanpdeal etc, are tying up with global brands like Furla, Tumi, Diesel, Mango and many more to fulfil the growing demand of luxury products in India. Paytm which revolutionized the e-commerce ecosystem with cashback on recharge and lifestyle products with paytm coupons is also set to enter the luxury segment releasing its potential with mobile platform Anasa. Recently Amazon India also started selling luxury brands like Furla, Versace, Tumi.

### An Array of Indian Success Stories

Though Indian brands mainly operate with accessories like bags-handbags, belts, wallets, but in spite of the tough competition from the unorganised sector, several brands have managed to secure their own set of ‘exclusive’ consumers and have become quite successful in the recent years. Brands like **Hidesign** (has its own tanneries, of the collection starts from ₹2595 onwards and goes up to ₹25,900), **Lavie** (focuses on delivering up to 100 styles per season, has recently added backpacks, flip-flops and belts to the portfolio), **Caprese** (entered the market to fulfil the gap between high end

luxury products and low priced inferior quality handbags), **Esbeda** (offers the discerning woman a collection of exclusive and fashionable bags), **Baggit** (was ranked the highest selling brand in the handbags category in large format store, turnover 18 crores in 2010), **Lino Perros** (specialises in carving accessories for both men and women, products range vary as follows- ties, cufflinks, cravats, handbags etc), **Da Milano** (launches 8-10 styles every week, be it handbags, portfolio bags, travel bags, wallets or accessories) etc. are creating their own success stories every day.

### International Players Keen on the Indian Accessories Market

Apart from famous international brands catering to niche consumers like Louis Vuitton, Swarovski, Burberry, Michael Kors etc, there are some other brands, which are popular among the average Indian consumers too. Brands like **Accessorize** (product portfolio consists of handbags, jewellery, shoes and accessories, USP is the eclectic quirky fashion that the brand has to offer, has 37 stand-alone stores in India), **CROSS** (CROSS card cases, money clips, multi-purpose wallets, pouches, belts, planners, padfolio, handbags, laptop bags, gift sets are already present in more than 300 point of sales, has tied up with Shoppers Stop) and **Kompanero** (this Spanish brand has expanded its footprint in 7 Indian cities, deals in leather accessories like handbags, sling bags, laptop bags, travel bags, wallets, purses, belts, card holders etc) are a few to name.

### Conclusion

For retailers and brands, the accessories market in India will continue to present an opportunity to innovate and grow. With the increasing penetration of corporatized retail, the accessories market will also witness the introduction of many more formats and concepts. And while many Indian retailers and manufacturers will continue to focus on the latest international fashion trends, many more will blend international with traditional Indian styles and elements to make their offerings more connecting, distinct and unique.





INFINITY  
SAPPHIRE  
SQUARE



artist impression

First Green Mall of Eastern India at Ranchi, Ratu Road



Retail Space



Fashion Brands



Food Court



Multiplex



Home & Lifestyle



Health & Beauty



Jewellery Zone



Office Space



## BOOK YOUR SPACE AMONGST THE BEST RETAIL BRANDS

For space availability and enquiry contact:

**RANCHI OFFICE ADDRESS:**  
Crosswindz, 5th Floor, 41, Court Road,  
Ranchi 834001, Jharkhand  
(india)

**OFFICE PHONE:**  
(0651) -2212955, (0651) -2212956  
**FAX CONNECTION:**  
(0651) -2212990

**MOBILE NO:**  
(+91) 07 75 9811111





# STEPPING INTO A BIGGER, BETTER FUTURE

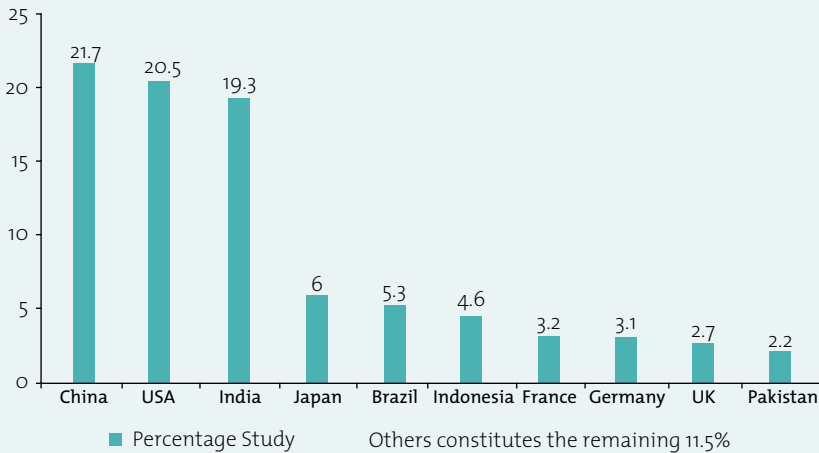
A REPORT ON THE **FOOTWEAR MARKET**  
IN INDIA

India is the 2nd largest footwear producer in the world. India's footwear production accounts for approximately 9% of the global annual production of 22 billion pair as compared to China, which produces over 60% of the global production. India annually produces 2.1 billion pair of which, 90% are consumed internally while remaining are exported primarily to European nations which include United Kingdom, Germany, USA, Italy and France, as per market analysts. The footwear exports from India have grown at a CAGR of 20% in Indian Rupee terms during the last five year backed by growing demand from European nations and increasing focus of main importing countries to shift sourcing from China to other low cost producing countries. In absolute terms, footwear exports from India have risen from ₹71.5 billion in FY10 to ₹180.0 billion in FY15.

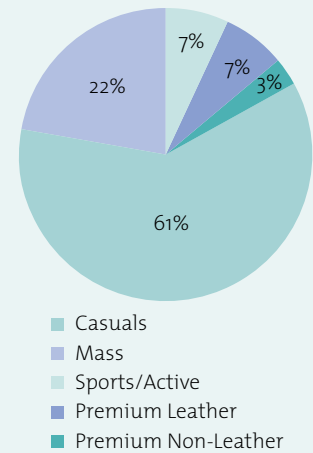
Back home, the growth in Indian fashion and lifestyle market has given impetus to the footwear industry as well. From a basic need based industry, footwear industry has become an evolving fashion & style industry. India's annual footwear consumption of 2.1 billion pairs and has recorded a healthy growth over the past decade. India is the third largest footwear consuming country in the world after China and USA, but with very little separating the three, India is very soon expected to be the second largest consumer as well.



### Top 10 Footwear Consuming Countries



### Volume Share of Segments in the Indian Footwear Industry



Source: ICRA Research Services Report

Source: Indiaretailing.com

### Market Size, Growth & Segmentation

As per India Retail Report 2015, total retail market is worth ₹33,592 crores, growing at 18% and is expected to cross ₹54,000 crores by 2017. Modern retail is estimated at 42% of this total market and is expected to grow by 21-23% YOY. Retail expansion grew at an average of 16-18% in terms of number of outlets and retail space with same outlet growth being around 25%.

The footwear market in India, like its international counterpart, has always been broadly classified into three segments, Men's, Women's and Kids. Men's market is growing at a CAGR of 10%. At present, Men's contribute around 60% of footwear market against Women's share of 30% & Women's market is growing at a much faster CAGR of 20%. However keeping in mind the fast changing market scenario, this industry needs a much detailed classification. It would be more apt, if we try to look at the market from two different angles, usage of the particular footwear and price point. Based on the usage, the market can be divided into two sub categories, regular (consisting of daily and sports footwear, material can be leather/non-leather) and occasional (consisting of premium and luxury, material can be leather/non-leather), whereas from price point, it can be divided into five, Mass (₹ 150-700), Mid/Economy (₹700-1000), Active Sports (₹1000-3000), Premium (₹3000-5000) & Luxury (Above ₹10,000) segment.

More broadly speaking, the footwear market of the country is shared between organised and unorganised segment. The organised segment caters to about 1/3rd of the market while the remaining market is fetched by unorganised players. The unorganised segment gains prominence in the Indian context due to its price-competitive products, which are more suitable and attractive to the price conscious Indian consumer. But with increased household income, shifting consumer behaviour from saving to spending, increasing brand consciousness amongst Indian consumers, influx of large number of global brands and penetration in tier – II and III cities by the footwear companies, the organised retail in footwear market is rapidly evolving and expected to grow at a higher rate in the future. The rural market of India is still largely untapped for footwear manufacturers. Companies are repositioning themselves and launching specific product and price ranges to expand their presence and increase their consumer base.



▲ Liberty

### The Evolution of the Indian Footwear Market

Rajeev Gopalakrishnan, President-South Asia, Bata, analyses the evolution of footwear industry in his own way, "As consumers' exposure to multi-channels on TV, movies, content increased over years, their expectation from footwear have evolved. Buying shoes for special occasions started becoming a norm. Advent of digital technologies and penetration of smartphones brings instant awareness for Indian consumers about the latest global trends and makes them aspire for the latest. Footwear is not just for utility anymore; they are more of a fashion statement. This has increased the per capita consumption from 1.6 to 2.4 in last 5 years. The market is also likely to gain from the proliferation of the retail culture, which is expected to boost it at a CAGR of 11% between 2015 and 2023. Since the global footwear market is highly fragmented, the focus now lies in diversifying the product portfolio through research and development to meet the changing customer needs."

"The industry is at a very interesting crossroad. The demography and changing buying behaviour are triggering enhanced demand from the existing pie. Rising disposable incomes and new entrants into workforce, especially women are pushing the domestic demand on the upside. On the other hand, the pain points of the industry – tax component and incentives on investor allowance

are being worked upon. The organised sector will tend to be big beneficiary of these trends.” Rajesh Kadam, COO, INC. 5 Shoes Pvt. Ltd. shares, “India is witnessing a change in terms of its basic aspiration that has seen the buyer’s preference move to more of branded stuff. More international players will enter the market and they will offer a wide variety to the consumer. All these are way different when we started out when it was a basic need that this industry fulfilled,” he adds.

90% of the footwear produce of India is still consumed by the domestic market and the rest is exported. “Indian footwear industry is exploring ways to increase exports and the growth in export of footwear will depend on quality and cost competitiveness,” says Satyabrata Dey, MD, Sreeleathers. According to him, India is attracting various established fashion brands of the world as well as retailers who are re-orienting their focus on the domestic footwear market. This has led to a significant increase in the number of retail outlets nationwide.



“We would continue to grow our retail footprint, would also focus on creating a seamless retail experience between our retail and digital offerings. Also, we will continue to strengthen Bata’s brand connect with younger and newer consumers out there. Women and kids as categories are going to see great growth in the coming years and we’re gearing up for the opportunity.”

- Rajeev Gopalakrishnan,  
President-South Asia, Bata



“With increasing internet penetration and the growing acceptability of e-commerce, the shopping behaviour of Indian consumers is changing. In terms of preference, I do not believe the consumer will ever choose either online or offline exclusively. The Indian consumer has always sought for value, either in price or the perceived value of a product.”

- Farah Malik,  
MD & CEO, Metro Shoes Limited

## KEY TRENDS SHAPING THE INDIAN FOOTWEAR MARKET

- Casualization and the Growth of Sports Shoes:** According to Rajeev, “The surging demand for designer yet comfortable shoes among women and sportswear or athletic shoes among men, have been bolstering opportunities for footwear sales.” It is true that, the choice of footwear, both for men and women in India is always dominated by the fashion of the season. However recently, comfort has been the determining factor for the consumers in buying footwear. Casualization has kicked in as a big trend and with that sales of sneakers, converse also have picked up, as these are preferred for everyday wear. In fact, heels over three inches, most favourite in women’s segment, have recorded a decline of 17% since last September. Farah Malik, MD & CEO, Metro Shoes says, “The last year saw an upsurge in the casual category for men and in men’s wear saw an increased acceptance of brighter colours and quirkiest patterns. We have

also seen a spurt in kids wear.”

- Increased Trust in Branded Footwear:** Though the market share of branded and non-branded footwear in the country is almost the same till date, but brand consciousness of the Indians is increasing substantially. As Rajesh Kadam, says, “A certain segment of Indian consumers is definitely become brand conscious, and the rest of the market does have an aspiration to get there.” On the other hand, Farah Malik opines, “A fast growing economy and a rising number of affluent consumers have pushed India into the league of most brand conscious countries globally. However most consumers prefer a price point ranging between Rs. 999 – 4999 with regard to both national and international brands.”
- Growing Opportunities in the Women’s Segment:** Women’s footwear constitutes only 30% market share currently. But the growth rate of this segment is double

than the men’s segment. Where the men’s footwear market has registered 10% CAGR growth rate in the last fiscal, it is 20% for women’s segment.

- Omni-channel Retailing:** Retailers have started venturing into Omni-channel retailing and trying in-store marketing solutions such as beacons to enrich the shopping experience and trying to find out ways to bridge the gap between offline and digital channels. In addition to engage users on digital platform, and even influence their merchandising decisions, many retailers are using the platform not just to showcase products, but to actually sell them. The same goes for mobile. Companies won’t just use the small screen to ‘get in front’ of customers (i.e. through geo-fencing and mobile-enabled sites). In 2016, retailers have incorporated mobile into other parts of the customer journey, including order fulfilment, payments, and loyalty.



# Let beauty furnish your home

with a splendid range of curtains and other furnishing products

Designs, quality, variety; India's most loved furnishing brand has it all. Here's an exciting range of home furnishing products for every person, and every mood. Available in an array of wonderful colours, textures and designs, these beauties will surely turn your home into a whole new space.



©TheDifference/SFY/09/16/16




[www.skipperhomefashions.com](http://www.skipperhomefashions.com)

**FOR FRANCHISE ENQUIRY:**

**P: +91 98314 00300 E: [franchise@skipperfurnishings.com](mailto:franchise@skipperfurnishings.com)**

**P: +91 33 40515253 E: [contact@skipperfurnishings.com](mailto:contact@skipperfurnishings.com)**

[www.skipperfurnishings.com](http://www.skipperfurnishings.com) | Like us on   

 **SKIPPER**  
FURNISHINGS

KOLKATA • DURGAPUR • SILIGURI • GUWAHATI • JORHAT • SILCHAR • SHILLONG • DIMAPUR • JAMSHEDPUR • RANCHI • PATNA • VARANASI  
KANPUR • JAIPUR • NAGPUR • RAIPUR • BILASPUR • BHUBANESWAR • VISHAKHAPATNAM • HYDERABAD • DAVANGERE • BENGALURU

UPHOLSTERY | CURTAINS | WOODEN FLOORINGS | WALLPAPER | CARPETS | BLINDS | MATTRESSES | DRAPERY RODS | BED & BATH

## LEADING FOOTWEAR BRANDS IN INDIA

### The First Wave: Indian Powerhouses

The great Indian footwear brands predate their glamorised apparel cousins by a substantial time margin. Indian powerhouses in general started operating in the country majorly since independence itself and the past decades have seen more and more brands being launched into the industry. A case in point is our most loved Bata that most Indians will disbelieve its Italian origins. It was one of the earliest entrants and remains the market leader of Indian footwear.



Brand	Year of Establishment	Segment Presence	Product Portfolio	Retailing Format
Bata	1931	Mass/Economy/ Active sports/ Premium	Men's, Women's, Kid's footwear with international brands such as Hush Puppies, Marie Claire, Scholls etc.	1,250 stores across 500 cities, wholesale division, dealer-distribution network, own website and other e-commerce portals
Metro	1947	Mass/Economy/ Active sports/ Premium	Men's, Women's, Kid's footwear with international brands like Clarks, Steve Madden, Crocs etc.	310+ EBOs in 90 cities and online retailing through brand website and other e-commerce portals
Liberty	1954	Mass/Economy/ Active sports/ Premium	Men's, Women's, Kid's footwear	400 EBOs & 6000 multi-brand outlets
INC. 5	1954	Economy/Premium	Women's footwear	225 shop in shops and 32 stand-alone stores across the country
Ajanta	1956	Mass/Economy	Rubber, PU, PVC, EVA, canvas and leather footwear for men, women and kids	20 showrooms in Eastern part of the country, MBOs and distributors
Khadims	1965 (wholesale & distribution) 1993 (Retail journey)	Mass/Economy/ Active/ sports	Men's, Women's & Kid's footwear	600 retail outlets in 21 states
Action	1975	Mass/Economy/ Active/ sports	Men's, Women's, Kid's footwear	Franchised EBOs, brand website, leading e-commerce portals
Paragon	1975	Mass/Economy	Rubber, PU, PVC, EVA and TPR footwear for men, women and kids	Distributed through 80 depots and 450+ distributors across India
Relaxo	1976	Mass/Economy/ Active/Sports	Men's, Women's, Kid's footwear	EBOs, franchised outlets, own website and e-commerce portals
Sreeleathers	1987 (in Kolkata)	Mass/Economy/ Active	Men's, Women's, Kid's footwear	6 EBO's and dealer network
Catwalk	1990	Economy/Premium	Men's & Women's footwear	150 stores in 31 cities, partnered with retail chains like Pantaloons, Globus, Central, Hypercity, Mega Mart, Lifestyle, Reliance Footprint, Shoppers Stop etc.
Mochi	2000	Economy/Premium	Men's, Women's, Kid's footwear	Footprints in more than 35 cities through 70 retail outlets

Source: official website of the brands



### The Second Wave: International Sportswear Giants

A significant shift post liberalisation was that lifestyles expanded to foster great value for the sports/active segment and for casualization as a whole. The technological prowess of global sportswear giants enabled them to functionally and fashionably appeal to a young India. Today, these International giants dominate the sports footwear category. The market is held by Adidas, Nike, Puma, Lotto, Reebok, and we expect the newer entrants Asics, Sketchers, Crocs, Salomon etc. to begin posing challenges to the Big 5 soon. A highly notable home grown success story however is Woodland that is a top of mind name in the adventure and outdoor segment in India.



## Franchise opportunity with the 'Best Ladies western wear brand' in 2015 awarded by CMAI



### Franchisee Support:

- Exclusive store launch marketing support
- Store set up assistance
- Staff training and development
- Substantial VM support
- Stock correction and EOSS margin support
- Dedicated support in monitoring and managing business




### Great reasons to partner:

- Only Indian brand offering 14 categories in women's western wear of about 2000 styles a year
- Product range at par with latest international trends
- Extensive presence across India
- Local marketing and brand building assistance to increase sales
- Effective supply chain management
- Renowned fashion house with an experience in the market of over 15 years

### Franchisee Pre-requirements:

- No franchisee fee
- Area: Minimum 300-600 sq.ft area
- Expansion: Pan India
- Investment: 15 - 25 lakhs
- Type of agreement: Buy and sell with stock correction



If you can't stop thinking about it call us on 022 4048 0101,+91 88281 00982 | E: franchise@dealjeans.com;  
info@dealjeans.com | Give fashion a new address! Follow us on:   



Brand	Time of Launch	Retailing Format In India	Key Indian Partners
Reebok	1995	Franchise outlets, MBOs	Basic Clothing, CS Retail, Comfy Shoemakers, Emdee, Mayur Associates Retail (Sri Devi), Uttam Trading
Nike	1995	Franchise outlets, MBOs	Mystore, RJ, SSIPL Group, Saffron Group etc
Adidas	1996	Franchise outlets, MBOs	Adi Sports, Comfy Shoemakers, Goodwill Enterprises, Mayank, Swarnbhadra etc
Salomon	2002	MBO	A&S Creations, Hindustan Army Store, Planet Sports and Central Stores
Puma	2006	Franchise outlets, MBOs	Bhawar, Ethix, Kapsons, Samarth, Shreyas
Lotto	2007	Stand alone stores and 200+ MBOs	Sports Lifestyle Pvt. Ltd.
Crocs	2007	Through Metro Shoes and EBOs	Metro Shoes
Paul & Shark	2009	EBO	50:50 JV with Reliance Retail
ASICS	2010	Through MBO only till beginning of 2015, started opening franchised stores since then	Reliance Retail/Footprint
Sketchers	2012	Mono Brand Retail through JV	Future Retail
Airwalk	2012	Through MBOs only	Reliance Footprint

Source: IMAGES F&R Research, [indiaretailing.com](http://indiaretailing.com), official website of the brands



▲ Relaxo

**Emergence of an Infant High End and Luxury Footwear Market**

Though compared to the other footwear segments in India, the premium and luxury segment is very small and in terms of sales it amounts only approx ₹450 crores as per ASSOCHAM Data, but this has not prevented many international players from making an India entry. In fact their entry has hugely helped in raising the aspiration level of the consumers really high. Many major international brands in premium and luxury segments like Aldo, Charles & Keith, Pavers England, Hush Puppies, Clarks, Steve Madden, Tod, Bally, Ralph Lauren, Ermenegildo Zegna, Burberry, Chanel, Gucci, Salvatore Ferragamo, Bottega Veneta, Armani, Versace, Hugo Boss, Dolce and Gabbana, McQueen



and YSL (available through TSG’s Kitsch), Kenneth Cole all are available in India either through exclusive stores or through MBOs. Top luxury footwear brands in the world, Louis Vuitton and Jimmy Choo have opened their exclusive stores in India. Very recently French luxury brand Longchamp has also forayed in India and opened its first store at DLF Emporio. The brand even has a plan to open 3-4 more stores in the country in coming few years.

**Major MBOs in Footwear Industry**

Curation of footwear for consumers is still greatly valued in India. Multi brand retail in footwear not just remains popular but is growing in strength day by day. Apart from own in-house brands, almost all the popular brands are visible at leading MBOs as well as in the major departmental stores

today. Reliance Footprint is perhaps the biggest player in this category. It has 225 stores across 24 states and has brands like Buckaroo, Franco Leone, Ganuchi, Hush Puppies, ID, Lee Cooper, Mancini, Pavers England, Moss Dunes, Provogue, Red Tape, Samsonite, Woodland, Catwalk, Custini, Hi Attitude, Inc 5, Luciano, Jove, Orange, Bonjour, Enroute, Piccadilly, Rocia, Tosca, towlips, Viviana, Hi Attitude, Levis, Lilliput, Mardi Gras, Spiderman, Adidas, Admiral, Fila, Lotto, Monza, Nike, Puma, Reebok, Scholl, Catwalk, Tresmode, Cocoon, Franco Leone, Gas, Louis Philippe, Roush, Alberto Torresi, Valentino, Sketchers, Airwalk, Barbie etc in its kitty. Pantaloons, Shoppers Stop and Lifestyle are some other important MBOs dealing with footwear.

**Conclusion**

India is often referred to as the sleeping giant in footwear terms. With changing lifestyles and increasing affluence, domestic demand for footwear is projected to grow at a faster rate than has been seen. India is witnessing buyer’s preference towards branded stuff. More international players will also enter the market and they will offer a wide variety to the consumer. All these are indications that Indian footwear industry might exhaust its full potential and grow exponentially.





**instor**<sup>TM</sup>  
by Kider India Pvt. Ltd.

Customised solutions  
for smart, elegant and  
convenient retail stores



Trolleys



Rolling Baskets



Shelvings



Metainers



Paktainers

## Solutions for Retail, Fashion, Sports, CDIT & Industrial Sector

- European know-how, designs and machinery
- Pan-India network, globally proven solutions and large installation base
- One-stop-shop for all requirements of modern day retail stores
- Designed for Indian retailing with several options & easy customization
- Capability for metal, wood, stainless steel and plastic fixtures



# Display & Storage

Contact for Dealership

**India's  
largest**

Manufacturer & Exporter  
of retail fixtures

Library of 80,000  
standard designs



# TICKING MANY NEW GROWTH CATEGORIES

A REPORT THE **TIMEWEAR MARKET**  
IN INDIA

**T**imewear has shed its utilitarian tag and has become a statement accessory. Today most urban Indian consumers perceive watches as a fashion statement and are willing to own more than one. This style trend has generated unprecedented momentum to the industry. And, the potential for growth remains immense with the penetration of Timewear in Indian population still being a meagre 27%. Urbanisation, the rise in the income levels of a large percentage of Indian population, growing number of Gen Y, willingness to spend more in discretionary expenditure, etc. are some of the factors that can be attributed towards the growth of the industry. Over past few years, several other utilitarian items like laptops, mobiles, etc have shown lower percentage of growth than Timewear. Even though initially, the Timewear industry faced the threat of low quality produce of the unorganised players, but now the industry is driven by high quality merchandise and branded products. International brands which have entered India have helped in raising the aspiration levels of Timewear consumers in India.

#### **Market Size, Growth & Segmentation**

The total Timewear retail market is worth ₹11,592 crores and is expected to reach around ₹17,000 crores by 2017, as per India Retail Report 2015. The contribution of the branded segment has grown successively over time and is currently estimated at 67% of the total market. Male watch



buyers dominate the Indian market accounting for around 65% of total sales, whereas females represent the remaining 35%. The ratio of gents to ladies watches sold in India is 60: 40. Students are the largest segment of buyers accounting for around 30% of total sales, whereas 3.5% of Indians today have multiple watches. Timewear industry is growing at 13-14% CAGR growth rate at present.

The Timewear market in India can be classified into three broad categories based on price. The first is the mass-price segment consisting of watches priced lower than ₹1,000, followed by mid-price segment with a price range of ₹1,000 to ₹10,000 and the third is luxury segment with watches priced above ₹10,000. The mass segment of watches contributes the highest to the market in terms of volume. On the other hand, in terms of value, each of the mass and the mid price segments contribute about 37%-38% to the total Timewear market and the rest is contributed by the luxury segment constituting around 25% of the market.



▲ Prime ▼ Ethos



### Key Trends in the Indian Timewear Industry

- In organised retail, MBO's continue to be the most popular with almost 60% market share. Large Format Stores are distant second in line with a market share of approximately 30%. EBO's are popular mainly in the Premium Luxury segment, where consumers prefer to visit watch boutiques for exclusive brand experience.
- Indian consumers are increasingly showing an interest in owning premium and luxury watches. This trend picked up traction in 2014-'15 and is registering high rate of growth even in the current year.
- Smartwatches and fitness watches are the latest wave in the Indian market. The first quarter of this year has witnessed various national and international players entering this segment. Gaining immense popularity, this segment has the potential of registering highest rate of growth in future. According to Pranav Saboo, owner, Ethos Watches, "The Indian watch market is in absolute tandem with the global market. Smart watches are becoming a big trend these days. However mechanical and quartz watches are timeless and will never go out of trend. Slim watches, cocoa dials and straps are some major trends that were noticed at Baselworld this year, which are now creating waves in the watch world."
- E-commerce has become one of the main important sales channels. In fact, one of the key reasons for the growth of Timewear industry is being attributed to the growth of e-commerce websites. These sell 92% of the online stocks, rest are sold via watch maker's personal websites.

### Mass Segment: Watches for 'Aam Admi'

The mass segment contributes the highest sales volume. It hosts the maximum number of players and is clearly dominated by Indian brands with the undisputed market leader being the Titan Company Limited, which holds 65% market share. However once upon a time, this segment was dominated by HMT (Hindustan Machine Tools,



**“The watch industry has been seeing an increasing proliferation of technology-based offerings, making this an exciting time to be a leading player in the space. With products across price ranges, consumers can look forward to more smart products from Titan in 2016. We are also planning to invest in two new sub-brands that will operate in the ‘sports’ space**

- S. Ravi Kant, CEO - Watches & Accessories, Titan Company Limited

owned by Govt. Of India) which started its journey at 1953, while the first wrist watch under the banner of HMT was produced at 1962. But with the launch of Titan Company Limited (a collaboration between Tata Group and Tamil Nadu Industrial Development Corporation), HMT lost its glory. Though the company has been re-structured on 2000 and now the watch division is called HMT Watches Ltd, a wholly owned subsidiary of HMT Ltd, but it is still struggling to regain the lost position. From 1984, Titan has become the 'new HMT'. Today, Titan Company Limited is India's largest watch retailer; along with its brands (Titan, Sonata, Fastrack, Xyls, Zoop, Nebula) which sells through 'World of Titan' (exclusive chain of Titan stores, 438 stores in 120 cities) showrooms. S. Ravi Kant, CEO - Watches & Accessories, Titan Company Limited describes the journey of the brand, "Nearly 30 years ago, Titan introduced Quartz technology to India and revolutionised timekeeping in the country. Since then, our focus has remained firmly on understanding



consumer preferences and producing innovative, benchmark-setting products to meet their needs. As a market leader across the entire spectrum of watches in India, the company's drive to innovate and offer a

Titan for every consumer has seen us diversify into segments ranging from sporty watches to one-of-a-kind, premium collections. This focus has seen us create new spaces in the market with award-winning products such as the Titan Edge - the world's slimmest watch - the unique HTSE collection as well as the most recent addition to the Titan portfolio, the Titan JUXT, a smart watch that's stunning."It offers the widest variety of watches to men, women and children and has acquired the price efficiency and enviable brand reputation at the same time. World of Titan also showcase some international brands like Tommy Hilfiger, FCUK, Police, Hugo Boss, Kenneth Cole etc.

Apart from Titan, the other brands which have prominence in this segment are Timex (the player from USA, holds the 2nd spot in terms of market share with approx 13%), Maxima (a product of P A. Time Industries, is the 3rd largest selling brand and it holds approx 3% market share), Citizen etc.

### Smartwatches: The New Big Thing

After smartphones, India is becoming an important market for Smartwatches. These (including fitness watches) are computerised watches that are designed with enhanced functionalities such as making calls, messaging, fitness regulators and browsing the internet. Analysts forecast the global Smartwatch market to grow at a CAGR of 96.8% over the period 2014-2019. Though the 2nd quarter has registered decline in sales for almost all the leading brands, but it is due to non-upgradation of technology from the brands. Experts are of the opinion that, the sales will receive a well-deserved boost once OS developers come up with latest offerings. After all it's the market potential of this category, that has pushed TAGHeuer to tie-up with Google, and invent the first luxury Swiss smartwatch "TAGHeuer Connected", which was launched in November 2015. Though many of the prestigious Swiss brands are still in a dilemma in accommodating this particular variety in their product portfolio, as that can hamper the aesthetic appeal of the watch, but experts believe that the functionality of these watches will be far more important than the aesthetics and the brands will get there some time soon.

While the Smartwatch market in India is currently at a nascent stage, companies are geared up to build a vibrant ecosystem in the country. This

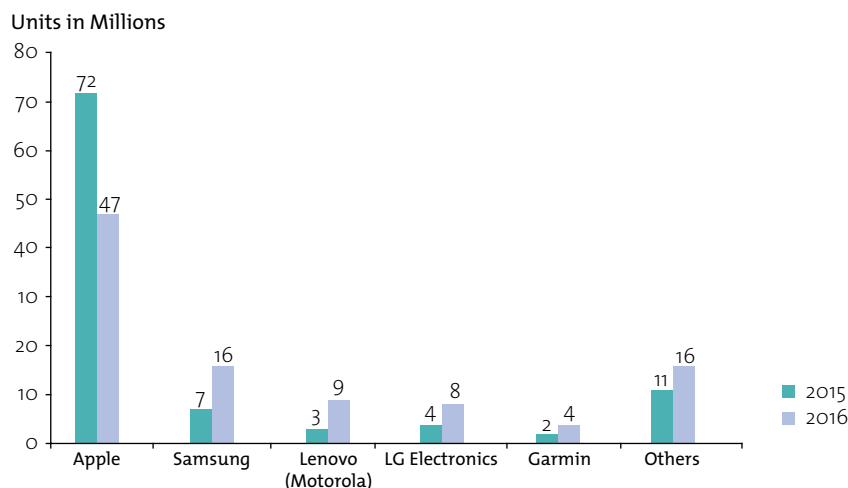


**“In India, the earlier problem with luxury was the absence of quality retail base. Due to desperation of selling products, many went to such places, which was not at all equipped with expertise. When we came in, we were very clear that, we are going to sell Seiko in the Seiko way. All our stores are compatible with our international standard**

**- Niladri Mazumdar, COO, Seiko India**

January, Titan Co. Ltd. has launched its own Smartwatch JUXT, marking its entry into the wearable technology space. In a price sensitive country like India, Titan has shown the way to other Smartwatch makers to enter the market by bringing the watch at a starting price of Rs 15,995-Rs 19,995. It has led other brands to come up with a price range favourable for Indian consumers, i.e. between ₹10,000 to 20,000. The new entrants of Indian market like Huawei, Pebble, Intex all are trying to maintain this sweet spot. The Smartwatch market here is mainly dominated by Apple & Samsung. The popular Smartwatch (including fitness tracker watches) models preferred by Indians are Apple Watch, Samsung Gear s, Gear S Neo, Gear S2, Motorola Moto 360, FitBit Blaze and Titan JUXT. Niladri Mazumdar, COO, Seiko India thinks that Smartwatch trend is here to stay, but only a few companies will survive the long journey ahead. "I think, only Apple or one-two companies will survive, others will go down. People, especially the youth today, at one time did not want to wear watches at all, but they are also now buying smartwatches and we believe that after a point of time they

**Top Five Global Smartwatch Vendors, Market Share comparison 2015-2016**



Source: IDC Worldwide Quarterly Wearable Device Tracker, July 21, 2016



## Major Players in Indian Smartwatch Market

Brand	Year of Launch	Indian Company/JV Partner/ Franchisee/Licensee/Distributor	Product Portfolio	Available at
Samsung	2014	Samsung India	Samsung Gear S, Gear S2	Samsung partner stores, Amazon, Flipkart
LG	2014	LG Electronics India	G Watch, Real Watch, R Watch	LG Stores and in all leading e-commerce portals
Apple	2015	Apple Premium Reseller	Apple Watch	Apple Premium Reseller, Snapdeal, Amazon, Flipkart
Garmin	2015	A&S Creations, Amato Automotive Pvt. Ltd., Elektronik Lab, GPS India Networks Pvt. Ltd., Nippon Audiotronix Pvt. Ltd.	Vivo (Active, Smart, Move, Fit), Approach, Forerunner, Fenix, Epix, Quatix, Foretex, Garmin Swim	Snapdeal, Croma, Reliance Digital, Reliance Digital Express, Flipkart, Amazon
FitBit	2015	FitBit India	FitBit Charge, FitBit Blaze, Surge	Amazon, Croma, Reliance digital, Helios
Motorola	2015	Motorola Mobility India/Brightstar India	Moto 360	Flipkart, Myntra, Amazon
Titan	January 2016	Titan Company Limited	Titan Juxt	Titan stores and Helios stores
Huawei	April 2016	Huawei Devices India	Huawei Watch Powered by Andriod Wear	Flipkart Exclusive
Pebble	May 2016	Pebble Watches India	Pebble Time, Pebble Time Round, Pebble Classic	Amazon
Intex	June 2016	Intex Technologies	iRistPro	Flipkart Exclusive
TAG Heuer	November 2015	LVMH (Louis Vuitton Moet Hennessy) India	TAG Heuer Carrera Connected (First Luxury Swiss Smartwatch)	Ethos Exclusive

Source: Official website of the brands

will be coming to buy regular watches, because they would have developed the habit of wearing a watch. So it's good for the industry as a whole."

### Luxury Watch Market in India: Catering to Niche Consumers

"The Luxury market in India is always blooming. There is a section of the Indian population which is not impacted by economic vagaries and will still keep the demand going strong. The outlook for the luxury goods industry remains optimistic in 2016, and India retains its position as the fastest-growing market in terms of percentage," says Pranav Saboo, owner, Ethos, which is one of the most reputed Luxury watch boutique chain in India. It is true that the luxury Timewear market has been the fastest growing segment in the Indian Timewear industry since 2008. Figures show that about 60,000 pieces of Swiss luxury watches are sold in India every year. And though, this number may not be huge considering the Indian population, but what is a key point to note that the luxury watch market is growing by 20% every year. "In the past few years, one of the key trends to emerge from the premium watch

segment is the willingness among urban consumers to buy multiple premium and luxury watches. Adding to this trend is the focus among urban youth to express themselves through their style, their clothes and their accessories. Young buyers are now not only buying watches as accessories, but as style statements that project their definition of themselves for all to see. This has further led to more and more urban youth buying multiple premium watches." Says Shalini Gupta, Business Head – Helios and License Brands, Titan.

The inclination of the Indian consumers towards luxury watches have evolved over a period of time. Earlier, luxury watches were usually imported from Europe. But as the number of 'new rich' increased, luxury has become all about flaunting one's wealth and consumers have become extremely brand conscious. Shakeel Khan, Director, Zimsons Times Pvt. Ltd. says, "The consumers of luxury timewear are always seeking 'the new.' They are curious to find out about new and upcoming watch brands. Social media today is a huge influence on luxury watch buyers deciding their purchases!" These behavioural trends

have broadened the scope of luxury time pieces in India.

However recently, fashion conglomerate like LVMH (Louis Vuitton Moet Hennessey) have wrapped up their India operation of TAG Heuer watch brand in December 2015 and decided to depend entirely on the local partners. The main reason behind such decision is non-profitability which again can be attributed to high customs duty, rigid taxation rules and the recent introduction of declaration of PAN in case of any purchase above ₹2 lakhs. Pranav says, "This move is good for the economy but it will hit sales of luxury goods. It will definitely have a short-term negative impact on sales." Though brands like Cartier, Raymond Weil are still in expansion mood, but all are really struggling to find the 'right model' of doing business here. In fact, the brands, which are part of the Premium Luxury segment, are focussing more on the range of below 2 lakhs to be profitable. As Rajeev Chopra, CMD, The Prime Luxury Watch Boutique, confirms, "Talking of Indian buyers, 80-90% of the customers who buy watches from our stores are all below 2 lakhs, and 20% are till 2 lakhs or above."



**“In the past few years, one of the key trends to emerge from the premium watch segment is the willingness among urban consumers to buy multiple premium and luxury watches. Adding to this trend is the focus among urban youth to express themselves through their style, their clothes and their accessories.**

- **Shalini Gupta**, Business Head - Helios and License Brands, Titan.

**Major brands in India in the Affordable Luxury, Mid-Luxury & Premium Luxury segments**

While talking about the potential of Luxury watch market in India, S. Ravi Kant shared that, “Increasing purchasing power and a proportionate rise in consumers willing to buy multiple watches has led to sustained year-on-year growth in expensive watches. However, this segment only caters to a small percentage of the overall consumer pool for the watches industry and the more exponential growth has taken place not here, but in the mid-premium segment, where a variety of players have been offering innovative and stylish products. We expect this category to continue growing in the future.”

Broadly speaking the luxury segment can again be divided into three sub-segments of affordable (₹10,000-₹20,000), mid (₹20,000-Rs 1,00,000) and premium (above ₹ 1,00,000). In value terms, the Affordable luxury Timewear segment has the highest market share of about 44% in the total luxury Timewear market in India.



Brand	Segment	Parent Company	Indian Company/JV Partner/ Franchisee/Licensee/Distributor
Omega	Premium Luxury	Swatch Group	Swatch Group (India) Private Limited
TAG Heuer	Premium Luxury	LVMH (Louis Vuitton Moët Hennessy)	LVMH (Louis Vuitton Moët Hennessy) India
Cartier	Premium Luxury	Société Cartier	Cartier India
Rado	Premium Luxury	Rado Watch Company	Swatch Group (India) Private Limited
Christian Dior	Premium Luxury	LVMH (Louis Vuitton Moët Hennessy)	LVMH (Louis Vuitton Moët Hennessy) India
Tissot	Premium Luxury	Swatch Group	Swatch Group (India) Private Limited
Longines	Premium Luxury	Swatch Group	Swatch Group (India) Private Limited
Raymond Weil	Premium Luxury	Raymond Weil Genève	Raymond Weil Indian Distribution Pvt. Ltd. (wholly owned subsidiary)/Ethos Watches
Rolex	Premium Luxury	Rolex SA	Ethos, Kapur watch Co, Swiss Paradise, Time Avenue, Rolex Boutique, Punjab Jewellers, Talwar Watch Co, Meena Jewellers, Horology etc.
Seiko	Affordable Luxury, Mid-luxury, Premium Luxury	Seiko Holdings Corporation	Seiko India Watch Corporation
Tommy Hilfiger	Affordable Luxury, Mid-luxury	Tommy Hilfiger Global	Tommy Hilfiger India (wholly owned subsidiary for watches, eyewear & Accessories)
Guess	Affordable Luxury, Mid-luxury	Sequel AG (Timex Group Company subsidiary)	AP Group
Fossil	Affordable Luxury	Fossil Inc.	Fossil India Limited (wholly owned subsidiary)
Calvin Klein	Affordable Luxury	Swatch Group	Swatch Group (India) Private Limited/BMI Wholesale Trading Pvt. Ltd.
Swatch	Affordable Luxury	Swatch Group	Swatch Group (India) Private Limited
Casio	Luxury	Casio Computer Co.	Casio India Company Pvt. Ltd. (wholly owned subsidiary)

Source: Official website of the Brand



## Major High End Watch Boutiques in India

**Ethos:** Ethos started its journey in 2003 and over a period of 13 years, it has grown and turned into a ₹ 450 crores business. With close to 40 boutiques today, they are India's largest chain of luxury watch retailers. Ethos is the authorised retailers of over 61 luxury watch brands. They have two sub-brands: Ethos and Ethos Summit, wherein Ethos caters watches from fashion to premium brands and Ethos Summit displays watches from premium to luxury brands. There are many brands that have an exclusive contract with Ethos. Brands like Titoni and Carl F. Bucherer have come to India with Ethos.

### The Prime Luxury Watch Boutique:

The Prime is an International luxury, designer and fashion watch brand retailer dealing through its chain of



▲ Helios

retail stores in India. 'THE PRIME' is a trusted partner to more than 35 international brands and is a franchisee for different luxury brands (such as TAG Heuer, Balmain, Rado and Longines), premium brands (such as Omega, Chopard, Piaget, Dior, and Frank Muller) and fashion brands (such as Tissot, Seiko, DKNY, Fossil, Emporio Armani, Tommy Hilfiger). The outlets cater to the entire range of watches primarily for men and women in the price range of ₹2 thousand to ₹20 lacs. It is currently operating through 20+ outlets in the country.

**Zimsons Times Pvt. Ltd:** Founded in the year 1948, in Coimbatore, Tamil Nadu, Zimson has come a long way. From the humble beginnings of a single showroom Zimson now has over 50 showrooms across Coimbatore, Chennai & Bengaluru. Zimson has a plethora of brands from high to mid-range price points. Some of these include, but certainly are not limited to Rolex, Omega, Hublot, Breitling, TAG Heuer, Longines, Rado, etc. and Fashion category has brands like Fossil, Emporio Armani, Michael Kors, Guess etc.

**Helios Watch Store:** Helios is a chain of multi-brand watch stores from Titan Co. Ltd, offering premium and hi-fashioned brands. Helios retails over 25 International watch brands including Tommy Hilfiger, Police, Fossil, Emporio Armani, FCUK, Skagen, Guess, Victorinox, Raymond Weil and TAG Heuer, amongst others. With a large network of stores across the nation, Helios has 40 stores across 25 cities in India spanning across cities including



▲ World of Titan

New Delhi, Mumbai, Pune, Chandigarh, Coimbatore, Hyderabad, Bangalore, Guwahati, Chennai, Vishakapatnam, Jaipur and Ahmedabad. The Store also showcases Titan brands such as like Xylys, Nebula, Octane and Raga.


**Just In Time:** Established in the year 2006, Just In Time has emerged to be the Leading Chain of Global Watch Brands. The first outlet of JIT was at the up-market on down town Mumbai's Warden Road. The single multi brand watch store concept soon blossomed into a similar chains of stores, which cropped up all across Mumbai and its suburbs and later also spread across to other parts of Maharashtra and neighbouring Gujarat.

Some other major luxury watch retailers are Kapoor Watch Company (Delhi-NCR), Watches of Switzerland (Mumbai), Johnson Watch Co (Delhi-NCR) and Kamal Watch Company (Andhra Pradesh).

### Online Timewear Retail

The Timewear segment has also benefitted from the growth momentum of online retail in India. Timewear online market is majorly dominated by Amazon, Snapdeal, Flipkart, Jabong and Myntra. Premium watch boutiques like Zimson are also thinking about strengthening their online presence. According to Shakeel Khan, Director, Zimson, "Our new venture with respect to our website, [www.zimsonwatches.com](http://www.zimsonwatches.com) is live and we wish to scale-up the online Channel." Many international brands today also prefer to go exclusively online for their product launch in India. Several analysts are so upbeat about the online retail market for Timewear that they project it to clock a CAGR of 54% over the period FY'2013-FY'2018.

### Conclusion

Indian Timewear Industry is growing at a steady pace and has potential to grow even at a faster rate. The changing demographics of India have indicated favourable trends, which if properly tapped, can yield considerable profit for the brands as well as the retailers. 



# IRF 2016: PREPPING FOR THE FUTURE

**On September 21st and 22nd, retail and allied businesses from India and overseas will gather at India's largest retail intelligence business event, India Retail Forum (IRF) 2016. Chaired by Walmart India President & CEO Krish Iyer, the 13th edition of the mega event promises to offer a crisp barometer of the rapid changes sweeping retail in India, the world's fastest growing major market, and also in-depth insights on navigating the future. So, what are the major macro developments over the past year that IRF 2016 will be taking stock of?**

By Nupur Chakraborty

## AN ONLINE EDIT

The correction in online retail that many had predicted finally started showing up in 2015. Or at least, a re-examination of sorts, manifested largely by a rapid downsizing of food-centric formats – in both retail and foodservice sectors.

Under the grocery delivery format, two distinct e-grocery delivery models – hyperlocal and marketplace delivery – exist in India. Where marketplace models such as BigBasket, UrDoorstep, among others, maintain own inventories, hyperlocals such as PepperTap, Grofers, Zopnow, revolve around marrying the unique advantages of neighbourhood mom-and-pop stores with a technology-driven delivery model.

Of these two, hyperlocal was one of the hottest buzzwords in the Indian startup space, with several e-commerce majors, including Amazon, Flipkart

also launching separate verticals for hyperlocal grocery delivery.

However, hefty outflows on customer acquisition, cash-back schemes and fundamentally rocky business models soon resulted in cracks. PepperTap, which has been in business for less than two years, announced its intention to stop operations across the country by May 2016 following continued losses and weak cash flows. This despite the company raising over \$51 million in risk capital from blue chip investors, including Sequoia Capital, SAIF Partners, and e-commerce major Snapdeal.

This followed the earlier closure of on-demand grocery delivery service 'Nearby' by e-commerce major Flipkart, and was followed in turn another hyperlocal outfit Grofers scaling back operations. Was 2016 going to be about the end of the hyperlocal?



“Any business in any form – physical or digital – runs on gross margins and operating costs,” says Dinesh Malpani, Founder and CEO, Urdoorstep.com. “Hyperlocals who have shut down or rolled back operations were sourcing products from kiranas, the weakest link in the entire supply chain. Kirana stores buy products on the low margins from brands and the manufacturers and get only of 9-10 per cent for themselves. Besides that, they have the lowest assortment due to lack of space, which is again a disadvantage from the customer’s point of view. And if you are tying up with the weakest link, you have any way weakened yourself.”

“Most startups that entered the food tech space are novices who don’t understand the business. They understand the technology and even

technology to the extent of creating an app, which can be replicable by anybody and everybody. So they fundamentally had no understanding of the business,” explains Malpani.

“Offline supply chains are not fully developed and hence relying on them does not deliver a great customer experience. This has led to the shutdown of models based on them,” says National Head – Buying and Merchandising BigBasket, Seshu Kumar.

The future will be about investors understanding business in minute detail and using technology to be able to disrupt the market effectively, Malpani says.

But the hiccups haven’t dampened India’s new-found entrepreneurial spirit, with most tech startups now

focussing on ‘retail support’ solutions, rather than retailing itself. Many of such new-age enterprises will be visible at the IRF Startup Innovation Zone at IRF 2016, which will showcase innovations in retail and allied sectors in India. In partnership with a NASSCOM initiative -- 10,000 Startups -- the show promises to be a vibrant display of ideas and technologies that are quite literally, transforming the ease of operating a data-led retail business.

### THE OMNICHANNEL IMPERATIVE

Is pure online retail a sustainable proposition in India? Many believe that given the current climate of unrealistic discounting by Indian e-retailers, the model is essentially flawed. “The pure online model is unsustainable because the model thrives on selling below cost,” says J Suresh, MD & CEO, Arvind Retail & Lifestyle.

Having said that, the mass movement towards online shopping and the consequent retailing sales figures cannot be denied; in the first few seconds of Amazon’s Great Indian Sale on August 8, over a lakh units were sold, including mundane items such as Surf Excel Matic detergent. Since online commerce clearly is here to stay, how should brick-and-mortar retailers navigate the road to omnichannel excellence? “There is no question that all brick-and-mortar retailers today need to be omnichannel retailers. It’s not like there is a choice.”

“If you look at the top 20 US online retailers, only one – Amazon – is a pure play. All others are omnichannel retailers who started out as brick-and-mortar formats.”

But it is easier said than done. Simply embedding ecommerce technology will clearly not cut it, as many global retailers the world over are finding out. Despite the fact that Walmart is now the number two online retailer in the US – after Amazon – only seven per cent of its sales revenues are accounted for by online sales.

Addressing the imperative of profitable omnichannel strategies, the conference at India Omnichannel Forum



▲ IRF is a confluence of best-in-class retail ideas and innovation.

The hiccups haven’t dampened India’s new-found entrepreneurial spirit, with most tech startups now focussing on ‘retail support’ solutions, rather than retailing itself. **Many of such new-age enterprises will be visible at the IRF Startup Innovation Zone**



▲ Aditya Birla Retail was awarded the IRA 2015 trophy for 'Most Admired Hypermarket of the Year'.



▲ SSIPL was adjudged 'Most Admired Omnichannel Retailer' at IRTA 2015



▲ Welingkar's Institute, IIM Bangalore and ISB Hyderabad were honoured at Rising Star Challenge 2015

Indian retailers are already showing evidence of smart deployment of technology – be it in in-store displays, intuitive customer experiences or making rapid transitions to online channels.

**Many among these will be honoured at the 2nd Annual IMAGES Retail Tech Awards on September 21st.**

(IOF) 2016 – the concurrent show at IRF 2016 – features targeted discussions: Capitalising on growing retail traffic on mobile devices, the IOT revolution, customising an online supply chain systems, optimising Big Data and analytics to track customer behaviour 24x7, perfecting cross-channel experience, and driving revenues and experience in an omnichannel world.

Taking the omnichannel story beyond stores to shopping centres, an IRF session on **'Omnichannel Requisites for Retail Spaces – What the Future of Retail Holds for the Malls of Tomorrow'** will focus on the path for malls to become immersive, digitally-synched lifestyle destinations.

Meanwhile, many Indian retailers are already showing evidence of smart deployment of technology -- be it in in-store displays, intuitive customer experiences or making rapid transitions to online channels. Many among these will be honoured at the 2nd Annual IMAGES Retail Tech Awards on September 21st.

#### WHAT'S A 'MARKETPLACE'?

Hoping to diffuse some of the ambiguity surrounding e-retail models -- while also addressing strident calls for ecommerce regulation from physical retailers, in March this year, the government allowed 100% foreign direct investment (FDI)

in online retail of goods and services under the so-called "marketplace model" through the automatic route, the intention being to legitimise existing e-commerce companies operating in India.

It also notified new rules that would prohibit marketplaces from offering discounts and capping total sales originating from a group company or one vendor at 25%.

So far, India had allowed 100% foreign investment in business-to-business (B2B) e-commerce but none in B2C. To comply with this, companies such as Flipkart and Snapdeal had been following the marketplace model – which had hitherto not been defined – and attracting significant foreign investments.

Despite the announcements, investors do appear to have become circumspect about ecommerce startups, given the recent slew of failures in the category. And consolidation looks ready to take off; Flipkart-owned Myntra's acquisition of Jabong points to a future where creating critical mass will be key and only the fittest will survive. At both the IRF and IOF conferences, the outlook for pure-online retail will be, as expected, among the main discussion points, as in a major IRF session will be on **'10 Disruptors That are Bound to Set the Course of Future for the Retail World'**.



Three distinct exhibition areas at IRF 2016 – Retail Concepts Zone, Retail Support Zone, Retail Real Estate Zone – **will be showcasing some next-generation retail store differentiation, design and location ideas that can incubate truly market-ahead retail addresses in India.**



▲ The Retail Real Estate Zone features India's leading mall developers such as Inorbit Malls



▲ Retail tech majors showcase solutions at the IOF exhibition



▲ Raymond displays new store concepts and innovations at the Retail Concepts Zone

### BRICK & MORTAR RULES, STILL

In the overwhelming atmosphere of internet retail, the fact that the planet's retail ecosystem continues to be led by a physical retail format came as a shot-in-the-arm for brick and mortar retailers worldwide. In fact, as of December 2015, the world's top 8 retailers are conspicuously brick-and-mortar chains, although all have growing online retail operations.

While Walmart's adaptation of tech has been slower than that of some of its rivals, it has also initiated a major focus on its food business, which accounts over 50 per cent of its sales. Expanding the offer on organics and offering customers the choice of order pick-ups are some of the fresh strategies under roll out.

Plus, to show that it is more aligned with 21st century commerce, in December 2015, Walmart became the only US retailer to offer its own payment solution that works with any iOS or Android device, at any checkout lane, and with any major credit, debit, pre-paid or Walmart gift card – all through the Walmart mobile app. The mobile payment feature has now been introduced at all its US stores.

While its dominance in the global retailing universe continues, sustaining its leadership — and indeed ensuring its profitable existence — in the

future will clearly depend on how nimbly Walmart navigates the digital commerce space, and how intuitively it evolves beyond the 'Every Day Low Price' magnet.

The rush to online shopping platforms has been pushing brick-and-mortar retailers to up their game in every conceivable way. The tools include everything from superior customer engagement and servicing to awe-inspiring in-store environments. And that is driving consumer and lifestyle brands across the globe to design next-generation retail stores embedded with a sense of 'adventure', storytelling and stunning tech embellishments; all delivering breathtaking visual and sensory experiences that cannot be replicated on online channels.

Retailers such as Raymond – among others – continue to believe strongly in the physical retail proposition, having opened 43 additional stores in the October 2015-August 2016 period.

India needs to deliver evolved, innovation-led retail concepts and experiences that draw not just Indian consumers, but also help boost it as a global retail tourism destination. Three distinct exhibition areas at IRF 2016 – Retail Concepts Zone, Retail Support Zone, Retail Real Estate Zone – will be showcasing some next-generation

retail store differentiation, design and location ideas that can incubate truly market-ahead retail addresses in India.

There are some trends that are no longer in the distant future; evidence of intuitive technologies such Internet of Things and Beacons are already being tested by scores of retailers across the globe. An IRF conference session on '**5 Future Trends that are Here Today**' promises to engage delegates with a live audio visual demonstration.

Among other highlights at the two-day event will be the IRF Rising Star Challenge, presented by Tommy Hilfiger. An undeniable annual highlight of the event, the Challenge will feature over two dozen B-schools from across India, including Indian institute of Management, Indian School of Business, NIFT, Symbiosis Institute of Business Management, among others. Over a hundred teams will be presenting viable but out-of-the-box retail concepts to the industry's who's who.

The event will culminate with what can be called Indian retail's biggest night – the IMAGES Retail Awards 2016 ceremony, recognising excellence in the business through over 20 honours for retailers and professionals across categories. 

*Inputs by Mehak Sharma*

21-22 Sept 2016, Renaissance Hotel, Mumbai

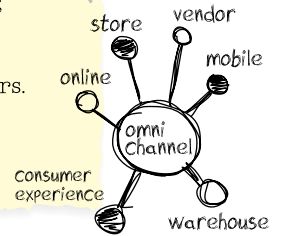
Hi Readers,

So, Walmart is still the world's biggest company. And therefore, also its largest retailer. This must be an emphatic vote for the enduring relevance of physical retailing. Or, is it? Because, let us remember, Walmart is also now the second largest online retailer in the US. What Walmart's 2015 numbers tell is actually a story almost all brick-and-mortar retailers today can identify with.



the big picture

- First → 1 The Big Picture: Brick-and-mortar is still the most preferred shopping channel; the world's top SEVEN retailers are still brick-and-mortar-FIRST formats.
- Second → 2 Almost all have been looking at dipping same-store sales over the last two years.
- Third → 3 All have invested heavily in the online retail space, and therefore in the omnichannel model.



Any physical retailer that is still relevant today has acknowledged this:

ONLINE RETAIL IS NOT A NEW WAY OF DOING BUSINESS.

it is simply an additional way of selling. Yet, despite investing richly in tech tools and tech minds - not everybody is actually hitting that sweet spot.



The truth is, converting ideas - however game-changing they may be - into successful business is tough. The awesomeness of the idea itself is not enough to guarantee glory. Like you, I've also seen plenty of hits and misses at IRF too through the years - lots of incredible ideas, and lots of visionary ventures that have eventually gone bust. Even as I say this, there are many organisations who are trying new, break-away concepts without a great amount of success.

I think the gap between ideation and success is about EXECUTION. And that is precisely what India really lacks. In general, we lack the mindset, the skill and above all, the patience, of execution. Yes, many entrepreneurs - including some you may have met at IRF - haven't made it. But IRF is not about picture-perfect retail. It is a melting pot of Indian Retail, in all its beauty, all its warts, all its failures, struggles and successes. Isn't that what retail today in India is: a mix of outstanding, struggling and yet-to-be-tested formats and ideas?

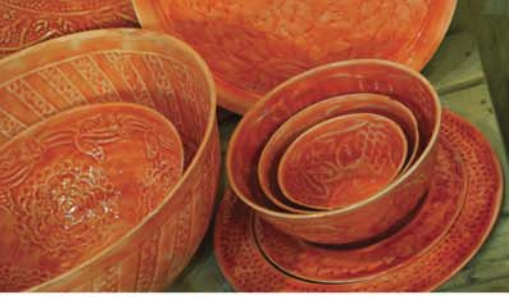


See you again at IRF, the melting pot of retail in India.

Warm Regards,  
Amitabh Taneja,  
Chief Convenor, India Retail Forum

[www.indiaretailforum.in](http://www.indiaretailforum.in)





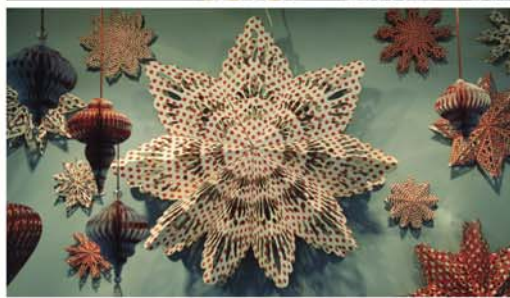
42nd  
EDITION

# Made For International Markets Now Available In India

Inviting Retail Chains to visit  
World's Premier Sourcing Show for  
for HOME | LIFESTYLE | FASHION | TEXTILES



# IHGF Delhi Fair Autumn 2016 14-18 October



- Gifts and Decoratives
- Furniture
- Home Furnishings
- Houseware
- Fashion Jewellery & Accessories
- Lamps and Lighting
- Christmas and Festive Decor
- Carpets and Rugs
- Bathroom Accessories
- Garden Decoratives
- Educational Toys and Games
- Handmade Paper
- Leather Bags and Cases
- Candles, Incense & Potpourri

190,000+Sq.Meter Area

2,750 Exhibitors

5 Power pack days

ENTRY BY  
INVITATION  
ONLY



For more information, please contact:  
**Export Promotion Council for Handicrafts**  
Tel: +91-11-26130692, 26130691, 26135256  
Fax: +91-11-26125892, 26135518/19  
E-mail: [epchdomestic@epch.com](mailto:epchdomestic@epch.com)  
Website: [www.epch.in](http://www.epch.in)

**REGISTER NOW**  
[www.epch.in/focusindia](http://www.epch.in/focusindia)

#epchindia  
 Download free mobile app  
EPCH India





**A**ptly setting the context of the story, Manoj Jain, VP marketing, loyalty and visual merchandising, HyperCITY Retail India Ltd. shares, “Visual Merchandising is purely aesthetics of science and the backbone of the retail industry. It contributes to a brand’s personality and the characteristics associated with the brand. The design of the store should reflect this as a part of their retail brand strategy. This includes the in-store environment and brand communications used, such as signage and images displayed in-store.”

#### Getting Started

Keeping in mind the importance of VM in brand building, are we giving it its due and spending as necessary? Jaydeep Shetty, Founder and CEO at Mineral Fashion Pvt. Ltd. shares, “The positive side is that VM budgets have moved up, there is more availability of outsources and there is an increase in the use of backlit surfaces with LEDs, neons, translites or other optics in the stores. Color coordination and presentation of product in fashion are exceptional even in the mid-sized family run retail stores. There is a lot of emphasis on dressing up mannequins, use of nested tables, focal points,

# VISUAL MERCHANDISING

## THE SILENT SALESMAN YOU CANNOT IGNORE

For a book it may not be right to judge it by its cover. But when it comes to a retail store, the ambiance/look that it extends is what the shoppers will judge it by. Visual Merchandising in retail is not just about having attractive mannequins, fancy gondolas and lights. It shoulders the responsibility of giving a brand/retail store its identity

By Zainab S Kazi





◀ The Bombay store  
▼ Food Hall



## DOS & DON'TS FOR A NICHE/SPECIALTY STORE

By The Bombay Store

### Dos

- ✓ Engage your team in a way that takes conceptual ideas and creates the physical solution to the vision, an environmental design that communicates the concept and establishes the Brand's position.
- ✓ Use visual design to create brand
- ✓ Create Brand touchstones

### Don'ts

- ✗ Display not be so loud that your customers feel screamed at nor should it be so mild or underplayed that no one notices your products.
- ✗ Don't design elements that cannot be rolled out across your store chain

promotional signage and cleanliness.” A walk down local retail stores in any of the local high streets will confirm what Shetty has to say about mid-sized family store getting their VM right. The best example here is Clare Road in Mumbai where the entire stretch of about less than half a kilometer is filled with stores for kid's wear, women's wear and men's wear and each of them having an exceptional VM and window display, despite the fact that the stores are no more than 250-350 sq. ft. in size.

### VM and Categories

Where VM for an apparel brand is all about a single product line/category, for a store that is into multiple things, VM can get challenging. The Bombay Store is one of the best examples here. A spokesperson from the store shares, “For us, effective visual merchandising is a blend of art and science. The art factor is to create a captivating visual design that converts the window shopper into a potential buyer. The science part is all about playing with the sensory

factors through an eclectic combination of color schemes, music, smell and touch sensors to ensure that actual sale happen.” He rightly points out, “Since VM caters to short attention spans, and the visual design has to tell the complete story in less than 30 seconds.”

Ditto is the case for a hypermarket. Jain explains, “Visual Merchandising is a tool that focuses on five elements that are Vision, Taste, Scent, Sound and Touch, but at a hypermarket we have to think beyond the five senses and focus on the sixth element, which for us is PERCEPTION. As a hypermarket, it is very important that a customer perceives that he will get everything under one roof (Big Box Store

Concept). Hence it is important for us to show our customers a wide range of products, as well as ensure its value for money. It's a perception driven business, the old school methods are no more working in the retail industry, especially for stores which have unlimited number of SKU's. In a Hypermarket, the number of SKU's and offers are huge, so it becomes really critical to promote each and every offer in most effective way possible.”

To talk about the challenges that apparel chain stores face when it comes to deciding on the VM, Sharad Venka, MD and CEO, Toonz Retail India Pvt. Ltd. shares his experience with TOONZ Retail stores across the country, “Understanding the local taste and sensibilities and adapting the VM of the store according to it, is one of the most challenging aspects of VM for an exclusive brand outlet. India is a country of varied tastes and fashion sensibilities. If one has to attract the locals of a city or a town to their store, it is very important that the store set-up should be such that a consumer can relate to it and feel that their needs will be fulfilled here.”

He further accentuates on the fact the VM after all remains the differentiating factor for a category that has multiple players. He shares, “The display should be such that it communicates a story in one look, making it one of the most important

## DOS & DON'TS FOR A HYPERMARKET

By HyperCity

Do not confuse the customers in his/her buying decisions by showcasing too many offers. The best way to do so is by ensuring that the merchandise with maximum discounts should be at a high visibility area and the products with the maximum value should be at noticeable (eye-level).

**Store Layout:** Most of the hypermarkets neglect this aspect of Visual Merchandising. The flow of a store's layout determines how customers shop. The longer a customer is in a store, the more likely he/she is to buy—therefore, the goal is to keep her engaged to shop for longer. Escalator placement (arrangement of the down and up escalators), arrangement of fixtures and even the placement of departments affect a store's traffic. For example, some food retailers put necessities such as eggs and milk in the back of the store so the customer has to navigate through the other merchandise sections to get to their requirement.

Department stores use this strategy, of placing the kid's department/section on the top floor so that the parents will have to walk through all the other sections—thus increasing the likelihood that they will purchase more.

The layout should organize all product categories together so that customers can find different items of the similar category they are looking for in one location. It is equally important, that the layout's ability to keep complementary products or similar brands is in proximity so that a customer will be more inclined to buy products connected to the one they are shopping for. Grouping together designs that cater to a similar customer, or merchandising winter hats, gloves and scarves in the same area, is a way to bring additional cross-category or cross-brand sales.

**Music:** The music played within a store can promote a brand's image, and can also aid consumers into making purchase decisions. Music that suits the style of the store and the target audience is an important factor, and should be considered. Music with a slow tempo can cause the consumer to relax; therefore, they spend more time in the store. This leads to more contact with merchandise and increased purchasing.

Most of the retailers are yet to figure out the importance of good music. Sound impacts people in four different ways - physiologically, psychologically, cognitively and behaviorally - and that "playing music because everyone else does" should not be a retailer's rationale especially for Hypermarket as customers spend a lot of time in the store and it engages the customers.



“H&M wants to be the most attractive choice for customers in every location. The display emphasizes on products and current campaigns, and give customers ideas about how they can create their own personal style for every occasion. New products are added every day to give the stores constant renewal.”

- Dhatri Bhatt, Head, Public Relations, H&M



▲ Toonz Retail

and challenging processes of a store set-up. Everything from storyboard to lighting to products to color code and lot more needs to be taken care of for an attractive VM.”

Venka talks about VM followed at his stores, “For inside display we use 2 techniques one is displaying apparels as per same style of different sizes, which is done during new launches, and another is displaying apparels of same size in different styles during discounts/offers so it becomes easier for the customers to review their options. We keep matching products in a group, which has started to add on sales as it becomes convenient for the customer to mix and match. We group different but related products together to help make companion sales.”

Shetty shares, “At Mineral, we try to ensure that our mannequins are always dressed up with the right coordinates and the lights on our store windows are well focused. We think that is the first point of impact for a customer. Even in our shop in shops, we continue to provide and maintain mannequins.” Shetty has no qualms in accepting that VM of other brands helps him stay ahead of the curve, “We watch and learn from other brand displays and are always taking pictures on our mobile phones to learn what they are doing better. That is the only way to stay ahead of the curve.”

### Where do we stand?

Jain talks about how VM for hypermarkets in India differs from those in other parts of the world, especially the Western world. He elaborates talking about how shoppers in India are more into discount shopping which then has



its effect on the VM. He elaborates, “Indian retailers believe in the Discount Shopping and behave differently for different set of Customers which is a correct strategy at least for Hypermarkets. Indian discount shopping is still fragmented because of diverse culture while Western retailers are able to treat the entire customer base as one. This helps them gain benefits of large-scale promotions and offers. It is not going to be a cakewalk for global supermarket chains entering India. Indian Hypermarket is customer driven instead of offer Driven. In terms of Visual Merchandising, the western Countries are well planned for the campaigns and Promotions whereas Indian retailers are still doing the Ad Hoc work. In India each region is different & there are several festivals while in the western world universal festivals like Easter, Christmas are the common ones.”

### VM for a Store on a High Street vs. that in a Mall

In absence of high streets, we have majority of the stores expanding with their presence in malls. Though, VM for a store in a mall vs. that on a high street happen to have start variations. Venkta shares, “The mind-set of consumers who visit an outlet in a high-street store is different from a store in the mall. Though VM in both



“KEEP CONSUMERS AT THE CENTRE OF THE ENTIRE VM EXERCISE.”

Anuradha Singh, Chief \_ Experience Design, Big Bazaar

**Dos and don'ts for a visual merchandiser:** What one should never forget is the brand, for which he/she is designing. As a designer, hailing from value retail, I can specify that there are some important factors in value retail which are very different from that of fashion & lifestyle retail. But at the end of the day, we should also keep in mind that, all of us are designing probably for the same consumer, who is moving across different verticals. The lady, who visits Zara for clothing, comes to my store for food and grocery shopping. Therefore keeping the consumer at the centre of the entire exercise should be the topmost priority. In my case, sometimes I tell the customer about the value, sometimes it's about engagement, when I am launching a new product. Like a simple product like palazzo, there are two ways of creating a story with it. We can simply say that, 'Palazzo's are at Rs. 599', which is straight on the face, or we can project 2-3 different ways of wearing a palazzo, which will create a story stylewise at the same time, the consumer will think that she is getting it at such a cheap price! As far as 'don'ts' are concerned, nobody should overdo, but just find one key message that you should deliver through your design. Sometimes due to the situation, we have to 'show' more, but we should also understand that the consumer is intelligent, so be honest, act as clear as possible.



**Ways, by which VM can affect the bottom line of the retailer:** Through VM, one can create a buzz around the product. We can fix up the right location of the store where it would be placed, we can give demos, provide experience with the product, create a lot of trials for the product...though VM may not directly impact sales, but all these are the ways in which it can affect the bottom line.

**VM in India different than VM in abroad:** We are dealing with three different markets while speaking of abroad, i.e. US, European and South-East Asian. US is going minimalistic now, Europe believes in art and they are far ahead in using technology. We are using technology in GEN Next stores in Noida etc, but we are still not able to use it everywhere. Technology is very expensive here. India is more vibrant in terms of design, we are creating a lot of chatters around the product, though not as much as South East Asia.

**Technology in VM:** Now people are going digital on facades, inside the store, some are showing live collections, magic mirrors/virtual trial rooms are getting incorporated. But the use of technology is still very limited.

**Budget for VM in India:** It again depends on format to format. For our high end stores like Cover Story, we are spending money. But there definitely are some question marks. So the budget part is still lying low but there is a scope of improvement.

**VM for Big Bazaar:** We map the journey of the consumer before we begin any VM work here. We are attempting to use a standardized communication throughout all our stores in the country. For that, we are talking to service providers. Our challenge is higher, as we want this region specific, like for different cities, it should be in city-specific language.



▲ HyperCITY

the places is important in attracting customers, however there is a difference. Window-display and signage in case of a high street store needs to be bigger as compared to a store in the mall, given the distance of visibility for a passerby. Also the size of a stand-alone store is bigger than a store in mall, storing more merchandise comparatively. Hence the VM should ensure that all the merchandise is visible and easily accessible. Additional elements can be introduced in high-street stores due to its size like LED screen to engage the consumers.”

The spokesperson from The Bombay Store adds, “At high streets, we have all the liberty to design freely but at the mall stores the major restriction is the visibility, as we cannot cover the show windows at all. So while designing the plan we make sure that we use the same elements across our stores. As mentioned earlier, we try and create touchstones – where we try and create signature elements which are implemented at all our locations.”

#### Execution

Majority of the brands have their VM rule book that they abide by. And this becomes imparative in the case of a chain store. Jain shares, “We at

HyperCITY sit every 15 days to brain storm on the latest developments in the VM’s environment and all new technologies that are being adapted in this space. Since VM is now moving to digital signage and several other interactive mediums, we hope sometime in the future we will be able to adapt the same at all our stores.” At The Bombay Store, the VM is changed 15 days to 1 month. The spokesperson shares, “No plan is rolled out without brain storming with different teams like Retail and Marketing. We also promote our retail staff to participate actively in this process.” Venkta talks about Toonz Retail, “At Toonz we change the VM thrice per season – during seasonal launches, during EOSS (end of Season Sale) and just before the end of EOSS. Our regional teams conduct regular audits and give feedbacks based on regional preference and tastes, which help us, further to make relevant changes in the VM. We use cool lights rather than warm lights so that the color looks natural. Also we have 80 per cent apparel hanging and 20 per cent stacked up for a clear visibility of the collection, while other products are arranged in a free form, ensuring easy access. The layout is such that consumers can easily move



“Visual Merchandising is a tool that focuses on five elements that are Vision, Taste, Scent, Sound and Touch, but at a hypermarket its has to be beyond the five senses and focus on the sixth element, which is PERCEPTION.

- Manoj Jain, VP Marketing, Loyalty and Visual Merchandising, HyperCITY

around in the store and check out the merchandise, making it a pleasing experience.”

To conclude, Shetty talks about the dynamics of VM in India, “I find the younger generation of visual merchandisers very experimental but they are held back by conservative management. They need to be given more liberties and shown confidence in. In India, Visual Merchandising and Marketing are still not integrated with most large store chains. There is a concept called retail theatre which Martin Pegler introduced and it revolutionized much of modern retail in the West. In India the translation of the retail shopping experience to be entertaining is yet to happen although we are making a start. I think our problem is we continue to retain the use of the same materials and surface that we have been using. Vinyl, signboard, POP and the like is used in preference to crafted material. Possibly the budgetary constraints and large rollouts are an issue here. We also use almost the same kind of lighting across formats. These are all definite areas of improvement.”



MUFTI  
MANYAVAR  
BEING HUMAN  
SKECHERS  
VMART  
TURTLE  
GLOBAL DESI  
RS BROTHERS  
NEERU'S  
SOCH  
KALAMANDIR  
CMR VIZAG  
STORI  
RITU KUMAR  
ETHNICITY  
RITUWEARS  
SURYA SAREES  
TEJOO FASHIONS  
JAI HIND  
OTTO  
ARIHANT RETAIL  
NAIDU HALL  
COOL COLORS  
TWILLS

# INDIA'S HOTTEST RETAIL COMPANIES

rely on

# GINESYS

the  
**PERFECT**  
Retail Software



[www.ginesys.in](http://www.ginesys.in)

+919654551109 [sales@ginesys.in](mailto:sales@ginesys.in)



## 6



## TECHNOLOGIES THAT INDIAN RETAILERS SHOULD ACTIVELY CONSIDER IN 2016

**Retailers today are challenged with addressing multiple disruptive technologies and the demanding 'Digital customer' who like to order products and services using more than one touch points at their convenience of location and device. Today the strong focus is on innovation. Technologies which are focused on improving customer interaction and experience will be on their priority list**

By Ranjit Satyanath

**O**ne of the greatest challenges in the retail industry today is the pace of technological change and the ways in which new technologies are fundamentally changing how people communicate, research, collaborate with each other and choose goods and services. This revolution has levelled much of the playing field relative to traditional sources of competitive advantage, and it is redefining what it takes for retailers to win in the marketplace. Retailers must find new ways to be relevant to tech-savvy consumers, to compete with disruptive rivals, and to embrace new operating and partnering models that may be required in order to grow profitably in the future. They have spent the better part of the last decade on their heels, reacting to profound changes throughout all sectors of the industry. Rapidly advancing technology has reshaped consumer behaviour and expectations, providing an opening for fast-moving, innovative competitors to enter the market. 2016 has marked a turning point for retailers that have made



consistent investments in digital strategies for marketing, operations, supply chain and other critical business areas. These investments, coupled with the continuing evolution of technology, will allow retailers to make important strides toward supply chain transformation, more data-driven decision making and the ultimate goal of an Omni-channel consumer experience.

As we enter the middle of Q2, the Omni-channel juggernaut shows no sign of slowing down. If anything, it has gathered momentum. Frictionless Shopping is what customers are looking for. They do not want to experience the gaps in the Retailer's processes and systems. Therefore most Indian Retailers are furiously upgrading their systems to better serve this discerning customer. While discussing new technologies in the context of retail, we hear of IoT, RFID, Mobile Payments etc. However, there are not many mainstream deployments of these technologies save for a few pilots in developed economies. However, it may be worthwhile looking at what's really taking off in our part of the world and work them in our Technology strategies.

## POINT OF SALE

No discussion on retail technology can exclude the PoS. But it is hardly new technology, isn't it? The humble PoS is undergoing a metamorphosis - nay its very paradigm is changing. First of all the form factor is changing from a clunky space consuming machine to sleek handheld devices.

The application itself is now acquiring new super powers. Today Retailers use the PoS in more ways than just ringing up a sale e.g.

Technology now enables retailers to use the footage from these cameras into valuable customer insights e.g. dicing **store footfall by gender and age. This does not cost an arm and a leg and is fairly easy to implement.**

helping customers with features of products, inventory lookup, allowing customers to buy from another store in the chain, tracking shipments, accepting returns of online purchases, facilitating in-store pickup for online purchases etc. Some PoS systems come bundled with CRM functionality, Loyalty Management, and Customer Analytics. Stores are seen as one of the key advantages that physical retailers hold against their online cousins. A customer who has walked in should not be walking out empty handed. PoS in today's time is a Point of Service. So it makes sense to take a hard look at the pre-eminent application at the store and consider if it merits an upgrade to keep up with the times.

## ORDER MANAGEMENT SYSTEMS (OMS)

As retailers start operating on multiple channels, they feel the need for scalable inventory management, order fulfilment, and orchestration processes. This is exactly what an OMS does. A few years ago retailers could make do with dedicated inventory for the store or the online channel. But changing times have shown us that it is more

prudent to leverage the same inventory across channels for faster turns. The OMS is a bridge between different order capture systems like the Store PoS, Online, Marketplaces, Call centre, and Mobile app and fulfilment options like home delivery, pickup in store and dropship. The other key features of OMS is order tracking, managing returns and exchanges.

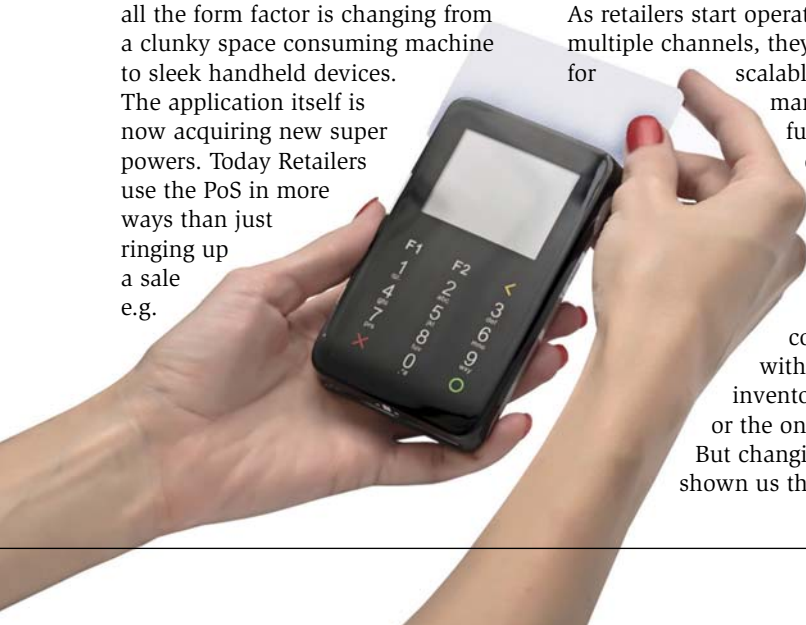
## VISUAL ANALYTICS

Most stores have surveillance cameras of some kind. Apart from keeping people in the store honest, technology now enables retailers to use the footage from these cameras into valuable customer insights e.g. dicing store footfall by gender and age. In addition, heat maps can now show retailers sections in their store or products that evoked the most\ least interest, customer conversion, quality of staff interaction etc. This technology is fairly easy to implement through cloud deployment and has the potential to really differentiate customer experience at the store.



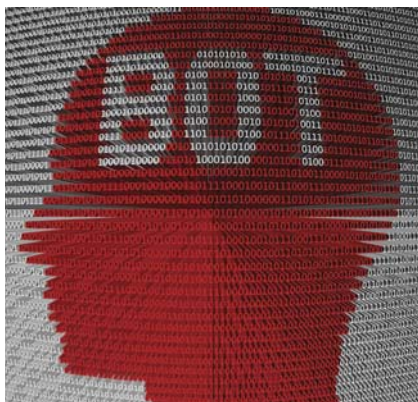
## ENTERPRISE SERVICE BUS (ESB)

Systems evolve. Purpose built stand-alone systems evolve into mission critical applications exchanging data with others over time. However, the method of integration is often times not given as much attention. The result is file based data exchanges in clear text or poorly designed APIs. Not only is it slow, prone to breakdowns and the reason for much end user angst, the security threat in terms of external actors siphoning off data or injecting





There are technologies out there that are gaining traction. Mobile payment is an exciting area. **So are IoT, machine learning, and image-based searches. Customers today are spoilt for choice.**




What if you could do the same through Whatsapp or your favourite messaging application? More people today choose to live in messenger apps than on social sites. Therefore it stands to reason that business will eventually happen there. Chatbots are at their core, services that take input and based on machine learning send back a response. These services (BoTs) could reside in your Shopping app, website or Call centre IVR. BOTs are still work in progress and results are not great (SIRI will agree, right?) but they are quickly getting much better than they were a year ago. Already some of the new generation CRM applications allow users to interact with them using Chat BOT services paving the way for more consistent quality and a cost-efficient way of communicating with customers.

### AUGMENTED REALITY

Pokemon Go has done for augmented reality what Google Glasses could never achieve. Almost overnight AR has gone from fantasy to real. One of the earliest attempts of AR in retail was the much touted but barely deployed Magic Mirror. Maybe trying on garments virtually was not AR's destiny. It could be increasing footfalls, immersive product experience, discovering deals in

store – or getting product information when you point your phone at it. Whatever the outcome, AR is one of the most exciting technologies and the possibilities are virtually (pun intended) limitless.

There are other technologies out there that are gaining traction. Mobile payment is an exciting area. So are IoT, machine learning, and image-based searches. Customers today are spoilt for choice. Those who tried to differentiate on price are licking their wounds. Product differentiation is difficult to achieve. Retailers, therefore have to differentiate on experience. Frictionless Shopping and great store experience are means to this end and Technology the not so secret sauce for enabling the former. It is easy to get bogged down with a bunch of technology implementations. Identifying technologies that synergise with one's business priorities, agile implementation and raising the bar for the competition is what will really define success. 

malicious content is also considerable. ESB frameworks help with precisely this problem. They enable systems to speak with each other in a scalable, consistent and secure manner. With the plethora of systems mushrooming around the retail landscape, an investment in ESB applications should be explored.

### CHAT BOTS

While it may be some time before Siri can make you coffee, Chat bots are already getting traction in a variety of industries. BoTs could well be the next wave of how people choose to interact with machines and transact. Imagine you wanted to buy a Sound Bar. Today you would either Google it or go to retailer websites for research.

About the author:

Ranjit Satyanath, Head-Technology,  
Infiniti Retail Ltd.





# INDIA'S LARGEST AIR CARGO NETWORK

Air & Surface Network Covering Every Square Inch of India

Pan-India Air Network Covering 40 Airports

 SafeAir



- Time-definite Delivery
- Extensive Distribution Network
- 24 x 7 Pickup and Delivery
- Sunday/Holiday Delivery
- Real-time Tracking
- Different Airline Carriers
- Fastest Transit-time
- Multimodal Connectivity
- Dedicated Handling Process
- Competitive Pricing



# INDIA OMNICHANNEL FORUM 2016

Where Retail Meets the Technology of Possibilities

21-22 September 2016

Renaissance Hotel, Mumbai

THE GREAT INDIAN

RETAIL



SAFARI



# SIGN UP TODAY

[www.indiaretailforum.in](http://www.indiaretailforum.in)



"IT teams are expected to know the retail business realities as much as marketing or operations and be involved in conceptualisation, rather than just solutions."

Indresh Pradhan, Head - IT, Kaya



adidas  
GROUP

"The CIO is very visible in most business meetings."  
Vishal Kapil, IT Director  
Emerging Market (India)  
Adidas Group

## RETAIL MEETS THE TECHNOLOGY OF POSSIBILITIES: WHAT ARE RETAILERS' PRIORITIES?

### IOF CONFERENCE

Seamless shopping and fulfilment experiences are the new mantras of Retail. Showcase projects that can help retailers create the best experience to meet consumers' needs and capture their hearts, minds and ultimately, their wallets. Enriching the overall quality of retail experience through customer engagement, Multichannel / Omnichannel and emerging technology is the vision of IOF 2016.

#### KEY SESSIONS AT IOF 2016

- Analytics and Retail
- Cloud in Retail
- Optimising Customer Engagement
- Shopping on the Go
- IOT – Reinventing Retail
- Supply Chain: Solving Supply Efficiency
- Locking Customer Loyalty





"Now the CIO has to be Chief Innovation Officer/Chief Intelligence Officer/Chief Integration Officer/ Chief Infrastructure Officer."

Yakeen Gazi, Sr. V.P. IT & Supply Chain, Hypercity Retail India Ltd.

SHOPPERS STOP

"Be it in-store, website or mobile, it is important for retailers to drive competitive advantage to win in the digital era."

Anil Shankar, Customer Care Associate and VP, Shoppers Stop



"The challenges will be on how to use mobile tech without tearing down the virtual walls of security."

Kiran Komatla, AVP - IT Burger King India



Arvind

"Fail Fast, Learn Fast and Evolve Fast should be the mantra to overcome the above challenges."

Abel A. Correa, Head IT Strategy and Governance, Arvind Mills



## Celebrating Excellence in Technology Deployment

The 2nd Annual IMAGES Retail Technology Awards will recognise best practices in the deployment of technology front-end and back-end in the Indian retail sector. Multiple awards to recognise retailers' excellence in technology optimisation will be presented on the evening of September 21, 2016.

Knowledge Partner



# WHAT IS YOUR SOLUTION?

## SHOWCASE YOUR BREAKTHROUGH TECHNOLOGY-DRIVEN IDEAS, INNOVATIONS, PRODUCTS AND SERVICES ONLY AT IOF 2016

### E-COMMERCE

Content Management  
Payment Gateway  
Social Media  
Loyalty Management  
Merchant Management  
Fulfillment  
Inventory Management  
Category Management  
Customer Experience.

### IN-STORE TECHNOLOGIES

POS & Kiosks  
Security & Surveillance  
Digital Signage  
Loyalty Solutions  
Gift Card Mngt  
In-store Signages  
Inventory Audit  
VM Solutions

### BACK OFFICE OPERATIONS

Accounting Compliance Mngt  
Workforce Management  
ERP | Merchandising Allocations  
Gift Card Management  
Loyalty | Promotions/Discounts Analytics  
Loss Prevention | Analytics & Data Mngt  
Vendor Management  
Supply Chain Management  
Product Lifecycle Management

Partnered By

future group

Industry Partner

FICCI

Powered By

ask me

Retail Real Estate Partner



Supported By

Fashioning the Future of Retail

Multiplex Partner

Omnichannel Partner

Online Real Estate Partner

Roundtable Partners

Speakers' Lounge Hosted By

Charity of Choice

Outreach Partner

TOMMY HILFINGER presents

Television Partner

Official Media Partners

Online Media Partner

International Media Partner

Organised By



FOR INFORMATION ABOUT INDIA OMNICHANNEL FORUM

Bhavesh Pitroda  
+91-9867355551

bhaveshpitroda@imagesgroup.in

Bindu Pillai  
+91-9820324063

bindupillai@imagesgroup.in

FOR DELEGATE REGISTRATION

Sarika Gautam  
+91-9717544226

sarikagautam@imagesgroup.in

FOR EXHIBITOR ENQUIRIES:

North: Vandana Verma, +91-9873048729, vandana.verma@imagesgroup.in

East: Rohan Narayan, +91-9830961388, rohan.narayan@imagesgroup.in

South: Devidutta Roypitam, +91-9900785685, devidutta@imagesgroup.in



# ERP SOLUTIONS WILL ENHANCE THE PERFORMANCE OF SMES



**In order to meet internal and external requirements, SMEs have started to establish ERP systems for their existing system and processes. Today ERP is considered as a backbone for every organisation to support and deliver high quality services and thereby, increasing overall performance**

By Images Retail Bureau

**R**ecently, SMEs in India are growing with tremendous growth and they are expanding their business across related as well as unrelated domains. So, to support these kinds of activities there has been surge in demand for centralized system to capture and monitor information and streamline whole organization processes with the information. Therefore, the essentiality of ERP system with specific needs have reached threshold in these firms. Kunal Singhal, MD, Eazy Business Solutions, shares more insights on this subject.

### **What are the general ERP issues faced by the SMEs?**

There is a low level of awareness amongst SMEs for ERP applications. Most of the times, they do not even know what ERP systems are and what they can do for them. Additionally, SMEs have the perception that ERP is meant only for large firms mainly owing to the high costs of acquisition, implementation and maintenance as also the complexity. This has led SMEs to believe that ERP implementations are a waste of time and effort.


### **How can SMEs avail the solutions offered to go to next level?**

An SME faces many challenges in handling and streamlining their business processes as they grow and expand. For this reason, it is very crucial that the company selects a perfect ERP Solution which suits their business process to streamline and unify all the business processes from sales, marketing, and finance to customer service. Often an SME entrepreneur argues that they have their own systems and also excels and spreadsheets which helps them keep all their data together and they do not need an ERP Solution, or are thinking of purchasing a system later on when they are growing.

### **Most of the SMEs in India are not technology savvy; how can ERP solutions drive them into a robust and workable ERP?**

SMEs are not very tech savvy and their use of computing is limited to using emails and web browsing. This is a challenge but also presents an immense opportunity to build software for the sector. If the software is good, it can be incredibly useful for SME to improve its productivity. And this is what is happening with Tally, which is now a household name.

### **How affordable are your solutions?**

EazyERP is specifically designed keeping SMEs budget constraints in mind. This solution aims at cutting down the overall cost of ERP involved in its deployment. Unlimited users at one license, no expenses concerning new hardware devices, open source database are some of the few technical aspects that bring down the cost of ERP to a big extent. Therefore, our clients base has increased many folds over last few years and includes some well-known SME brands such as MDH, Ashok Masala, Ujala Pumps, Hindustan Pumps, Pigeon, Kamdhenu Group etc. 

For more information click: [www.eazyerp.com](http://www.eazyerp.com)



## The Mobile POS Redefining Mobility



MT-4008W

- World's First Mobile POS Solution that helps Queue-busting with standard desktop windows POS solution
- Ready to deploy with almost no effort to change the POS application, helps reduce Multiple application & increased efficiency & faster ROI to retailers
- Used at Estimation Mobile POS at Jewellery Counter thus reduce retail space
- Versatile to use as Queue-busting Mobile POS, Stock Audit, Shelf Tacker label printing, Material Receipts & Transfer at Back office, CRM, Customer Feedback etc.
- Latest Intel Processor with Win 8.1 & 2GB RAM and 32GB Storage makes most application to run at ease



Queue-busting Mobile Checkout



Stock Taking



Order Taking



Wireless Printing



## ADDING ZING TO **CHENNAI'S SHOPPING EXPERIENCE**

**The Forum Vijaya Mall set at the heart of Chennai is positioned around this vision with the mall being an ideal third place or a hangout destination for a Chennaiite apart from their households and work spaces. The Forum takes pride in presenting to guests an unparalleled experience beyond shopping. Be it going on a shopping spree with one's friends and family picking from an array of fashion brands, indulging over a cup of coffee or going on a culinary journey or watching a movie in a state-of-the-art cinemas, The Forum has it all...**

By IMAGES Retail Bureau

**“W**e visited the mall during weekend. The shops were crowded, the restaurants were crowded, and it was the kind of crowd that I used to enjoy during the festivals in India! If the affluence level of the city has to be judged by the malls, then Chennai is definitely an affluent city, keeping in mind The Forum Vijaya Mall as example,” said Krishnaswamy Nandakumar, a recent visitor of the mall, who left the city 40 years ago and have just come back. If this mall can woo a person like him, then no wonder it will hold a special place in any average Chennaian's heart!

The Forum Vijaya Mall is the only shopping mall in Chennai that has a metro station and a bus depot within a 100 meter distance! The mall is easily accessible from Arcot Road and Jawaharlal Nehru Road with large frontages on both the sides. The mall caters to 25% of the city's population with catchment population of 2 million against 7.5 million in Chennai.

Spread over a sprawling 14.7 lakh square feet space, The Forum is Chennai's superlative by clocking in a footfall of 2 million guests every month! The mall can be rightly defined as a shopper's paradise with hundred plus brands. The brands at The Forum have been carefully picked and chosen based on the city's needs. Chennai is rooted deep in traditions but the people also welcome new add-ons provided to them with a balance! A dearth of offerings for the unexplored market lead to Prestige Group's journey to Chennai.

### EXPLORE

The Forum has several anchor stores. It houses the city's largest hypermarket, Spar, spread over 100,000 square feet space. The mall also has a must-visit Palazzo by SPI Cinemas that is one of the best cinemas in the country with Venetian interiors. Palazzo has 9 state-of-the-art screens equipped with RDX-



4K, with a total of 3,010 seats and is designed by Giovanni Castor. There's also an upcoming IMAX in store, the Palazzo recreates the majesty of Italian grandeur by combining a state of the art cinematic experience and sublime service in the most opulent surroundings. Fresco-adorned walls, Italian marbles, a royal scepter are just a few of the things that will greet the consumers he/she enters Palazzo.

Understanding the city's love for traditional clothing Forum houses RmKV spread over three floors and 80,000 square feet. It also has the largest food court in the city which is an 850 seater and is called Via South, the food court is themed around digital kolams (rangoli), depicting the mall's balance between modernization and customary roots. The mall also has Lifestyle, Marks & Spencer, Westside and Max among other fashion brands.

the benchmarks for raising shopping experience to a whole new high in Chennai", he adds.

Adding wow factor to every event and campaign has been the core objective of the team. "Than repeating regular events, we believe in guests experiencing something new when they visit the mall. From tying up with Disney, Green Gold, Turner and doing some of the best auto expos, wedding expos to Badminton tournaments LIVE at the mall, we have done it all!" he further adds.

The Forum Vijaya Mall believes in doing it BIG. The mall has had some of the biggest concerts in town with artists like Padmashri Hariharan, Benny Dayal, Javed Ali, Vijayaprakash, Naresh Iyer and Karthik to name a few. They have also hosted record breaking campaigns such as India's tallest Golu and longest's 1000 kg photo cake!




Forum houses RmKV spread over three floors and 80,000 sq.ft. It also has the largest food court **in the city which is an 850 seater and is called Via South, the food court is themed around digital kolams (rangoli).**

#### ENTERTAIN

The Forum Vijaya Mall is an activity hub! "It becomes challenging to put together events that are distinctive enough to catch the fancy of a wide range of guests that we cater to. We do campaigns round the year and these include weekender events, calendar campaigns and marquee iconic events that are the talk of the town", says Muhammad Ali, COO – Prestige Retail. "We have done several events that have literally been city show stoppers! Whichever way you look at it, The Forum Vijaya Mall has been upping

#### THEY CARE...

The Chennai rains had a massive impact in the city with huge damages. Doing their bit to the society, the mall also had undertaken a host of activities right from the day of the highest rainfall. The mall was open during the nights to provide shelter to those in need. Those, who needed to park their vehicles someplace dry, free parking was allowed inside the mall. Shelter was provided to hundreds, food packets were distributed amongst them and also to the neighbouring areas. The mall authority and staffs also went outside

for the rescue work. A flood donation booth was set up at the mall, wherein guests extended their support with relief for a month long period. They had joined hands with Fever FM in their relief activities and supported them in coordinating their relief collection programme as well. It is always said, that the shopping malls have become shopping 'communities' today. It is the 'community' part of this mall that was truly visible at the point of need. 


# LOGIC ERP

## OFFERING ULTIMATE SOLUTIONS FOR RETAILERS

ERP software packages have an enterprise wide reach that offers cross functional capabilities to the organisation. With the experience of more than 24 years, Logic ERP Solutions is offering its services to retailers.

By IMAGES Retail Bureau

**D**esign to facilitate the administration and optimisation of internal business processes across an enterprise, ERP packages have become the competitive tool for the most large retail organisations. LOGIC ERP Solutions delivers services to retail industry which helps to manage their sales & distribution, production, loyalty

& coupon management, supply chain management, finance & accounting, payroll, merchandise plan & assortment analysis, auto replenishment, POS, enterprise integration, B2B, e-commerce. They cater to all verticals of retailing including apparel, footwear & fashion, FMCG, electronics & telecom, wellness, food & beverages, pharmaceuticals. 



### SUCCESS STORIES

**Company Name**

Gini and Jony Apparel Pvt. Ltd.

**Business**

Retail & manufacturing business of kid's wear

**Scope of Work**

- ▶ 250 Retail Outlets
- ▶ 50 Dealer/Distributor
- ▶ 5 Factory

**No. of Users**

250 Retail on Cloud and 200 users for factory and HO operation.

**What we implemented**

1. ERP solution for manufacturing, managing both in house productions and Job workers.
2. Retail chain of all franchisee and company operated in EBO format and MBO format in the name of 'Freedom Fashion on Cloud'. All 250 POS on Cloud, first time in India having huge numbers of POS on real time though most of locations are non metro and tier 2 cities.
3. B2B portal for real time stock visibility and order capturing.

**How G&J is benefited**

1. Omni- channel functionalities as unified inventory and stock at POS and e-com.
2. Single view of sales, inventory for group companies.
3. Planning tool for what to procure or produce( merchandise plan & assortment module on beta version.
4. Planning tool implemented for what item and quantity to be allocated to sell Points( Auto Replenishment Module).

### SUCCESS STORIES

**Company Name**

G3Fashions.in

**Business**

E-commerce/online site providing ethnic wear collection for women, men & kids

**Scope of Work**

- ▶ MBO format store with 6 outlets. Each outlet is of more than 20,000 sq. ft.

**No. of Users**

100 plus users

**What they implemented**

1. ERP for retail and e-commerce business.

2. All POSs and e-com on Omni-channel. Very robust e-com platform for online sales in domestic as well as international business for saree and dress material sales and customised bridal wear sales also.

**How G3 is benefited**

1. No dedicated stock for e-commerce, inventory at a whole displayed to all POS as well as ePOS.
2. Thus, there is no threat for stock piling or loss of business.
3. Cash flow, salary and incentive and simplicity in accounting procedure for payment and collections.

For more information click: [www.logicerp.com](http://www.logicerp.com)



AN IMAGES GROUP PRESENTATION

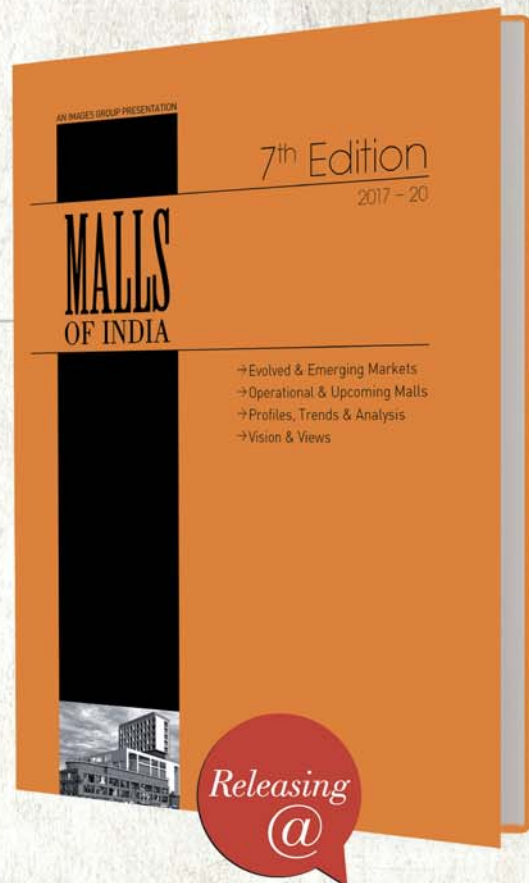
7<sup>th</sup> Edition

2017 - 20

# MALLS OF INDIA

Images Research had pioneered the development of credible information, study and knowledge in the retail and shopping centre industries in India. Images Research published the first ever **Malls of India in 2004**. In to its **7<sup>th</sup> edition** now, the report will document the current status of the shopping centre industry and will present a detailed analysis on the same.

The book will be a collectors' edition with an all India, zone wise profiling of operational Malls/ listing of upcoming Malls. The book shall be released at the forthcoming **India Retail Forum** scheduled to be held at **Mumbai on 21st & 22nd September 2016**. The book would be made available at leading book sellers and will also be distributed at relevant forums in India / Abroad. Copies will also be sent to relevant stakeholders in the shopping centre and retail industry.



Releasing  
@

**IRF** 2016  
INDIA RETAIL FORUM



**TO ADVERTISE IN THIS SPECIAL EDITION, PLEASE CONTACT:**

North: Vineet Chadha  
+91-9350897807  
vineetchadha@imagesgroup.in

West: Waseem Ahmad  
+91-9833628852  
waseemahmad@imagesgroup.in

East: Piyali Roy Oberoi  
+91-9831171388  
piyalioberoi@imagesgroup.in

South: Suvir Jaggi  
+91-9611127470  
suvirjaggi@imagesgroup.in

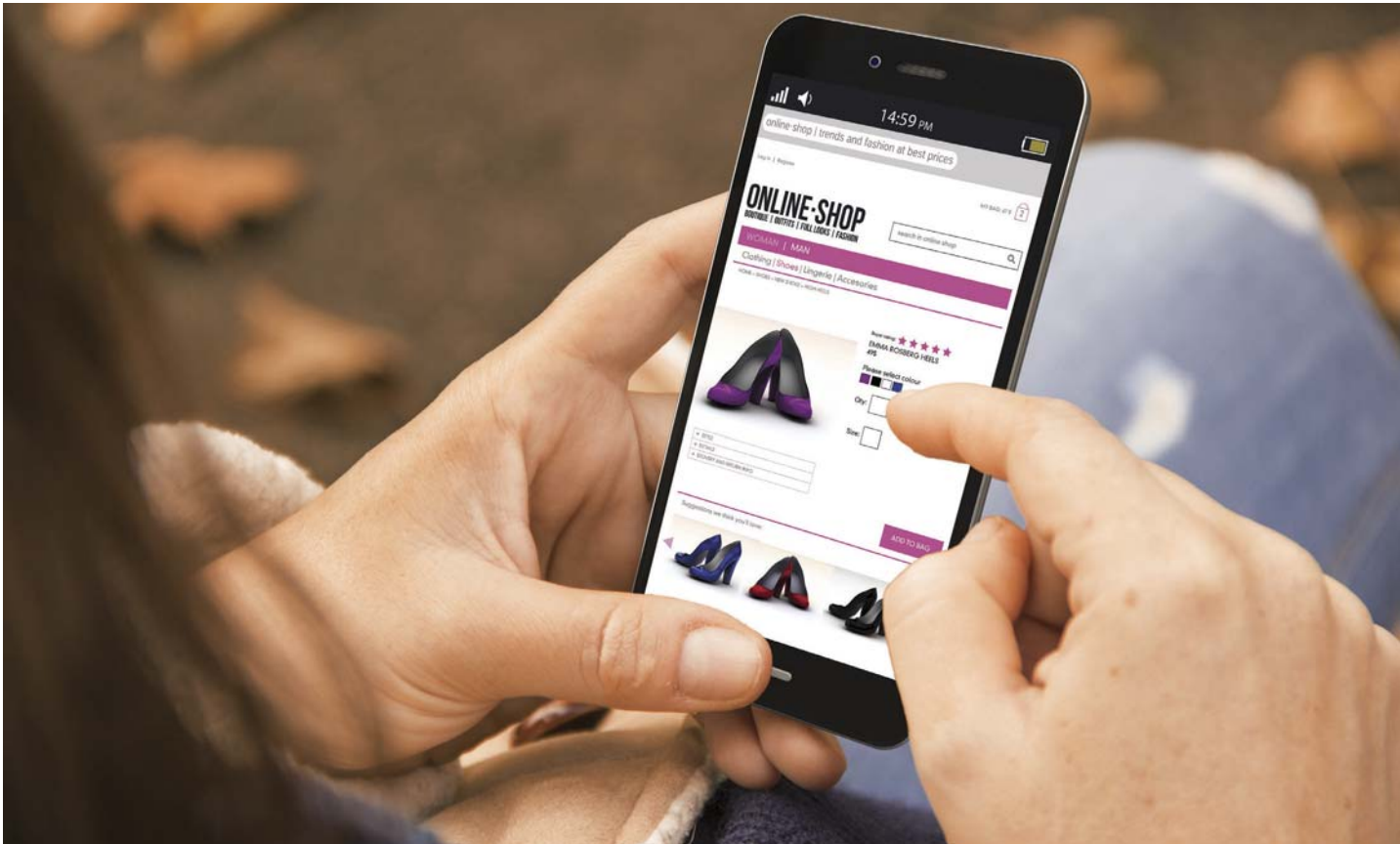


**FOR LISTING YOUR MALL IN THE MALLS OF INDIA BOOK, PLEASE CONTACT:**

Hemant Wadhawan, +91-9810424668  
hemantwadhawan@imagesgroup.in

[www.imagesgroup.in](http://www.imagesgroup.in)

# LATEST TRENDS SHOWCASING **ONLINE BUYING BEHAVIOUR IN INDIA**

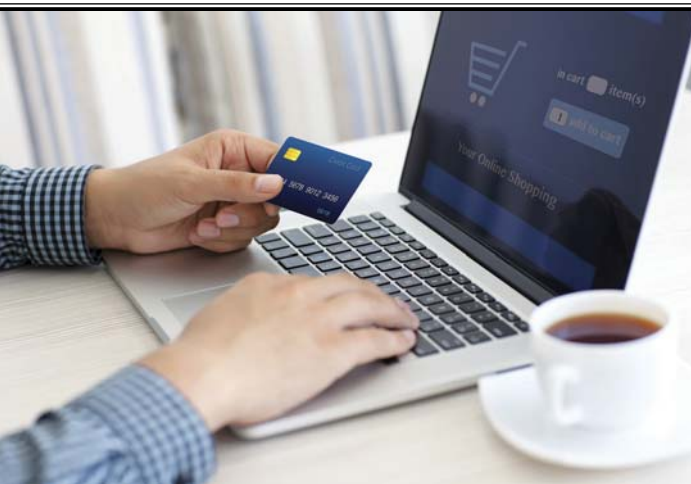


**India was one of the fastest-growing retail e-commerce markets in 2015, growing at the rate of 129.5% YOY. The growing number of internet users in the country have helped the web merchants steadily whittling away consumers' skepticism about buying online. This feature highlights some interesting facts about Indian e-commerce sector**

By Images Retail Bureau

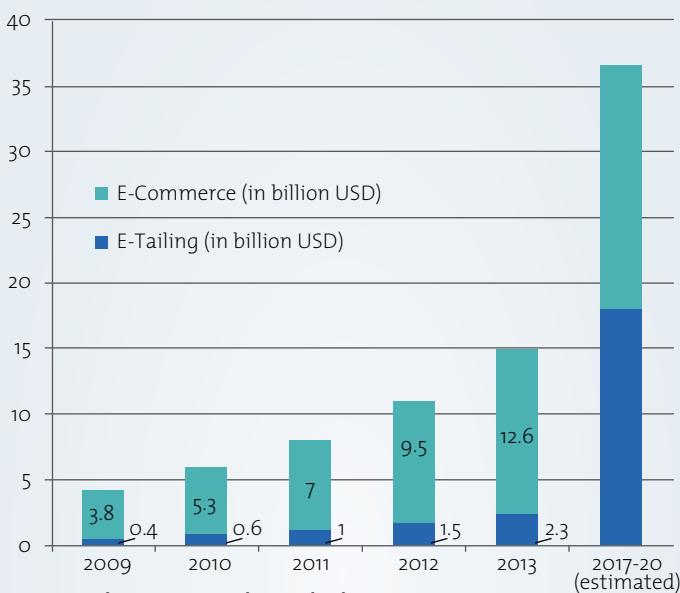
**T**here are 'only' 300 million internet users in India. 'Only', as this number is almost negligible keeping in mind the 1.3 billion population strength of the country. However, that has not stopped Indian consumers to record a 30% CAGR growth rate in digital commerce in the last fiscal year. Declining broadband subscription prices, launch of 4G service etc. have become the driving force of e-commerce in the country. From buying groceries to furniture, apparel, accessories, beauty products, jewellery to movie tickets, trains tickets – e-commerce has really empowered the consumers. India will see more people come online than any other country in the next 15 years. With digital device and social media, online sellers are getting unprecedented opportunity for growth and have thus become continuously more attractive for investors. Though Retail e-commerce still holds a pretty small share (approx 1.7% as recorded in 2015) in the total Retail sales, but experts believe that, it is still in the embryonic stage and has immense potential of growth. It is expected to acquire 4.8% market share in total Retail sales by 2019.





### GROWTH OF E-TAILING AND E-COMMERCE IN INDIA

Though both e-tailing and e-commerce has grown substantially since 2009, but e-commerce has always registered a growth of more than 50%, whereas e-tailing has grown at an average rate of 30% only. It is expected that, e-commerce will hold this growth momentum in 2017-2020 too.



Source: Crsil, IAMA, PwC analysis and Industry experts

### Size and Growth of Digital Commerce Market

The Digital Commerce Market has grown at a CAGR of about 30%, between December 2011 and December 2015 and stands at Rs.125,732 crores.

### Key Highlights of Indian e-commerce industry

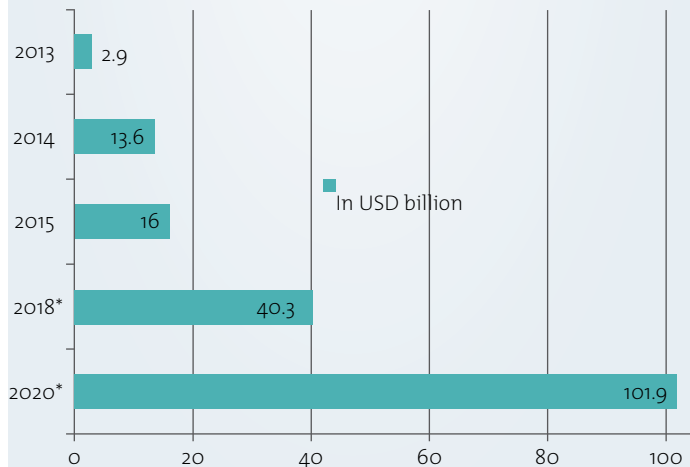
Most favourite purchase of India in online in non-air travel category is electronics & electrical appliances.

- E-commerce as of now is attracting a lot of investment. Food delivery and e-tailing such as fashion and jewellery are the most attractive.
- Online retail has grown by 57% since December 2014; electronics goods and fashion contribute close to 49% of overall spend in e-tail. Horizontal marketplaces is the clear winner. In 2015, USD 9 billion flowed into Indian startups, with ShopClues, Flipkart, Snapdeal and Paytm bringing in a fourth of the amount. In fact, Flipkart gets highest sales from mobile phones and electronic categories. Fashion, however, is where vertical players shine. Flipkart-owned Myntra & Jabong, and well-funded players like Wooplr, Voonik, and Limeroad are playing on a huge customer base.
- Online travel continues to hold lion's share of the overall Digital Commerce spends at 61% and valued close to Rs. 76,396 crores. Domestic air ticket booking and railway ticket booking are among top categories in online travel space, that contributes close to 70% of online travel spends.
- E-Tailing continue to remain the most dominant category among non-travel online spend. E-Tailing

Mobile commerce represented nearly 50% of online retail sales in India, compared with 48% in China and 34% in the US. **Mobile sales in India is expected to surpass PC-based sales this year, reaching USD 51 billion by 2020**

### TOTAL E-COMMERCE SIZE

A 6X growth over 5 years is envisaged for e-Commerce driven by factors like new-age technology, convenience, higher adoption rates and larger reach

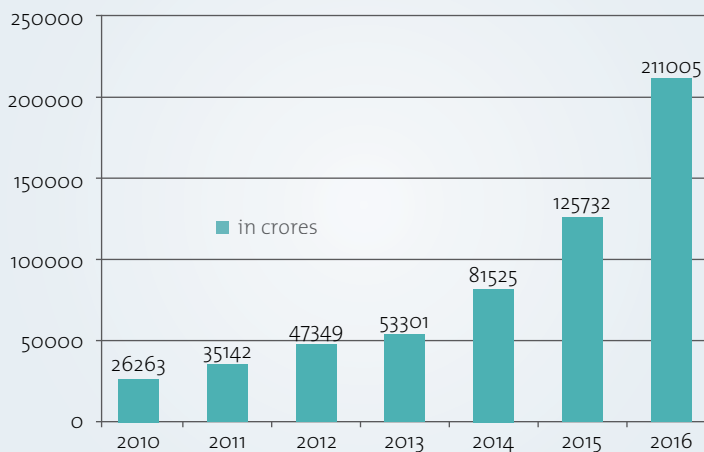


Size of e-Commerce industry in India (includes only B2C e-tail excluding online travel and classifieds, \* denotes estimated data)

maintained a strong performance with a 57% YOY growth between December 2014 and 2015. The market moved from Rs. 24,046 crores to Rs. 37,689 crores between December 2014 and December 2015. Computer and consumer electronics goods, as well as apparel and accessories, account for the bulk of India's retail e-commerce sales.

- Among E-Tail categories, mobile phone and mobile accessories continue to be the top contributor to the overall pie. Given that there is an increased demand for smartphones in India, this could be a contributing factor. Computer and consumer electronics, as well as apparel and accessories, account for the bulk of India retail e-commerce spends contributing close to 49% collectively to overall

**GROWTH OF E-COMMERCE INDUSTRY**

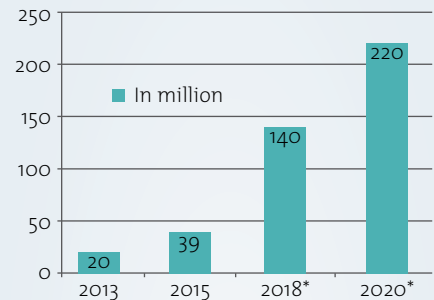


**MAJOR MERGER & ACQUISITION DEALS IN E-COMMERCE IN SINCE 2014**

Buyer	Target	Industry	Year of deal
Flipkart	Myntara	Fashion & Lifestyle	2014
Snapdeal	Exclusively.com	Fashion & Lifestyle	2015
Snapdeal	RupeePower	Digital Financial Distribution	2015
Snapdeal	Unicommerce	Logistics, Warehousing	2015
Snapdeal	Freecharge	Payment Solutions	2015
Grofers	Mygreenbox	Mobile Grocery	2015
Flipkart	Appiterate	Mobile application marketing platform	2015
Myntara	Native 5	Mobile application development	2015
Flipkart	WeHive Technologies	Mobile advertising	2015
Snapdeal	Martmobi	Mobile applications for vendors	2015
Big Basket	Delyver	Hyper-local delivery	2015
Snapdeal	Letsgomo Labs	Mobile technology	2015
Flipkart	FX Mart	Payment Solutions	2015
Mahindra	BabyOye	Maternity & Childcare	2015
Flipkart	MapmyIndia	Digital Map Platform	2015
Future Group	FabFurnish.com	Furniture and Furnishing	2016
Myntara	Jabong	Fashion & Lifestyle	2016

**NUMBER OF ONLINE SHOPPERS IN INDIA**

Rise of the middle-class consumers and changing shopping habits are adding to the online shopping demography. Increased access to global products and services at a click of a button, and delivery to even remote locations would further drive up this number

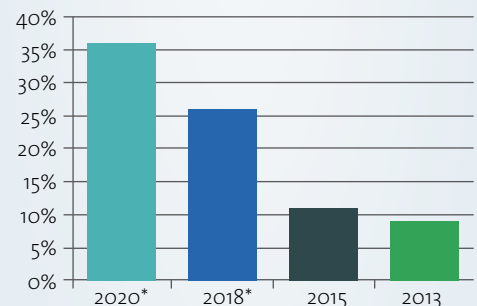


Number of online shoppers in India (includes only B2C e-tail excluding online travel and classifieds)

**ONLINE SHOPPERS OF TOTAL INTERNET USERS**

Online shopping is increasing its share in the total internet usage in India. Improved data connectivity in both urban and rural parts will further boost this trend. Along with the increase in basket size, the average spend on online shopping is increasing, although not at the same rate

**ONLINE SHOPPERS AS A PERCENTAGE OF INTERNET USERS IN INDIA (INCLUDES ONLY B2C E-TAIL EXCLUDING ONLINE TRAVEL AND CLASSIFIEDS)**



Source: Euromonitor, Deloitte Analysis, Media reports (\*estimated Numbers)

**DEMOGRAPHIC OF INDIAN INTERNET USERS**

The demographics of internet users define their spending patterns and behaviour. India has a higher proportion of internet users between the age of 15 and 35 compared with China.

	China	India
Internet user base under age 35	59%	75%
Urban-rural split	72:28	63:37
% of Women internet users	45%	39%

Source: Comscore



# INSIGHTS to EMPOWER YOUR BUSINESS

NOW EASILY ACCESSIBLE IN A FORMAT THAT YOU PREFER

**PRINT FORMAT**

**PDF + ONLINE**

**PRINT + PDF + ONLINE**

**ANALYSING THE BUSINESS OF ORGANIZED RETAIL IN INDIA.**



ONLINE

PRINT FORMAT

PDF FORMAT

## SUBSCRIBE NOW

Term	PRINT			PDF + ONLINE*			PRINT + PDF + ONLINE*		
	1 year	2 years	3 years	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600	₹2400	₹4800	₹7200
<b>Saving</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>	<b>25%</b>	<b>35%</b>	<b>45%</b>
Discount	₹180	₹480	₹900	₹240	₹600	₹1080	₹600	₹1680	₹3240
You pay	₹1020	₹1920	₹2700	₹960	₹1800	₹2520	₹1800	₹3120	₹3960
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YES, I would like to subscribe for  PRINT VERSION  PDF + ONLINE  PRINT + PDF + ONLINE

### PAYMENT OPTION 1

Please charge my card

Amount \_\_\_\_\_ Card Expiry Date \_\_\_\_\_

Card No. \_\_\_\_\_

Card Member's Signature \_\_\_\_\_

### PAYMENT OPTION 2

I am enclosing Cheque/ DD No. \_\_\_\_\_

drawn on (specify bank) \_\_\_\_\_  
favouring Images Multimedia Pvt. Ltd., payable at New Delhi

Name  Mr.  Ms. \_\_\_\_\_

Designation \_\_\_\_\_

Business Activity \_\_\_\_\_

Company \_\_\_\_\_

Delivery Address \_\_\_\_\_

City \_\_\_\_\_ Pin Code \_\_\_\_\_ State \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

## OTHER GROUP PUBLICATIONS



Please fill up the subscription form & mail with your remittance to:

**Subscription Department, Images Multimedia Pvt. Ltd.**

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001

E-Mail: [subscription@imagesgroup.in](mailto:subscription@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

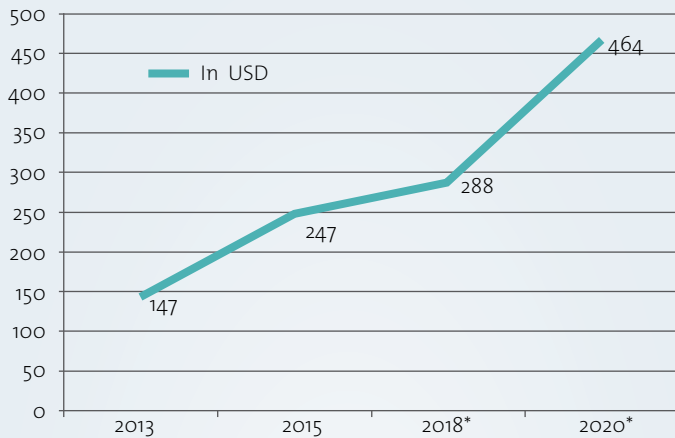
**Kolkata:** 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029. Ph: +91 33 40080480, Fax: +91 33 40080440

**Terms & Conditions:** • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

\*Online version will give access to editorial content only.

**For online subscription, please visit [shop.indiaretailing.com](http://shop.indiaretailing.com)**

**AVERAGE SPEND PER ONLINE SHOPPER IN INDIA**

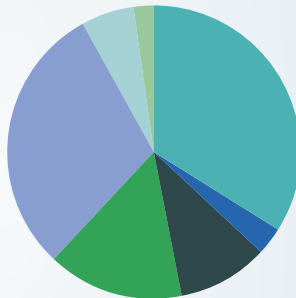


Average spend per online shopper in India (includes B2C e-tail, online travel and classifieds, \*denotes estimated)

**COMMODITY DISTRIBUTION IN E-TAILING**

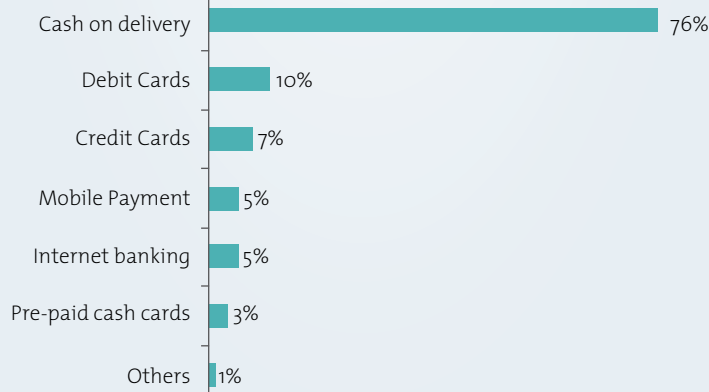
PERCENTAGE STUDY

- Baby Products 2%
- Electronics 34%
- Healthcare 34%
- Beauty & Personal Care 10%
- Books 15%
- Apparel & Accessories 30%
- Home & Furnishing 6%



**FAVOURITE MODE OF PAYMENT**

India is still putting faith in the COD mode. Cash on delivery is the most preferred mode of payment for those who shop online. Preference for payments using a debit card or credit cards follows at a distance. Other modes of payment include Internet Banking and Pre-paid cards. Among those who prefer a digital payment mode, paying using a debit card and net banking are the top modes of payment



“ India has grown to around 400 million Internet users. If we take TRAI (Telecom Regulatory Authority of India) numbers, it is somewhere close to 332 million. Service providers are telling me the up-to-date figure would be 402 million. We are about to have 500 million users by 2017; I feel it will happen this year itself.

- Ravi Shankar Prasad, Minister for communications and information technology said in an recent interview

spend in E-Tail segment. Apparel and Footwear sale has almost doubled as compared to the previous year, recording a 52% YOY growth from Rs.4699 crores in December 2014 to Rs.7142 crores in December 2015. This segment is expected to gain further momentum and reach Rs. 72639 crores by the end of 2016.

**Info online and then purchase offline or both in online: The Current Trend**

Look Information (LFI) shoppers are also present in top 8 metros and small metros. Around 29% of these shoppers belong to small metros. A majority of these shoppers are from SEC B segments. They are equally spread among male and female shoppers. Apparel is the top most categories that are searched by LFI shoppers. 48% of the shoppers have looked for information on apparels online of which 18% indicated that they have done a purchase offline. Footwear, Mobile and Accessories and Online tickets are other top products that are searched online and are mostly purchased from offline channels.

**E-commerce consumers in metro & non-metro cities**

E-commerce giant Amazon India has stated in a recent report that more than half of its consumers come from the non-metro cities! Absence of good quality shopping malls and big brand's outlet in these cities have driven the consumers to jump online for better options. Now research shows that, Indian digital shoppers mostly belong to top eight metro cities and small metros. Most of these shoppers fall in the age group 16 to 34 years. They are predominantly male (around 64%), and belong to higher SEC groups – SEC A and SEC B.

Source: IAMAI-IMRB Digital Commerce report 2015, IAMAI report titled 'e-Commerce Rhetoric, Reality and Opportunity' PwC analysis  
 Evolution of E-Commerce in India' by ASSOCHAM and PwC  
 'E-commerce in India, A Game Changer or the Economy,' by CII

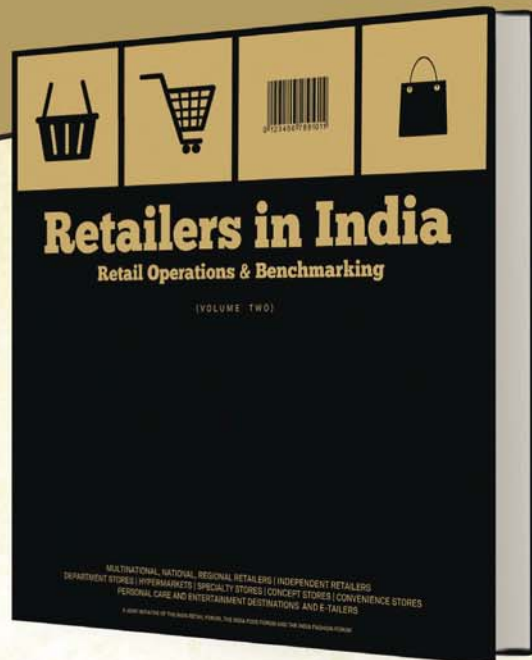


# Calling All Progressive Retailers in India

Launch Ceremony  
@



## Retailers in India Retail Operations & Benchmarking (VOLUME TWO)



- Retailers in India-Volume 1 was the 1st seminal work showcasing the leaders of Modern Retail in India.
- Showcased 83 Retail Organizations and 153 brands with 12,570+ EBOs.
- Featured a network that spans 1,00,000+ retail doors in India.

### Retailers in India-Volume Two promises to be even Bigger and Better!!

- The book is now in the making...

Retailers in India-Volume Two will be **launched on the September 21, 2016** at India's largest retail intelligence business event – **India Retail Forum 2016**

- An initiative of the IRF, IFF & India Food Forum Privilege Member Clubs, the book upholds the IMAGES Group philosophy of **Learn>Share>Evolve** wherein the immense learnings, insights, best practices and benchmarks studied in the book will help catalyse the growth of retail in India.
- A most significant knowledge source for all retailers, retail support organisations, and other retail interest groups, **"Retailers in India-Volume Two"** is not just a collector's book, which all retail stakeholders will own, but indeed a vision shaping reference point that will be referred to and used again and again.

### Indeed, a unique advertising opportunity! Do not miss out!

Progressive retailers – **Department Stores, Hypermarkets, Specialty Stores, Concept Stores, Convenience Stores**, etc., as well as **Non Store and Omni Channel Retailers** – **who join the IRF, IFF or Food Forum India Privilege Members Club** and share information are featured in the book.

To advertise in **"Retailers in India-Volume Two"** – Retail Operations & Benchmarking. Contact

#### Retail & Retail Support

##### West:

Waseem Ahmad: +91-9833628852  
waseemahmad@imagesgroup.in

Bindu Pillai: +91-9820324063  
bindupillai@imagesgroup.in

##### Ahmedabad (Gujarat)

Pankaj Vyas: +91-9909977088  
pankajvyas@imagesgroup.in

##### South: Bangalore

Suvir Jaggi: +91-9611127470  
suvirjaggi@imagesgroup.in

##### North:

Vineet Chadha: +91-9350897807  
vineetchadha@imagesgroup.in

Vandana Verma: +91-9873048729  
vandanaverma@imagesgroup.in

##### East:

Piyali Roy Oberoi: +91-9831171388  
piyalioberoi@imagesgroup.in

##### Fashion:

(W) Santosh Menezes: +91-9820371767  
santoshmenezes@imagesgroup.in

(N) Sachin Khanna: +91-9818818142  
sachinkhanna@imagesgroup.in

(E) Pragati Kr Sinha: +91-9804338455  
pragatisinha@imagesgroup.in

(S) Smirit Bhagat: +91-9686902343  
smiritbhagat@imagesgroup.in

##### Food:

Rakesh Gambhir: +91-99100-01375  
rakeshgambhir@imagesgroup.in

Lokesh Arora: +91-9999033612  
lokesharora@imagesgroup.in

##### Beauty & Wellness:

Rajeev Chopra:  
+91-9811098430  
rajeevchopra@imagesgroup.in

##### For Partnerships:

Bhavesh Pitroda: +91-9867355551  
bhaveshpitroda@imagesgroup.in

RS Roy: +91-9811070053  
rsroy@imagesgroup.in

Anjali Sondhi: +91-9810204297  
anjalisondhi@imagesgroup.in



# RETAILING TO THE CONNECTED CONSUMER

## 5<sup>th</sup> Middle East Retail Forum

11 & 12 October 2016  
Conrad Hotel, Dubai

### MIDDLE EAST RETAIL FORUM 2016

MRF is the region's most awaited retail knowledge platform, where who's who of the retail industry discusses key issues facing the retail fraternity, exchanging best practices. MRF is also 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.

### MRF 2016 AGENDA AT A GLANCE

#### Day One, 11 October, 2016

- **Keynote:** The GCC retail outlook
- **Retail Business Owners & CEOs Conclave:** Retail Vision 2020
- **Convenience, choice, customer experience:** 3Cs to delight customers
- **Refresh, Recharge, Reinvent or Die!**

#### Day Two, 12 October, 2016

- **Young Business Owners Panel:** Young Turks redefining retail
- Love for food grows. Bon appetite!
- Creating retail destinations of the future
- **Women in retail:** The power of 'she-conomy'



2  
DAYS

25+  
INNOVATIONS

100+  
IDEAS

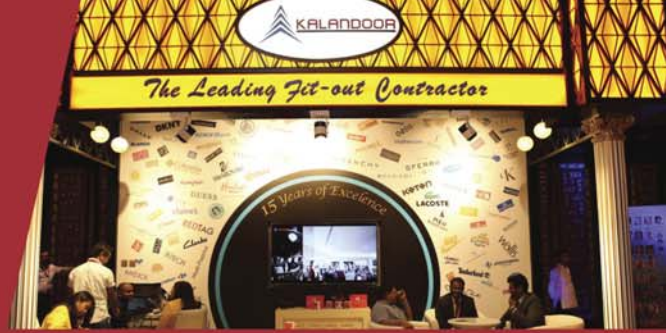
1000+  
NETWORKS

## COMMEMORATING RETAILING EXCELLENCE IN THE MIDDLE EAST

Images RetailME is proud to announce the **Images RetailME Awards 2016**, the annual industry honours that recognise the top performing retailers and retail practices every year and reward excellence across retail categories. The Images RetailME Awards ceremony is positioned as the most prestigious event of its kind in the Middle East retail calendar and is geared to set benchmarks in this vibrant retail destination.

The event is presented by Images RetailME magazine, the only publication dedicated to the B2B retail sector in the region. The monthly publication offers an unparalleled insight through its network of correspondents, industry analysts and specialists.

Join us now  
and leave  
your mark of  
success in the  
retail world!



For partnership opportunities  
Nikhil Gupta, + 971 56 406 6722, [nikhil@imagesretailme.com](mailto:nikhil@imagesretailme.com)

For delegate enquiries  
Misba Naushad, +971 55 441 6778, [misba@imagesretailme.com](mailto:misba@imagesretailme.com)





Sephora .....	10
7-Eleven .....	10
M&S .....	10
Myntra .....	12
Jabong .....	12
Nykaa .....	12
Adidas .....	12
Cath Kidston .....	13
Shoppers Stop.....	16
TRRAIN .....	20
Samsonite .....	20
Godrej Nature's Basket .....	20
Rush Fitness .....	21
Priority Marketing.....	22
Foodhall .....	22
the House of Anita Dongre .....	25
Infibeam .....	25
VIP Industries.....	25
Ritu Kuma.....	25
Zivame.....	26
LimeRoad .....	26
Hidesign .....	31
LAVIE .....	32
Esbeda .....	34
Baggit .....	34
Perros.....	34
Da Milano .....	34
Caprese .....	34
Bata .....	37

Liberty.....	37
Metro Shoes .....	38
INC.5 .....	40
Ajanta .....	40
Khadims .....	40
Action .....	40
Paragon.....	40
Relaxo.....	40
Catwalk.....	40
Mochi.....	40
Nike .....	42
Lotto .....	42
Puma .....	42
Crocs .....	42
Airwalk .....	42
Paul & Shark.....	42
Solomon .....	42
Titan Company .....	45
Seiko India.....	46
Samsung.....	47
Motorola.....	47
Pebble .....	47
Intex .....	47
Mineral Fashion.....	56
The Bombay Store .....	57
H&M.....	58
Big Bazaar .....	59
Forum Vijaya Mall .....	70





★★★★★★  
**IRF PRIVILEGE  
 MEMBERSHIP OFFER**  
 ★★★★★★

**MEMBERSHIP FORM**

The **India Retail Forum** is trusted as a **premier catalyst for profitable growth of modern retail business through its knowledge platform leadership**. It is recognised by the international retail community through its portfolio of **Magazines, Conferences, Exhibitions, Research Volumes, and Web Portals**. The saga that began in 1992 with strong business and research publications to inform, advice, and inspire leaders and decision makers of the retail industry, has today grown into an integrated B2B forum that serves the retail industry across several critical verticals.

The need to connect with businesses, people, knowledge and ideas associated with modern retail is served by Business Exhibitions and Networking Meets. Conducted alongside these Knowledge Forums and Conferences featuring global leaders inspire not just debate and discussion but even influence policy decisions.

Another India Retail Forum initiative, **the Images Awards** recognise **outstanding performance in the business of retail** .... And are not just loved for the style with which these successes are celebrated but have today established themselves as **the premier benchmark of excellence in retailing in India**.

**► IRF PRIVILEGE MEMBERS' CLUB**

IRF offers a host of services to its privilege members. It connects the entire value chain (product development, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing). The IRF serves the entire retail sector through its various knowledge & innovation platforms round the year.

**► HOW TO ENROLL?**

Choose your category/ies from below:

Retailer (Code )

A group operating in more than one category may enroll its different companies in their respective categories or opt for the 'A7' category.

To know the applicable fee and entitlements please refer to the table 'IRF Annual Membership Fee (FY 2015-16) & deliverables.

Service tax will be levied as applicable which at present is 15%. A proforma invoice can be mailed on request.

**IRF Annual Membership Fee** may be paid by draft/ cheque payable to "India Retail Forum" or bank transfer (details below).

Current Account No: 50200013797752 | Account Title: India Retail Forum | Bank: HDFC Bank Ltd.

Branch: S-355, Panchsheel Park, New Delhi 110 017, India | RTGS Code: HDFC0000248 | MICR: 110240029

**► MEMBER INFORMATION**

Company Name	
Category	
Address for communication	
Name of the person responsible for IRF communication and coordination	
Designation:	
Ph:	
Cell:	
Email Id:	

**NAME/S OF AUTHORISED REPRESENTATIVE/S TO AVAIL IRF PACKAGES**

Name:	Designation:	Phone:	Mobile:	E-Mail:

.....  
 Signed by CEO / Director / Owner  
 Name:  
 Designation:

.....  
 Company stamp/ seal

**OTHER REQUIREMENTS:**

- Please send brand / organization logo along with high resolution pictures of key people, products & services. The pictures can be sent through yousendit or wetransfer. All visuals should be of 300 dpi.
- Please send a separate Company Backgrounder of about 350 words. This should be in PDF or MS word format.
- Please send a separate note on outstanding achievements. This should be in PDF or MS word format. All visuals should be of 300 dpi.

**FORM SUBMISSION:**

Please mail payment reference details, provide completed form & above details. Submit all to: [membership@indiaretailforum.in](mailto:membership@indiaretailforum.in)

**IRF CONTACTS:**

For Membership

- **Anil Nagar**, +91 9811333099  
E: [anilnagar@imagesgroup.in](mailto:anilnagar@imagesgroup.in)
- **R. P. Singh**, +91 9969077213  
E: [rpsingh@imagesgroup.in](mailto:rpsingh@imagesgroup.in)
- **Priti Kapil**, +91 9868801869  
E: [pritikapil@imagesgroup.in](mailto:pritikapil@imagesgroup.in)

For Alliances & Associations

- **Anjali Sondhi**, +91 9810204297  
E: [anjalisondhi@imagesgroup.in](mailto:anjalisondhi@imagesgroup.in)

For Business

- **National: Waseem Ahmad**, +91 9833628852  
E: [waseemahmad@imagesgroup.in](mailto:waseemahmad@imagesgroup.in)
- **North: Vineet Chadha**, +91 9350897807  
E: [vineetchadha@imagesgroup.in](mailto:vineetchadha@imagesgroup.in)
- **West: Bindu Pillai**, +91 9820324063  
E: [bindupillai@imagesgroup.in](mailto:bindupillai@imagesgroup.in)
- **Gujarat: Pankaj Vyas**, +91 9909977088  
E: [pankajvyas@imagesgroup.in](mailto:pankajvyas@imagesgroup.in)
- **East: Piyali Oberoi**, +91 9831171388  
E: [piyalioberoi@imagesgroup.in](mailto:piyalioberoi@imagesgroup.in)
- **South: Suvir Jaggi**, +91 9611127470  
E: [suvirjaggi@imagesgroup.in](mailto:suvirjaggi@imagesgroup.in)

**IRF SECRETARIAT**

**IMAGES MULTIMEDIA PVT. LTD.**

CIN:- U22122DL2003PTC120097

S-21, Okhla industrial Area, Phase 2, New Delhi 110020.

T: +91 11 40525000

F: +91 11 40525001

W: [www.indiaretailforum.in](http://www.indiaretailforum.in)

## IRF ANNUAL MEMBERSHIP FEE effective 1<sup>st</sup> April 2016 & DELIVERABLES\*

Membership Categories: ▶▶▶	RETAILERS				RETAIL PARTNERS			
	A1: Independent Retailers	A2: Regional Retailers/ Chains A 3: Brands with Own Brand Outlets/ Shop-in-shops A 4: Convenience/ Specialty Chain Stores	A 5: National Large Format Chains A6: alternate channel/ online retailers	A 7: Retailers with presence in multiple verticals/ segments/ formats + Franchise/ Distribution/ Licensing/ Own Brand operations	B1: Cash & Carry / Wholesale operators	B2: IT/ Technology/ Logistics B3: Brands/ Merchandise Suppliers including Importers & Manufacturers	B4: Shopfit/ Retail Design/ VM B5: Franchisees & Distributors	B6: Consulting/ Research/ Trade Bodies/ Academies/ Support & Services
Annual Fee (Service tax extra)	Rs.25,000	Rs.1,00,000	Rs.2,00,000	Rs.5,00,000	Rs.2,00,000	Rs.1,50,000	Rs.75,000	Rs.75,000
DELIVERABLES								
1. Profiles and features in IRF/ Images Group Research Reports & Publications – Print/ Online (inputs from members)	1 Page	4 Pages	8 Pages	20 Pages	8 pages	5 Pages	2 Pages	2 Pages
2. FOC Ads / Promo Banners on Images Group Portals / E Newsletter + EDMs (applicable as per category).	FOC up to Rs.25,000	FOC up to Rs.1 Lac	FOC up to Rs.2 Lacs	FOC up to Rs.5 Lacs	FOC Up to Rs.2 Lacs	FOC Up to Rs.1.50 Lacs	FOC Up to Rs.75,000	FOC Up to Rs.75,000
3. Entry in Retailers Lounge at IRF & other events	1 Pass for any 2 events	2 Passes each for any 3 events	3 Passes each for any 3 events	4 Passes each for any 4 events	3 Passes each for any 3 events	2 Passes each for any 4 events	2 Passes each for any 2 events	2 Passes each for any 2 events
4. Entry Pass for IRF & other annual events* Extra passes at a special price.	1 Pass for any 2 events	2 Passes each for any 3 events	3 Passes each for any 3 events	4 Passes each for any 4 events	3 Passes each for any 3 events	2 Passes each for any 4 events	2 Passes each for any 2 events	2 Passes each for any 2 events
5. Special Invite for Power Breakfasts, Networking Lunches, Awards & Gala Dinners	1 Pass for any 2 events	2 Passes each for any 3 events	3 Passes each for any 3 events	4 Passes each for any 4 events	3 Passes each for any 3 events	2 Passes each for any 4 events	2 Passes each for any 2 events	2 Passes each for any 2 events
6. Research Reports & Publications - Print & Online	FOC up to Rs.5,000	FOC up to Rs.20,000	FOC up to Rs.30,000	FOC up to Rs.50,000	FOC up to Rs.30,000	FOC up to Rs.25,000	FOC up to Rs.15,000	FOC up to Rs.15,000
7. Presence at indiaretailing/ India Retail Forum website	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link
8. Placement of 100 copies of Catalogues at Members Lounge	NA	NA	NA	NA	In any 3 events	In any 4 events	In any 2 events	In any 2 events

\*Deliverables are subject to submission of inputs/ confirmations/ approvals/ additional charges wherever applicable by specific dates/ deadlines as communicated to members. Deliverables are subject to change without notice.

\*\*Other Knowledge platforms under the aegis of IRF include India Fashion Forum (IFF), InFashion, India Shoes & Accessories Forum (ISAF), Food & Grocery Forum (FGF), India Food Service Forum (IFSF), India Shopping Centre Forum (ISCF), India Salon & Wellness Pro (ISWP), East India Retail Summit & other regional Events. Events include - Conference, Master Classes, Workshops, Exhibitions, Trend Arenas & Brand Shows.

#### Additional Benefits:

1. Special Packages to join IRF delegations for national & international retail trade shows.
2. Access to "MEMBERS ONLY" industry meets & knowledge platforms including IRF & indiaretailing updates, research, analysis & trends
3. Announcement to entire IRF data base upon joining the IRF including personal and business profile. Via online & print mediums.
4. CEO's picture & profile in "Who's Who in Retail" page on IRF website
5. Presence/ mention/ profiling in relevant Research Books/ coffee table books
6. Support & connect with potential partners.



ORION  
EAST

# THE WORLD'S FOURTH LARGEST MULTIPLEX IS NOW AT ORION EAST MALL.

Redefining the neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH\*



Since its successful launch, Brigade Group's Orion East Mall has met the neighbourhood's need for a lifestyle upgrade with all that it has to offer.

Orion East Mall is located on Banaswadi Main Road, the very heart of the east side that is a confluence point for several classy localities. To meet the demands of the fashion conscious community here Orion East Mall has a smart portfolio of international and Indian brands across fashion, lifestyle, food and entertainment. Cinépolis, the world's 4th largest multiplex is now a part of Orion East Mall.

Within a month of its launch, Orion East Mall has already clinched the Retail Property of the Year award from Franchise India.

Orion East Mall is all set to redefine the neighbourhood shopping mall experience in India.

Email: [feedback@orionmalls.com](mailto:feedback@orionmalls.com)  
Contact: Mr. Varun Khanna at +91 9980642712

#### Main Anchors:

Cinépolis, Shoppers Stop and Westside.

#### Other Brands:

Mc Donald's, Apple, Adidas, Puma, Celio, Jack & Jones, Vero Moda, Skechers, Arrow, U.S. Polo Assn., Mothercare, Soch, AND, Global Desi, Sunglass Hut, The Body Shop, Marks & Spencer, GKB Opticals, Flying Machine, Clarks, Sports Station and many more.

\* AWARDED BY FRANCHISE INDIA

[www.orionmalls.com](http://www.orionmalls.com)



BRIGADE



**Forum started  
in 2004 with  
70 brands.  
Today, we  
have 750.**

*A mall is as good as the stores it attracts.  
The stores are as good as the people  
they attract. And at Forum, in 12 years,  
we've got 5 crore customers a year  
walking in. That's real growth. So, if  
you're a store owner and want your store  
to see real growth, get it into the Forum.*

HOME  
WORK  
FORUM

**FORUM**

BANGALORE. CHENNAI. HYDERABAD. MANGALORE

Forum Central Office, Prestige Poseidon, No. 139, Third Floor, Residency Road, Bangalore 560025.