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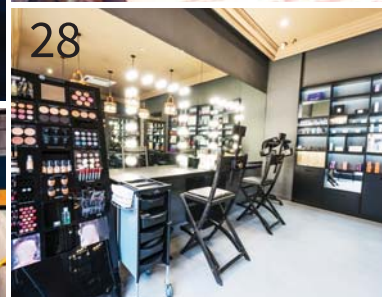
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DKNY RELAUNCHES E-COMMERCE SITE TO BETTER CONNECT WITH CONSUMERS

New York-based fashion house DKNY – specialising in fashion goods for men and women – has recently relaunched its website in association with brand and retail technology and solutions company, Farfetch’s Black & White Division and New York-based advertising agency, Wondersauce.

The idea behind the redesign is for the fashion label to lure in and connect with consumers on multiple levels.

The luxury apparel major approached Wondersauce in a bid to simplify and accelerate e-commerce for shoppers. Farfetch’s proprietary technology will provide patrons features like intuitive navigation, individualized messaging, wish list features, a localized homepage and a fully responsive mobile platform.

The brand will however, manage its own product fulfillment. The new site coincides with the launch of DKNY’s spring 17 campaign.



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WORLD-WIDE RETAIL SCENARIO APPEARS TO BE JUBILANT

From relaunches to rejigs and to entering new markets the world-wide retail scenario is steaming up with lot of positivity.

By IMAGES Retail Bureau



AMAZON’S WORTH IS NOW MORE THAN TOP 8 BRICK-AND-MORTAR RETAILERS COMBINED

According to Credit Suisse analysts led by Eugene Klerk, with a current market cap of \$390 billion, Amazon is now worth more than the top eight traditional brick-and-mortar retailers combined.

The note by the analysts’ goes on to say that the Seattle-based retail giant is worth more than Best Buy, Macy’s, Target, JCPenney, Nordstrom, Walmart, Kohl’s and Sears.

According to JP Mangalindan, senior correspondent for Yahoo Finance, the data is not surprising given the rapid transition over the last 20 years away from shopping in physical retail stores in lieu of online shopping, where retailers like Amazon can offer lower pricing on products and services because they don’t have to offset the costs of also paying for physical stores.



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STARBUCKS PLEDGES TO HIRE 10,000 REFUGEES

US coffeehouse chain, Starbucks has pledged to hire 10,000 refugees over the next five years in the 75 countries where it does business in response to President Donald Trump's order banning travel from seven Muslim majority countries, the media reported.

"We are living in an unprecedented time," chairman and CEO Howard Schultz wrote in a memo on Sunday, which listed several actions the company said it was taking to "reinforce our belief in our partners around the world."

The refugee hiring proposal, Schultz wrote, will begin with a focus on people who have served with US troops as interpreters and support personnel, CNN reported.

Schultz also reiterated Starbucks' support for the Deferred Action for Childhood Arrivals programme (DACA), which helps undocumented immigrants who were brought to the US as children get driver's licenses, enrol in college and secure jobs.

ALIBABA'S JACK MA SHOWS INTEREST IN INVESTING IN PAKISTAN; MEETS PM SHARIF

Chinese e-commerce giant Alibaba's Chairman Jack Ma, in a meeting with Pakistan Prime Minister Nawaz Sharif in Davos, has said that his company has a lot of interest in investing in the country. The two met on the sidelines of the 2017 World Economic Forum. Jack said his company has closely followed positive economic developments in Pakistan and is ready to invest in building e-commerce platform. He said that the China Pakistan Economic Corridor (CPEC) has provided immense opportunities. Sharif invited Ma to visit Pakistan at the earliest opportunity. While accepting the invitation, Ma invited the Prime Minister to visit his company's hub at Ghuangzhou. Jack mentioned that 60 million companies worldwide are only benefiting at the moment and to benefit developing countries, he plans to invest in SMEs.

WALMART'S ROSALIND BREWER, MICROSOFT'S SATYA NADELLA TO JOIN STARBUCKS' BOARD

Starbucks Corporation recently announced the nominations of President and CEO of Sam's Club (a division of Walmart), Rosalind Brewer; Executive Chairman of the LEGO Brand Group, Jørgen Vig Knudstorp; and CEO of Microsoft Corporation, Satya Nadella, to the Starbucks Board of Directors.

"Innovation and pushing to alter the status quo are also core to our culture, and by welcoming three world-class, values-based leaders — Roz, Jørgen and Satya — to Starbucks Board of Directors upon their election at the Annual Meeting, we will strengthen our leadership and add unmatched expertise in technology, strategy, and retail to the company at a time of unprecedented change for our industry.

IGNITING THE RETAIL DRIVE IN 2017

By IMAGES Retail Bureau

From innovating at technology front to extending the brand portfolio, retailers are doing all they can to up the ante in the year 2017. Let's have a look at how retail sector in India fared last month.



LINGERIE BRANDS BLUSH, ELEGANT MOMENTS MAKE INDIA FORAY

Canada-based lingerie brand Blush and American brand Elegant Moments have made an entry into the Indian market through The Lingerie Store (TLS), a lingerie aggregator.

The announcement of the brands making their India debut via the online portal was made recently.

“Our portal will empower women to effortlessly buy lingerie from various leading brands, anytime and anywhere,” said, Co-founder, TLS, Rosmin Kunnathottathil in a statement.

She added, “At TLS, we believe in pampering our customers with an exclusively curated range of lingerie that represents the best of us and are appropriate for special occasions, romantic getaways, honeymoons and weddings.”

BATA RENEWS FOCUS ON GEN Y, LINES UP YOUTH-ORIENTED LAUNCHES

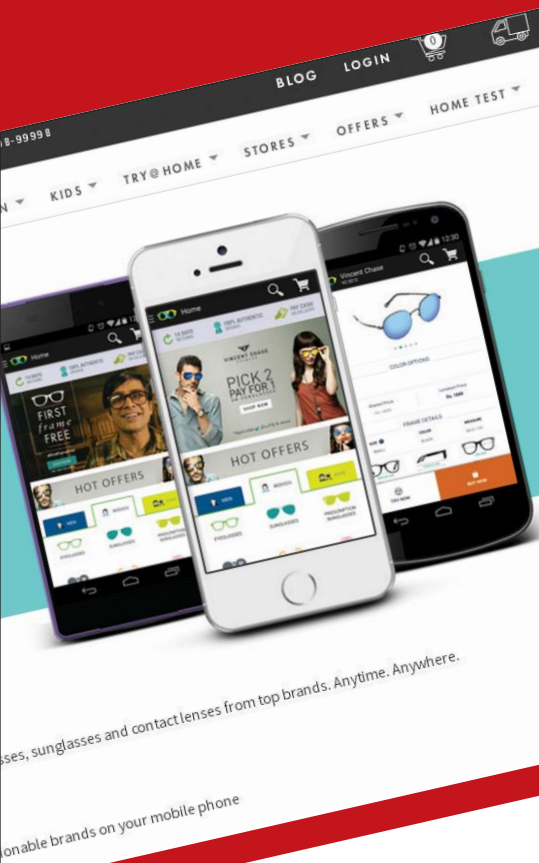
Present in India for over 80 years, shoemaker Bata is renewing focus on the young generation by lining up new launches in youth-oriented space through its sub-brands like Power and Weinbrenner even as the company is doubling advertising budget this year.

The company is also tapping into the fast growing e-commerce segment partnering major players like Flipkart, Amazon, Myntra and Jabong besides its own portal while it also focuses on providing good customer experience at its retail stores.

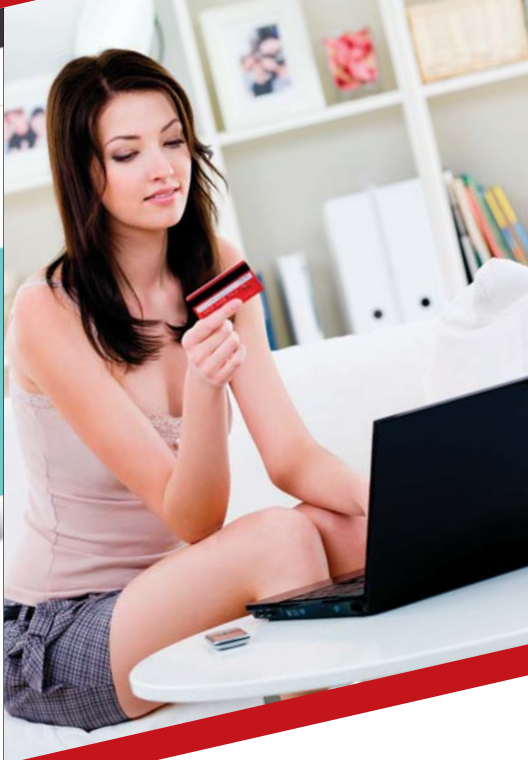
Bata is focusing the brand to encompass style and fashion and is also using social media to engage with its younger customers. Bata, which has a network of over 1,200 stores, is adopting dual strategy for expansion.

They are driving same stores growth and opening new stores in under-served locations and cities.

Presently, 40 per cent of Bata India sales come from cities and rest from smaller cities.



Available brands on your mobile phone



LENSKART UNVEILS APP THAT DOESN'T NEED INTERNET

In a first for the Indian e-commerce industry, leading eyewear company Lenskart has launched a unique 'Lenskart Lite' app for Android users which requires no Internet connection to shop from its website. The app is based on SMS technology.

In the absence of Internet, the app uses proprietary protocol on top of SMS to communicate with the internal system and, thereby, process the user's request. "With the changing online business models and evolving consumer behaviour with regard to online shopping, Lenskart aims to provide a hassle-free experience to shoppers through this initiative," CEO Lenskart, Peyush Bansal, said in a statement on Monday. When the Internet connection is available, the app switches back to internet. The app requires Internet only at the point of download and is a little over 1 MB in size.

'INDIA IS WORLD'S FASTEST GROWING E-COMMERCE NATION'

Leading global credit card company, Mastercard has identified India as one of the 'fastest' growing e-commerce nations in the world, saying it plans to increase its investments in the country. The credit card company claims it has already grown by 30 percent in the last two years.

"India is one of the top priorities in the region. We have increased our investments in India by over 30 per cent in the last two years and we are going to increase it even more," Senior Vice-President of Marketing for Asia Pacific at Mastercard, Sam Ahmed, told PTI.

Ahmed indicated that the company's investment plans were in line with the Indian Government's 'Digital India' initiative and would help Indian consumers in digital payments in their daily lives.

He further stated, the company was looking at a number of digital payment innovations which were to be launched in India in future including face recognition, Masterpass and other online payment methods.

Ahmed said, mobile penetration in India was the highest and termed it as the key to get the users' access to such digital payment innovations.

ARVIND LTD'S NET PROFIT DOWN 15 PC IN Q3

Arvind Ltd's said profit after tax after exceptional items was lower by 15 percent to ₹76 crore in the quarter ended December 31, 2016 as compared to ₹90 crore in the corresponding quarter for the last fiscal.

The consolidated revenue for the quarter under review was at ₹2,335 crore, grew by 15 percent against ₹2,034 crore in the corresponding quarter of the previous year.

Consolidated EBITDA was lower by 8 percent at ₹236 crore as against ₹257 crore in the year-ago period.

"The performance for the quarter was reasonably good in light of the severe impact on the consumption experienced due to demonetization. Looking at the trends in December and first three weeks of January, we believe that revenue and profitability should return to normal levels during the current quarter," said company's Director and Chief Financial Officer Jayesh Shah.

measures proposed in the Budget will further accelerate the pace. We await implementation of GST to further the cause of chain store and omni-channel retail in the country.”

Talking about the reforms that this budget has brought for not just retail but other related sectors, Anil Talreja, Partner, Deloitte Haskins and Sells LLP, says, “Budget 2017 proposals have been encouraging to players in consumer business players. There has been an increased focus on few sectors such as agricultural and farming, packaging, dairy processing, textile, footwear and leather by announcing several reforms. Additionally, there are few tax proposals which should have a positive impact on consumer business. A reduction in tax rate by 5 percent to the companies with turnover of up to 50 crores would benefit the players engaged in consumer business segment falling under this threshold with increase in profitability. Additionally, a reduction in tax rate of middle class individuals earning between ₹2.5 lakhs to ₹5 lakhs would increase their disposable income, which they may spend on consumer products resulting in increased revenue for consumer business players.”

“Overall, this is a responsible, steady budget; the Government has stayed its course on facilitating faster growth, while continuing the focus on fiscal consolidation. It is largely positive for the FMCG sector, given the strong emphasis



on rural stimuli. Focused efforts to boost the agrarian economy and improve agricultural productivity, increased investments in MNREGA, should augur well for rural consumers. The reduction of direct tax for individuals earning less than 5 lakhs too, will increase disposable income and drive demand for mass products. The ‘aam aurat’ emphasis, with a proposed spend of ₹1.84 lakh crores on women and child development, will drive more equitable growth. The continued focus on infrastructure development and ‘Make In India’, and making MSME companies more competitive through lower taxation, should spur much-needed job creation. Skilling and educating to make people more employable is critical to sustain these efforts. Initiatives to improve the ease of doing business,

like abolishing the FIPB, will encourage more investment and increase investor confidence. While there is a lot of positive intent, given the number of initiatives and strong allocations announced, timely disbursement and strong on-ground implementation will be key.” Says, Vivek Gambhir, Managing Director, Godrej Consumer Products Limited.

Harkirat Singh, MD, Woodland Worldwide, “The overall budget seems to be quiet positive; we appreciate government’s decision to reduce 5percent tax for small and medium companies. Also, there are some announcements of new schemes for leather and footwear. Though the outlay is not known for these schemes yet, it certainly will boost its growth and help in creation of jobs. This is certainly a step towards promoting production facilities in India thereby supporting ‘Make in India’ campaign. The only deterrent according to me is that there is not much for the manufacturing or retail/textile sector in this budget. There was an expectation that the import duty will be reduced.”

There has been an increased focus on few sectors such as agricultural, dairy processing, textile, **footwear and leather by announcing several reforms.**



▲ Harsha Vardhan Agarwal, Director, EMAMI LIMITED.



▲ Anil Talreja, Partner, Deloitte Haskins & Sells LLP



▲ Vivek Gambhir, Managing Director, Godrej Consumer Products Limited.



▲ Harkirat Singh, MD, Woodland Worldwide



▲ Rashmi Deshpande,
Associate Partner,
Khaitan & Co

Focusing on skill development in rural area:

“I applaud the efforts towards growth through investments and 25 percent increase in expenditures in the rural sector is definitely a positive move in the right direction. The finance minister’s budget allocation for skill development in the rural areas will help job creation and will boost rural income and consumption. This in-turn will help the food processing and FMCG sector with fresh demand creation which has been lacking since demonetization. The focus on agri-based industries with incentives and credits extended to farmers would benefit us in terms of quality produce and increased availability of supply. I appreciate the focus on innovation at the secondary education level.” Sanjana Desai, Head – Business Development, Mother’s Recipe.”

Desai further adds, “However, it was a bit disappointing to see no impetus for exports, which was required to drive exports to remain competitive in the food processing sector. Also after the demonetization, there was an absolute need to push consumer spending in the urban and semi-urban areas in the union budget, which was not touched upon

Regarding the tax structure, the finance minister should have signaled a corporate tax rates reduction for larger corporates as well, although the reduction in tax rate for MSME’s from 10 percent to 5 percent is definitely a welcome move.”

Anil Rai Gupta, Chairman and Managing Director, Havells India Limited, “The budget for financial year 2017-18 is well balanced and inclusive with emphasis on three key areas of rural India, infrastructure development, and giving boost to consumption led demand

The finance minister’s budget allocation for skill development in the rural areas **will help job creation and will boost rural income and consumption.**

Singh further adds, “Reforms in labor regulations in leather and textile sector to enhance the ease of manufacture are a welcome step as the consolidation of labor laws and minimisation into 4 Codes will only facilitate compliance hassles. Currently we have around 20-labor legislation to be complied with by businesses in India. Overall the Union Budget 2017 is reformist and growth oriented. The measures outlined in the budget to give boost to the infrastructure will indeed benefit the economy and the retail sector in the long run. The announcement to restrict cash transactions above 3 lakh will further move India towards a ‘cashless society’, which will help facilitate retail trade as well.”

Manu Agarwal, Founder and CEO, Naaptol on the Union Budget announcement, says, “Government has planned to take digitisation of transactions to the grass-root level and believe it is a good step towards a stronger economy. The convenience of digital payments will instigate the

consumers to spend more and I believe it is positive sign for us”.

Talking about e-commerce space, “Rashmi Deshpande, Associate Partner, Khaitan and Co, says, “Budget 2017 has prepared a solid foundation for another disruption in form of the incoming GST reform. With the clear agenda of honoring the honest tax payers and paving the way for increased digitalisation of the economy, the Finance Minister indicated that technology is going to play a major role in implementation of Government’s clean up agenda. Accordingly, indirect tax on devices related to digital infrastructure is exempted to give a boost the industry. Nevertheless, contrary to common beliefs, the service tax rates along with excise rates that were pegged to increase to be line with the proposed GST rates, surprisingly remained untouched. The e-commerce industry should now gear up for an overhaul in terms of its system to keep in line with GST as the Government made amply clear its readiness for the tectonic policy reform.”

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▲ Saurabh Gadgil, Chairman & Managing Director, PNG Jewellers and Director, Indian Bullion Jewellers Association

in the economy. We believe that grant of infrastructure status to affordable housing along with other incentives will provide a big boost to construction activity across the country and thus create demand for wide range of electrical goods. Second, the move to cut income tax rate by half for salaries upto 5 lakh rupees will put more disposable income in the hands of individuals and give a fillip to purchasing power in the economy. We are also hopeful for an early and smooth implementation of GST, which is the biggest tax reform and will be very positive for the economy”.

Views from Gems and Jewellery sector

Saurabh Gadgil- Chairman and Managing Director, PNG Jewellers and Director, Indian Bullion Jewellers Association, “The Union Budget FY 17-18 seems to be in the right direction, it lends focused development towards sectors like infrastructure, agriculture railway etc. It also focuses on creating ease of doing business and reformation in FDI policies. Furthermore, the government has welcomed digital payments and has

furthered the initiative with Aadhar based cashless payments. Relaxation in direct taxes will bring a huge respite to tax paying middle class citizens. The budget will bring about growth and prosperity in the rural sectors which in turn will create a positive outlook and sentiment towards retail economy. The Gems and Jewellery industry was deeply stung by multiple issue in past year, the budget has no negatives, hence we are hoping for it to be all positive. The advent of gold spot exchange will bring a transparent platform where industry will trade locally instead of depending on the international market. We are positive this budget will bring about the required confidence in the economy and benefit the industry in the long run.”

Views from Hospitality sector:

“Budget 2017 proposes to lay a brighter road for the hospitality segment with the announcement of the Incredible India-2 campaign. We welcome this move as it will enable the hospitality and tourism sectors collectively serve the increased inflow of tourists. The announcement of setting up 5 special tourism zones

will also attract more traffic. These special tourism zones would be created as Special Purpose Vehicle (SPVs) in connection with the state government which again is a positive move for the industry and indicates a high potential of increase in job opportunities.

Extending tax holidays for start-ups upto 3 years of the first seven years will attract more entrepreneurs to the hospitality sector. Overall, the budget would bring back the lost sheen to the segment.” Says, Aji Nair - Chief Operating Officer, F&B Division, Mirah Hospitality.

What budget 2017 has in store for the Startups

“I expect that there will be some safeguards against unnecessary arbitrage opportunities by splitting businesses. Profit linked-deductions for start-ups reduced to 3 years out of 7 years, says FM

The increased period for profit linked deduction for 3 years out of 7 years as

FROM THE HORSE’S MOUTH



C. Vinod Hayagriv, Managing Director, C. Krishniah Chetty & Sons PVT. LTD. (CKCPL)

A universal cap on cash transactions over ₹3 lakh is a welcome step. We recommended this across all sectors rather than only gems and jewellery sector. This brings a level playing field.

Surcharge on salaries over 1 cr: Wealth creation should be encouraged. Over taxing is not a welcome step.

Custom duty on gold imports: The industry expected a reduction in customs duty on gold bullion. Unfortunately this has not been handled. Smuggling and attendant Hawala has been and may continue to be a menace.

Restriction on gold bullion sales to consumers: We expected government to break down on bullion hoarding. Bullion sales permitted only to bona-fide manufacturers and retailers. And not to unregistered dealers. This has been untouched and hence the menace of cash is not solved here.





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against 5 years is welcome, as start-ups are not expected to make profits for the first few years. Says, Abhishek Goenka - Partner Direct Tax PwC India.

Not being very bullish on the budget, Manoj Gupta, Co-founder Craftsvilla, "There is nothing big bang in this Union Budget. There is very little for startups and ecommerce. Abolition of FIPB would hopefully make FDI easier. Was looking forward for the Government to take more proactive actions on areas like handloom and tourism that has huge potential for India. Would have also loved it if they announced developing handloom parks or heritage parks across the country with better facilities."

"Kapil Hetamsaria, CEO and Co-Founder, Velvetcase.com, "The budget is a boon for startups and small scale industries as there are tax benefits for startups for the next 7 years. For jewellery sector, being a cash component segment we can witness a slight shift in the demand as the cash transaction is limited upto 3 Lakhs, this can further hit the jewellery segment for a short span of time. Online jewellery sees a larger number of smaller ticket size transactions upto 1 lakh - and that will only grow post this budget."

Yogesh Huja, Founder and MD, Freedom.Desi said: "The budget is actually an eye opener for lots of businesses as the air around demonetization fears have been cleared to a good extent, it serves as the framework towards cashless economy. For SME's it will bring a great deal of

Jewellery sector, being a cash component segment a slight shift in the demand can be witnessed as the cash transaction is limited upto 3 Lakhs, **this can further hit the jewellery segment for a short span of time.**


relief and for the masses 5percent tax relief will actually create a healthy investment friendly environment in the future. Be it real estate, cyber security, skill development the PM's vision for the coming years has been put to action to come true."

Budget Views from Real Estate sector

Irfan Razack - CMD, Prestige Group and Chairman - CREDAI (National), opines, "In my opinion, the budget has been outstanding. All sectors have been covered, especially the rural sector and the agricultural economy. This is a Government that translates their words into action, and that to me is truly the most admirable aspect of this Budget. Having said that, there has always been a focus on housing and infrastructure, so it did not come as a surprise to see such a large allotment made to the infrastructure segment. It is obvious that spends on infrastructure will in turn gear up and kick-start the economy all over again. If more and more roads are built, it leads to better economy. That in turn helps the individual growth of people."

"The Budget that was being touted as a make-or-break one for the future of

India, and the Government made some big announcements on the infrastructure front and also on beneficial changes to the affordable housing segment. On the infrastructure front, a total investment of ₹3,96,135 cr was announced in the Budget 2017. Budget allocation for highways will go up to ₹ 64,000 crore in FY18 from the earlier ₹57,676 crore. Allocation for national highways has been stepped up to ₹64,000 cr from ₹57,676 cr. The rural roads' construction work will be accelerated to 133 km of roads per day in 2016-17, as against 73km/day during 2011-14. A new metro rail policy will be announced. On the FDI front, the FIPB (Foreign Investment Promotion Board) is set to be abolished and a new roadmap is to be announced in the next few months. This will give the real estate sector access to significantly more funding than it has today. A new FDI policy is under consideration, which promises to liberalize the FDI regime further." Says, Anuj Puri, Chairman and Country Head, JLL India.

Abhishek Bansal, Executive Director, Pacific India, "I would like to congratulate the FM for presenting a positive and pro-growth budget this year. The government's initiatives towards digital payments will benefit retail growth in the long term. Affordable housing has been given a huge impetus with Initiatives like "Housing for all by 2022", DDT exemption in REIT, increased allocation towards the infrastructure sector including roads and highways and the NHB allocation to affordable Housing Finance Companies. Reduction in time to 2 years for long term capital gains tax benefits will aid the real estate investors as they can book profits by paying a bare minimum income tax at the end of two years only on profits earned from sale of property. This along with other initiatives like impetus towards skill development, Tax regime, jobs creation and will act as a big push towards the government's make in India and smart city initiatives." 





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THE LUXURY OF A TIPPING POINT

India's luxury retail market is growing at a phenomenal phase. What will be its tipping point that will enable it overtake the Chinese market? Or will the numerous obstacles in its path fail the luxury retail industry in the country?

By **Sheetal Choksi & Sharmila Cirvante**, Co-founders, Word Hatter





The world, it seems, is excited about India's luxury market, notwithstanding its meagre contribution of 1-2 percent to the global luxury trade. They are all here. Fendi, Louboutin, Hermes, Louis Vuitton, Gucci, Burberry, Chanel, Jimmy Choo and more. And for the long haul.

India's exiguous contribution to the global luxury market de facto translates to a \$18.3 billion luxury market (strewed across many segments, from cars to watches, hospitality, apparel and accessories and other lifestyle products) in the country. And it is deemed to gallop to double that size in the next five years. The phenomenal growth of the Indian luxury market has earned the country the tag 'Star of Asia' leaving in its wake Russia and even Hong Kong, which are appraised as weak markets in comparison to India's.

The Indian luxury market is growing at a compounded annual growth rate of about 25 percent (ASSOCHAM 2016). It is not yet in the top 20 league globally, but pundits augur that it would breach that mark this year and march ahead of the vibrant luxury markets of Brazil and Netherlands.

Yet, the market has not reached a tipping point as in China. Will 2017 be the year of reckoning for the luxury market in India? If yes, what is going to be the tipping point?

Changing consumer attitudes

Luxury brands are thronging the Indian market due to the growing population of high net worth individuals in the country, which is expected to grow at 27 percent in 2017-2018. According to reports, they spend 40 percent of their income on luxury brands (source: luxurysociety.com). Brands like Louis Vuitton has successfully integrated itself into the Indian luxury market by offering luxury as an experience and a rarity to the nouveau rich.

"India has the youngest consuming population in the world today with large disposable incomes and high brand awareness levels. These are two major pluses (for the Indian luxury market)," says Nikhil Mehra CEO, Genesis Group, which represents luxury clothing and accessories brands.

A decade ago, when luxury brands opened shop in India, the infantile market was wavering. Back then, most Indian luxury buyers shopped overseas. "They had a perception that brands in India may not have the latest merchandise or that the price difference was huge. But a decade down the line, we have seen this perception change," says Mehra. "People have realised that the difference in price is

A decade ago, when luxury brands opened shop in India, the infantile market was wavering.
Back then, most Indian luxury buyers shopped overseas.

SELECT INDIAN LUXURY BRANDS

Amber & Shirrin	Anita Dongre	Ashish N Soni
Ashmina	Esemble	Falguni & Shane Peacock
Farah Khan	Malini Ramani	Signature by Satya Paul

SELECT INTERNATIONAL LUXURY BRANDS

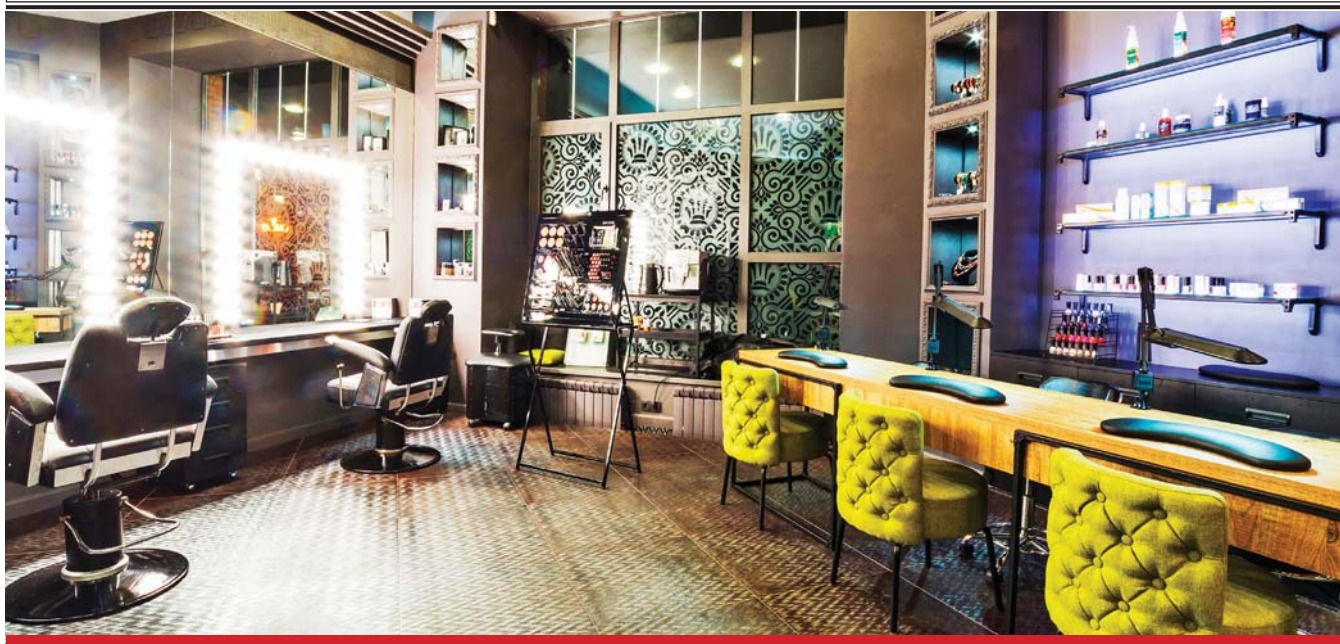
Bobbi Brown	Bottega	Veneta
Burberry	Burberry Brit	Calvin Keith Jeans
Calvin Klein	Canali	Canvas
Cartier	Chanel	Charles & Keith
Chopard	Christan Louboutin	Corneliani
DKNY	Dolce & Gabbana	Dunhill
Ed Hardy	Emporio Armani	Etro
Milano	FCUK	Fendi
French Connection	Giorgio Armani	Gucci
Guess	Harry Winston	Hugo Boss
Jimmy Choo	Lladro	Longines
Louis Vuitton	Paul & Shark	Paul Smith Jeans
Salvatore Ferragamo	Steve Madden	Tod's
Tom Ford	Versace	Giordano

Source: Cushman & Wakefield Research

only marginal and that they can also get the latest collections in India like anywhere else in the world. So, it makes sense to shop here in India. We find that people prefer to skip shopping trips while they are abroad. This is a significant shift in attitude that we see more. And it is good for the future of the luxury industry in India."

Market Features

The luxury market in India caters to two kinds of customers - the traditionally rich and the nouveau rich, or old money and new money. "The old traditional buyers of luxury have completed the consumption curve and moved onto



products that continue to provide lasting value and quality propositions and experiences, while the newer consumers are yet looking at brands that come with prominent logos and are influenced by what their peers are consuming,” says Nikhil Mehra.

Luxury buyers are further categorised into four groups: The Value Seekers. The Experience Seekers. The Balance Seekers and the Look At Me. While the former two groups are made up of customers from old money, the latter two are from new money. And it’s the new consumers who are disrupting the industry with their buying and consumption habits.

Today, the market is flooded with most international luxury brands – from Armani to Cavalli to Versace, Ferragamo, Pamela Mann, Ivanka Trump and so on. The leading markets for luxury goods in India are Delhi NCR followed by Mumbai, Bengaluru and Chennai. There’s also a growing consumer base in non-metros like Ahmedabad, Chandigarh, Pune, Nagpur, Hyderabad and Ludhiana. The non-metros comprise of 16 percent of the total luxury sales in India (Chaturvedi & Sharma, 2015)

The top-selling items in the luxury market are fragrances, watches, jewellery, skincare and apparel. Women with their increased purchasing power have given the luxury beauty market a boost in the arm. There’s something for everyone seeking luxury brands.

“At Genesis, we have a portfolio of brands that cater to all these segments – from Canali and Bottega Veneta on one side of discretion to Armani brands and

There are very few Indian designers in the luxury mix – Rohit Bal, Anamika Khanna, Sabyasachi, Nirav Modi (jewellery). **Most Indian designers eventually end up doing ‘bridal’ since that’s where the money is.**

Michael Kors at the other end of flaunting. This mix helps us reach every segment of the luxury consumer in India pretty seamlessly,” explains Nikhil Mehra.

When it comes to luxury fashion, menswear (especially made-to-measure) and accessories do well, relatively speaking. “This is because of the consumption trends in India,” says Tarun Joshi, Founder, VanityCask Tech Pvt. Ltd.

There are few Indian players in the luxury market, but not as many as one would expect in a growing market such as ours. Luxury & Lifestyle Consultant Anjana Sharma will let you know that in India luxury wear means wedding wear. “There are very few Indian designers in the luxury mix – Rohit Bal, Anamika Khanna, Sabyasachi, Nirav Modi (jewellery). Most Indian designers eventually end up doing ‘bridal’ since that’s where the money is. Irrespective of where they started their design journey.”

According to Anjana Sharma, the concept of western couture is only now

taking off but restricted to red carpet events. “When it comes to Indian luxury wear, there’s no comparison. They score on artisanship and design but fail a lot regarding finishing. But when it comes to western silhouettes (by Indian designers) I don’t see originality.”

The Gripe Vine

Indians with their disposable incomes, exposure to brands and international travels are splurging on luxury goods like never before. So much so, even demonetization affected the industry only for the first weeks. After that, things went back to business as usual. Anjana Sharma says that the wedding industry in India has proven that it is recession proof. “The big weddings are a clear indication...guests were spotted wearing current designs, not last years. I think the demonetization for the luxury consumer was more a short-term inconvenience.”

This must sound like sweet music to luxury brands. But, there is a jarring note.

While the luxury consumer is intrinsically the same the world over, there are however, peculiarities in every part of the world. More so in India.

“In India, the consumer has three distinct characteristics, which are different from a consumer in China or the West. Indians culturally are very price conscious, want lasting quality and are always looking for a good bargain in terms of relationship discounts,” explains Nikhil Mehra. Indians, even the new moneyed consumer, look for value for the purchase. Meaning, he or

she will not drop a load of cash to buy a Ferragamo or Armani without thinking whether he can get the same bag or suit for a discounted price.

There is a marked difference between luxury retailing here in India compared to other global markets. "I don't think anywhere else in the world do luxe brands go on sale as they do in India," says Anjana Sharma. Pricing has been a bone of contention in the Indian luxury market.

Then there are other apples of discord. "From product to people, there is a disconnect at every level," writes Rehan Shaikh, a marketing, communication and brand specialist on LinkedIn while talking about things gone wrong with the Indian luxury retail. "Customer service is close to non-existent and so is the experience."

Space constraints

There are other sore points too which is preventing luxury retail in India from realising its full potential. Tarun Joshi sums luxury retailing in India thus: "Limited retail penetration, lack of luxury department stores, pricing parity (vis a vis Europe/USA), width and depth of merchandise."

Lack of quality luxury space and the environment has been a bone of contention from the beginning. Traditionally, luxury buying is as much about the experience as it is about the product. If not more. The ambience, the exclusivity, the accessibility, the privilege hallmark, the opulence, the sensuousness, the indulgence - it's the whole package. And this pageantry that's synonymous with luxury buying

There are limited retail outlets for high-end luxe brands (DLF Emporio, Palladium and UB city). **In India, high streets are very cluttered and over-crowded and therefore, do not provide a suitable ambience that luxury retail demands.**

needs pertinent anchorage. Currently, the brands are limited to a few places like the malls and star hotels.

Sheetal Jain, a doctoral scholar, AMU and Director, Bardia Consulting Pvt Ltd, in a paper published in the AIMA Journal of Management & Research (May 2016) writes: "There are limited retail outlets for high-end luxe brands (DLF Emporio, Palladium and UB city). In India, high streets are very cluttered and over-crowded and therefore, do not provide a suitable ambience that luxury retail demands. Also, high rental costs of setting up luxury stores in high streets deter the retailers from opening these stores. Therefore, weak infrastructure is one of the major challenges that inhibit luxury retail growth in India."

Nikhil Mehra believes that luxury has not been able to make inroads into the interior parts of the country, unlike China, "because apart from the key metros there are no luxury spaces available to house these global brands.

Now, lack of appropriate retail space might seem like a significant impediment to the growth of the luxury retail industry. However, this also means a shift in the way luxury brands are consumed. Increasingly, luxury brands are plying the online route to reach customers. Brands like Michael Kors and DKNY have strong online presence.

Digitalization of Luxury

According to ASSOCHAM (2016) report, around 140 million Indians are using the internet. And they are mostly young Indians who like to experiment with luxury brands. Online purchase is expected to grow rapidly because by 2020 around 250 million Indians will be conducting business online. Currently, the number stands at 90 million. The ASSOCHAM report states that the purchasing power of the people living in Tier-2 and Tier-3 cities along with high penetration of internet will result in approximately 100 million transactions on the web by 2020. That would roughly account for around 20-25 percent of the total retail spending. Globally the online luxury sales are expected to hit the €20 billion.

There's an increasing number of HNIs in Tier-2 and Tier-3 cities. The nouveau rich wanting to own luxury brands. Unlike the old traditional buyers, they are more interested in owning a world-class luxury brand than the experience of luxury buying. It is this category that going ahead will aid the luxury retail industry to ride the digital wave.

Paying heed to the digital revolution, the brands are diversifying too. Many luxury brands have partnered with leading e-commerce businesses like Amazon, Myntra, Jabong, Darveys, Luxepolis, Luxury station and so on.

"Digitalization is here to stay," says Anjana Sharma. Luxury retail is restricted to the metros. So the convenience of online shopping will play a huge role in the growth of the luxury markets in smaller towns and cities.

Going digital will help to create better brand penetration into the interiors, says Nikhil Mehra. "But that still is in its initial phase. I think for e-commerce to mature, it needs to get away from offering discounts and create a marketplace where easy availability is the primary driver for shopping online and not discounting. Luxury cannot sustain its proposition if it is only



discounted. The experience of purchase is critical and not price when buying luxury offline or online.”

However, Tarun Joshi warns that online retailing runs the risk of lowering the brand image unless handled carefully. “Digitalization will be of great help (in growing the market) if used judiciously.”

Would it be good for the brand image if iconic luxury brands go up for sale on the internet? How will luxury fashion houses retain and sustain their singleness, which is based on experience and rarity?

priced 20 percent more than the other main markets due to taxes and duties)

Tarun Joshi says, “The tipping point in luxury retailing in this country won’t happen by itself. It needs carefully planned strategies, especially for pricing and merchandising.”

When it comes to luxury market, India still lags behind disproportionately to its economic growth. This is due to brands/franchises not creating smart, India-specific strategies. “They are still trying to ‘copy-paste’ global strategies whereas a large, developing market

have to have a long-term plan in place and be patient. India has the huge advantage of the youngest consuming population in the world today and a growing level of disposable incomes added to high brand awareness levels. Once the infrastructure is in place to penetrate the interiors of tier II & III cities, this would be the largest consuming market for brands after China.”

In spite of the teething problems that’s hampering the industry from realising its full potential, industry watchers are optimistic about the future of luxury brands



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The Tipping Point

While in the global markets, digitalization is disrupting luxury markets and is considered to be the tipping point, in India the pundits believe that it has to be a combination of many factors for the market to experience a tipping point.

“The tipping point, like in China, will happen once our retail infrastructure matches up with the proposed speed of growth,” says Nikhil Mehra.

Anjana Sharma believes that the “tipping point for luxury retailing in India will occur when the taxes are reduced, and you are truly competing against Dubai and Singapore. After all, a die-hard luxury consumer has easy access to these markets.” (Luxury goods in India are

like India, needs a focused approach,” says Tarun Joshi. “Low see-throughs and high operational costs combine to create negative cash-flows. This, in turn, hampers corrective action.”

Fragmented and diversified customer base offer a challenge to the retailers. To overcome that, the brands will have to tailor make their products to suit the whims and fancies of Indian consumers if they want to succeed. Brands like Versace and Louis Vuitton are said to be revamping their strategies to suit the Indian market.

“Any brand that wants to be successful in India needs to understand that the luxury business in India is a marathon, not a sprint,” says Nikhil Mehra. “You

in India. We have all the demographics right for this market to flourish. There’s a significant offtake and growing as far the market is concerned. Though the brands are always plagued by doubts over the ability to sell non-discounted merchandise, Tarun Joshi is confident. “I think the future of luxury retail in India is brilliant provided we get customer-oriented, creating solutions based on customer needs rather than be driven by operational dilemmas.”

The Indian luxury market will continue to grow. A combination of on-ground luxury stores, unique digital experiences without compromising on the rarity component of luxury, tailor-made selling points and social media engagement is what will give it its tipping point. 

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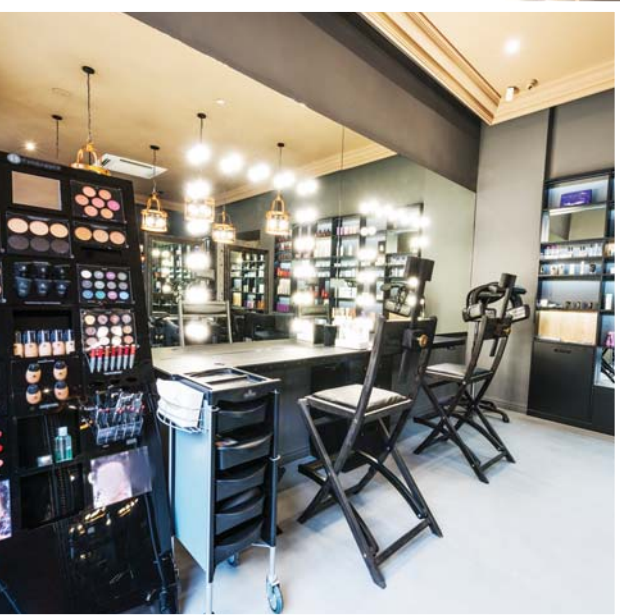
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RETAIL





ALL DECKED UP!

By Shubhra Saini

The beauty and grooming sector in the country is booming, thanks to the growing desire among both men and women to look stylish and feel good. Total market of beauty and grooming sector is worth ₹ 68,930 Cr (US\$ 11.49 bn) and is growing at 16-18 percent and is expected to cross ₹107,000 Cr (US\$ 17.9 bn) in the year 2017.

The share of organised beauty and grooming market is estimated at 15 percent of the total market and is expected to grow by 26 percent. In past couple of years expansion in beauty services segment has grown by 34 per cent and in product retailing it grew by 14-17 percent. The same outlets growth was in the range of 23-40 percent depending on the format and target segment.

Shahnaz Husain, Chairperson and MD of The Shahnaz Husain Group of Companies, says, "The beauty and wellness industry in India is one such business that has seen steady growth over the last few years. The spa business has also seen remarkable growth in recent times, with the "total well being" concept steadily gaining ground. The Spa Association of India estimates that the Spa Industry is around ₹11,000 crores and continues to grow. The compounded annual growth rate of the Beauty and Wellness business in India has been around 15-17 percent. Today awareness of beauty products and treatments is at an all time high in India. This is attributed to exposure to global trends, rising disposable incomes, changing lifestyles, increasing number of women in the work force and so on."





▲ F Salon

She further adds, “ In fact, the retail sector is booming. No wonder foreign companies are targeting the Indian market. Over the last few years, the beauty business in India has also moved from unorganised to more organised retail sectors, with the growth of shopping malls in the metro cities and even the tier II cities. The regular FMCG retail system of stores in local markets, both in organised and unorganised sectors, is also growing.”

The purchasing power of the people, has contributed in the growth of the industry. A lot of people are now getting more concerned about their looks and are willing to spend on themselves. Due to the increase in the urban population the opportunities is also growing. Rising middleclass segment has upgraded their lifestyle and have increased their willingness to buy beauty products. Initially people were not conscious about quality, durability and reliability while buying styling tools, equipment and brushes. Consumers are now ready to pay a premium to pamper themselves with the spa services.

Gunjan Gaur, Permanent Makeup Expert and Executive Director at ALPS Beauty Group, says, “The beauty services consumption in India has witnesses exponentially rise since last couple of years. The beauty care market comprises of salons, cosmetic treatment centers and cosmetic products and is likely to become the main contributor to the growth of Indian wellness industry.”

Adding further, Gaur, says, “Consumers are becoming more aspiration driven which has led to the evolution of the concept of grooming and beauty in order to enhance their appearances. The Annual growth in the Indian beauty and cosmetics markets is estimated to remain in the range of 15-20 percent in the



“ Today awareness of beauty products and treatments is at an all time high in India. This is attributed to exposure to global trends, rising disposable incomes, , increasing number of women in the work force and so on. ”

– Shahnaz Husain, Chairperson & MD, The Shahnaz Husain Group of Companies

coming years, twice as fast as that of the US and European markets.”

KPMG Wellness Sector report projected that the large ₹800 billion opportunity offered by the Indian wellness industry has sparked the interest of global and domestic entrants into this space, even as incumbents are directing their efforts on scaling up operations. A high growth of the business has caught the attention and interest from the investor community and private equity firms.

Tamanna Singh, Master Franchisee for F salons in North India, says, “With the digital media boom, the beauty

and wellness sector has gained in prominence, becoming a considerable contributor to the Indian economy and generating employment. Rising consumerism and health consciousness is propelling the industry to a vantage position. Nowadays, men are equally conscious when it comes to skin care and are using the right products. For example, face whitening creams are not only used by women but also by men. The last few years have also witnessed a growth of 60 percent in beauty and cosmetic products. Facial creams, toners, and scrubbers have replaced simple daily cleansers and moisturizers. Beauty salons have also witnessed a growth of 35 percent and cosmetic treatments of 5 percent. Anti aging services and products will dominate the market in coming years.”

Market Segmentation

Traditionally product retailing segment is much larger than the services segment but the later is growing at much faster rate. The improved lifestyle and propensity to spend has helped in the emergence of many new formats and niche segments. Highlight of the growth story is the salon segment. Till few years back there were fewer players driving this growth but today there is a fl urry of salon chains which have converted this otherwise dormant segment into an exciting business play area.



scientific techniques and modern beauty concepts have also influenced products. **Many kinds of beauty products, for varied purposes, are now available, even based on individual demands.**

▲ Anytime Fitness Gym

With the progress of time, beauty and grooming as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for one's own well-being, uniqueness and collective wellbeing. Primarily influenced by societal changes and individual's lifestyle trends, this revolution has also been enhanced by external factors such as globalisation and a greater awareness of the need for looking and feeling good among individuals.

The players in this category, in alignment with above trends, have responded by shifting their focus from traditional offerings to new-generation offerings like luxury products and personalized services.

Industry experts estimate beauty services to be around 15 per cent of total beauty market. Out of other 85 percent beauty products market, segments such as fragrances, skin care and other beauty products constitute a share of more than 60 percent.

Husain, says, "Scientific techniques and modern beauty concepts have also influenced products. Many kinds of beauty products, for varied purposes, are now available, even based on individual demands. A wider range of products for the middle segment and even mass market are now available. A prominent trend has been the growth of the men's personal grooming business. This includes salon care for men, as men's salons have also mushroomed at a fast pace. With the recent trend towards



▲ Be Bonnie

fitness and youth, the age group range of customers has also become wider. A larger number of older people are going in for beauty care, while anti-ageing treatments and products are flooding the market. Very recently, a major thrust in growth is towards spa treatments, with salons being converted into day spas, offering both salon and spa treatments. The retail format has also changed by leaps and bounds. With malls becoming popular shopping destinations, the "shop-in-shop" concept has become the new trend. Malls are also making shelf space available to beauty brands. Of course, the regular FMCG retail system of stores in local markets is thriving, but we are focusing on increasing our outlets in malls with trained beauty advisers."

She further adds, "Salons constitute the major chunk in the market. Many salons have started offering a few spa

treatments. Health and fitness centres, with gyms, have also mushroomed, but it is the salon business that still constitutes the major chunk of the Beauty and Wellness market in India."

Gaur, states, "Growing trends in this sector is the spa segment which has given a new definition to the beauty and wellness industry and has well integrated itself. Spa segment offers therapies for relaxation, wellbeing and beauty. And usually includes massage, body polishes, body wrap and facials. Consumers are ready to pay a premium to pamper themselves with the spa services. The beauty services and spa industry of India has also witnessed increase number of international players. The market which was once women centric is now concentrating on male grooming as a result large number of unisex saloons are coming up."



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The urban Beauty and Wellness market in India is small by world standards but growing at a rapid pace. Talking further about it, Mousumi Mitra, Director of Be Bonnie Bodycare Pvt Ltd, says, “The business of personal grooming is booming in India, with increasing customer awareness followed by the rejuvenation sector. While in the first case it is the need of professional beauty services associated with the Salons comes at the top followed by the idea of rejuvenation i.e. the Spa services comes closely behind. The concept of feeling and looking good is a must have situation for customers, while the growing necessity to de-stress from the complexity of modern life pressures have the burgeoning of the professional Spas across the country.”

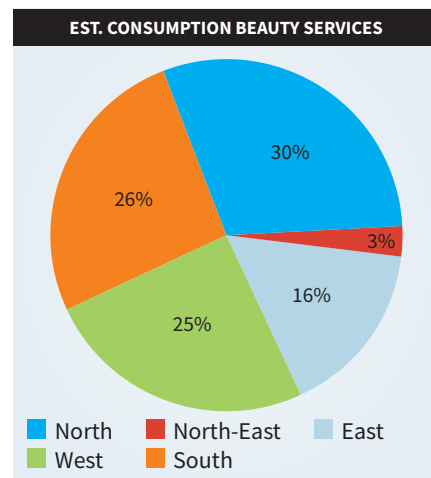
Vikas Jain, MD, Anytime Fitness, talks about the fitness segment and the reason for its growth, he says, “ We have recently seen an immense increase in profitability of the fitness industry. Currently the fitness market is ₹5000 cr big and the growth rate is 40 percent big.”

He further adds, “There are lot of factors which are propelling the industry’s growth. With the increase in Indian middle class sector, the disposable income also gets bigger. People spend long hours sitting in front of laptops and

have sedentary lifestyle due to which the rise has been seen in diseases like Obesity, Diabetes, Blood pressure etc. Because of this the growth in healthcare sector has also been noticed. To decrease the ratio of diseases people have started understanding the importance of staying fit by following proper diet and exercise routine. Over the past few years, fitness industry in India has witnessed many trends that have been emerging like core training, Pilates, balance training, personal training etc.”

Consumption

Consumer of beauty products in India are among male as well as female. Among male active age group starts with the age of 4 years when hair cut becomes monthly routine and 18 years for shaving needs. However Sikh community and bald adults (for hair cut only) can be exempted from this age group. Among female the active age group is between 16 years to 60 years which use beauty services. For every three products bought one session of beauty services is desired. However, these services are largely self-service at home on daily basis. For specialised professional services such as bridal make-up, skin pigmentation, hair do’s etc one need to visit salon or parlour once in a month or so. Female consumer



enjoys largest share in consuming skin care and cosmetic products.

“We have very good Indian and International brands and they are doing very good work. Best services can be optimized from existing Salons only.” says, Arijita Paul. Brand Manager- Club Salon.

Trends

As mentioned above it is services component in beauty market which is growing more than products but the question is why? The answer to this is that Indian consumer had this constant quest for looking good and well groomed. Consumer is no longer content with available options of barber shops and beauty parlours which have routine offerings. With advent of salons among modern retailers’ consumers found suitable alternative to switch over to professional services. The services included not only routine hair cut or make-up packages of yore ages but also new techniques, skills and high quality products and menus supported by customer friendly ambience. This has further paved way for emergence of chain of salons under national as well as international brands.

Challenges

According to Husain, “Although the beauty and wellness sectors have immense potential for growth, there are a few challenges to be overcome. One important challenge is the need for standardization. We have bodies for certification, like GMP and ISO, but there is greater need to see that international standards and manufacturing guidelines



▲ Club Salon



▲ Alps Beauty Clinic

SWOT ANALYSIS

STRENGTHS

- ▶ One of few categories to have product as well as service retailing to offer
- ▶ Consistent demand for traditional as well as international products

WEAKNESSES

- ▶ Lack of consumer awareness about beauty products
- ▶ Lack of speciality retailers in beauty segment

OPPORTUNITIES

- ▶ Household spending now includes beautification budget also
- ▶ Beauty salons penetrating smaller cities
- ▶ Availing beauty services is no more occasional

THREATS

- ▶ Vague and inter-changeable use of beauty and personal care products affect consumer perception
- ▶ Beauty products retailed as complementary categories with big box retailers and pharmacy outlets



are met in the beauty industry. The quality assurance can only be done by tests of the manufactured product, for which the guidelines should also be set. Another important challenge is the need for professionally qualified personnel. The Government's projects for skill development can help to train people for the beauty and spa sector."

"People involved with the sector might not possess proper skills and technique, some may even not possess proper certification, they may offer discounts to the consumers unresponsive staff, doubt on the skills of the service provider, usage of low cost and harmful products and high cost of the services are some of the reasons that limits the growth of the industry. If the consumers are promised of good products and services then people will tend to visit the place again and again, thereby leading to the growth of the sector. But today the notion has changed and quality seeking customer do exist, India is no exception." Says, Gaur.

Singh, states, "Lack of proper training and unskilled manpower are hurting the industry. There is a huge need for skilled manpower in the industry. Due to this, India's beauty and wellness industry is not able to scale up. Willing to have Product training and knowledge is also lacking."

According to Mitra of Be Bonnie, which has 10 outlets all in Kolkata and by the end of this fiscal year they expect to add two more outlets in the city. Manpower is the major issue in the sector. It is an Industry which requires quality trained manpower and retaining the same is perhaps one of the biggest challenges. A salon would be ultimately judged by the quality of service from the hairdressers, beauticians and therapists by the service rendered to the clients. It is the key to retention of old customers.

She further adds, "Another important issue is lack of approach and professional training. Becoming a hairstylist, beautician or a therapist is still considered a taboo by the middle class in India. Hence, choice of a career in this industry is not forthcoming from educated Indian families. So we have an inherent lack of people with good background. Slowly that perception is changing and you can actually see smart youngsters joining this Industry. However, proper professional training and certifications still remains at a distance and people, who can afford, get a formal professional education from abroad. But education to that level is still elusive and remains a great challenge in India. Hence proper professional education is a must to grow and develop in this business."

Way Forward

With improving lifestyle and growing incomes, consumer is no more hesitant in using beauty services. Urban lifestyle and aspiration to stand out among peers and social circle with well groomed personality, Indian consumer is bound to take beauty market forward. This may gather further pace provided segment gets trained and skilled manpower. Presently market lacks qualified institutes and trainers to fill this gap. On the products front there is intense competition among brands to capture market share but only those who are able to win consumer confidence in terms of quality and desired service may become even bigger in their respective markets. Mens beauty is another segment which will grow with time in the future. **IR**



Ditty_about_summer / Shutterstock, Inc.

GLOBAL DUTY-FREE RETAILING MARKET ON AN UPTICK

The global duty-free retailing market is slated to grow at a CAGR of 8.56 percent during the period 2017-2021, according to “Global Duty-Free Retailing Market 2017-2021” report.

By Images Retail Bureau

The report covers the present scenario and the growth prospects of the global duty-free retailing market for 2017-2021. To calculate the market size, the report considers the revenue generated from the retail sales of various consumer products to individual customers at duty-free retail stores globally.

The latest trend gaining momentum in the market is APAC: Region with the highest growth rate. APAC is the fastest-growing region in the global duty-free space, primarily due to the increasing airport traffic and thriving tourism industry. In 2015, the number of international travelers to the region, in terms of international tourist arrivals, reached above 279 million. This number represented a growth of more than 5.5 per cent compared with the previous year.

Northeast Asia is the largest contributor, having close to 50 per cent contribution of the number of international travelers. In line with this, the tourism industry in APAC is also growing significantly.

According to the report, one of the major drivers for this market is premium product offerings and exemption of excise duties. Duty-free retailing is mostly concentrated on the sales of luxury brands of fashion goods, accessories, hard luxury items, cosmetics, fragrances, and wines and spirits.

Within these categories, fashion goods, accessories, hard luxury items, cosmetics, and fragrances accounted for 64.43 per cent of the total revenue generated in the global market in 2016. This data indicates that premium categories play a pivotal role in determining sales in the duty-free retailing space.

Further, the report states that one of the major factors hindering the growth of this market is lesser focus on shopping at travel points. The limited vacation time for many tourists compels them to focus more on traveling rather than spending time on related activities like shopping.

While analyzing the daily footprint data of travelers in any given busy international airport, it was found that only 5 per cent – 10 per cent of the total number of travelers tend to visit duty-free retail stores within the airport. **IR**



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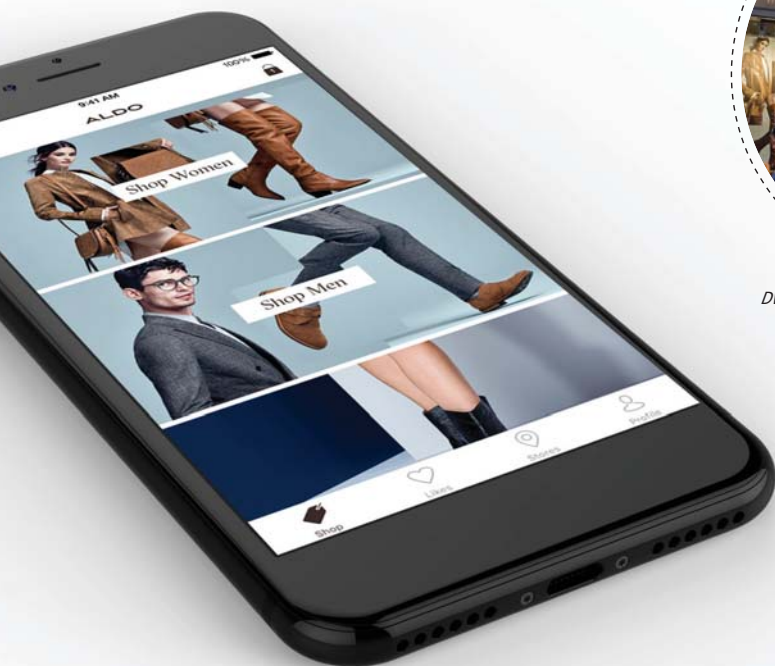
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ALDO TURNS DIGITALLY SAVVY WITH ITS ‘CONNECTED STORE’

Footwear and accessories retailer Aldo, initiated a new ‘Connected Store’ concept at the World Trade Center complex in New York City. The store’s 1,211 sq. ft. layout is artfully merchandised to tell a story, with the integration of digital technology that invites the customer to explore and engage with the brand and the collection.

By **Images Retail Bureau**

Simply put, store technologies are integrated with the Aldo smartphone app to offer enhanced levels of customer convenience. On its own, the app allows customers to browse product offerings, coordinate looks (such as shoes with accessories), locate sizes at their local store and purchase online.

The store has several fully interactive and fully integrated in-store touch-points including an ‘endless shelf’ which appears on both wall-mounted screens and iPads available to customers. This service is being launched at 25 top-tier locations, along with supporting backend systems.

The Endless Shelf

The Endless Shelf is an interactive, wall mounted experience running on both iPads and large touchscreen displays. It offers the full product catalog, a content rich browsing experience. Both the customer and sales associates can view the store’s entire selection and order any additional styles online. It also enables targeted searches by color, style, size, price and silhouette.

Associate-Facing App: Connecting Customers to Associates

Aldo has developed a system where customers can make a request to try on any product from any touchpoint. The request will be sent out to all associates on the floor on their iPads. Associates can then claim and handle requests such as checking inventory or handling payment — in real time. The associate can use an onscreen icon to request a runner to deliver items

the customer wants to try on to the floor. This way, the customer is never left unattended.

Sales associates can also use their tablets to scan any item on display and instantly obtain a wealth of information — the sizes and colors the item is offered in and the stock level on hand (also broken down by size and color).

The retailer’s new associate-facing tool has been developed by Aldo’s in-house technology team in tandem with Kinetic Cafe, a global design, innovation and technology firm.


Both the app and the endless shelf are supported by a data hub, or backend platform, which supplies complete product and inventory information to both.

At present, this associate-facing application has been rolled out to 100 Aldo stores.

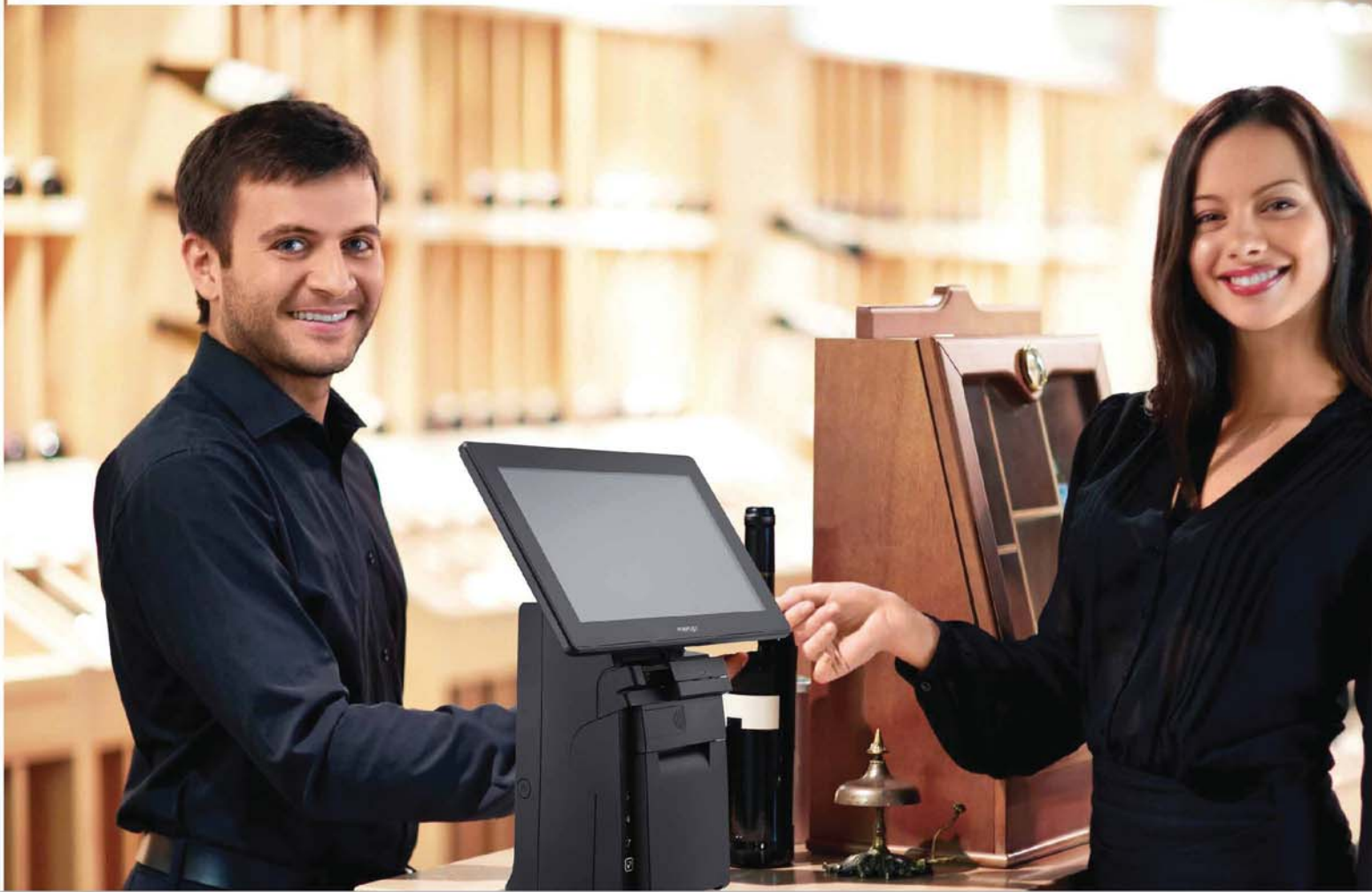
Contextualising Products with Looks

Some customers find Aldo’s huge selection intimidating, passing those products over because they can’t imagine how they might wear them. The solution is to wrap each product with high-quality model shots that inspire the user with different ways to wear the same product. A novel content model allows Aldo to pair multiple products with the same model shots.

Aldo and Kinetic spent one year doing demographic research on customers and associates — analyzing what they want from their total shopping experience, before rolling out these new technologies in their Connected Stores.

The Connected Stores have seen high levels of engagement with the new touch-points, and a marked increase in conversions. 

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BUILDING THE APPETITE FOR FOOD CONSUMPTION IN DIGITAL LANDSCAPE

India Food Forum powered by Sri Sri Products is unarguably India's most exciting and forward looking knowledge sharing venue for food, grocery, FMCG brands, distributors, marketers, grocery retailers and foodservice companies. The three days forum recently concluded it's 10th edition, it was held successfully on 31st January - 2nd February at Bandra Kurla Complex, Mumbai.

Affordable health food key to food retail growth

While the food retail sector is steadily growing over the past five to seven years, there is a clear, emerging trend of preference for wellness and health foods. However, despite the increasing demand for it, health food is still unaffordable for majority of the population. The experts in the retail food industry feel that the market needs to concentrate on increased penetration of affordable health food in Indian market.

During the Inaugural session on 'Food For Tomorrow, How Current Trends are Shaping The Growth of Tomorrow' at the mega industry event India Food Forum 2017, corporate honchos from India's major food & grocery retail and foodservice companies agreed that health food market has huge potential and can do wonders if penetration and affordability were taken care of.

Krish Iyer, Chairman of India Food Forum 2017 and President and CEO, Walmart India stressed that the health food though sought after by majority of the consumers, is not picking up as it should have been, because of the cost issue. "The health food is still unaffordable to majority of the urban consumers. The consumers are willing to experiment with health food, but the high pricing is the biggest hurdle, we need to overcome to develop this segment," Iyer said. He added that the pace at which Ayurveda is growing is surprising. It was a good opportunity for the players in food industry to grow further.

The 10th edition of India Food Forum - India's largest food retail intelligence event is being held from January 31st to February 2 at the Bandra Kurla Complex in Mumbai. The three-day major industry event includes a large exhibition, over 35 Conference sessions and the annual Coca Cola Golden Spoon Awards, powered by India Gate Basmati Rice ceremony on Feb 2nd.

“Health and Wellness foods are the emerging trends in Indian food sector. The phenomenal growth achieved by Patanjali and Sri Sri Products is testimony to this. However, much more needs to be done to expand this market through multichannel business modules. At times when more and more consumers are shifting to ready to eat food items, we need to tap the sector to ensure they get health food,” said Mohit Kampani, CEO, Aditya Birla Retail.

Cofounder of Swiggy, Nandan Reddy feels that the Indian population between the age group of 25 to 35 is more inclined to getting cooked food. “Their dependency on cooked food, delivered at home is growing rapidly. Their preferences too are changing. They are ready to explore new food items and experiment with health food as the basic criteria,” Reddy said.

Jamshed Daboo, MD, Trent Hypermarkets says, “Food consumption trends reflect the lifestyle of consumer. Hectic urban lifestyle has changed food habits completely. With the growing trend of being health conscious, consumers are inclined to choose healthy food. But at the same time, they are keen on the ingredients as well. Purity and authenticity of the ingredients has become most sought while choosing food items. At the same time, current generation has more sense of pride in being Indian. They see a lot of merit in ancient Indian traditions and culture. This has given rise to a mixture of pride and authenticity of ingredients has suddenly become the core issue.”

According to Arvind Varchaswi, Trustee Sri Sri Ayurveda Trust, and Group

Advisor - International Affair, Ayush Advisory Group, purchasing food has now become an experience and not a mere activity. Consumers are highly educated and they know exactly what they want and choose accordingly. “The health food sector will grow even faster, if the food is made tasty too,” Varchaswi said.

Devendra Chawla, Group President, Food and FMCG Brands, Future Group and CEO, Future Consumer Ltd said authenticity of food has become paramount. “Like every other decision making may it be deciding holiday, shopping household items, authenticity of ingredients of food items has now become the core issue when it comes to decide what food is to be consumed in a family. Patanjali and Sri Sri Ayurveda have done exactly the same and achieved phenomenal growth.”

Mohit Kampani pointed out that there is huge trust deficit among consumers when it comes to packaged food. “This has grown over past few years as various serious details about packaged food started coming out. Due to this, local food gained importance and sense of nationalism also made a huge difference in changing the eating habits of people. This will bring about paradigm shift in food industry over the years to come,” Kampani said.

The best yet to come for food consumption growth in India

Speakers at the Food CEOs Megapolis at India Food Forum 2017 were upbeat on what makes the food business the most: exciting business to be in, and why they feel that the best is yet to come

FOOD CONSUMPTION TRENDS REFLECT THE LIFESTYLE OF CONSUMER. HECTIC URBAN LIFESTYLE HAS CHANGED FOOD HABITS COMPLETELY.



▲ Krish Iyer



▲ Arvind Varchaswi



▲ Devendra Chawla



▲ Nandan Reddy, Mohit Kampani, Jamshed Daboo, Krish Iyer, Arvind Varchaswi, Ameeta Virk, Henrik Osterstrom, Devendra Chawla



▲ Damodar Mall



▲ Mohit Kampani



▲ Jamshed Daboo



▲ Unnat Varma

According to the industry experts at the three-day mega food business event being held at Bandra Kurla Complex, Mumbai, the Indian food industry constitutes 57% of the country's total retail business and is expected to grow 3.5 times by the year 2025, taking the total worth to INR 71,000 billion. Demonetisation is going to prove the driving force for the industry, as consumers and businesses are forced to transition to modern retail formats and to an environment of higher compliance.

Deepak Vohra, special advisor to the Prime Minister, Lesotho and Guinea – Bissau said, "Indian food is the biggest attraction for the Western world. There is huge opportunity waiting for the food industry in the world. to Forum 2017 at BKC, here, agreed on the fact that MNCs have hugely impacted the Indian markets and also consumers. The biggest description according to the experts, Indian food market has encountered, is the MNC invasion. Apart from foreign companies, indigenous entrepreneurs and home delivery start ups who provide world-class products at affordable prices.

"Indians are now more inclined towards luxury food, rather than healthy food. With the entry of new players,

'Home Made Foreign Food' is also being increasingly popular. However, while there is visible change in eating habits and market textures in some parts of the country, many are still untapped," said Damodar Mall, CEO, Grocery Retail, Reliance Retail.

According to Ajay Gupta, MD, Capital Foods, the rural market has huge potential which can do wonders, if exploited systematically.

Confounder, Grocermax, K Radhakrishnan said, "The future consumers, who would start earning after four years, hold the key to future business. Their eating and cooking preferences would set the tone of the market at large."


Unnat Verma, MD, Pizza Hut (India Subcontinent), Yum! Restaurants noted, "New consumers will have altogether different needs and mobile app based services will be crucial in the times to come. Value for money and time will be deciding factor as far as consumer attraction is considered over next four to five years."

With growing awareness among consumers, Indian kitchens have become more technical and food more assembled and fashionable, rather than cooked. Young

generation is exploring global cuisines due to exposure. With rapidly changing shopping pattern and perception of the young generation, manufacturer and retailers need to work out a sustainable business module. "We as manufacturers expect proactive support from retail stores. They should allow innovation to encourage new ideas in food sector," said Sahil Gilani, Director, Director, Gits Foods. While Ponnu Subramanian, COO, Max Hypermarket, said, "Retailers have to ensure revenue generation. Optimum use of shelf space is the key to maximise revenue. A sustainable business module can be the solution for the needs of both manufacturer and retailers."

Alliance avenues with foreign partners to expand the food market in India

India is one of the largest food consumer marketplaces of the world, and all major food producing economies have huge expectations from India. Speaking at a session on the foreign food market in India, Adam Branson, Senior Agriculture Attaché, U.S. Consulate, said, "The government of USA was in bilateral talks with government of India to explore possibilities of easing out regulations. The existing regulations in India have kept several manufacturers from US out of India, we want to bring them also in Indian markets."

Parthiban Muthukumarasamy, Counsellor (Agriculture and Agri-Food) and Senior Trade, Commissioner, High Commission of Canada also observed the opportunity for branded and packaged Canadian foods in India. "Canada is the largest exporter of green peas and pulses to India. There is an 80% likelihood that the green peas consumed in Indian households are from Canada. We have good quality Salmon as well, which can be introduced to Indian markets." 



▲ Krish Iyer and Arvind Varchaswi unveiling Ojasvita a Sri Sri product

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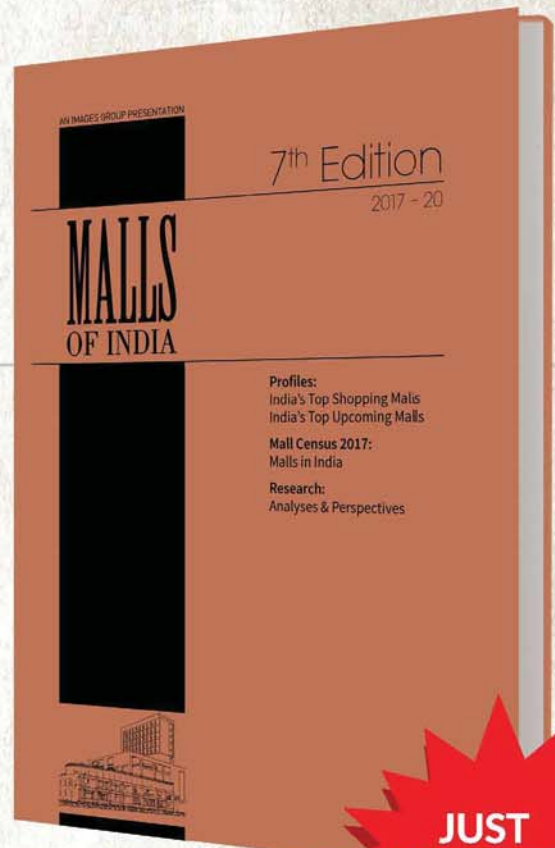
7th Edition

2017 - 20

MALLS OF INDIA

IMAGES Research presents the **7th edition of Malls of India**, the comprehensive report on the retail real estate industry in India. Along with documenting the current status of the shopping centre industry, the voluminous report also presents detailed analyses and perspectives on the growth of and trends in retail, leisure and entertainment spaces in India.

A veritable collectors' edition study, Malls of India contains pan-India, zone-wise profiling of operational as well as upcoming malls, offering Indian and global retailers an in-depth view of the quantum and quality of modern shopping centre spaces across the country. Already available with leading book sellers across the country, the report can also now be ordered directly from IMAGES Group.



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*Images Awards for
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Innovative foodservice and retail concepts are coming of age in India, and to honour these exciting food retailers, foodservice formats and food retail professionals, Images Group presented The Coca-Cola Golden Spoon Awards 2017 powered by India Gate Basmati Rice.



HERE IS THE LIST OF WINNERS ACROSS DIFFERENT CATEGORIES

FOODSERVICE

EXCELLENCE AWARDS

ON QUANTITATIVE PARAMETERS

- IMAGES Most Admired Food Service Chain of The Year: **QSR: BURGER SINGH**
- IMAGES Most Admired Food Service Chain of The Year: **Cafes & Juice Bars: CHAAYOS**
- IMAGES Most Admired Food Service Chain of The Year: **Ice-cream & Dessert Parlours: BASKIN ROBBINS**
- IMAGES Most Admired Food Service Chain of The Year: **Casual Dining Restaurants: SANKALP**
- IMAGES Most Admired Food Service Innovation of The Year: **PIZZA HUT'S TRIPLETREAT BOX**

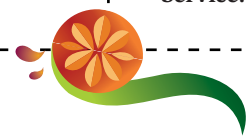
SPECIAL JURY AWARDS

ON QUALITATIVE PARAMETERS

- IMAGES Most Admired Food Service Chain of The Year: **Effective Technology Adoption: CHAI POINT**
- IMAGES Most Admired Food Service Chain of The Year: **Supply Chain Management: PIZZA HUT**
- IMAGES Most Admired Food Service Chain of The Year: **F & B Quality, Safety & Menu Planning: HALDIRAM**
- IMAGES Most Admired Food Service Chain of The Year: **Marketing, Promotions & Customer Service: STARBUCKS**

FIFI HONOURS

- **DORABJEE'S, Pune**
- **NUTS 'N' SPICES, Chennai**
- **MAGSONS, Gujarat**



FOOD & GROCERY AWARDS



EXCELLENCE AWARDS

ON QUANTITATIVE PARAMETERS

- IMAGES Most Admired Food & Grocery Retailer of The Year: **Large Format: BIG BAZAAR**
- IMAGES Most Admired Food & Grocery Retailer of The Year: **Supermarkets/ Convenience Stores/ Neighbourhood stores: MORE**
- IMAGES Most Admired Food & Grocery Retailer of The Year: **Regional Supermarkets: HERITAGE FRESH**
- IMAGES Most admired Food & Grocery Retail Innovation of the Year:
FUTURE RETAIL: Making Kosh the third grain of India
SPAR: Q Buster & Shop Floor Assistant Mobility Apps
- IMAGES Most Admired Category Performer of the Year: **STAPLES, KULDEEP GOYAL, VP- Merchandising, Spencer's Retail**
- IMAGES Most Admired Category Performer of the Year: **Beverages & Confectionery: RAHUL KUMAR CHOUDHARY, Category Head – Beverages, Reliance Retail Ltd.**
- IMAGES Most Admired Category Performer of the Year: **Meat , Fish & Livestock: PRAMOD ONKARAPPA, Senior Business Manager, Fish & Meat, Max Hypermarkets India Pvt. Ltd. (Spar)**
- IMAGES Most Admired Category Performer of the Year: **Fruits & Vegetables: MANEESH R. DUMBRE, General Manager- Buying and Merchandising- Fruits & Vegetable, Hypercity Retail India Ltd**

- IMAGES Most Admired Category Performer of the Year: **Processed Food & Savories: KULDEEP GOYAL, VP- Merchandising (Food & FMCG) Spencer's Retail**
- IMAGES Most Admired Category Performer of the Year – **Tobacco & Liquor: KULDEEP GOYAL, VP- Merchandising (Food & FMCG) Spencer's Retail**
- IMAGES Most Admired Category Performer of the Year: **Home & Personal Care: PARTHO DEV SHARMA, Category Head – Home & Personal Care, Reliance Retail Ltd**

SPECIAL JURY AWARDS

ON QUALITATIVE PARAMETERS

- IMAGES Most Admired Food & Grocery Retailer of The Year: **Effective Technology Application: HYPERCITY**
- IMAGES Most Admired Food & Grocery Retailer of The Year: **Supply Chain Management: EASYDAY**
- IMAGES Most Admired Food & Grocery Retailer of The Year: **Human Resource Policies & Initiatives: SPAR**
- IMAGES Most Admired Food & Grocery Retailer of The Year: **Merchandising, Marketing, Consumer Promotions & Customer Service: RELIANCE SMART**
- IMAGES Most Admired Food & Grocery Professional of The Year: **DEVENDRA CHAWLA, Group President, Food and FMCG Brands, Future Group and CEO, Future Consumer Ltd**



▼ Jagmohan Batra, Founder and CMD, Aaryahaan International (P) Limited

MOBILE BEACONS

THE RAY OF HOPE FOR RETAIL SECTOR

MiNODES is the “Google Analytics” for Brick and Mortar retail stores and Malls. MiNODES GmbH has partnered exclusively with Aaryahaan International (P) Limited, for INDIA and other Asian countries. Aaryahaan International (P) Limited under the guidance of its Founder and CMD Jagmohan Batra brings this state of art revolutionary technology and service to help retailers, Mall operators and exhibitors to grow their business and productivity.

Challenges that modern brick and mortar retailers are facing these days

The common answer is survival. The growth of online sales has threatened the traditional brick and mortar business, but it is possible to not just survive but succeed.

Today, retail is almost unrecognizable from what it looked like in the recent past. And as the pace at which technology accelerates, further changes to the retail landscape will inevitably pose new challenges for brick-and-mortar stores looking to compete with a strong e-commerce industry.

The biggest challenge is adapting to being an omni-channel experience, using and integrating new technologies and to understand and use last mile shopping behaviour of offline consumers.

Brick and mortar retailers have been catapulted into a multi-channel shopping cycle due to changing customer behaviors and advanced technology.

Mobile adds another dimension to the shopping experience. If you're not interacting with customers via mobile, this is a great time to engage them through mobile and other platforms. Technology gives retailers amazing new opportunities to forge relationships with their customers. By redefining Omni-channel as part of a holistic customer experience, delivering consistent information and making the customer journey as friction-free as possible across channels, retailers can gain a significant edge over competitors and build long-lasting loyalty.

Mobile Beacons are increasingly being projected as the next big thing to happen to the retail sector. Brick-and-mortar retailers and mobile marketers promptly add beacons to guide customers. In a major push to mobile beacon technology for retail sector, MiNODES is taking the retail sector by storm. MiNODES GmbH is a leading Retail Analytics, omni-channel solution company based in Berlin, Germany.

By IMAGES Retail Bureau

Role that MiNODES plays in mitigating challenges faced by retailers

Modern brick and mortar retailers are facing tremendous pressure from a new generation of digitally connected consumers, the Millennials. Consumer behavior is evolving along with new technologies and especially mobile is shaping consumer shopping habits. When it comes to the shopping experience, consumers have high expectations. They demand personalization, availability, as well as transparency. Retailers need to respond by offering technology-driven innovations and taking advantage of the same tools that e-commerce players successfully employ to understand and attract, retail shoppers. MiNODES is offering exactly those tools and making it possible for brick and mortar retailers to not only mitigate but to overcome the challenges.

Services and solutions offered by MiNODES to shopping centres and retailers

So far the biggest advantage that online retailers had over offline retailers was the insight of consumer journey and online behaviour by availability and understanding of the online cookies. MiNODES has brought brick and mortar retailers on a level playing platform with online retailers by not only able to capture and then understand but use the "Offline Cookies" i.e. transparency in consumers journey and behaviour patterns during their journey to shopping centre and offline retailers.



MiNODES sensor-based analytics solution empowers brick and mortar retailers with new and actionable consumer behavior insights.

MiNODES sensor-based analytics solution empowers brick and mortar retailers with new and actionable consumer behavior insights. Among the key metrics are visitor loyalty, dwell time, and the in-store customer journey, which we visualize in our heatmap tool. We use the industry leading data visualization tool Tableau Software to ensure intuitive interpretation of the aggregated and anonymized data. The insights enable retailers to understand and track how consumers react to different marketing campaigns, store design changes, or staffing schedules.

As customers come and go in-store, their smartphones are constantly transmitting data points. These data points are limited in their individual utility, but can be useful to retailers looking to identify trends in what customers are looking for (and which deals are the most appealing). MiNODES is able to capture and understand these transmitted data points the "Offline Cookies" and are able to target the visitors on basis of their Offline location based preferences and trends.

MiNODES Target-Ad is the tool that enables retailers to beat successful e-commerce players like Amazon at their own game. Our retargeting solution allows retailers to target their store visitors with tailored advertising campaigns across online and mobile channels, such as popular apps or news platforms. This breakthrough innovation is connecting the physical and the online world and enables retailers to reach key consumer segments not only in-store, but also at home or on the go.

Our location-based Beacon campaigns acknowledge consumers' mobile behavior by integrating the mobile channel into the in-store shopping experience. Retailers can enhance the functionality of their app and increase their active user base by providing value-adding mobile communication at the point of interest. Retailers can send out push notifications to inform about special deals and product information, or to provide indoor navigation.

Mobile Beacons: How retailers can measure their effectiveness?

To Give Consumers the Shopping Experience they want, Stores increasingly employ beacons and other technologies to send location-based messages to customers' smart devices using various platforms, and the phenomenon is helping to remake the in-store shopping experience

Beacons make it easier for stores to share contextual content, like sales or product information, while customers are near a particular item or display. They make the shopping experience unique by



customizing content so each customer gets real-time information from brands he or she's likely to get excited about. When shoppers receive those messages, they enjoy a personalised experience — something often lacking in the hectic modern marketplace.

Perks and rewards can add value to a familiar store. Beacon technology can direct shoppers toward good deals, offer them discounts if they're moving on or display new features when they're interested. And consumers are ready for it. App usage for shopping has boomed. People are increasingly shopping online, but also crave a more personal, real-life experience. That's where beacons come in.

Beacons' benefits come down to connections and data. Analyzing beacon data provides deep and actionable insights about customer behavior so retailers can ensure happy customers and higher return on investments.

The ROI of beacon campaigns can be directly measured by tracking consumer engagement. The retailer can see how many users engage with the mobile campaigns and how many consumers redeem the offers that are communicated via the beacon campaign. This way the retailer can not only identify the most effective campaign formats, but they can also spot the most visited store sections and pinpoint the merchandise that triggered greatest consumer interest.

How Shopping Centres and Retailers can benefit from MINODES Mobile-Beacon Technology? Can this technology be used for Proximity Marketing? How can retailers optimize their retail sales?

Many of the trends affecting retail today present opportunities to boost customer engagement moving forward.

Personalization is key to the modern shopping experience. Online shops have been able to take advantage of customer information by leveraging users' browsing activity, but brick-and-mortar locations aren't left totally in the dust.

Concepts such as real-time customization and increased reliance on data can (and should) be adapted to physical locations using smartphone technology, merging online and in-person experiences into something



The year 2017 promises a new chapter in the Omni-channel customer experience, **with technological advances reconnecting retail in ways that exceed expectations.**

that makes walking into a store a more comprehensive shopping experience.

The year 2017 promises a new chapter in the Omni-channel customer experience, with technological advances reconnecting retail in ways that exceed expectations.

The emerging retail solutions will be highly interactive, personalized and secure. Mobile point of sale (mPOS), beacon technology, digital signage and sentiment analysis will come together to create meaningful moments in retail, efficiently connecting to the ways millennials shop and work today.

The location based data when analysed and understood, can help the offline retailers achieve the two

main goals like online retailers i.e.

1) TargetAd and 2) Interactions. MiNODES is able to create the complete infrastructure to make this desire of brick and mortar retailers a reality.

Our sensor technology provides the data base that retailers need in order to first understand their consumers and second to guide them with the right communication. Today, data is the most valuable asset and this asset needs to be recognized, managed, and leveraged to derive its full potential. Our data insights make the customer journey transparent and enable the retailer to optimize store and shopping centre operations, as well as marketing measures. This paves the way for a more seamless customer journey and a superior overall in-store experience.

Clientele

The Solution is already in use with many mall operators retailers and exhibitors in Europe and we have started offering the same in INDIA and other Asian countries. We are trusted by the likes of Select City Walk, DLF Malls, Marks and Spencer, Lenskart, Adidas, Escada, ECCO, KaDeWe, HILTI, Hyundai and Camden Market to name a few.

Leading to a Win-Win Situation

MiNODES analytics enables retailers to manage, benchmark, and continuously optimize their stores and marketing campaigns based on actionable consumer behavior insights. Shopping malls for example often lack the transparency of how consumers move between stores. A key challenge is understanding how the arrangement of retail tenants influence the customer journey. MiNODES solves this problem by tracking how visitors move through the mall, from entry to exit. The in-store sensors capture the dwell-time per store and per floor, and the heat map tool reveals which stores are usually visited together within a single shopping trip. The mall operator is thus able to better plan the tenant mix, to adjust the rent

MiNODES records local shop visitors via in-store sensors and engages them through tailored online and mobile ad campaigns.

pricing, and to incentivize visits to less frequented mall sections.

MiNODES TargetAd connects offline and online channels, enabling retailers to target the consumers via online and mobile channels, based on their offline shopping behavior.

MiNODES records local shop visitors via in-store sensors and engages them through tailored online and mobile ad campaigns. The ads incentivize browsers to return to the local store, to visit the online store, or to download and engage with the retailer's app.

MiNODES is also able to attribute individual walk-ins to specific advertising

campaigns that consumers were exposed to before the store visit. The outcome? Advertisers are able to optimize their online and mobile marketing campaigns based on actual in-store conversions.

A premium fashion retailer, for example, used MiNODES retargeting to increase repeat visits to their flagship store. The retailer faced the challenge that only 11 percent of consumers re-visited the flagship outlet within the same month, which significantly diminished the overall sales potential. MiNODES was able to retarget 25% of all store visitors are via online and mobile ads with the help of its in-store sensors. As a result, the retailer saw a 23% increase in visits of loyal customers within a campaign period of only four weeks.

MiNODES Beacon Interactions Drive Customer Engagement: Stores are adopting beacon technology to pull data from shoppers' devices and connect them to in-store purchases, bringing interactivity to the Omni-channel customer experience.

Not only do beacons pick up nearby smartphones and send them text messages or emails with coupons, product information or even store catalogs, but they also provide real-time insight for retailers. The devices also give information on how consumers are navigating and moving throughout the store, which can help retailers decide if they need to move a display as well as see which items people are most interested in. For example, a "click and collect" interactive experience in which a shopper saves a pair of boots in an online shopping cart using a store's mobile app, and when they enter the store to pick the boots up, a proximity beacon recognizes the shopper and notifies a sales associate to deliver the product. This interaction, triggered by the beacon, creates a new sales opportunity, engaging the mobile sales associate with a shopper whose tastes and interests have been identified. [IR](#)



RESIL CHEMICALS



IS ONE OF ASIA'S LARGEST
FORMULATORS OF
CUSTOMISED SILICONES



Resil Chemicals is an innovation-driven, diversified specialty high performance, chemicals manufacturer for industries ranging from textiles to pharmaceuticals and agriculture. In an exclusive conversation with IMAGES Retail, Vikram Rao, MD, N9 Technologies, discusses that how by using various technologies, Resil has successfully been able to make customised products for individual customers and niche applications.

Please tell us about history of the company and profile.

From a small manufacturing unit in 1994 with just 5 employees, today Resil is a 300+ member organisation with 4 internationally certified manufacturing facilities, With a capacity of 20,000 metric tons per year. The Company now exports to more than 10 countries and has also diversified into emerging technology based products such as hand sanitisers, disinfectants and car care products.

Resil was a pioneer for silicones in textiles and was the first to not only supply the full range of textile finishing and auxiliary chemicals, but also manufacture customised silicones for textiles. Today, The Company is one of Asia's largest formulators of customised silicones. Resil has innovatively developed significant in-house polymer formulation technologies, giving it in depth understanding of the dynamics of chemical-to- substrate interaction, and a thorough comprehension of the requirements of its customers.



odour-causing bacteria, keeping the treated product fresher for longer.

It is a finish that can be applied onto fabrics or garments. This breakthrough technology delivers outstanding odour control performance, combined with impeccable environmental credentials and safety profile.

Coolit™

Coolit™ is a sustainable cooling technology that responds dynamically to body temperature and perspiration keeping people cool even when on the move. For cotton clothes, Coolit™ facilitates an endothermic reaction that absorbs body heat, generating a cooling effect of up to 3 C when in contact with sweat and moisture leaving the wearer feeling cool and comfortable.

Neu Dri™

Neu Dri™ was developed as a dynamic drying technology that rapidly wicks perspiration from the skin and transfers moisture to the fabric's surface, leaving the wearer dry, comfortable, cool and confident. In addition to evaporation, NeuDri™ has excellent soil release, softening, and anti-static properties that ensure your sportswear are not only comfortable, but also supple and functional.

Soladel™

Clothes can now be enabled to clean naturally which helps to reduce use of harsh chemicals. Soladel™ uses the power of the sun light to peel off any kind of organic dirt, easing the washing process, and preventing your favorite clothes from getting ruined. This textile treatment acts in a manner similar to photosynthesis, effectively breaking down organic dirt molecules and releasing them from the surface of the fabric.

Silaide™

The growth of microorganisms on textiles can lead to functional, hygienic and aesthetic difficulties. The use of antimicrobial finishes to prevent unpleasant odors on intimate apparel, underwear, sleep wear, socks, athletic wear is an important market need. The odors are produced by the bacterial decomposition of sweat and other body fluids, and controlling bacterial growth by SILAIDE finishing eliminates this problem.

How big is the market for the products of the company in India and what is the growth rate?

The market is rapidly evolving to understand the benefits offered by garments that promote hygiene and freshness. Today, an antimicrobial finish is among the most desired of functional finishes based on our understanding of the Indian and global markets, alike. We believe that this technology has immense potential across the globe.

Resil Chemical is actively engaging with brands to provide them with extensive technical and marketing support with a view to take this finish forward through their products. Resil also partners with brands to market the concept further to the end user so through benefit of applied technology is well understood.

We collaborate with prominent mills in their offerings to brands on various substrates and application segments. This goes a long way to ensure that N9 Pure Silver™'s concept of hygiene and freshness is made available across a multitude of product segments. We also help deliver product combination with other functional finishes such as moisture management, water repellency, etc. to provide added value benefits to brands and their end consumers.

What is your market positioning and customer profile?

All the concepts that we develop and market are on the platform of Hygiene and Comfort as these two attributes rate very high in terms of the customer Demand and Acceptance. Hygiene & Comfort are prime requirements in all types of apparels & home-furnishings. Our customer profile caters to all the segments like Innerwear, Active wear, Casual wear, Institutional wear, etc.

Please provide details about brands, product range and services that you provide?

N9 Pure Silver™

N9 Pure Silver™, along with its variant N9 Plastix, is a family of silver-based antibacterial and hygiene solutions. It is based on a revolutionary Silver-based technology that, on contact, neutralizes

Resil Chemical is actively engaging with brands to provide them with **extensive technical and marketing support with a view to take this finish.**

Cylant™

The growth of microorganisms on textiles can lead to functional, hygienic and aesthetic difficulties. The use of antimicrobial finishes to prevent unpleasant odors on intimate apparel, underwear, sleep wear, socks, athletic wear is an important market need. The odors are produced by the bacterial decomposition of sweat and other body fluids, and controlling bacterial growth by CYLANT™ finishing eliminates this problem.

Purepel™

Textiles treated with Purepel offer superior durable water repellency and protection against water-based stains. Applicable to cellulosics, synthetics and blends. Maintains fabric breathability, making them comfortable to wear.

What is your expansion strategy? Which market is your threshold and are you looking at other regions of India for expanding your base?

We are presently working in all the regions in India with many Indian apparel brands. We are also catering to a few brands in the Middle East, US and European markets.

Are there any interesting concepts or innovations you have introduced? Please give details?

The company followed the eco-friendly trail and developed the idea of using solar energy for textile cleaning applications. The Product is technically branded as SOLADEL™ a Titania Microsphere based self-cleaning technology that uses sunlight to clean white clothes, denims and variety of textiles. "Titania Microsphere, a revolutionary Technology, acts in a manner similar to photosynthesis. It uses sunlight to



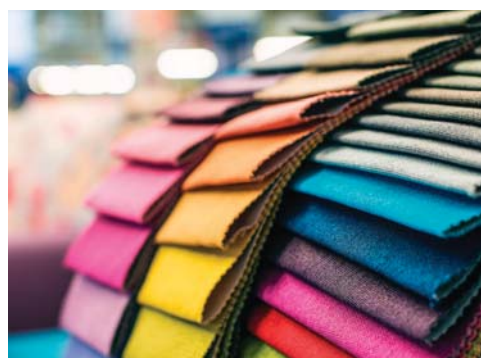
produce reactive oxygen that helps break down organic dirt molecules, thereby weakening the bond between the textile and the dirt,." While the technology does not fully clean the clothes, but rather helps to dislodge the organic dirt thereby enabling easy cleaning during regular washing cycle. However, cleaning depends on the intensity and type of dirt and the amount of sunlight available in that particular region.

As a strong contender in the value-add space, Resil has created a cooling technology for innerwear and formal wear that helps to keep fabrics cool up to 3°C when it comes in contact with sweat or moisture. This technology is branded as COOLIT, this will be launched extensively through brands in summer of 2017. The country's hot and humid weather conditions and a clear benefit of value for proposition have Motivated the R&D professionals to arrive at this technology.

Notwithstanding that, the team draws inspiration from the chemistry of materials and their products have reached the masses through basic material like cotton and polyester. People are also move open to the use functional finishes. So, functions like odour-less and heat resistant fabrics, which were once considered overwhelming seem quite acceptable now. Presently the market is driven by specialties such as antimicrobials, natural water repellents, mosquito repellents, cooling and heating technologies, encapsulated fragrances, quick dry technologies and self-sun-cleaning products. Resil hopes to continue to innovate and grow as a supplier of specialty finishing products to meet the expectations of the textile industry.

What are your future plans and targets in terms of reaching out to new sectors and markets, new product offerings and initiatives?

To cover increasing demand, Resil has just opened its fourth and largest state of the art unit at Malur, Karnataka. We are looking to expand into new international markets; we have a full-fledged sales operation in Bangladesh and have made inroads into Sri Lanka, Turkey, Philippines and Thailand. We are a strong believer in the India story and India will remain our primary focus for the next few years. **IR**



The company developed the idea of using solar energy for textile cleaning applications. **The Product is technically branded as SOLADEL™.**

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UNBOXING Whishbox

Just when we have all the budding entrepreneurs launching their own Apps and eCommerce portals, we have three young individuals wanting to go the traditional way and open a brick and mortar store. Whishbox, a designer-cum-quirky store as pitched by the trio is an amazingly done retail space that justifies the word 'retail therapy' for those looking for shopping with pleasure.

By Zainab S Kazi



As amusing as it may sound, the inception of the store has its inspiration drawn from the world of penning stories. Having met during their college days while pursuing MBA, Chandresh Gujar, Vinay Gada and Yash Ghelani started off with creating and writing short stories. They share, "We did not have much money so all we could afford was a domain, www.whishbox.com, worth Rs. 799 annually. We got the website developed for free (it was a barter with a website developer wherein we helped to design his website and he developed ours). Our content received a very warm and encouraging response. This assured us that we are able to communicate with the large chunk of millennial generation. Gradually, we happen to notice that there's a dearth of concept stores in India where art or an artist is at the center-stage. We knew this is where we can work out something."


Facing the Challenges

Like any start-ups, the journey here too was marred with a couple of challenges where convincing the near and dear ones seemed the most difficult of all. As they share, "We believe it is the internal factors that matters the most than anything else while planning to startup a new venture. With internal challenges we mean to say: families, societal pressure, career and personal mindset. Right from convincing your parents specially when we are expected to draw a 6-digit monthly salary and settle down at the earliest, to convincing ourselves since none of us had any prior experience to do with retail. Post this, the other major challenge was finding a suitable space for our store."

Doing up the Store

The passion that the trio have for their work is easily reflected in the store interiors. A surprise at each step awaits you when you enter the store. From vintage wall clocks to quirky tops for women and not to mention a host of gifting options keeping in mind the corporate houses in the vicinity. Done up in yellow and blue, the store has quite a bit of its furniture picked up from chor bazaar and kabadiwalas. Wooden flooring adds to the charm of the ambiance.

Vendor Tie-ups

The merchandise at the store is well sorted to satiate personal as well as gifting needs if incase one is looking at quirky stuff. The team personally visits local markets across the country to get niche merchandise and is actively tying up with sellers from various social media platforms. On a concluding note, to hear it from the trio on what makes their store different, "We believe the biggest differentiator is our value system. We have nurtured Whishbox in our head since a long time, and we bring a lot of personal values and traits on table. Our core competencies lies in customer communication and relationships. And that's what we intend to do. Our business strategy is very simple, 'Keep the people around you happy'. This includes customers, artists, vendors, and any other stakeholder. Rest everything falls into place." 



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STARTUPS THAT SHUT SHOP

By Bhavika Vallecha

IN 2016 It has been a tough year for e-commerce companies, which have been hard hit by market realities last year, their fund-raising game drastically lowered. Where 2015 led to a jump in registering startup-preneurs, 2016 proved to be a U-turn of sorts as far as many niche ventures were concerned. Despite grand schemes to enter the Indian marketplace with a bang, a number of startups failed on both management and execution grounds, this year, leading to them shutting shop.

One of the primary reasons behind these collapsed startups has been their inability to raise funds. However, the entrepreneurs behind these companies have not given up hope, stating that they will be back soon – and this time with ample funding.

Here's a lowdown on the startups that couldn't fly off the ground this year...

PEPPERTAP

Despite being the third largest online grocery company in India, PepperTap shut its operations in April 2016 due to competitive pressure from rivals including BigBasket and Grofers, which raised substantial funding. It began with \$1.2 mn seed round funding from Sequoia in November 2014 and Series A of \$10 million from SAIF Partners and existing investors. In December, the company absorbed \$36 million in Series B round led by e-commerce major Snapdeal, amongst others, clocking 20,000 transactions a day. Due to lack of demand and poor unit economics PepperTap had to back out from the business. The decision to shut operations resulted in 150 job losses.

The company will now focus on expanding the logistics business. According to Navneet Singh, CEO of PepperTap, "We are already working with many e-commerce firms and have a strong reverse logistics operations. In the next few months, we will focus on strengthening our forward logistics."

FASHIONARA

Bangalore based fashion e-commerce portal Fashionara, innated by former Reliance Trends CEO, Arun Sirdeshmukh and former Times Internet Chief Technology Officer, Darpan Munjal in 2012 closed its business in May 2016. It raised \$4 million from Helion Venture Partners and Lightspeed Venture Partners and scaled business in apparel, accessories and footwear segment.

The company's net sales jumped five-fold to ₹32.86 crore in the financial year 2014-15. But its net loss widened to ₹32.13 crore from ₹21.11 crore in 2013-14.

Reportedly Fashionara was unable to raise money and find buyers which led to its dissolution. Also, Co-founder Darpan Munjal had left the company in January this year, as confirmed by him. He is now operating Squadhelp.com, a crowdsourcing platform.





ZUPERMEAL

Founded in 2015 by Pallavi Saxena, Balasubramanian Anantha Narayanan and Prabhakar Banerjee, Mumbai based food delivery startup ZuperMeal raised \$2 million in seed funding from celebrity chef Sanjeev Kapoor.

ZuperMeal claimed to have 150 homemakers on its platform to cook 60 to 70 meals a day, at a net margin of 15 per cent.

ZuperMeal froze operations without announcing the reason for closure. But as per the reports, the ZuperMeal app, when downloaded, was showing an error message and gradually the website also stopped working.

One of the co-founders, Balasubramanian Anantha Narayanan reportedly joined logistics startup LogiNext as a Vice President.



LOCAL BANYA

Online grocery startup Localbanya has temporarily halted operations, citing the upgradation of its back end. "We are temporarily suspending services due to maintenance and upgrade purposes," the company said on its website. "No orders will be processed at this time".

"Our current team is well structured and the organisation continues to attract talent by virtue of the strong brand that we have built," said founder Karan Mehrotra. Two suppliers of Localbanya said they had been told that there was a shortage of funds.

Founders Mehrotra, Rashi Choudhary and Amit Naik had been seeking to raise \$15-20 million and had plans to raise another \$35-40 million by the end of this fiscal.

"Fundraising is a regular activity in the category and we are receiving support from our existing investors while continuing discussions at an advanced stage with potential investors, both domestic and Asian," Mehrotra had said earlier.


"Localbanya has been faltering on deliveries in the past few weeks due to paucity of funds. The company is trying to revive with fresh funds," said an executive. The company's Facebook page had several consumer complaints posted recently about orders not delivered.



ASKME

AskMe was launched in 2010 as a classified portal. In 2012, it came out with Askmebazaar as an online shopping portal focusing on small and medium enterprises. In 2013, Getit acquired AskMe from Network18. Astro acquired a 50 per cent stake in Getit Infomedia for around \$20 million in 2010.

Founded by VSS Mani has shut down its operations laying off the remaining staffs owing to the severe cash crunch. They have not been able to pay salaries, or fund their day-to-day operations, leading to the shutdown. The word was that the group plans to curtail operations due to a shortage of funds surfaced in media.

AskMe was till date being funded by Astro Holdings with \$119 Mn (₹800 crore). 

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Annual Fee (Service tax extra)	Rs.12,500	Rs.25,000	Rs.1,00,000	Rs.2,00,000	Rs.5,00,000
DELIVERABLES					
1. Feature/s, Editorial coverage subject to Editorial guidelines in relevant Images publications/Research Books/ coffee table books print/online (Data & information to be provided by members)	1 Page	1 Page	4 Pages	8 Pages	20 Pages
2. FOC promo banners/Edm in Indiaretailing.com portal (applicable as per category)	FOC up to Rs.12,500	FOC up to Rs.25,000	FOC up to Rs.1 Lac	FOC up to Rs.2 Lacs	FOC up to Rs.5 Lacs
3. Entry in Retailers Lounge at IRF & other events	1 Pass for regional event only	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
4. Entry Pass for IRF & other annual events* Extra passes at a special price.	NA	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
5. Special Invite for Power Breakfasts, Networking Lunches, Awards & Gala Dinners	1 Pass for regional event only	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
6. Research Reports & Publications - Print & Online	FOC up to Rs.4,000	FOC up to Rs.5,000	FOC up to Rs.20,000	FOC up to Rs.30,000	FOC up to Rs.50,000
7. Images Retail Awards	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee
8. Presence at indiaretailing/ India Retail Forum website	URL Link	URL Link	URL Link	URL Link	URL Link
9. Placement of 100 copies of Catalogues at Members Lounge	NA	NA	NA	NA	NA

*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.

Additional Benefits:

1. Special Packages to join IRF delegations for national & international retail trade shows.
2. Special packages for members for Print Ads in relevant magazines.
3. Speaker/Panel discussion opportunities subject to availability of slots
4. Priority in processing of your application for 'TRUSTED MARK' Certification.
5. CEO's picture & profile in 'Who's Who' page on indiaretailing.com website
6. Support & connect with potential partners.

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29TH - 31ST MARCH 2017

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2nd Annual

RETAIL IN MALLS

29th - 30th March 2017

Centara Grand & Bangkok Convention
Centre, CentralWorld, Bangkok

SUPERMARKETS

29th - 30th March 2017 | Centara Grand & Bangkok Convention Centre, CentralWorld, Bangkok

Supermarket by Trueventus is the latest addition to the signature shopping mall event. This event is crafted uniquely for the grocery, supermarket and FMCG retail players for unparalleled opportunities to learn, engage, share, network, and innovate. Given today's ever-changing marketplace and evolving advancements in innovation for the grocery industry, this is truly a not-to-miss event!

For further details, contact

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