

PRIMAGES Retail

MAY 2017 VOL.16 NO.5 ₹100



**A SATISFIED
CUSTOMER
IS THE BEST
BUSINESS
STRATEGY
OF ALL**

TECHNOLOGY:

Redefining **Brick & Mortar** Stores, Digitally!!!

IN FOCUS:

The Role of **SCM** in Retail Scenario of Today

SUCCESS STORY:

Winning with **Women's Wear** - TCNS

EVENT:

India Fashion Forum 2017



GO COLORS!

happy legs

Give your mall the Go Colors edge

Go Colors - a pioneer in legwear retailing is one of the fastest growing women's apparel brands in India. With over 100+ colors and 20+ styles, Go Colors is the go-to destination for women's legwear needs across the country. Go Colors is the perfect fit for any mall to ensure that the need gap of women consumers is fulfilled within the mall thereby making it an apt choice.



For enquiries, call 98840 47700 or mail us at enquiries@gocolors.com

Go Fashion (India) Pvt. Ltd., Sathak Centre, 5th Floor, New No.4, Old No.144, Nungambakkam High Road, Nungambakkam, Chennai - 600 034. Tel.: 044 4211 1777





**PEHNO
APNI
PEHCHAAN**

celebrationwear
Manyavar®
EARN YOUR RESPECT

**INDIA'S LARGEST ETHNIC WEAR BRAND
CELEBRATING OVER 400 STORES ACROSS 160 CITIES IN 5 COUNTRIES**

THE FOOD COURT. CAN YOU SMELL THE BIG OPPORTUNITY?

The thematic Food Court is designed to please and satisfy everyone who love to binge. Bound to be an epicurean delight, the Vegas food court will be the mecca for foodies. Bon appetit!

The Vegas Mall. An inspiring edifice that will not only change the skyline of Dwarka but will transform its lifestyle as well. Can you hear the opportunity knocking at your door?



www.vegasmall.in



RETAIL
SUPERPLEX
FOOD
ENTERTAINMENT
HYPER MARKET
HOTELS
SERVICED SUITES
OFFICES

VEGAS

It's happening!

For Bookings/Leasing:
011-48584400 | 8800091655
leasing@vegasmall.in

To whomsoever concerned - or not,



In business, 25 years is an age, they say. I know what they mean. Especially when I look back to the summer of 1992, when a journey that was to take several rapid twists and turns over the next two decades and more, began in New Delhi.

Back in the early '90s, I used to be coordinator for several fashion stores' advertising campaigns and creatives. During those assignments, I would typically end up having long conversations with the retailers themselves. And each encounter left me impressed, but also wanting more. Each of these retail and fashion brands and their promoters - from **Ravi Nanda** of the posh Heritage store in South Extension to the mega family outlet Big Jo's **Deepak Bhargava** to Shapes' **Ashwini Anand**, from Chunmun's **Sharad Suri** to Numero Uno's **Narinder Singh** - was an innovator. Each entrepreneur - from **Hemant Jain** of Killer Jeans to **Prasad Pabrekar** of Spykar, **Sanjay Dhanuka** of Sumangal, the late **Haribhai** of Moustache, **Jitubhai** of Jade Blue, **Rahul Mehta** of UFO Jeans - had such a rich hands-on understanding of consumer behaviour, of store design, of navigation, sourcing, cost management, you name it. But these insights were scattered, unrecorded. And just like it is today, no retailer had all the pieces. They were all operating in silos - with small, but crucial, gaps in their exposure. If only they had a way to access each other's intelligence!

I was sure a business magazine that assembled all this intelligence together - along with inputs from specialists in fashion creation, marketing and retailing - would have tremendous relevance in a market where fashion consumption was about to explode! And so, in May of 1992, IMAGES was born.

It wasn't easy, I can tell you that. We printed 3,000 copies of the first edition of IMAGES, funded by the sale of my motorcycle (a Hero Honda Sleek, a gift from my mother on my previous birthday). I was sorry to see the bike go, but I was more excited about the potential start of retail intelligence in India.

I think we set the tone in the very first issue itself, with visual spreads on fashion forecasting and trend analysis by **Rajiv Goyal**, and an industry article on Fashion Sourcing by **Anchal Jain**, who wrote: "The only way a multibrand, multi-product retailer can provide the 'right choice' to the customer is by being fashion-literate himself." The insights were sharp and remain relevant to this day. Sample this from Heritage founder, the great **Ravi Nanda**: "Rather than being a follower of consumer demands, it is better to mold tastes by setting trends."

There were over 24 advertisements in that debut issue itself. How did I get them? I think none of the brands I pitched to refused simply because the idea itself was too radical! They were clearly very curious as to what was being created here and were carried away with my passion and conviction of the idea!



The lovely 'Santoor girl' **Priya Kakkar** graced the cover of IMAGES' first ever product, and the then-Minister of State for Textiles **Shri Ashok Gehlot**, kindly sent a congratulatory note, which was published in the magazine.

From a time when product durability was king to now, when 'fashion' has taken over 'product', India's fashion consumption story is an epic tale. As I look back, I feel overwhelmed, and filled with a sense of wonder, that IMAGES has been not just a cataloguer, but also a catalyst in many ways, in promoting the knowledge and the intelligence that drives retail today.

Because, in the years that followed, IMAGES' world expanded fast -- from fashion retail as a subject to Retail as a universe. My own understanding was shaped, enriched by some incredible visionaries and pioneers, including **B S Nagesh** (who launched the first Shoppers Stop store in Andheri the same year as our story began); **Kishore Biyani**, the game-changer of mass retail; Madura Garments' **Vikram Rao**; Siyaram Silk Mills' **Ramesh Poddar**; Tata Group's **Simone Tata**; Landmark Group's **Renuka Jagtiani** and **Raza Beig**; **Anuj Puri** (then at Chesterton Meghraj and until recently, JLL India head); **Krish Iyer** (then at Pyramid Retail and now the head of Walmart in India) and many other amazing leaders who have each played a role in modern Indian retail's creation.

For me, along the way, there have also been many losses and misses in this 25-year-old pursuit of passion. (In a related note, have you seen The Pursuit of Happyness? Watch it!) But then, the word passion is derived from a Latin word meaning 'to suffer'. If you have a genuine passion for something, you will also suffer for it. If you're lucky enough to find a passion that consumes your every living breath, you must also be prepared to let go of some things that you don't want to lose.

Has the journey been worth it? *Well...*

A handwritten signature in black ink, which appears to be 'Amitabh'.

Amitabh Taneja
Founder

IMAGES
GROUP.IN

Editor in Chief: **Amitabh Taneja**
Editorial Director: **R S Roy**
Publisher: **S P Taneja**
Chief Operating Officer: **Bhavesh H Pitroda**

EDITORIAL

Issue Editor in Charge: **Shubhra Saini** (Asst. Editor)
Contributing Editors: **Zainab S Kazi**

Sheetal Choksi
Namita Bhagat

CREATIVES

Art Director: **Pawan Kumar Verma**
Dy. Art Director: **Deepak Verma**
Layout Designer: **Naresh Kumar**

PRODUCTION

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

SUPPORT

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

SUBSCRIPTION

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

ADVERTISING

BUSINESS HEAD

Anjali Sondhi | Director
anjalisondhi@imagesgroup.in | +91 9810204297

Waseem Ahmad | Vice President
waseemahmad@imagesgroup.in | +91 9833628852

DELHI: • Vineet Chadha, Vice President (Retail Support Group & indiaretailing)
• Vandana Verma, Sr. Manager

MUMBAI: • Bindu Pillai, Assoc. Vice President
• ASarang Mehta, Sr. Manager
• Akanksha Tawde, Sr. Executive

AHMEDABAD: • Sunil Vadadoriya, Dy. Manager

KOLKATA: • Piyali Oberoi, Vice President & Branch Head
• Rohan Narayan, Dy. Manager

BENGALURU: • Suvir Jaggi, Vice President & Branch Head
• Devidutta Roypitam, Sr. Manager

LUDHIANA: • Hemant Gupta, Associate

For advertising queries, please write to
salesretail@imagesgroup.in

CONSUMER CONNECT

Anil Nagar | Vice President
anilnagar@imagesgroup.in | +91 9811333099

MEMBERSHIP TEAM:

Priti Kapil | **Priyanka Sagar** | **Sarika Gautam**

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

Registered Office:

S21, Okhla Industrial Area, Phase II, New Delhi 110020
T: +91 11 40525000 | F: +91 11 40525001
E: info@imagesgroup.in | URL: www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400 059
T: +91 22 28508070 / 71 | F: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075
T: +91 80 41255172/41750595/96 | F: +91-80-41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
T: +91 33 40080480 | F: +91 33 40080440

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase -1, New Delhi - 110020 and published by S P Taneja from S - 21 Okhla Industrial Area Phase - 2, New Delhi 110 020 Editor: Amitabh Taneja

CONTENTS **Images Retail**

MAY 2017

14 National Newsmakers

INDIA'S RETAIL SECTOR ON A ROLL!

While the retail sector of developed Western countries seems to be on the backfoot and looking at options to consolidate, Indian retail sector is going strong.

18 International Newsmakers

RETAILERS NEED TO FIND THE OPTIMAL STRATEGY TO STAY AFLOAT IN TOUGH TIMES

From undergoing rejigs, to exploring businesses in foreign shores to consolidations- retailers all across the globe are undergoing the dilemma of choosing the right permutation/ combination strategy to stay afloat in the testing times.

22 Shifts & Movements

- MARKS & SPENCER RELIANCE INDIA APPOINTS JAMES MUNSON AS MANAGING DIRECTOR
- TATA GROUP'S MULTI-BRAND E-COMMERCE PLAYER, TATACLIQ.COM HAS ANNOUNCED NEW NAMES AT KEY LEADERSHIP POSITIONS

24 Merger & Acquisition

KALYAN JEWELLERS ACQUIRES ONLINE JEWELLERY RETAILER CANDERE

Leading jewellery chain Kalyan Jewellers has acquired the online jewellery firm Candere to augment its presence in the growing online jewellery segment for an undisclosed sum.

26 Expansion

MAJOR BRANDS TO OPEN 20 'NEW BALANCE' STORES THIS FISCAL

US based sportswear brand 'New Balance', which made its debut in India last year by opening its maiden store at DLF Mall of India, plans to reach a store count of 20 by the end of this fiscal. Major Brands, the franchisee for premiere international fashion brands such as- Aldo, Bebe, Nine West and Guess among others in India, has brought the New Balance brand in India.



14



22



26

28 COVER STORY

THE POWER OF CONSUMER EXPERIENCE: IT'S ALL ABOUT THE JOURNEY

Consumer experience in retail has come a long way from queuing up to buy over-the-counter groceries, or being offered a cold drink in the sari shop. Finding a delectable platter of free-sample delicacies is a norm today as one heads to the aisle of oils in the supermarket. This journey has evolved exponentially in the past couple of decades. It has its share of woes as well as absolute moments of delight. Here is an overview of why and how consumer experience has unfolded across segments, categories and demographics.





POPCATION
SUMMER TRENDS BY DEAL





50

34 IN FOCUS
THE ROLE OF SCM IN RETAIL SCENARIO OF TODAY

Retail businesses grow and thrive through adding stores, online business and new suppliers, all of which increase supply chain complexity. However, while these evolutions are critical to growth and success, each additional component further tangles the supply chain management through their increased inter-dependencies. In this special feature we will unravel how in these competitive times retailers are retooling their supply chain efficiencies.



54

50 Technology
REDEFINING BRICK AND MORTAR STORES, DIGITALLY!!!

Digital has transformed the way we live. In almost every walk of life, the smartphone elevates our experience, adding value and streamlining the way we do things. Within retail, digital is transforming everything from the consumer experience. The consumer is now a digital shopper. The proliferation of mobile technologies combined with widespread Internet access has rapidly altered just about every aspect of our lives. Now, the Internet of Things (IoT) promises an even greater revolution.

54 Success Story
WINNING WITH WOMEN'S WEAR – TCNS

Just as India opened its doors wide to welcome international fashion in the country, visionary thought of taking a lead to set an example. The vision was to create a brand that would beautifully merge Indian aesthetics and Western cuts and offer women in India a perfect combination of chic indo-western wear. This retail brand is TCNS, which includes W, Aurelia and Wishful.



58

58 Views
LIQUOR BAN COULD BE A 'HIGHWAY TO HELL' FOR F&B AND REAL ESTATE SECTORS

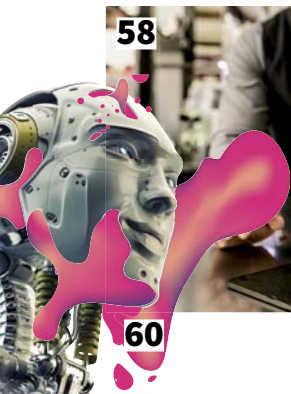
With the recent Supreme Court ruling banning the sale of liquor from establishments located within 500 meters of the National and State highways, a new real estate dynamic is at play. Two different categories of establishments have been impacted, with corresponding effect on real estate: F&B outlets located within malls and stand-alone restaurants located along 'within city limits' highways; liquor shops and bars located along national and state highways beyond the urban jurisdiction of the city.

60 Event
INDIA FASHION FORUM 2017: LOOKING INTO THE FUTURE OF FASHION

Fashion Forum (IFF) is India's largest fashion retail intelligence event. The event, which is in its 17th year, took place on 12-13th April in Renaissance Hotel, Mumbai. The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs roundtables, presentations, knowledge series sessions and workshops.

66 Awards
IMAGES FASHION AWARDS (IFA) 2017

Images Fashion Awards evening, which was held on April 13, was also the grand finale of the 17th edition of India Fashion Forum (IFF) that took place on 12 & 13th April at Renaissance Hotel, Mumbai. The forum was attended by over 600 of India's most prominent organisational, business and category heads from the country's leading fashion and retail companies. Emceed by popular anchor Neha Sareen and stand-up comedian and actor Ash Chandler, the ceremony recognised the achievements of outstanding fashion brands and retailers across 25 unique categories.



60

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Images Retail does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in
 For feedback/editorial queries, email to: letter2editor@imagesgroup.in



*Celebrate
the happy moments*



ALSO AVAILABLE AT

FLAGSHIP STORES: GN CHETTY RD-044-45590033 | MC ROAD-044-42801329 | ECR-044-42148441 | VALASARAWALKAM-044-42632633 | MADIPAKKAM-044-43548333
CHROMPET-044-42875608 | VELACHERY-044-22433853 | TIRUVALLUR-044-27666637 | PONDY-0413-4204555 | TANJORE-0436-2271505 | KUMBakonam-0435-2403525
RAJAPALAYAM-04563-222551 | MADURAI-0452-4246064 | NELLAI-0462-4000433 | NAGERCOIL-04652-422505 | TRIVANDRUM-0471-4015333.

EXCLUSIVE STORES: CHIDAMBARAM-0414-4225833 | ERDOE-0424-4270633 | KARUR-04324-261221 | KARAIKUDI-04565-400096 | MAYAVARAM-04364-220677
NELLORE-0861-2301222 | RAMNAD-04567-225441 | TIRUPUR-0422-4213233 | TENKASI-04633-280633.

FOR FRANCHISEE ENQUIRY : SATHIYAN@OTTOCLOTHING.IN | M 9176677111 | OPENING SHORTLY @ SIVAKASI

52ND
AVENUE™
LIVE THE LIMELIGHT
IN CENTRAL NOIDA



RETAIL DESTINATION OF CENTRAL NOIDA

"A GIANT LEAP TOWARDS THE FUTURE OF SHOPPING"



Anchor Stores



Hypermarket



10 Screen Multiplex



Branded Stores



Food Court



Entertainment Zone



Studio Apartments



5 Star Hotel



SECTOR - 52, NOIDA | 85 88 94 4496 | LEASING@MMRGROUP.CO.IN

Allotment Letter Details: Noida / Commercial / 2011 / 334, Dated 28.03.2011 of Noida. Sanction No.: Letter No. Noida / नु.सा.नि. / IV - 1329 / 656, Dated: 15.05.2013

* Approximately **Conditions apply. All buildings, information, specification etc. are tentative and subject to variation and modification by the company or the competent authorities sanctioning such plans. Images are for representative purpose only. *1 sq. mtr. is equal to 10.764 sq.ft.

FIRST AND ONLY OPERATIONAL SHOPPING MALL OF BULANDSHAHR



**ANCHOR
STORES**

**SUPER
MARKET**

**ENTERTAINMENT
ZONE**

**3 SCREEN
MULTIPLEX**

**BRANDED
STORES**

**FOOD
COURT**

YAMUNAPURAM, BULANDSHAHR | ☎ 85 88 94 4496 | ✉ LEASING@MMRGROUP.CO.IN

Allotment Letter Details: Noida / Commercial / 2011 / 334, Dated 28.03.2011 of Noida. Sanction No.: Letter No. Noida / सु.वा.नि./IV - 1329 / 656, Dated: 15.05.2013

* Approximately **Conditions apply. All buildings, information, specification etc. are tentative and subject to variation and modification by the company or the competent authorities sanctioning such plans. Images are for representative purpose only. *1 sq. mtr. is equal to 10.764 sq.ft.

INDIA'S RETAIL SECTOR ON A ROLL!

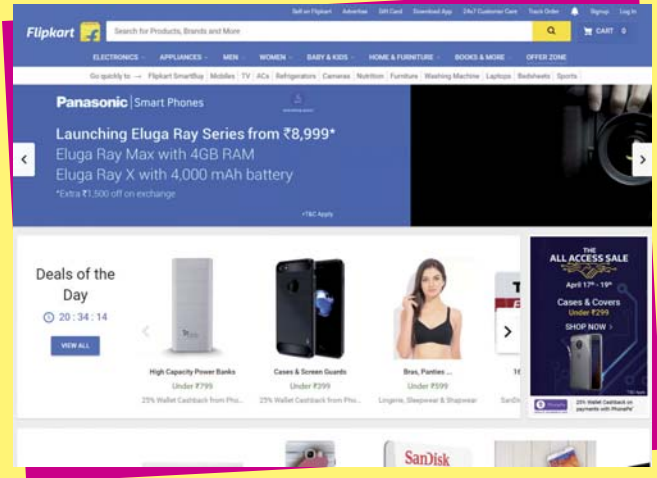
-By IMAGES Retail Bureau

While the retail sector of developed Western countries seem to be on the backfoot and looking at options to consolidate, Indian retail sector is going strong.

FLIPKART ACQUIRES EBAY INDIA

India's largest e-commerce firm Flipkart has raised \$1.4 billion led by China's internet giant Tencent, with participation from the online auction site eBay and Microsoft, valuing the Bengaluru-based company at \$11.6 billion, post the investment. Flipkart's much-anticipated fund-raise has been in the making for months even as it faced a series of valuation mark-downs by its existing investors over the past year.

The domestic e-commerce player was earlier valued at \$15.2 billion when it last raised \$700 million from existing investors in July 2015. As part of this transaction, eBay Inc has put \$500 million in Flipkart



and sold its India business to the Bengaluru firm. The online auction site will continue to be run as an independent entity, a statement from Flipkart said. Sources said eBay India may

have been valued at about \$200 million, however, the contours of the deal were not specified. Tencent and Microsoft have collectively pumped \$900 million in Flipkart.

LANDMARK GROUP'S EASYBUY AIMS TO GROW TO 100 STORES BY 2020

Easybuy, the new apparel value retail format from the stable of Landmark Group, is targeting 100 stores across the country by 2020.

"The company already has 20 stores in South India and plans to reach 50 stores by this fiscal," told Anand Aiyer, Business Head, Easybuy on the sidelines of launch of its first store in the city, the fourth in Tamil Nadu.

He said Easybuy planned to touch 100 stores across the country by 2020. Started two years ago, the company had a business turnover of ₹131 crore and expected to reach ₹600 crore by 2020, Aiyer said.

The company was growing at 30 to 40 per cent per annum, he said adding it was expanding mainly through franchisee model. The main aim of the company was to reach the middle income market in tier II and tier III cities, which has huge potential.

BIGBASKET EXPECTS TO GENERATE ₹500 CRORE REVENUE FROM HORECA SEGMENT

Online grocery retailer Bigbasket plans to generate ₹500 crore revenue by the end of financial year 2018 through its recently launched HoReCa (Hotel, Restaurant and Catering) segment, the company said in a statement. The retailer clocked an annualised turnover of ₹100 crore in the financial year ending March 2017 from the segment which was launched in June last year.

"The company is setting up dedicated distribution centres across 8 cities to scale up the business and has plans to achieve a ₹500 crore exit rate by end of FY 2018," said Abhinay Choudhary, Co-founder and Head of New Initiatives at Bigbasket. The company would be investing ₹50 crore over the next 12 months

as it expands the business nationally, the statement said. The five year old startup has also entered into a tie-up with OYO rooms. Through this platform, more than 100 flagship properties of OYO rooms will directly order from Bigbasket. At present, Bigbasket has 4 million registered customers and a presence in over 25 cities across India.



MACV CELEBRATES FIVE YEAR LONG RETAIL JOURNEY IN INDIA



MacV, the Scottish based fashion brand kicked off by Matthew Bending, has successfully accomplished five years in India. MacV, McPherson and Valentine are the flagship brands of McPherson and Valentine Limited, headquartered in Glasgow and at present it operates in 27 malls across 9 cities through its Indian licensee Quiosco Retail India Private Limited.

MacV has forged its way in the kiosk business model. MacV has its presence in major shopping centers of India: Inorbit, Forum, Infiniti, DLF, Express Avenue etc. Known for its eyewear, the brand had also launched its McPherson and Valentine range of perfumes last year, which are inspired and named after Scottish Isles. True to its stance, MacV has also ensured that power lenses are accessible at affordable prices for the fashion conscious across generations. The brand has re-defined eyewear as not only a fashion statement but as an essential utility. With a unique drive of styling with smile, MacV has been able to conquer thousands of hearts by spreading happiness through the smiles.

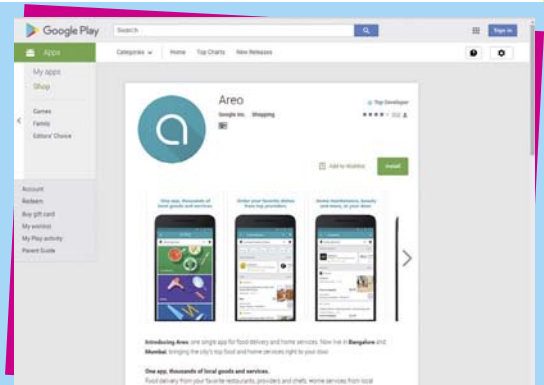
“It is a proud moment for us as we complete five years and with immense pleasure I would like to express gratitude to all the stakeholders, who have been part of this journey. It took us five years to reach 27 kiosk; the pace would now augment with our franchise model. We want to create 100 enterprises in next three years that would take MacV to a new high” said Managing Director, Paresh Khivesara.

GOOGLE RELEASES APP FOR FOOD DELIVERY, HOME SERVICES



Google has introduced Areo, one single app for food delivery and home services, currently live in Bengaluru and Mumbai on Android devices. “Areo lets users search for local restaurants and home services like electricians, plumbers, and painters, and schedule their deliveries or appointments through the app,” the company said in its Google Play store.

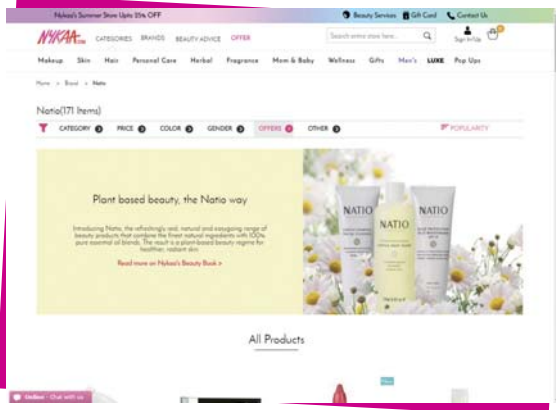
The app also provides customer reviews of the available companies, eateries to help you make informed choices from product quality to timeliness of service. The app has pay by card, netbanking or cash on delivery services.




AUSTRALIAN SKINCARE AND MAKE-UP BRAND NATIO TO DOUBLE RETAIL PRESENCE BY YEAR-END



Australian skincare and make-up brand Natio is also looking to double its points of sale to 20 by the end of this fiscal in India while continuing to focus on e-commerce channels to drive its sales. “Online is our main sales channel and we will continue to focus on it. This year, however, we are also looking at increasing our geographic expansion. We plan to double our points of sales to 20 by end of this financial year,” Managing Director, Belle Vous, Divya Thukral told. Natio, which has a exclusive distribution tie-up with Belle Vous, entered India in September 2013. The brand has 10 points of sales in India and sells its products through Sephora, Shoppers Stop, Lifestyle and general trade outlets. The company also sells its products through e-commerce players, including Amazon, Flipkart and Nykaa. “We have rights for South East Asia and Middle East. We will look entering these countries next months,” Thukral was further quoted. Belle Vous is also planning to sell Natio products in South East Asia and West Asia. Natio has over 250 products in skincare, make-up and men’s range.



LULU FASHION WEEK BRINGS TOGETHER TOP BRANDS FOR 5 DAYS OF FASHION AND FUN

 The Lulu Fashion Week, which kickstarted on April 12, 2017, at Marriott Kochi, brought more than 30 popular fashion brands on a common platform to showcase Spring Summer 2017 trends and collections for India. Now in its second year, the event has almost doubled in scope, mainly due to the overwhelming success that the first year was.

The Glamour Quotient

The fashion week began with a logo launch and also saw a number of international supermodels walking the ramp. The event, which put the spotlight on the looks to watch out for 2017, also showcased some of the most wanted accessories, footwear, watches and more.



The main event was then inaugurated by celebrities Bala and state award winner Anjali Nair. The official theme music specially composed by music director Rahul Subramium was also unveiled to the public during the inauguration.

For Younger Audiences

One of the unique features of the event and one that perhaps fashion students across Kerala look forward to the most is the Lulu Fashion Forum, a platform for design students to interact with top management and sought-after industry professionals. The forum had an attendance of about 170 students from across 12 leading fashion colleges in Kerala. The panel members for the Fashion Forum included COO, Images Group, Bhavesh Pitroda; Director Marketing and Communication, Retailers Association of India, Hitesh Bhatt; Brand Head, Van Heusen, Rajanish Nair; and General Manager Marketing, Victorinox, Divya Dutta Gupta.

Product Launch

As part of the Lulu Fashion Week, Lulu Fashion Store launched a premium line up of designer kurtis under the brand name 'Amara'.

Lulu Fashion Awards 2017

Lulu Fashion Week concluded its second edition on 23rd April, 2017 at the Lulu Mall atrium. The Lulu Fashion Awards gave recognition to popular and upcoming brands in various categories based on public voting.

WINNERS AND RECIPIENTS

Most Preferred Menswear Brand:
Levi's

received by Gopakumar of Levi Strauss India Ltd.

Best Emerging Menswear Brand:
Sin

received by Hareesh Naik, brand business head

Most Preferred Womenswear Brand

Identiti

received by Mohammad Rehan, CEO of Global Clothing Pvt. Limited

Best Emerging Womenswear Brand

Biba

received by Renish of Biba

Most Preferred Kidswear Brand

Indian Terrain Boy

received by Santhosh Kumar & Mr. Mohit Saboo of Indian Terrain Boy

Best Emerging Kidswear Brand

Allen Solly Junior

received by Ginto of Allen Solly junior

Most Preferred Men's essentials

Crocodile

received by Sankar, brand business head

Most Preferred Women's Essentials

Caprese

received by Altaf of Caprese

Fast Growing Apparel Brand

classic Polo

received by Sivaram, Executive Director of Royal Classic Group

Most Innovative Fashion Brand

883 Police

received by Deepu & Kannan, brand country head

Best Teenage Brand

Teen19

received by Rakesh Karia of Teen19

Fashion Magazine of Year – South

JFW

received by Bina Sujit, Editor of JFW

Fashion Icon of the Year – Male

Tovino Thomas

Most Influential Style Icon of the Year – Female

Amala Paul

Pride of Kerala

Dulquer Salmaan



SKECHER STREET
LOS ANGELES

For Franchise enquiries contact: manish.chandra@skechers.com M: 9987034134

RETAILERS NEED TO FIND THE OPTIMAL STRATEGY TO STAY AFLOAT IN TOUGH TIMES

– By IMAGES Retail Bureau

From undergoing rejigs, to exploring businesses in foreign shores to consolidations- retailers all across the globe are undergoing the dilemma of choosing the right permutation/combination strategy to stay afloat in the testing times.

AMAZON TO OPEN SIXTH LOGISTIC HUB IN SPAIN



The global e-commerce giant Amazon announced on Thursday that it would be opening a new logistics hub in Barcelona that would create hundreds of jobs. The centre would become the company's sixth logistics hub in Spain, Amazon has four of them in Catalonia, Efe news reported. The new facility will create some 650 jobs over the next three years.

With the new distribution centre, Amazon seeks to handle its increasing sales volume in Spain, and cover the growing demand experienced by its pan-European logistics network, according to a company statement. The expansion of its logistics infrastructure will enable Amazon to increase its sales, as well as its capacity to support thousands of small and medium-sized enterprises who sell their products through its third party sellers' web platform, 'Amazon Marketplace'. The new hub will cover an area of 30,000 sq.metres, the equivalent of four soccer fields. The centre is due to be operational by autumn 2017, and will initially hire 200 employees, whose selection process will begin in the coming months.

RALPH LAUREN TO CLOSE FLAGSHIP FIFTH AVENUE STORE, CUT JOBS

Upscale fashion retailer Ralph Lauren said Tuesday that it would cut jobs and shutter its Polo store on Fifth Avenue in New York City as it seeks cost savings amid a sputtering turnaround effort.

The retailer said in a public filing that its latest moves were in addition to a plan announced in June 2016 – when it said it would eliminate 1,000 jobs and close 50 stores – to shed US \$180 million to US \$220 million in costs. The New York-based retailer also said that it would integrate its products from the Fifth Avenue store into the Ralph Lauren men's and women's flagship stores on Madison Avenue and its downtown locations. Ralph Lauren will also move its current digital operation to a less expensive and more flexible digital platform. The latest moves will save Ralph Lauren about US \$140 million a year but the company will incur some US \$370 million in one-time restructuring charges.

The company has suffered from a heavy reliance on department store business, namely including its deal with Macy's, and insufficient online business. The new strategy includes exploration of "new retail concepts," such as the Ralph's Coffee brand, and "developing new store formats," the company said in the filing.



UK FASHION CHAIN JAEGER COLLAPSES INTO ADMINISTRATION PUTTING 700 JOBS AT RISK



The fashion chain Jaeger collapsed into administration, putting 700 high street jobs at risk. The group's directors have appointed Alix Partners to oversee the process following failed attempts by the company's private equity owner, Better Capital, to sell the struggling business.

Jaeger, founded in 1884, is famous for its woollen coats and suits, but the company has struggled in the past few years to stand out in a fiercely competitive fashion retailing market.

Jaeger has approximately 680 staff in its 46 stores, 63 concessions and head office in London and logistics centre in Kings Lynn in eastern England.

The administrators said the company would continue to trade while they worked with all stakeholders to find the most appropriate route forward.

ESTÉE LAUDER REJIGS LEADERSHIP IN NORTH AMERICA, UK, IRELAND; ANNOUNCES NEW APPOINTMENTS



The Estée Lauder Companies Inc. announced leadership appointments for its two largest markets, North America and the United Kingdom (U.K.) and Ireland.

After an extraordinary career, Thia Breen, Group President, North America, has made the decision to retire. Chris Good, President, U.K. and Ireland, has been named her successor in the role of President, North America.

Succeeding Chris Good is Philippe Warnery, current General Manager, Canada, who has been appointed Senior Vice President and General Manager, U.K. and Ireland. These changes are effective July 1, 2017.

PAYLESS SHOESOURCE FILES FOR BANKRUPTCY; CLOSES 400 STORES WITH IMMEDIATE EFFECT



Discount footwear retailer, Payless ShoeSource said that it has filed for bankruptcy and will immediately close 400 stores in the US and Puerto Rico. The closures could impact more than 2,000 employees. In a statement, Payless called the 400 location its closing as "underperforming." Payless said announced which 400 locations are closing late Tuesday evening on this website.

"This is a difficult, but necessary, decision driven by the continued challenges of the retail environment, which will only intensify. We will build a stronger Payless for our customers, vendors and suppliers, associates, business partners and other stakeholders through this process," CEO, Payless, Paul Jones said.

Closing 400 locations is part of a plan to reorganize US \$385 million in debt. The company will take an US \$80 million loan in order to help get out of bankruptcy. The company also said it plans on expanding in Latin America. Payless plans to immediately close 400 stores in the U.S. and Puerto Rico and will also aggressively manage the rest of its real estate portfolio. That will mean closing additional stores and seeking to modify existing lease terms. The retailer currently has 4,400 stores in more than 30 countries. Payless has been in talks with its lenders for months over a restructuring plan that at one point included closing as many as 1,000 stores, or a quarter of the company's locations.

LAST YEAR, 10 MILLION SHOPPERS
FOUND ONLY ONE THING MISSING
AT PHOENIX MARKETCITY.

YOU.



Ph: +91 80 6726 6111 / 333

Mall open from 10:30 am to 11:00 pm

Follow us on





PHOENIX
MARKETCITY



Can you imagine what your brand is missing? 1.4 million square feet of space. Over 40 food outlets. More than 270 leading international and Indian brands. Home to everything from fashion to food.

Jewellery to beauty products. And a 16,000 square feet entertainment zone. Host to music shows and not-to-be-missed cultural events. Open your doors. Welcome 10 million shoppers.

MARKS & SPENCER RELIANCE INDIA APPOINTS **JAMES MUNSON** AS MANAGING DIRECTOR

Marks & Spencer Reliance India recently appointed James Munson as Managing Director. James replaces Venu Nair who left Marks & Spencer on 20th April to pursue a new role as Chief Commercial Officer for Trent Limited.

James will be responsible for continuing to grow Marks & Spencer's joint venture business in India with Reliance Retail. With 57 stores across 27 cities, India has the largest number of Marks & Spencer stores outside of the UK. The retailer is also growing its online reach across the country via leading fashion platforms Myntra, AJIO and most recently with Amazon. James will commence his new role in May.

James is a seasoned retail professional with over 20 years of experience in the industry, including six years working in India and the Czech region. James joined Marks & Spencer in the UK in 2006 as an experienced manager from BHS. He has held various leadership positions across the business including Store Manager at Camberley and Kingston, two of Marks & Spencer's largest UK stores. In 2011, he was appointed as Marks & Spencer Reliance India's Head of Retail including responsibilities for Supply Chain and Visual Merchandise. In 2014, James was appointed Managing Director of the Czech Group with responsibility for 48 stores in Czech Republic, Slovakia, Poland, Lithuania, and Estonia.

Jonathan Glenister, Marks & Spencer's Regional Director of Europe, India and Greater China, said: "We are delighted to appoint James Munson as our new Managing Director for our India business, one of our fastest growing markets. James has extensive retail experience and solid understanding of our India business. We would also like to thank Venu for his contribution to Marks & Spencer over the last 14 years. He leaves with our best wishes for the future."

Commenting on his appointment, James said: "I'm thrilled to be returning to India and have the opportunity to put our Indian customers at the heart of everything we do. As one of our key growth markets, this is a really exciting time to be re-joining the team."



KEY FACTS ABOUT MARKS & SPENCER

- Marks & Spencer opened its first store in India in 2001 and in April 2008 signed a Joint Venture with Reliance Retail to form Marks & Spencer Reliance India Pvt Ltd.
- M&S now has 57 stores across 27 cities including Delhi, Gurgaon, Noida, Amritsar, Mumbai, Pune, Kolkata, Bengaluru, Lucknow, Chennai, Kochi, Baroda, Surat, Kanpur, Hyderabad and Chandigarh.
- Marks & Spencer sells high quality, great value clothing and home products as well as outstanding quality food.
- Established in 1884, Marks & Spencer currently has over 930 UK stores.
- In addition to the UK, M&S has a store and/or online presence in 57 international markets.

TATA CLIQ.COM ANNOUNCES NEW NAMES AT KEY LEADERSHIP POSITIONS

Tata Group's multi-brand e-commerce player, TataCliQ.com has announced new names at key leadership positions including the appointment of Sauvik Banerjee as Chief Technology Officer, Kishore Mardikar as Chief Brand

Marketing and Institutional Sales and appointment of Behram Sabawala as the Chief Financial Officer.

"We are pleased to have Sauvik, Kishore and Behram Sabawala on board with us at an exciting stage of our journey. Since launch, TataCliQ.com has seen

multi-fold growth and has been partnering with several retail organizations in our Phygital evolution. I am sure that with their collective knowledge and expertise, we can build on this momentum further and deliver on our value of an authentic and brand forward experience to

our consumers," said CEO, Tata CliQ.com, Ashutosh Pandey.

The e-commerce platform said they are now looking at newer categories and expanding brand portfolio back on the multi-fold growth they have registered since launch in May 2016.



DELHI GETS ANOTHER GASTRONOMIC HUB WITH THE LAUNCH OF PALATE OF DELHI

– By IMAGES Retail Bureau

Delhi has recently added another premium food hub to its ranks of culinary destinations - Palate of Delhi (POD). Pegged to be one of the finest destinations for quick and convenient food, Palate of Delhi is located at the Dhaula Kuan Metro Station.



Conceptualised by Jaideep Bhandari; Palate of Delhi provides casual, easy dining options along with plush interiors and stunning artwork that set this food complex apart. Modern, functional and housing some of Delhi's favourite eateries, it is touted to be the next big hangout spot for the Delhi public. With fresh new elements on the table, the food gallery gives visitors additional reasons to look forward to.

Commenting on the launch, Jaideep Bhandari, Promoter, Palate of Delhi, said, "We are excited to bring a deliciously unique food destination in the market with some of

the most loved brands. We aim to provide a relaxed and comfortable quick dining setting to our discerning customer. Delhi is now a 'foodie' city and we will strive to satiate it with Palate of Delhi."

POD is proud to host Delhi NCR's first ever Burger King drive-thru; giving convenience and food on the go a whole new meaning. Rushed early mornings and unforeseen hunger pangs will no longer be a problem with this speedy service en route. It is set to provide respite to a city that is perpetually on the run.

With an ever-growing population of conscious eaters embracing healthy living, Delhi has seen the emergence of various outlets capitalising on this very trend- one of which is



Chaayos. Allowing customers to make chai in 12,000 different ways, the chain will debut its first premium lounge at POD. Further, Palate of Delhi has opened its doors to the 1100th outlet of Dominos, India's beloved pizzeria. Classics like Khan Chacha, which has been serving legendary rolls that generations have sworn by; Keventers, the Connaught Place gem that recently opened outlets around the entire city, fuelling a milkshake obsession; Moti Mahal Delux, the epic curry house that has consistently defined comfort food for the butter bhicken crazed population and Haldiram's, Delhiites' go-to for all savoury and sweet cravings - occupy prime spots at the complex.

Other favourites such as the American donut giant Dunkin Donuts, which has come to consume a special place in every foodie's heart not only for its donuts and coffee but also for its big meaty burgers;

the much loved pizza parlour Chicago Pizza, ice cream giant Baskin Robbins and the family favourite Bercos among others, are present to cater to fast food needs. Palate of Delhi exemplifies an eclectic mix of the best.

Unlike other food courts in the city, the décor of Palate of Delhi emulates elegance. Spread over 12,000 square feet, it has a well thought out structure, a chic colour scheme running throughout the space, beautiful artwork adorning the walls and modern, comfortable seating - elements that enhance the ambience at POD. It truly is a boutique food gallery. An exciting feature is the POD Stories, a wall, which provides the perfect outlet for customers to pen their thoughts. The walls of Palate of Delhi are unique with sketches throughout the gallery. While one side captures what it's like commuting in the Delhi Metro, the other side is an ode to noteworthy individuals who have made an unforgettable mark in the capital city. 

KALYAN JEWELLERS ACQUIRES ONLINE JEWELLERY RETAILER CANDERE

Leading jewellery chain Kalyan Jewellers has acquired the online jewellery firm Candere to augment its presence in the growing online jewellery segment for an undisclosed sum.

Co-founded by Rupesh Jain in 2013, Candere sells jewellery online in the domestic market, the US and Britain and has a portfolio of over 4,000 designs including a strong offering in the high growth diamond jewellery segment.

Kalyan will acquire the equity held by Singularity Strategic, the family office of Brijesh Chandwani and Subram Kapoor and as part of the deal the Thrissur-based company will complete a phased acquisition of the equity held by founder promoter Rupesh Jain, apart from investing more into the firm.

The additional investment is primarily to expand Candere's geographical presence into the growing West Asian market including the UAE, Kuwait and Qatar.

This is Kalyan's first strategic move of its kind as it continues to pursue aggressive growth plans, both organically and inorganically.

Executive Director, Kalyan Jewellers, Rajesh Kalyanaraman said, "Candere has built a loyal online customer base with one of the best repeat rates in the business. Its recent foray into Britain and the US will help us augment our ambition of becoming a global brand.

"We believe the online jewellery market offers tremendous growth potential and expect it to contribute 5-7 percent of our top line over the next five years. The deal will also accelerate contribution of our global revenues," he added.

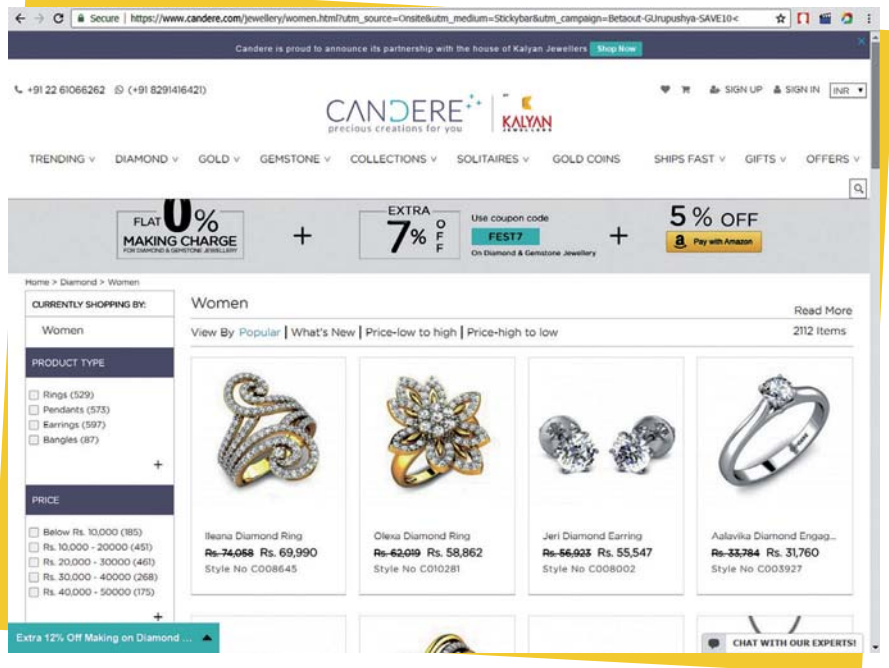
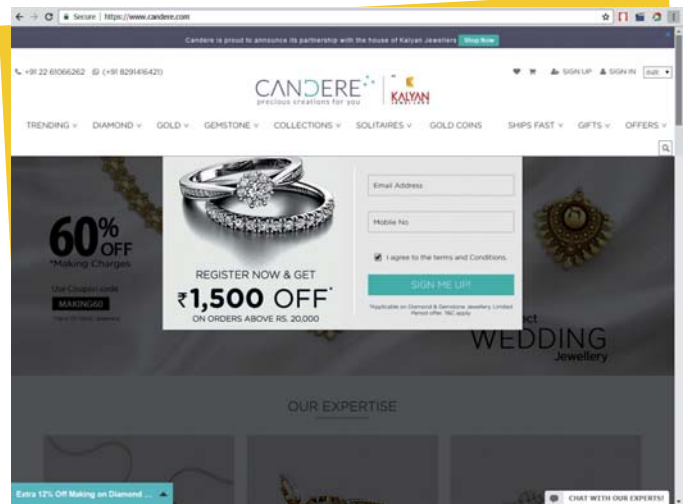
Co-founded by Rupesh Jain in 2013, Candere sells jewellery online in the domestic market, the US and Britain and has a portfolio of over 4,000 designs including a strong offering in the high growth diamond jewellery segment. It

offers a wide range of jewellery crafted in gold, diamond and precious stones.

Jain will continue in his role as Founder and Chief Executive, the statement said.

While Candere will retain its present branding, it will be tag-line as 'powered by Kalyan Jewellers', Kalyan Jewellers said in a statement.

Post-investment, Kalyan plans to launch some of its popular brands and sub-brands like Glo, Antara, Anokhi, Nimah, through Candere. Kalyan has 105 showrooms and distributed supply chain across the country and West Asia and plans to double its retail presence over the next three years. Recently, Kalyan had raised growth capital of ₹500 crore from global private equity major Warburg Pincus taking the latter's total investment to ₹1,700 crore. **IR**



BIXOLON®

Discover the Seamless Mobile Printing & mPOS Solutions



Mobile Printer		Receipt Printer			Label Printer		
SPP-R410	SPP-R310	SRP-F310II	SRP-350III	SRP-330	SLP-TX400	SLP-TX420	SLP-TX220
SPP-R200III	SPP-R210	SRP-275III	SRP-270	SRP-Q300	SLP-DX420	SLP-DX220	SLP-DL410

BIXOLON India Office
 99 & 100, Prestige Tower, Residency Road, Bangalore 560025, Karnataka INDIA
Phone: +91 9886569255 **Email:** anton.jebadurai@bixolon.com

BIXOLON®
www.Bixolon.com



Sorbis / Shutterstock.com

MAJOR BRANDS TO OPEN 20 'NEW BALANCE' STORES THIS FISCAL

US based sportswear brand 'New Balance', which made its debut in India last year by opening its maiden store at DLF Mall of India, plans to reach a store count of 20 by the end of this fiscal. Major Brands, the franchisee for premiere international fashion brands such as Aldo, Bebe, Nine West and Guess among others in India, has brought the New Balance brand in India.

At the time of the launch last year, New Balance official spokesperson told media that they will target to open 50 stores of the brand in a spread of three years, depending on the kind of retail spaces that they will get. He also mentioned, that they will start their expansion from North India and for next three years will mainly concentrate on metros.

"Last year, we signed a new brand New Balance. We are going really aggressive with that and we think that the brand is going to be very large. We will use the power of retail with e-commerce and distribution and make it the fastest growing brand as compared to the other brands under the umbrella of Major Brands," said Tushar Ved, President, Major Brands.

New Balance entered into a distribution agreement with Mumbai-based The Major Brands Group last year for retailing of New Balance products in India.

"We are opening our exclusive stores for New Balance and also looking forward to open franchisee stores. Initially, we will be opening stores at Delhi, Bengaluru and Mumbai. This year, we will see at least new 20 stores of New Balance. We do not look at the past performance of the brand, we look at the future performance of the brand," he further added.



Major Brands that exists in three categories – fashion, footwear and accessories – experienced 10-11 per cent like-to-like growth last fiscal. And now, it is planning to ramp up its Omnichannel strategy.

“We have started working with Amazon, Myntra, Jabong and soon we will start working with Paytm. We believe that we have to be available where ever our customer is and our customer wants to see us as long as we are not compromising the brand equity and maintaining the brand standards. This year, we are planning to open shop-in-shops. So, we will be available

Last year, we signed a new brand New Balance. We are going really aggressive with that and we think that the brand is going to be very large. We will use the power of retail with e-commerce and distribution and make it the fastest growing brand.



dimbar76 / Shutterstock.com

About Major Brands

Major Brands (India) Private Limited is one of the first few retail organisations to focus on introducing the retail of premier international brands in India through the Exclusive Brand Outlets format. They have successfully launched brands such as Mango, Aldo, Aldo Accessories, Charles & Keith, Inglot, La Senza, Bebe, Nine West, Guess, Promod, Beverly Hills Polo Club, Call it Spring and New Balance in Indian market.



Major Brands, today occupies a retail space of over 1,70,000 sqft in existing malls and another 60,000 sq.ft by 2017 as well in upcoming malls for all of its international brands. The company believes to develop business through store expansion in key retail spaces, provide strong marketing support, digital e-commerce, consistent deliverables, clear direction for product growth in line with global strategy of the brands.



360b / Shutterstock.com

on e-commerce, EBOs and shop-in-shops,” revealed Ved.

Major Brands has no plans to open EBOs in tier II and Tier III cities. Instead the brand plans to open shop-in-shops there and cater to the customers through e-commerce.

“We do not believe that the Indian tier III market is ready for us. However, we have a presence in tier II, but we will

open more stores there only if they perform well. Otherwise, in both tier II and III, we will be present through shop-in-shops and e-commerce,” said Ved.

While questioned about closing of Bebe stores across US and Europe, Ved said, “In India there is no plan to scale down the operations.” **IR**

--As told to Charu Lamba



IT'S ALL ABOUT THE JOURNEY

Consumer experience in retail has come a long way from queuing up to buy over-the-counter groceries, or being offered a cold drink in the sari shop. Finding a delectable platter of free-sample delicacies is a norm today as one heads to the aisle of oils in the supermarket. This journey has evolved exponentially in the past couple of decades. It has its share of woes as well as absolute moments of delight. Here is an overview of why and how consumer experience has unfolded across segments, categories and demographics.

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

The retail industry accounts for 10 percent of India's GDP and 8 percent of the employment¹. It is expected to grow from US\$ 600 billion in 2015 to almost US\$ 1 trillion by 2020. A dynamic and fast-growing e-commerce market has also started to make healthy inroads into the sector, leaving no stone unturned.

Almost everything we need is available online today. Name it and it's ours for a click here, a click there, and few cryptic numerals cloaked in asterisks. Yet we like to venture out of our comfortable homes. We want to go to the brick-n-mortar shopping stores. We love browsing, talking to people, trying on clothes, grabbing a snack, simply walking into a showroom to see its décor, striking a bargain, and many such things. It's fun! It's the experience we seek.



1. *India Brand Equity Foundation report, April, 2017*

The quintessential consumers have been studied in great detail to gain an understanding of patterns and behaviours that govern and influence them. Here are some interesting insights that the research has brought to light. It gives us a grasp over various facets of the Consumer Experience Journey.

THE CONSUMER – MAVERICK OR MASTER

No consumer is an island

Today's consumers are hyper connected. They move across the online world, smartphone apps, neighbourhood bazaars, swanky supermarkets and luxury showrooms with equal ease. The retail pie is up for big chomping bites from omni-channel consumers who are making the most of all the information they can get from all sources. Effortless integration of multiple channels like the internet, mobile phones, kiosks, call-centres, showrooms, social media and others is inevitable.



Rise of the personal brand

You are the coffee you drink. You are the clothes you wear. You are the book you read. You are everything that you pick and choose to be. And that makes you a brand in yourself in this age of social media. Your wardrobe is not a random 'bought-over-the-years and put together' ensemble. Nor is your house a storehouse of sorts. It reflects your personality and beliefs. This is the reason shopping has become an intimate experience with an extremely satisfying emotional connect. The consumers are looking to feed this need and brands that will understand this.

Return of the keen eye

Long live the aware consumer. Ever so often you will come across people in supermarket aisles oblivious to the world, with their intent eyes engrossed in reading the contents, expiry date, and net weight printed on the back-of-pack. If it weren't for the wafts of lemony detergent around you, you'd think they were in a bookshop. Today, customers want to be educated while they are shopping.

Price is passé

Sales and discounts ride the crest of the online wave. On an average Indians do buy merchandise for convenience (65 percent) and cost (31 percent)² but discerning consumers are now asking



for additional built-ins. Value of a purchase includes a lot more for them than just the MRP. The preferences are directed towards highly service-focussed and curated experiences.

Linger-longer Mall Hoppers

These are shoppers that will take their own sweet time to browse. They have nowhere else they'd rather be at the moment. They are information gatherers and comparers. If they like something, trust them to do all your advertising for free. A brand would benefit a great deal by nurturing them.

CUSTOMER EXPERIENCE – A PERSONALISED APPROACH

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

– Maya Angelou

It looks as if this quote, by the famous American author and poet Maya Angelou was written specially to inspire the consumer experience design industry. Every bit of the voyage encapsulates the essence of consumers' interaction with the brand. The laws of attraction come into play as the customer is drawn to a brand and starts interacting with it. The idea is to make this association a golden one, so that the buyer remains involved and emotionally invested with the product and the store for a long time to come.

Like all relationships, the consumer experience journey also has its ups, downs, and steady moments. Getting to know them is the first step of mapping that journey. It may be an analytical research or simply anecdotal sharing that reveals their tacit and latent desires. Every buyer is unique. As more and more businesses understand this exclusivity of consumer requirements, the more they can analyse and anticipate what he/she really wants.



“What do you like about the grocery section of a supermarket?”

A good research will answer this question from a woman's point of view.

But a proactive research will put this question forth to children. An insight into what children look forward to when they accompany their mothers for grocery shopping opens doors to a different world of knowledge base.

Aafreen Irani, 8, insists on going with her mother to Foodhall. She loves the fact that not only can you browse and shop for food here, but you also get to instantly lay your hands on some ready-to-eat goodies. You can see her joyfully chatting with the aunty at the store café while mommy shops. For her, grocery shopping has come to mean 'happy family time together'. This is the pulling factor for them.

However, Dr. Parthasarathi finds Big Bazaar's home delivery option on bulk purchases to be a big boon. He just likes to swoop, shop, and hand over the address at the counter so that he can carry on with his work. For him convenience is a big draw.

Vidyadheesh Upadhye, Area Sales Manager with a leading snack company has been interacting with consumers for a long time. He tells us, “Nowadays people are more aware of hygiene and nutritional factors when it comes to food products. They read the labels carefully. They want to touch and feel the product. This is why you will see that the self-service model is very popular all over the world. It gives the shoppers control over making an informed choice. It is empowering.”

The unorganised snack-market is slowly giving way to branded consumption in the overall ₹500 billion Indian snacks industry. As snacking goes traditional, local companies recorded sales growth of 8-35 percent last year³. The regional brands do offer 30 percent higher volume than others at similar price points but how do they compare on customer experience scales?

“We understand that the supermarket experience involves a lot of walking. It is very tiring. Imagine the shopper's delight when, at the next aisle turning, they find our sampling station laden with mouth-watering snacks and free trial-packs of the new launches. From a brand point of view, it is very important to us that the products bring a smile to the consumer's face whenever they think of us,” the Sales Manager of another snack manufacturer says.

3. *The Economic Times*, December 20, 2016

CREATING THE EXPERIENCES - BEHIND THE SCENES

Creating a flawless network of 'all things nice' to provide a unique and fabulous brand experience to each and every consumer is the masterwork of many. Engaging with the consumer in as memorable a way as possible requires a multi-pronged approach.

It can be embarked upon from a purely Physical platform like creating something as simple as a 'good old sachet'. From coffee to cough drops, you can buy a small sachet of almost everything in India. This is a marvellous micro-selling innovation hidden in plain sight. Nowhere in the world are the sachets as famous as they are in India! It is the most easily identifiable brand interaction a person of any demographic can have with the choicest of products.



Human Touch & Ergonomics is a delicate balance of having well trained staff working in an environment they can handle. The sales staff at Fabindia are known for their sensitivity and in-depth knowledge of the store. “They will let you be on your own as long as you are browsing but just when you want to ask them something, they will appear from nowhere. I don't know how they do this but it's amazing. They always know where things are kept. I have never seen them struggling,” says Anagha Nigwekar, a die-hard Fabindia fan.

Product Innovation is another way of winning over customers. Many fascinating hours of our shopping lives have been spent looking at men effortlessly chop onions and slice carrots with magical multi-blades. Have we all not brought back with us at least one of those multi-purpose vegetable cutters from those shops?



Another way to look at consumer experience design is to explore the ways payments can be made as smooth as possible. Now is a good time as any to understand the world of Contactless Proximity Payments, as it will be the mode of transactions of the future.

Architecture & Spatial Design creates a healthy interactive environment that gives itself easily to consumer satisfaction. Slowing down the consumer journey with show-stopping visual merchandise at the entrance creates an aura of leisure. Navigation design affects the time they spend in the store. The recently opened Muji store in Mumbai has used this element to its advantage. Consumers tend to gravitate more towards the right as they peruse, this insight can be used to enhance their experience.

“Retail outlets and malls deal with high volume human traffic. Safety has to be an inbuilt feature in the premises. Wide aisles, digital signage, proper lighting to avoid accidents, marked exits, crowd management at peak times, staff trained in fire-drills, and emergency preparedness are some things that should always be incorporated from the design stage,” says Pradnya Ponkshe, MD, Trimit Rachana Architectural & Interior Designing.

Another way to look at consumer experience design is to explore the ways payments can be made as smooth as possible. Now is a good time as any to understand the world of **Contactless Proximity Payments**, as it will be the mode of transactions of the future. There was a time when one had to have an app or a different code for different payment wallets. The recently launched BharatQR code requires merchants to display only one QR code instead of multiple ones. It is the world’s first interoperable payment acceptance solution developed by the National Payments Corporation of India, Mastercard, and Visa⁴. Most of the leading Indian banks are operationally ready to employ the services of BharatQR.

“Retail technological innovation in the area of payments using mobile phones, either simple feature phones or smartphones will revolutionise the way customers shop, transact, and pay. This holds more ground especially after demonetisation,” says Probir Roy, Co-founder and Director of PayMate, a leading provider of electronic Business-to-Business payment solutions in India.

Time is money and **Location Based Services** are here to save the consumers tons of it by engaging with them in a way that the customers don’t waste time on providing their physical location. These services work on geo-targeting and geo-fencing principles. The visitor of a website is pushed notifications about the brands based on his or her current geolocation.

Imagine that you find an irresistible pair of shoes on an online portal at an amazing price-off. You would surely like to visit a nearby store to have a look at the product before buying it online. This is a fairly common practice while making high-value purchases. It is called Showrooming. Thanks to geo-targeting, now retail stores can indulge in some Reverse Showrooming. It is known that on an average a customer spends at least 15 minutes online per store visit. So, as you are browsing for reviews and comparing prices in the shop, a notification of a bigger spot discount pings your smartphone. You save more money and you get to take your favourite shoes home right away! Guess who’s wearing the new shoes right now?

THE EXPERIENCE OF TECHNOLOGY

This has been possible because of a revolution in the field of **IoT – Internet of Things**. It is the cloud-based confluence of many technologies into one that connects almost anything it possibly can. It is a massive network of physical entities like devices, real-time analytics, wireless sensors, all systems that are automated, housing, machine learning, and much more. This infrastructure of information society is the very soul of Smart Cities of the future. It provides remote access and control of networks. Portals like Amazon are doing a magnificent job of integrating technology, physical spaces, and analytics by weaving them inherently in their marketing strategies.

Technologies working behind the scenes do command their fair share of respect but what unflinchingly demands the eye-popping wow-jawed response from the consumers is the experience they get in the realm of dreams. Anyone who has been to the impressive 3,500 sq. ft. Samsung’s **Experience Store** in Delhi knows what unlocking the mysteries of virtual reality means. A 4D chair with hydraulics mechanism gives the consumer a life-like immersive Gear VR experience. Experience stores are an important feature of omni-channel retailing. People go to exclusive Samsung or Apple Experience Stores to get a feel of the product in totality before finally buying them online or at a showroom near them.

“The store will set a new benchmark in terms of how consumers experience and buy Samsung products and technology. This store is a testimony to our commitment to

4. *The Economic Times*, March 04, 2017

our consumers and partners, and our endeavour is to offer an enhanced experience to everyone,” adds Sandeep Singh Arora, Vice President, Retail Operations & Marketing, Mobile Business, Samsung India.

ARRIVING SOON IN INDIA, HOPEFULLY!

What do Zara Madrid and Ralph Lauren New York have in common? They both have **RFID (radio frequency identification) Smart Fitting Rooms** that will make sure that you never have to peek out of the trial room to ask for assistance. The touch screen mirror gives you lighting options as well as an option to request the size you wish to try. The sales executive receives the request on the iPad and gets it for you.

The arrival of new technologies has taken over the imagination and innovation sphere by storm the world over. Here are some of the other tech-goodies to look forward to:



Bluetooth Low Energy (BLE) Beacons use short wave radio transmissions for creating Local Area Networks that allow stores to communicate directly with consumers.

3D Stereo Video Sensors can provide continuous tracking of people in the store to define their location

Thermal Imaging detects emissions from moving people and tracks them. It is also very easy to install and calibrate.

Robots that pull out the can of beans you want from the aisle may be with us sooner than we imagine. Chloe and Tally, two adorable robots, have been retrieving products and taking inventory at Best Buy and Target retail outlets in the US already.

ROADBLOCKS THAT NEED ATTENTION

Change has never been easy. Its share of trials has been fraught with fierce opposition and teething problems. Consumer experiences based on new technologies are no different. Their inconsistencies are apparent in more ways than one. When a leading international air conditioners brand launched inverter ACs in India, for almost 3 years consumers were faced with faulty PCBs and technicians who didn't know how to handle the innovative and sensitive product. However, with time, their services picked up and they are now back in the game.

Similarly, our experience at a prominent consumer durable store that claimed to have VR sets was quite disappointing as not only did they not have the compatible gear, the sales staff seemed to know very little about the technology. They seemed only to



happy to announce the unavailability of the kit.

It's brave when brands and retail stores introduce new technologies. Changing their status quo is the risk they are willing to take to provide their customers better services and experiences.

HERE'S TO THE FUTURE

The consumer is evolving every day. The fact that they are now extremely connected and aware only means that they will be hugely impacting the way business is conducted in the future. The cognitive age is upon us where machines are trusted to make decisions. They play a role beyond being just tools or algorithms. The consumers expect seamless personalised services and experiences every time they interact with a trusted brand.

The digital transformation of the country has begun with the Digital India and other initiatives. Retailers have to think in terms of providing fresh and proactive solutions to keep the product experiences differentiating. The move of experience design from product-centric approaches to consumer-centric approaches will be complete only when the thought is ingrained at the manufacturing stage itself.

You have got to start with the customer experience and work backwards to the technology. You can't start with the technology and figure out where you are going to sell it. I have made this mistake more than anybody. Our vision for Apple started with what incredible benefits can we give to the customers? Where can we take the customer? Not starting with 'let's sit down with engineers and figure out what awesome technology we have and how we are going to market that.

- Steve Jobs

Infusion of organised retail and robust competition indicates that the consumer is in for more happy surprises. Maybe you will soon be tweeting your shopping list to your store for home delivery. You never know! **IR**

To know more and shop online, download Inorbit App.



#Now Trending in BEAUTY & FASHION

#NowTrending in Malad



Come Live an Inorbit Experience

FASHION BRANDS:



FOREVER NEW

T W E L V E
AM:PM

KAZO

hunkemöller

AND

VERO MODA

ONLY

STEVE MADDEN



BEAUTY BRANDS:



BOBBI BROWN



Kiehl's
SINCE 1851



CLINIQUE
*Allyl/ Testes, 100% Fragrance Free.



THE ROLE OF SCM IN RETAIL SCENARIO OF TODAY

Retail businesses grow and thrive through adding stores, online business and new suppliers, all of which increase supply chain complexity. However, while these evolutions are critical to growth and success, each additional component further tangles the supply chain management through their increased inter-dependencies. In this special feature we will unravel how in these competitive times retailers are retooling their supply chain efficiencies.

– By **Shubhra Saini**

With the retail market growing vigorously, retailers across the nation are ideating on how to make the best of the opportunities at hand. Supply chain management plays a vital role in the entire process. We talked to the SCM heads of some of the prominent retail chains in the country to discuss how they are beefing up supply chain management efficiencies -- the changes that should be implemented, and the improvisations to keep retail on an all-time high.

Importance of Time Definite SCM Service for Retailers

With an all-round boom in the retail sector, the psyche of the consumers is also rapidly evolving. Consumers today, know what they like, go for what they want, and expect impeccable services. This consumer evolution has stirred the retail sector and to keep up with the pace; retailers are coming up with ways to minimise the operational cost as much as they can, without hampering the quality of product, time management and keeping up with the demand forecasting.

Providing the right product at the right time is the need of the hour. Management of the transition of products from manufacturing to the point-of-sales is key. Achieving this by itself would ensure the smooth functioning of any retail organisation. From planning of inventory, transition of products and the point of sales, SCM deals with the proper control of it all. A slight shift for the worse to any of the processes in the supply chain could cause dissatisfaction of consumers and lead to major risks in business.

“Availability of stock on shelves is the single largest success factor for a retail business. Timely delivery of products and faster replenishment requires time bound logistic services. Time definite logistic service is critical for any grocery retail business, particular dairy and F&V sectors, but not so critical for apparel retail business,” Mahesh Khetan, Asst Vice President - Supply Chain Management, Aditya Birla Fashion and Retail Ltd - Pantaloons.

He further adds, “With e-commerce and omnichannel players competing in the market place, retailers are indeed getting more and more conscious about time definite logistic service.”

Ranjan Sharma, Head IT and Supply Chain, Bestseller Retail India Pvt Ltd, says, “We have weekly new launches and the entire supply chain is geared to meet those dates as a lot of planning is involved in it and any misses cost us heavily.”

It is key for retailers to come up new strategies and re-evaluate with their

Revising the Supply Chain Practices in Omnichannel Era

The consumer today is driving the need for transformation in omnichannel retail supply chains. The buyers have all the power in today’s market. They are demanding more options and leveraging retailers against each other to get the best value for their money. A competitive retail environment is leading retailers to opt for an omnichannel strategy. Retailers are working towards seamlessly integrating their distribution channels to improve visibility



“Availability of stock on the shelves is the single largest success factor for a retail business. Timely delivery of the products and faster replenishment requires time bound logistic services.”

– Mahesh Khetan, Asst Vice President - Supply Chain Management, Aditya Birla Fashion and Retail Ltd - Pantaloon.

supply chain and modes of distribution. With SCM in place the retailer is able to monetise on new and upcoming trends with a faster pace and avoid the other risks usually faced.

Resonating the same, Suresh Chugh General Manager & Head - Logistics, Raymond, says, “Retailers are becoming more conscious nowadays because it’s directly linked with secondary sale. More efficient and timely logistics services can help retailers fetch better sell thrust especially for ‘Fresh Sale’, which is already under pressure due to extended EOSS window every season/year.”

into inventory and serve their customers in a better way.

Talking about how Supply chain mechanics are changing in the digital age, with retailers going omnichannel way, Vineet Kanaujia, Vice President – Marketing, Safexpress Pvt Ltd, says, “Development of a profitable omnichannel supply chain strategy requires analysing the business from top to bottom. We need to look at the retailer’s market strategy, the omnichannel operating model and execution enablers. Being the supply chain & logistics industry leader, Safexpress has created 30

ultra-modern Logistics Parks, pan-India network covering every square inch of India, and backed the same with world-class systems, processes, human resources, fleet and IT infrastructure.”

The mechanics of logistics is constantly evolving and today as the world is more connected than ever, there is a need for real time integration across channels. Resonating the same fact, P. C. Sharma, CEO and Whole Time Director, TCIExpress, says, “ At TCIexpress we are constantly tracking the movement of goods on a real time basis and we also look at online response management (ORM) as a critical mechanism to address the consumer through the social network. We have uniformly deployed content across

platforms such as our website, catalogues, brochures, Facebook page, Twitter and LinkedIn, to ensure common messaging. We also follow package scanning through barcode technology such as HPT (Hand Pallet Truck), Pallets and Forklifts. This provides accuracy in the operations and real-time tracking of the shipments at packet level.”

The path to purchase is becoming more complex amidst the ever-burgeoning growth of online and mobile shopping. According to Zebra’s 2017 Retail Vision Study (RVS), superior omnichannel support requires 90percent inventory accuracy. As a result, inventory accuracy is more critical than ever as products from both brick-and-mortar

and digital channels flow through the pipeline. Talking on the same, Deep Agarwal, Regional Sales Director – India, Zebra Technologies, “Omnichannel retailing has become a necessity more than a requirement as consumers today are digitally empowered. Consumers can virtually tap into every retailer’s stockroom from their mobile device to search for products and compare prices. To meet this demand, retailers are adopting technology solutions to heighten merchandise visibility throughout the supply chain, from the time inventory is shipped from the warehouse and received in a store’s back room to when it’s stocked and replenished on the sales floor.

Agarwal, adds, “The rise of online shopping has trained consumers to demand unprecedented convenience. Retailers today, must be

nimble enough to serve their multichannel shopping journeys seamlessly. Around the globe, retailers are investing in IoT technologies to redefine their operations and the shopper experience. Merchants are reinventing their supply chains with upgrades that enable automated, real-time inventory visibility via Internet of Things (IoT), such as RFID, which can boost inventory accuracy levels to as high as 95percent.”

Talking from an e-commerce perspective, Venkat Nott, CEO, Vinculum, says, “Customers today do not like to wait for the products they buy. However most of them do not like to pay more for express service. A paid service for fast shipments is likely to work well for Retailers. Marketplaces have set the standard already and have invested in products not just to streamline their order management processes and



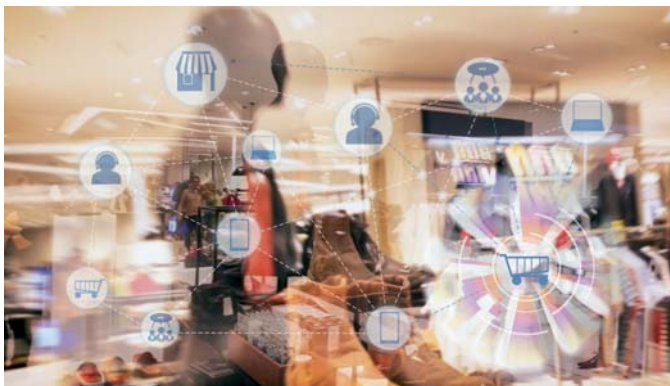
“Customers today do not like to wait for the products they buy. However most of them do not like to pay more for express service. A paid service for fast shipments is likely to work well for Retailers.”

– Venkat Nott, CEO, Vinculum



“We have weekly new launches and the entire supply chain is geared to meet those dates as a lot of planning is involved in it and any misses costs us heavily.”

– Ranjan Sharma, Head IT and Supply Chain, Bestseller Retail India Pvt Ltd



to have real time inventory in stores and warehouses but also predictive analytics in terms of what products to carry in which store and keeping the right products in warehouses close to the buyer.”

Further talking about Vinculum services, he says, “Vinculum has cutting edge products to facilitate omnichannel retailing and provides real time view of inventory across the supply chain using our Vin eRetail suite of products.”

Retailer’s Perspective on Omnichannel

Retail is going omnichannel and meeting the supply chain needs of this new environment is a major challenge. Talking on this aspect, chugh says, “Yes, it’s true that retail is going Omni channel and meeting the needs of this new environment is a big challenge. Since this is the need of the hour & must be implemented to get the better sales. We are also working on this but at very initial stage as of now.”

Khetan, says, “If you cannot beat them, join them!

Omnichannel is the future and no retail organisation can stay away from entering into it. We have started selling online through prominent e-Commerce players like Amazon, Flipkart etc, in addition to creating our own omnichannel platform.”

“We are going through a lot of technology intervention which includes bringing together different portals and market places to converge to one system at store for execution with realtime integration of inventory and logistics. We have already gone live across all our stores for Tata Cliq since 1st October 2016 and will be live on our brand websites by the end of June,” says, Sharma, from Bestseller.

Forecasting techniques and Methodologies

Traditionally, retailers have not been able to predict the demand, leading to a mismatch between demand and supply, thereby affecting profitability. Even though forecasting techniques and methodology have continued to develop in sophistication, they cannot deliver the accuracy required

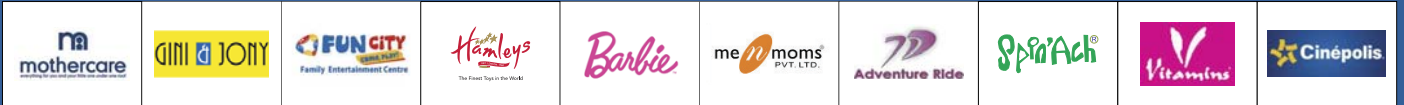
sheth

THE ONLY PLACE
WHERE KIDS CAN HAVE
ENDLESS FUN.

26,000 SQ. FT. GAMING ZONE
HOST OF KIDS APPAREL BRANDS
14-SCREEN MEGAPLEX WITH
IMAX AND 4DX



* Conditions apply



Follow us on   
E: info@vivianamalls.com
T: 022 61701066

VIVIANA MALL
THANE WEST

Viviana Mall, Eastern Express Hwy, Thane West | For details, visit www.vivianamalls.com

Bata | Cinépolis | Ethnicity | Ezone | Forever 21 | Fun City | Globus | Hamleys | Home Centre | HyperCity | Lifestyle
Marks & Spencer | Max | Pantaloons | Reliance Digital | Reliance Trendz | Shoppers Stop | Splash | Zara

for managing logistics in the context of the retail scenario. The answer to these problems lies not in better forecasts, but in reducing the dependency on forecast and by harnessing the potential of modern logistics services. Talking on the same, Sharma from Bestseller, says, “We are fast fashion brands and we have to spot trend way ahead of time. Then we get into sampling and manufacturing cycle which is also very long. Though modern logistic services definitely help to reduce the

Combination of both i.e., better forecast as well as usage of modern logistics services will give much better results. None of these two components alone can generate better yield or desired results.”

“Best demand forecast accuracy is considered to be at 50-60percent. So, supply chain has to mitigate the risks associated with about half of the inaccurate demand forecast in any industry, which results in high or low safety stock, stock outs and loss of sale.



overall time to make the merchandise available but the same cannot replace the art of demand forecasting. But at the same time if the entire sourcing strategy and manufacturing is aligned well then smaller sample sets could be developed and on their success large scale manufacturing could be done thus reducing the risk.”

Chugh of Raymond, opines, “Answer to these supply chain related problem lies not in better forecasts, but in reducing the dependency on forecast and by harnessing the potential of modern logistics services.

Quick turnaround of unsold or obsolete stock and faster replenishment of high selling stock from manufacturing location to point of sale is the key to success of retail business which is achievable through harnessing the potential of modern logistics services,” states Khetan of ABRL.

Innovations that Inextricably Links SCM & Retail

India has occupied a remarkable position in global retail rankings. The Indian retail industry is



“Development of a profitable omni-channel supply chain strategy requires analysing the business from top to bottom. We need to look at the retailer’s market strategy, the omni-channel.”

– Vineet Kanaujia,
Vice President – Marketing,
Safexpress Pvt Ltd

one of the fastest growing in the world. India’s retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in tier-II and tier-III cities.

Talking about the innovations that is happening in the space of supply chain management, Kanaujia, says, “Emerging trends like making the supply chains digital, increasing the role of procurement in supply chain, increasing collaboration for efficient supply chain management, etc., will be the major factors driving growth in the organised retail market in India. Being the industry leader, our role is very vital in bringing about the global standards to India. We are proactively working towards hastening this change in our industry and taking it to a



“Retailers are becoming more conscious now a days because it’s directly linked with secondary sale. More efficiently & timely logistics services can help retailers to fetch better sell thrust especially for ‘Fresh Sale’”

– Suresh Chugh,
General Manager & Head -
Logistics, Raymond

different level.”

Future Supply Chain Solutions Limited, has recently inaugurated a High Speed Cross Belt Sortation Technology, at its Distribution Centre Mihani, Nagpur.

This new technology, being first of its kind in India, is touted to be a game changer and a stepping stone, making it India’s most automated first-of-its-kind

Talking about this new innovative SCM facility, Kishore Biyani, Group CEO, Future Group says, “This distribution center will be a milestone in the Indian warehousing sector. With the brilliant technology used in the Sorting system at the DC along with the individually coordinated system solutions, we can ensure the highest level of service to the Consumers of the Nation.”

WAREHOUSE MANAGEMENT SYSTEM ON CLOUD

Streamline your B2B & B2C warehousing operations with a globally recognized & trusted Warehouse Management System



Vinculum's **Vin eRetail WMS** is a Warehouse Management System designed for B2B & B2C fulfillment



Manage - Fulfill both B2B and B2C Orders easily across Borders



Ready Integrations with Leading Global Marketplaces, Webstores and Last Mile Fulfillment Companies



Segregation of Inventory for multiple clients and visibility using Client Portal



Automated and Mobile Enabled Warehouse Operations

Gartner

Vinculum has been featured in **Gartner's 2017 Magic Quadrant** for Warehouse Management Systems.

SELECT CLIENTS



& many more...



The elevated technological quotient in the sector and India is already witnessing the importance of big data and IoT in the logistics sector. Even while technology is evolving, we do not see a divide but co-existence of manpower with technology to move ahead to the next level.

Putting things in perspective, Sharma of TCIEExpress, says, “Some of the trends and practices which are already in play in the global markets includes robotics, automation and unmanned aerial vehicles/drones. We use piece level scanning through RFID/barcode technology. It is noticeable that this technology is widely used by manufacturers and retailers in modern trade segment. We being future-ready have technologically adapted to this need and are in sync with Industry demand.”

Talking about some of the SCM best practices adoption, Khetan, says, “There had been quite a few best SCM practices adopted by us, key ones being: use of warehouse management system (WMS) coupled with RFID technology turning our warehouses into paperless operation, Auto replenishment system (ARS), ensuring faster replenishment of stock to the stores and Vendor portal for auto approvals of shipment requests from vendor.

Divulging the details of SCM innovative practices that has helped Raymond in staying ahead in the game, Chugh, says, “Layout restructuring, current season stock kept on ground floor & previous season stock moved to 1st & 2nd floors based on the ageing. This helped us in increasing picking productivity; man power deployment based



“ Shoppers Stop We use Cross Dock functionality during the peak business period. We also have a “task force” team, who can manage the fluctuation during the peak season, we also increase the manpower to ensure the same Turnaround Time is maintained even during the peak season. ”

– Devadas Nair
Customer Care Associate &
Head-Supply Chain and Mission Control. Shoppers' Stop Ltd

on season/month wise load helped us in cost reduction of WH transactions/piece; working on Auto LSP selection program which help us in significant reduction of the logistics cost/piece; manual processes converted to system based programs which helped in hassle and error free work.”

Devadas Nair
Customer Care Associate
& Head-Supply Chain and

Mission Control.

Shoppers' Stop Ltd, says, “Supply chain in Shoppers Stop coordinate and integrate all activities associated with moving products , services and information into a seamless process by embracing all partners in the chain including various departments, vendors, carriers and other service providers.”Further talking about the innovative SCM practices, which they have adopted, he says,“Regionalised distribution centre operation, which helps us to manage the inventory better; distribution centre management is outsourced and independently handled by Logistic Partners; Implemented advance Warehouse Management System with omni-channel capabilities; Same day Turn around across DCs.Some of the fast moving products are delivered directly to the Stores to ensure faster availability; Sales and Stocks information are provided to Vendors on a daily basis so that they can be proactive.”

Keeping Business Seamless Even During Peak Seasons

Managing fluctuations in demand during peak and seasonal requirements is a must for every retailer. Talking about the same, Khetan, says, “There is a separate forecast for peak and seasonal requirement which is aligned with capacities at each node of supply chain,

right from transporters' hubs to warehouse capacities for transaction as well as storage.”

“We start building up stock at the DC and retail points well in advance so as to reduce the spike in demand. We also cross train people to handle loads during peak seasons in multiple shifts,” says, Sharma from Bestseller.

Lot of automation devices/ equipment are being used in International SCM industry which reduces the dependency on labour. It helps on improving the productivity as well as reduction of manual errors. Talking in the same context, Chugh, says, “We plan the manpower in such a way that during non-peak months/seasons, we reduce the unskilled labour but we don't touch the skilled labour. We cover up the additional workloads by doing over time by extending working hours on normal days & working on Sunday, as and when required.”

Role of GST in Improving Logistics/SCM Conditions in India

The proposed model of GST brings to the Indian economy the promise of becoming more competitive in a global market, with a better tax environment to conduct business in India. The new tax regime will result in a seamless integration of goods and services transactions across the states and will have a positive impact across the



INDIAN CONSUMERS
SOON TO LOOK FOR
THE 'TRUSTED MARK'
BEFORE THEY SHOP
ONLINE OR OFFLINE



Go for it!



APPLY TODAY

For
'TRUSTED MARK'
certification scheme
In accordance with
ISO/IEC 17065:2012

**WORLD'S 1ST CUSTOMER CENTRIC
MARK FOR RETAILERS**

Hypermarkets | Super Markets | Department Stores
Speciality Stores | E-Retailers | Restaurants
Jewellers | Pharmacies | Salons | Spas | Wellness
Centres | Cineplexes | Family Entertainment Centres



Contact:
Priti Gupta
M: +91 8826415472 E: pritigupta@irftrustedmark.org

IRF TRUSTED MARK
THE INTERNATIONAL RETAIL FORUM SETTING 'CUSTOMER CENTRIC' STANDARDS IN RETAIL

IRF TRUSTED MARK SECRETARIAT
S-21, Okhla Phase II, New Delhi, 110020 INDIA
Tel: +91-11-40525000, Fax: +91-11-40525001
IRF Trusted Mark LLP (LLPIN: AAI-2150)



Certification Bodies Approved by
IRF Trusted Mark Certification Scheme



www.irftrustedmark.org

retail value chain.

According to JLL India, the Goods and Services Tax (GST) and Real Estate Investment Trusts (REITs) are soon going to be a reality in India. These, coupled with a growing demand for quality warehouses by the industry, are expected to lead to an increase of Grade-A and Grade-B warehousing stock across the country in the next few years.

According to Ramesh Nair, CEO & Country Head JLL India, "In terms of y-o-y increase, the Grade-A stock in 2016 rose by 27percent compared to the more modest 11percent increase in Grade-B stock. The corresponding figures for 2017 are expected to be 29percent and 14percent, respectively. This not only shows a growing

stock of organised warehouses in the country but also a growing preference for Grade-A warehousing space."

City-Wise Impact (Source JLL India)

- Delhi-NCR had the maximum warehousing stock in 2016 (29.3 mn sft), followed by
- Mumbai Metropolitan Region (20.5 mn sft)
- Bangalore (17.5 mn sft)
- Pune (12.8 mn sft) and
- Chennai (10.4 mn sft)

Cities like Kolkata, Hyderabad and Ahmedabad all have smaller stocks of warehousing space. Except for Pune and Chennai, all other cities have a bigger Grade-B warehousing stock than Grade-A.



Moreover, the difference between these two stocks is glaring in Delhi-NCR and Mumbai. In terms of highest Grade-A and Grade-B warehouse rentals, Pune and Chennai lead the way due to

proximity to manufacturing hubs and local market dynamics. These two cities are followed by the bigger metros of Mumbai and Delhi-NCR. Other cities such as Bangalore, Ahmedabad, Kolkata and

Cold Chain Scenario in the country

India's integrated Cold Chain Industry – a combination of Storage and Refrigerated transportation has been growing at CAGR of 20 percent for the last 3 years. This Industry will reach a market size of USD 13 billion in 2017.

The Cold Chain sector in India is still in a nascent stage with enormous growth potential on the back of climate diversification and geographically vast size of the country. The one reason for wastage of food products in India is the absence of proper Logistics infrastructure, cold chain in particular. The Farm to Fork concept which needs an integrated and holistic system in place is still very

So much on paper only. Around 70% of the Cold Storages in India are dedicated only for storage of Potatoes. This means only 30% caters to fruits, vegetables, processed food and pharmaceuticals. Standardization of Cold Chain Infrastructure, Logistics, Handling and Operations is still at a nascent stage. Technical standards followed are not suitable for India conditions which results in lower performance of the refrigerated systems.

Ravi Kannan, CEO of Coldman Logistics talks about what they are doing at their end to improve the condition of cold chain scenario in the country. He says, "Coldman shall adopt the latest technology, introduce energy efficient designs of refrigeration equipment and automation to ensure



faster turnaround of shipments. Efforts are being made to introduce the concept of green technology and renewable energy in the cold chain sector. Today not many cold storages operate on a 24 x 7 service model.

To ensure seamless distribution of food and pharmaceutical products, Coldman stores shall serve its clientele round the clock."

Kannan, further adds, "Govt of India is one of the driving forces in developing the cold chain industry and supports private participation through various subsidy schemes and grants."

Govt Initiatives to boost the cold chain infrastructure:

- 100% FDI through government route.
- Since 2011-12 cold chain has been given infrastructure status.
- Viability gap funding up to 40% of the cost.
- 5% concession on import duty, service tax exemption, excise duty exemption on several items.
- Subsidy of over 25 to 33.3% on the cold storage project cost
- Establishment of National Centre for Cold Chain Development
- Proposed financial outlay for cold chain infrastructure & food parks of US\$335 million and US\$650 million respectively
- Over 50 to 70% capital grant on projects.

Talking about the key areas where cold chain systems need improvement in the country, he says, "Although, the sector is fragmented and

Hyderabad have lower rentals for both Grade-A and Grade-B warehouses.

The warehousing, manufacturing and logistics industries will benefit the most from the implementation of GST in India and the new tax regime will also usher in an era of upgradation in the warehousing infrastructure. While the existing eight cities (mentioned above) are expected to retain their leading positions after GST rollout, India will also witness the emergence of at least 12 new feeder/ warehousing spoke locations.

Talking about the impact of GST on the logistics and SCM sector, Kanujia, says, "With the GST being implemented, a common market for all goods and services will be created. The removal of several state

level taxes will result in an absolutely unambiguous taxation system and reduce the overall cost of handling goods and services. The procurement of raw materials would become less complicated, which will create opportunities for more suppliers and vendors. Due to this, a wider base of distributors would be available as interstate movement paperwork will not be a hurdle, resulting in better access and low transportation costs. Supply chain efficiencies are expected to improve with standardization of tax structures across states. This is expected to have a positive impact on retailers. GST will result in reduction of the overall tax burden on products and services, leading to a boost in demand. Warehousing decisions will no longer be



not mature but there is huge potential for retail to grow. The growth may require change the way of working and develop new capabilities around handling of food collection, storage and transportation."

Akash M Agarwal, Director, Crystal Logistic Cool Chain Ltd, "In terms of operating cost of Cold Chain in India is higher because of the major component of any Cold Storage is electricity, power. The power consumption for any Cold Storage are the main raw materials which are very expensive or is not readily available, the major costs starts from there. Second major expensive are the equipment's as the ones which are available in India is not as per standards which is required to maintain the temperature in the Cold Storage. There are certain Import duties which are levied on the equipment's which we need to bring in the country like panels, refrigeration's, ancillary machineries are very high. Apart from this the volume of the product needs to grow to bring down the cost. Today India as being a growing economy & food factory coming in probably after couple of years we will have volumes. once this increases the cost starts to go down."


Adding further, Agarwal, says, "The awareness is also very less in India, the technical knowhow in terms of education of the people & technical knowledge of how to run. apart from that the logistic cost also increases the warehousing cost, so it's both hand in hand together the cost go up. Also, the land cost is very high in India, to build any cold storage in India or any Cold Chain distribution hub if you are building it has to be large so the availability of usable land like with power, proper documentation is very difficult & getting clearances for pollution for factory licenses. There are lots of acts/laws which makes the project delayed for a longer period. Normal construction would take not less than 18-24 months whereas in a western country usable land is readily available in proper industrial areas, power is also available so this factor helps in construction which is over in 9-12 months. This is one major issue in India where land cost is pretty steep which act as a big deterrent."

dictated by the comparative tax advantages of various states, thereby enabling retail firms to make business decisions based on supply chain dynamics. This would result in economies of scale and improved efficiency."

From the operations point of view, it will allow for seamless flow of goods and services across states. With the implementation of GST, multiple check posts and entry points may be removed or reduced leading to increase in efficiency and time definite delivery.

"Definitely, the implementation of GST on retail sector has a positive impact from both taxation and overall operations. From taxation point of view, it would bring down the overall indirect taxes which is 30 percent according to present tax structure. This includes a range of taxes such as excise duty, VAT, CST, tax on warehousing, rent, Octroi and entry tax," says, Sharma from TCExpress.

Echoing the similar sentiments on how GST will up the retail value chain, Khetan says, "Absolutely Yes! Apart from warehouse consolidation, there are many other positive impacts of GST like: reduction of time at check posts due to road permits and way bills; lesser documentation resulting in reduction in lead times; feasibility of implementation of automation due to large central warehouses, thereby improving productivity and cost."

Giving a critical stand on GST Sharma from Bestseller, opined, "To some extent it reduces in-efficiencies in the current system but at the same time the current draft will make it complex." In his concluding remark, Chugh resonated Sharma's critical standpoint on GST, saying, "I can't say as of now. It will depend upon the percentage of GST levied on each sector v/s existing tax structure. Some sectors might benefit & some may not. Once the GST is implemented fully, we can review & confirm the final implications." 

“RETAILERS NEED TO RE-LOOK AT THEIR NETWORK FROM A **COST V/S SERVICEABILITY TRADE OFF, AND OPTIMIZE ACCORDINGLY**”

Crimson & Co has retail clients across the world and has helped benchmark several operations within SCM. They work with retail, e-commerce and 3PL companies which gives them the breadth of experience. Their proprietary tools and very experienced consultants help generate value to the clients by way of improving efficiencies in the Distribution Centers and optimise the network thereby improving service levels. They have also helped clients in designing and sourcing the right level of automation and technology required for their DC operations. Their consultants come with a lot of operations & industry experience. Talking about the knitty gritty of supply chain management, **Ravikant Parvataneni, CEO – Crimson & Co India** explains about the importance of SCM in retail sector.

How Supply chain mechanics are changing in the digital age, with retailers going omni channel way how you as a supply chain player adding value to the multi-channel retail business?

Goods may be sold through multiple channels, the consumer expects a seamless experience, irrespective of the channel or seasonal peaks. Complexity is growing, driven by consumer demands and competitive pressure. At Crimson & Co, we combine our retail domain knowledge with logistics & supply chain expertise and understanding of global best practices to assist clients chalk out a total end to end strategy across channels, keeping the consumer expectations in mind.

How important is time definite logistic service for retailers and are retailers growing more conscious about it in India?

Since the e-commerce boom, time- definite has become the most critical service. While we all know its criticality in shipping to consumer, in the ‘Distribution Centre to Store’ leg also, it has become significantly critical, to avoid stock-out situations. As uncertainty goes down in transportation, it leads to reduction in safety stocks across all the nodes in the network, leading to higher efficiencies. Clients need to re-look at their network from a cost v/s serviceability trade off, and optimize accordingly. We have proprietary analytical & mapping tools to help create an optimized network which would give the right balance between the cost as well as time to market.



Implementing real-time data analytics vastly improves supply chain efficiency. Please elaborate on the same.

This is especially true in transportation where online tracking of vehicles (and therefore packages) helps reduce uncertainty and take corrective actions wherever required. Real-time data analytics also plays a very important role the LMD (last Mile Delivery) segment where geocoding, real time traffic and dynamic route planning helps achieve higher efficiencies and service levels.

What you are doing at your end to provide end-to-end coordination throughout the supply chain to avoid supply chain complexities?

We have worked with clients across all requirements whether its expansion or change in business objectives or even outsourcing and supplier management. We have created supplier review processes, fulfillment and distribution strategies, introduced planning & control processes and helped implement an integrated supply chain approach. This has helped our clients increase sales during festive seasons, cut transport expenditure, achieved substantial savings in DC operations and helped improve overall efficiency in SCM.

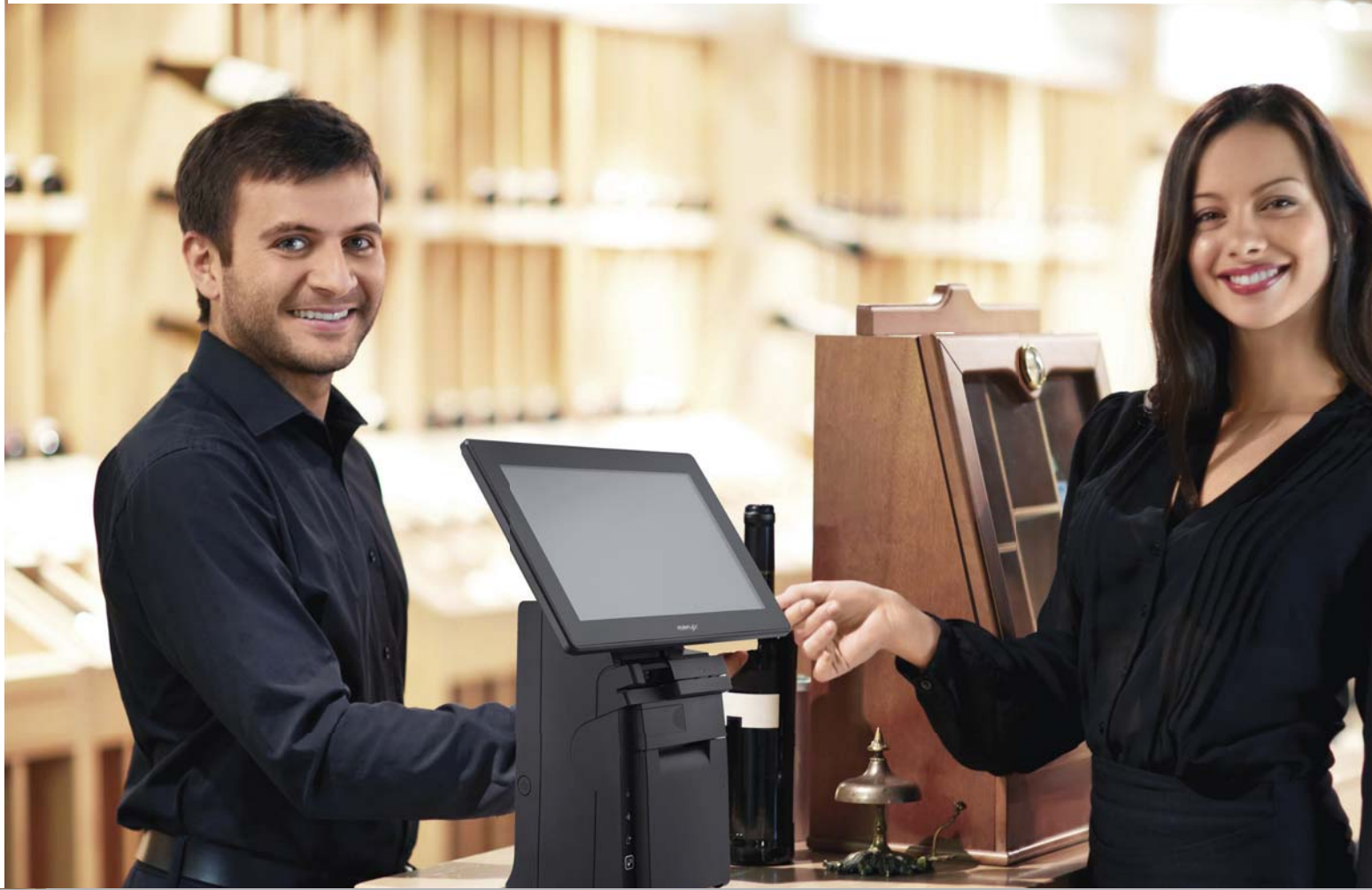
Please tell us about your retail clientele. It would be great if you can share a testimony or a case study of your retail client.

I come from a retail background myself, having worked with the two largest Retail groups, Future Group and Reliance Retail. Crimson & Co has also been fortunate to work with both the Retail giants. For Reliance Retail, we were involved in designing the supply chain strategy when the Retail business was just starting. For Future Group, we have been involved in the design and implementation of Automated Cross-belt sortation system which is the first of its kind in India. In short, we have been at the forefront of bringing technology to our clients in India.

Is GST positively impacting retail value chain?

Yes, especially in the food business. For example, in the NCR region, all the retailers have to necessarily have 3 DCs in Gurgaon (Haryana), Delhi and Noida/Ghaziabad (UP). However, with GST, they will be able to service from one single DC thereby gaining critical efficiencies and making the business gain value. This will also help them implement better technologies because some technologies need certain scale to be viable.

FIRST TIME IN INDIA TRUE ALL IN ONE POS TERMINAL



HS-2414W

Innovative ALL IN ONE POS TERMINAL

HS2414W is true compact all-in-one 14" Touch POS comes with a detachable/ easy swapable receipt printer for easy maintenance & Optional 2D barcode scanner to scan QR Barcode or item scanning (Omni direction) making HS-2414W the most well suited POS terminal on the check out counter that helps to add additional POS without sacrificing the real estate space.

Ideal : Departmental Store, Quick Checkout Counter, Food Court, Kiosk, Token Dispensing(Queue Management) etc.,



Inbuilt printer & NFC option



MSR & Bio Metric portion



Promotional Second display



2D Scanner



Cash Drawer

POSIFLEX Technology (India) Pvt. Ltd.,

985, 1st A Main, 4th Cross, New Thippasandra, Bangalore 560 075

Tel : +91 953 543 2110 , +91 988 004 2717

+91 80 4078 2700 Email : sales@posiflexindia.com

Fax : +91 80 4153 6089 Http://www.posiflexindia.com

At SM, the Competition is irrelevant!

Blue Ocean Strategy, the new age Business Guide by W. Chan Kim and Renee Mauborgne first published in 2005. Of course, this is not the platform to describe about this book but for the benefits of the reader we summarise the author's many years research in two sentences. **'Competing in overcrowded industries is no way to sustain the business. The real opportunity is to create an uncontested market space'**.

SM was founded by Shrawan Chaudhary in 1996, at the age of 20 and its founding principle was similar to Blue Ocean Strategy that gave birth to the SM Express, an altogether different logistics company.

To create successful business, one must not be super intelligent, one must be visionary.

While most courier and express logistics companies were busy fighting in the overcrowded and saturated market, Shrawan Chaudhary struck with an idea of creating Breakthrough logistic service solution to the large home Furnishing and textile industry. SM is an undisputed market leader in this segment with over 75 percent market share. For all leading and world class furnishing manufacturers, wholesalers and retailers, SM is their first choice and preferred service provider.

SM has its presence in all Metros, major cities and even in tier two cities of India. The state of the art operation management system backed by best in IT solutions and trusted army of hardworking manpower has been SM's areas of strengths. Riding on winning strategy of creating niche market space, SM is working on various innovative ideas that will expand its services to the segments like Automobiles, Pharmaceuticals and international freight forwarding. SM's Core Management Team, which includes talent from the leading express industry has designed a mission 1000 Crore by 2025. The vision statement of the Company which read as Creating Strong, Motivated, Responsible and Financially Intelligent Organisation, supports its mission. The infrastructure is in place that has capacity handling up to 500 tons Cargo per day.

For the founder and Managing Director Chaudhary, the team is his biggest asset. He believes in training and learning. 90 percent of top and middle management executives has undergone various training programmes. He has allotted special cost budget for training and learning. His dream vision is to create the culture of commitment and integrity that will take this organisation forward even without his direct interference. He believes that this is possible by providing leadership and entrepreneurship opportunities to the one and all in the company and the society. The Leadership opportunities by taking stand for the team and entrepreneurship opportunities by creating a unique franchisee model for the people from all walks of life.

SM is the Brand that has already arrived on the Express Logistics Map of India and it's here to stay, making competition irrelevant.

AN IMAGES GROUP PRESENTATION

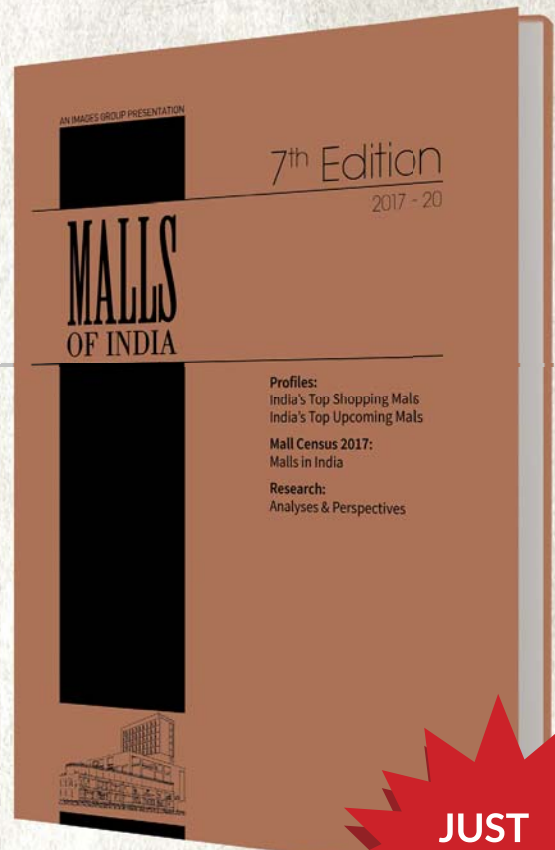
7th Edition

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.



COVER PRICE:

₹5000 | US\$ 100

for orders within India | *for orders outside India*

Cost includes courier charges



Order your copy by sending delivery address and cheque drawn in favour of **Images Multimedia Pvt. Ltd.** to:

Kiran Rawat,
Images Multimedia Pvt. Ltd.
S 21, Okhla Industrial Area, Phase 2,
New Delhi 110 020

Mobile: +91 9953525535
E-mail: kiranrawat@imagesgroup.in



For book retailing enquiries:

Anil Nagar
Mobile: +91 9811333099
E-mail: anilnagar@imagesgroup.in



Vineet Gautam
Country Head
Jack & Jones

Malad



“It’s the home to my top store!”

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

My Infiniti. My World.

Andheri



infiniti

The mall with infinite experiences
Andheri (W) • Malad (W)



www.infinitimall.com

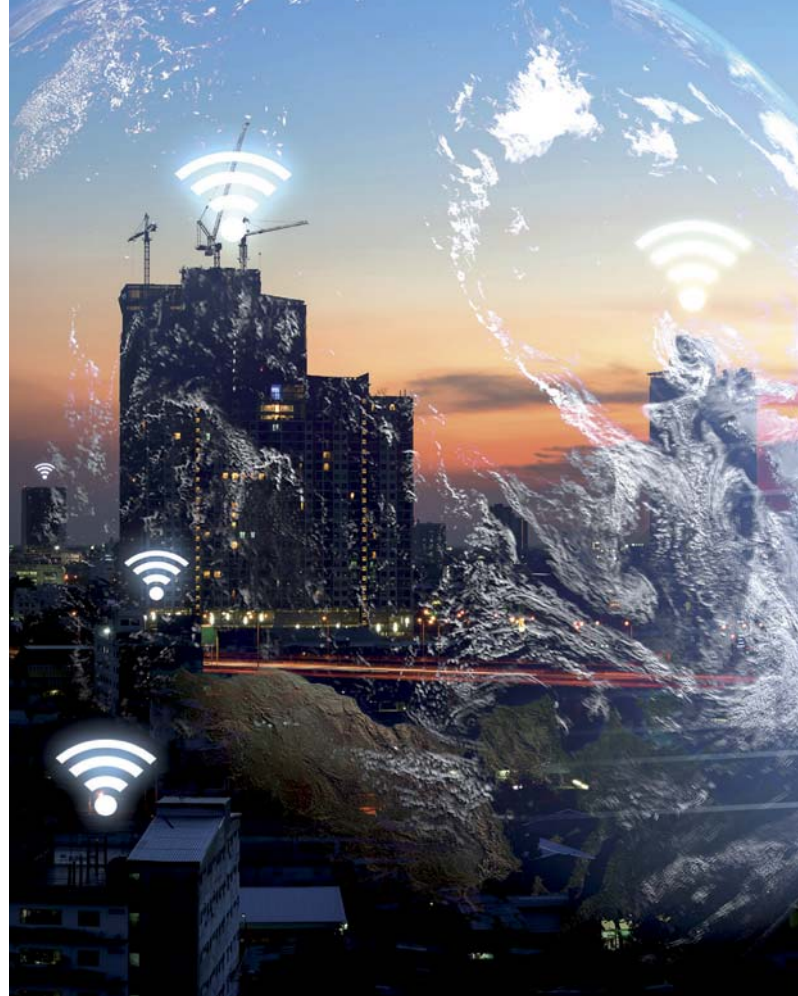
Follow us on:

[f/mall.infiniti](https://www.facebook.com/mall.infiniti) [t/infinitimall](https://www.tumblr.com/infinitimall) [i/infinitimall](https://www.instagram.com/infinitimall)

REDEFINING BRICK & MORTAR STORES, DIGITALLY!!!

– By Sunil Nair

Digital has transformed the way we live. In almost every walk of life, the smartphone elevates our experience, adding value and streamlining the way we do things.



REINVENTING THE STORE

E-commerce sites are moving fast to scale up in the market which has been predominantly driven by physical stores across the globe. Though the percentage of e-commerce sites are low compared to the physical stores, the pace at which it has been engaging customers has made the brick and mortar stores to relook into their strategies. More and more brick-and-mortar retailers are looking at technology to improve their customer engagement, thereby improving their loyalty customers and in turn increasing their sales.

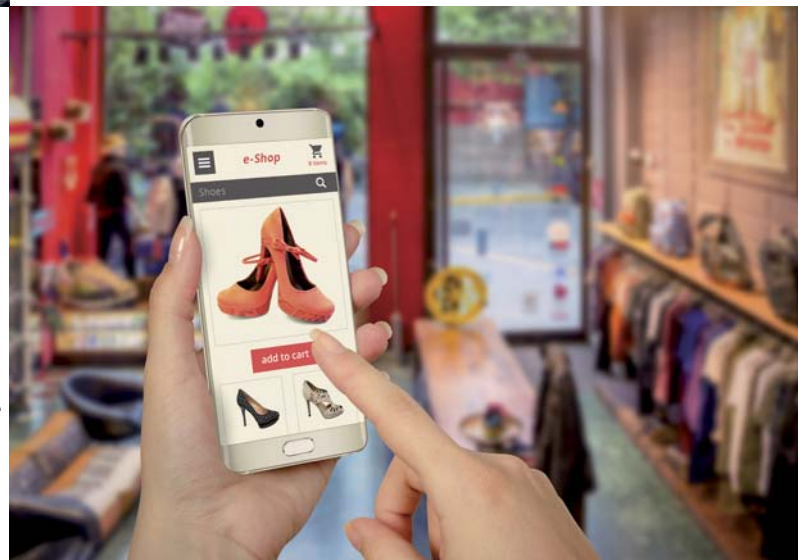
While developed countries are already looking at personalisation in advertising through cloud, developing nations are focusing on addressing energy management topics through

Within retail, digital is transforming everything of the consumer experience. The consumer is now a digital shopper. The proliferation of mobile technologies combined with widespread Internet access has rapidly altered just about every aspect of our lives. Now, the Internet of Things (IoT) promises an even greater revolution.

RETAIL & IOT

Traditional retailers will have to increasingly cope with the shift of consumers to online retail. There is a good opportunity for retailers to employ IoT to help revive physical stores and improve a customer's shopping experience. It is quite likely that the in-shop experience will act as that competitive differentiator.

With the advent of Internet of Things (IoT) and Internet readily available for all at affordable costs, technology has made an entry into various domains including in retail.





Many retailers struggle with how to fully capitalise on the IoT-enabled capabilities. Without a clear plan to connect the data to business results, it is hard to make a case for the investment. The IoT has already started working its way into retail stores, and technologies will continue to disrupt the traditional retail process.

sensors, crowd management at checkouts and also understanding the customer analytics in-store.

USE CASES

Many retailers struggle with how to fully capitalize on these IoT-enabled capabilities. Without a clear plan to connect the data to business results, it is hard to make a case for investment.

The IoT has already started working its way into retail stores, and technologies will continue to disrupt the traditional retail process in the coming years.

- ▶ Consider beacons, devices that retailers use to automatically send notifications and discounts directly to shoppers' smartphones when they enter a store.
- ▶ Digital Signage: These signs push ads and price changes to stores in real-time, which creates target sales for consumers.
- ▶ Smart mirrors, for example,



which enhances the shopping experience and offers added convenience for shoppers by not forcing them to travel to and from the fitting room.

- ▶ Smart shelves, meanwhile, automatically monitor inventory in stores and notify the manager when an item is running low. Mistakes and human error in this process can lead to an oversupply or, worse, a shortage of key items in stores.

The key focus areas for any retailers is to improve customer experience, thereby increasing sales and loyalty on one hand and decreasing costs by increasing operational efficiency and cut losses on the other hand.

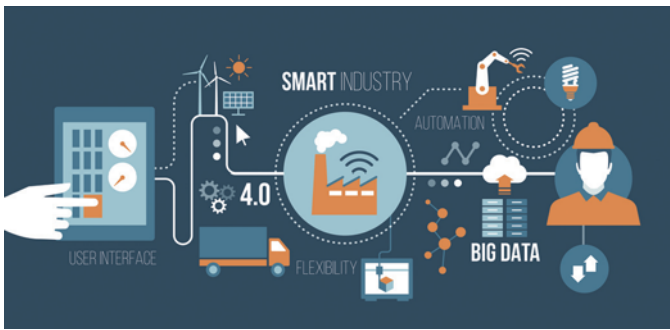
CHALLENGES IN ADOPTING IOT FOR RETAIL COMPANIES

- 1. Missing standards across platforms and solutions:** In IoT make it one of the most fragmented solutions in the

market. With big players like Google, Amazon, Microsoft, Bosch and General Electric either open sourcing some of their main platforms or by standardizing their offerings through Consortiums, a good beginning to addressing of standardization issues are being seen.

2. Software adoption through mobile apps and computers:

The Internet of Things is forcing customers to use their mobiles or computers more and more. But this comes with a challenge that the user interface needs to cater to a variety of users – on one hand, people who are internet savvy and can use apps or websites easily through a flip of their fingers, while on the other hand, people who have just started using smart phones and cannot easily understand complex operations on the phone or computers. To easily cater to all the portfolio of people is a big challenge.



sector and rapid increase in the number of Internet users. Various agencies have high expectations from the growth of Indian e-commerce markets. Indian e-commerce sales are expected to reach US\$ 120 billion! by 2020 from US\$ 30 billion in FY2016. Further, India's e-commerce market

The Internet of Things (IoT) is viewed as a major driver of the third Industrial Revolution. There is no question that the connectivity of “things” will only continue to affect how businesses run in the future.

3. Device diversity: The western world is more or less filled with mid-high to high end phones while developing countries like India has ‘people’ mobile phones with wide device diversity. Some customers been mid- low end phones with 1 GB RAM and 1.2 GHz processor while others come in with a high-end phones with 6 GB RAM and 2.4 GHz Octacore processors, which means that the software needs to be adaptable to a wide range of phones.



and this trend would continue in the years to come. Retailers should leverage the digital retail channels (e-commerce), which would enable them to spend less money on real estate while reaching out to more customers in tier-2 and tier-3 cities.

4. Infrastructure: Infrastructure requirements include availability of internet for connectivity, availability of the required hardware components for the solutions like Bluetooth beacons, smart devices, smart and high performance servers, cloud connectivity and infrastructure etc. These can also vary based on the kind of place where it is implemented in (developed, developing, emerging etc.).

6. Training: Retail community needs to invest in training and inspiring their sales team. Nothing compares to a great retail experience .

is expected to reach US\$ 220 billion in terms of gross merchandise value (GMV) and 530 million shoppers by 2025, led by faster speeds on reliable telecom networks, faster adoption of online services and better variety as well as convenience.



STATISTICS INDIAN RETAIL

India’s retail market is expected to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanization and attitudinal shifts. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent.

ROAD AHEAD

The Internet of Things (IoT) is viewed as a major driver of the third Industrial Revolution. There is no question that the connectivity of “things” will only continue to affect how businesses run in the future.

CONCLUSION

Retailers have to work together to ensure better prospects for the overall retail industry, while generating new benefits for their customers. If you think IoT is in the far-off distance, think again. The retail industry is beginning to make serious moves toward IoT innovation and this will only continue to grow in the future.

India is expected to become the world’s fastest growing e-commerce market, driven by robust investment in the

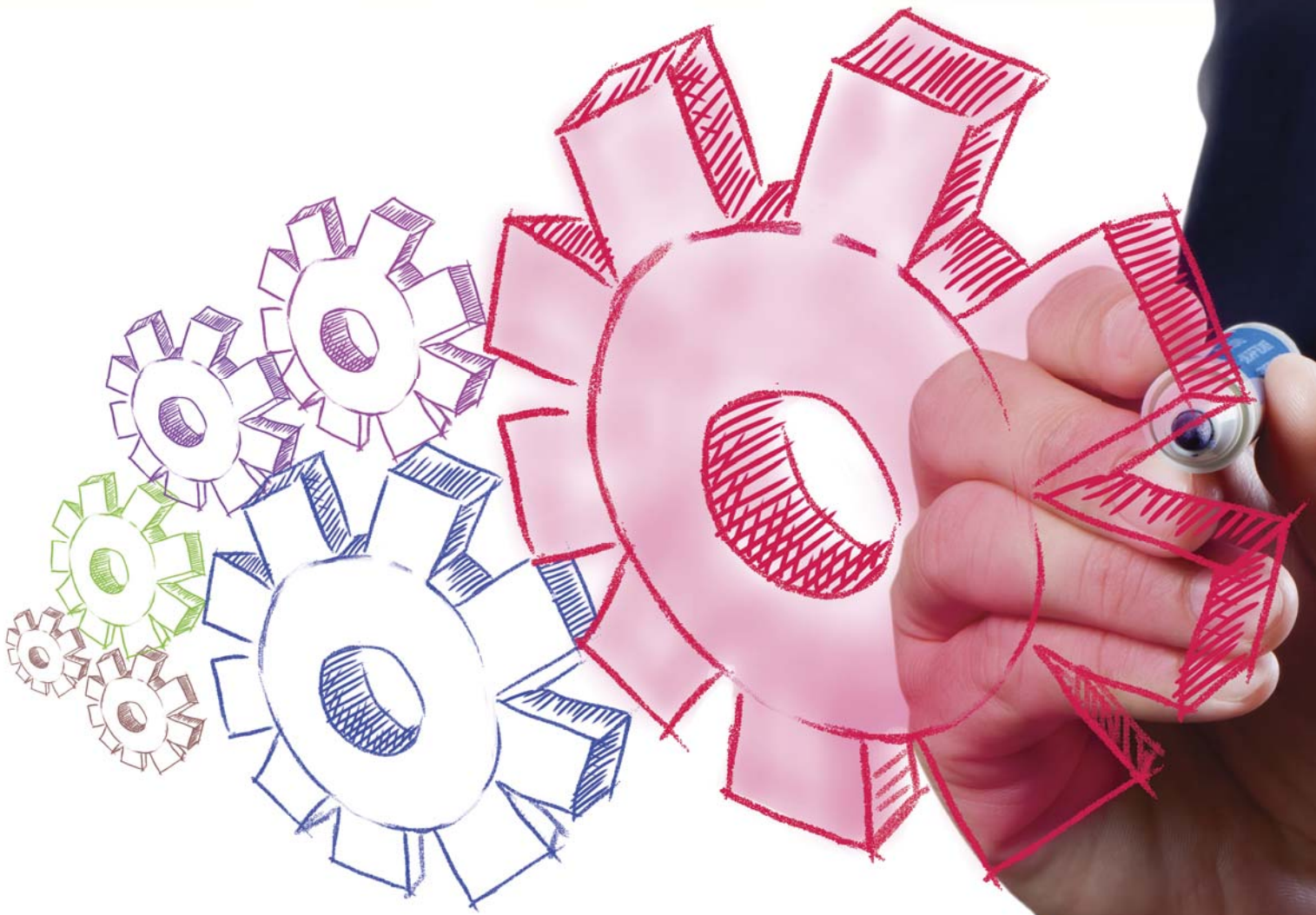
E-commerce is expanding steadily in the country. Customers have an ever increasing choice of products at the lowest rates. E-commerce is probably creating the biggest revolution in the retail industry,



About the author:
Sunil Nair is CTO at Spar India



REDESIGNING YOUR SUPPLY CHAIN? CALL THE EXPERTS.



Lead The GST Revolution

Safexpress offers cutting-edge strategies for streamlining your existing supply chain. You can redesign your supply chain by utilizing our 30 ultra-modern Logistics Parks, spread over 12 million sq ft across India. Unlock the capital tied-up in warehousing and inventories by outsourcing to Safexpress.



Call: 1800 113 113

www.safexpress.com

Distribution Redefined

WINNING WITH WOMEN'S WEAR - TCNS

Just as India opened its doors wide to welcome international fashion in the country, visionary thought of taking a lead to set an example. The vision was to create a brand that would beautifully merge Indian aesthetics and Western cuts and offer women in India a perfect combination of chic indo-western wear. This retail brand is TCNS, which includes W, Aurelia and Wishful.

– By Zainab S Kazi

Encapsulating the Inception and the Initial Years

TCNS's journey started in 2001 with a single store. In less than a decade- and-a-half, TCNS reached the milestone of 100 stores. A gigantic leap was taken in another four years thereon when it expanded to a commendable number of 380 stores across the country and even forayed internationally in markets like Mauritius, Sri Lanka and Nepal. Lalit Raghuvanshi- Vice President, Sales, TCNS Clothing Company Pvt. Ltd, shares with a sense of pride, "We are proud to have been awarded The Most Admired Indian Women's Wear brand in 2015 and 2016. We have also been awarded Images Most Admired Retailer 2016 - Turnaround story and our path-breaking marketing campaigns #Unlikeboring & #Unusuals have also won several important marketing awards."

Recounting the Achievements

TCNS was gaining ground but they were still a distant third in the pecking order in the category of women's wear in 2013-14. Raghuvanshi, says, "We were able to change the order in 2015 when we took the second spot. In Fy16, we gained further ground and became the largest women's wear company in India which is a matter of great pride for all of us at TCNS." The last 4 years have been remarkable for the company where they have reached the zenith becoming 5 times of their business size. Raghuvanshi makes it a point to add, "We are a brick and mortar company which has grown at a pace which is usually talked about for online companies. This rapid topline growth rate came with an even higher growth rate in the bottom-line which basically illustrates the quality of growth we have been able to achieve." Adding further he shares, "Being awarded the Images Best Women's Wear Brand back-





“ We are a brick and mortar company that has grown at a pace which is usually talked about for online companies. This rapid topline growth rate came with an even higher growth rate in the bottom-line. ”

- Lalit Raghuvanshi,
Vice President - Sales,
TCNS Clothing Company
Pvt. Ltd



to-back in 2015 and 2016 is a huge recognition of all the hard work that has gone in. Also recognition from our partners like Myntra, Shoppers Stop, Reliance Trends as the best performing Ethnic wear brand bears testimony to the fact that we have been able to add significant value to our partners as well.”

Team Work

A company / brand is only as good as the people working for it. The very fact that W has managed to surpass all expectations in terms of its growth, speaks volumes about the minds and hands working behind the scenes. Raghuvanshi, says, “We at TCNS believe in team work and if there is one single

reason behind this growth then that reason would be the ‘team’ here. Usually companies divide people into departments but here all of us working at TCNS are united by the vision that we have for our company. A lot of credit

for this goes to our Managing Director for creating a culture that thrives on innovation, promotes meritocracy, challenges the existing norms and overall promotes a feeling of ownership for all the employees. Any company

We are seeing three big things happening in our sector in India :

1 Arrival of International Fashion Chains - A lot of International brands are being launched in India and some of them have tasted initial success. The successful ones will try to add to their retail footprint and will spend time and resources to win the consumers . More competition means the best for consumers which is a good thing. Indian brands and other existing international brands will have to innovate and stay relevant to their TG in order to survive.

Consumer Centric Approach - Omnichannel is not just a buzz word anymore, it has become a reality. Similarly Data Analytics, customisation etc all have become extremely important for brands to engage with their customers. The Consumer of today wants the convince of shopping at the time, mode and place of her choice and brands which recognise and remodel their offering in the best possible way will turn out to be the winners. Also most of the traditional Brick- and-mortar companies now have started viewing online portals as a sale channel rather than competition. The seamless integration of Online & offline should become a reality in 2017.

3 Introduction of GST - Introduction of GST will have an impact on the overall profitability of the retail sector especially during FY17.

The migration of consumers to ready to wear garments and from unbranded to branded wear is happening at a much faster pace than one can imagine. There is huge scope for all the players in the segment to grow and gain from this shift.



would stand to gain a lot if all the employees think about how to take a company forward rather than just a select few individuals at the top trying to make things happen.”

Understanding what Women Want

With fashion becoming readily available, the consumer today is spoiled for choice but then only brands that cater to specific needs of a consumer would be able to survive the market pressure. As Raghuvanshi rightly puts, “The consumer of today is extremely well connected to what is happening globally in terms of fashion.” Citing the key learning that they have come across, he adds, “Our biggest learning while catering to this segment has been that women prefer something which conforms to the traditional aesthetic yet is extremely modern in its language. Keeping this in mind, traditional Indian wear is merging with western wear for everyday use.”

According to Raghuvanshi, there is good growth opportunity in the category of women’s ethnic wear, as branded women’s apparel is still an extremely under-penetrated category.



Elaborating on the current dynamics, he says, “Women prefer to go out wearing something which permeates traditional wear in the work environment which is why most companies experiment with fusion clothing instead of just ethnic, which are reserved for special occasions. There is a strong and emerging market for fusion Indian wear which cuts across all other product segments.”

Market Dynamics

The women’s wear category has witnessed an unprecedented growth in the last two years. The onset of online retail has led many aspiring entrepreneurs to enter the category, each offering something different. Talking about what 2017 holds for the sector, Raghuvanshi says, “2017

will be an interesting year. The migration of consumers to ready to wear garments and from unbranded to branded wear is happening at a much faster pace than one can imagine. There is huge scope for all the players in the segment to grow and gain from this shift. The challenge for the brands is to stay relevant and not to get complacent.”

What’s on the Cards

W will soon be positioned as a lifestyle brand. To hear it from Raghuvanshi, “We are planning to make our Indo-Western brand W, a lifestyle brand by extending categories and keeping our focus right on quality and fit of the products. In the past, we have successfully added jewelry as a category under the W brand. We are now adding bags and

we might very soon come up with footwear. Looking at the pace at which the brand is growing – both geographically and monetarily – it will not be long before it gets turned into a complete lifestyle brand, of course keeping our core competencies intact. Plans are also afoot to make our premium brand Wishful (priced between ₹2,999-7,999) as a standalone brand. It is currently sold as a private label at most of the W outlets. Aurelia will continue to gain momentum. The new format of Aurelia stores have really been well received by the consumers. Aurelia clocked ₹350 crores of consumer sales in this FY and our next year’s plan include taking this to more than ₹500 Crores. Having tasted success with our existing International stores, we will look to add rapidly to our footprint outside of India. We see tremendous potential for our brands in countries which have huge Indian sub-continent diaspora.”

Today the company, has grown into 380 outlets in 100 cities across India. Brand Aurelia is the fastest to reach the milestone of 150 stores since inception in our category. The total retail space for the brands EBOs and SIS is 6,07,000 sq. ft. **IR**

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

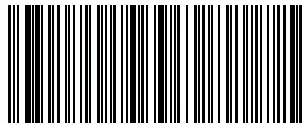
CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING
.com



THE **A TO Z** OF ALL THE
CONNECTIONS, IDEAS
AND INTELLIGENCE **YOU**
NEED IN RETAIL

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac +** unique visitors, on website, per month
- > **5.5 Lac +** page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to
1,50,000+ retail professionals?
Advertise Now!!



INDIARETAILING
.com



To discuss how best to plan your campaign on IMAGES Group's Digital Platform,
Please talk to our Digital Campaign Advisors"

North & West India

Sarang Mehta | sarangmehta@imagesgroup.in, +91 9820157225

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in

An
IMAGES
GROUP, IN
Initiative



LIQUOR BAN COULD BE A ‘HIGHWAY TO HELL’ FOR F&B AND REAL ESTATE SECTORS

With the recent Supreme Court ruling banning the sale of liquor from establishments located within 500 meters of the National and State highways, a new real estate dynamic is at play. Two different categories of establishments have been impacted, with corresponding effect on real estate: F&B outlets located within malls and stand-alone restaurants located along ‘within city limits’ highways; liquor shops and bars located along national and state highways beyond the urban jurisdiction of the city.

– By **Ashutosh Limaye**

In the category of organized F&B players with establishments located within urban jurisdictions in cities like Gurgaon, ingenious methods to increase the distance from the highway have been arrived at. Gurgaon’s Cyber Hub is an interesting case in point. Until now, proximity to main roads and highways was a key positive for a location. Now – at least for liquor-based F&B outlets and retail establishments, the reverse is becoming true.

The process of de-notification of many of these highways is underway, but there is a general sense of insecurity amongst bar and restaurant operators. In Mumbai, the Western and Eastern Expressway highways are being de-notified. From an urban planning perspective, this may not be a bad thing at all. Though the de-notification process is a reaction to a ban rather than a carefully thought-out change, it is a much-needed one.

In Mumbai, both the express highways (Eastern and Western) currently function more like city roads than highways. Within the urban jurisdiction of Mumbai, the character of these highways - flooded as they are with snail-paced vehicular traffic throughout the day - is that of a city road. Their definition as ‘highways’ in the classic sense is therefore highly debatable.

In the rest of Maharashtra, the Government has received proposals from Jalgaon, Latur and Yavatmal municipal corporations seeking to de-notification of highways, which have been okayed. In Pune, however, the municipal corporation has not yet sought to de-notify key highways. In this city, while some restaurants continue to function without liquor along the Mumbai-Pune Expressway, some others are relocating to areas beyond the 500-meter limit because going ‘dry’ is simply not an option.

The challenge is to maintain visibility and accessibility to transiting customers despite moving further inside the city. Hotels close to IT business hubs in Hinjewadi and Kharadi are most impacted. In Bangalore, hotels located on the outskirts of the city are understandably far from happy. In Tamil Nadu, the de-notification of Anna Salai in Chennai as a state highway is likely. The natural question of what happens to the upkeep of the all these highways post de-notification arises, and this is still a big question mark...



The Real Estate Perspective

From a real estate perspective, for the first category of impacted establishments, the nature of lease agreements (the commonly prevalent revenue sharing plus minimum guarantee model) is largely followed across malls in India. This may undergo a change if liquor-serving F&B outlets in malls close to highways are to survive. Liquor accounts for a sizable sum of the total monthly revenue generated in F&B outlets that serve it. With fall in revenues from liquor, overall F&B revenues have suffered heavily and meeting the demand of the minimum guarantee amounts needed to be paid to mall owners may become a big challenge.

The worry over inability to service rentals is fairly widespread among F&B operators in Sector 29, Gurgaon and on Sohna Road as well. A substantial mindshare of F&B operators has been taken up with the aim to resolve the issue of the liquor ban, and cash flows have been significantly impacted for now.

Will all this lead to the earlier fixed rentals model coming back into play? F&B operators are hoping the blanket ban may be revoked, because the current revenue share model works well and gives the lessee



(tenant) the comfort that the risk attached with his business is shared by the lessor (owner). However, the landlord may want to lock into a fixed rental once more.

The Supreme Court ruling has come at a time when F&B presence is slowly becoming a massive differentiator between one mall and another. It is now a unique selling proposition of a mall, as the balance retail space is taken up by brands which are more or less uniform across major malls. The duration of stay at a mall - as well as the spends on other categories - are both largely being dictated by the kind of F&B present in a mall.

F&B's percentage share of total leasable area of a mall has also gone up over the years. Whatever impacts F&B outlets will definitely impact the performance of other tenants in

The Supreme Court ruling has come at a time when F&B presence is slowly becoming a massive differentiator between one mall and another.

a mall, as well. The liquor ban will have a trickle-down impact on other retail categories in malls.

The second category of players - small restaurants, bars and liquor shops located along highways beyond cities' municipal limits - may witness another kind of real estate impact. Currently, most highways in India are dotted with liquor shops as well as small bars serving quick snacks.

- Will there now be a growth of several quick service restaurants (QSRs) - the likes of McDonald's, KFC or Dominos - which will replace liquor-serving bars and restaurants?
- Will more tea and coffee outlets like CCD or Chaayos crop up in locations close to highways?
- Will a larger number of Kamat-style restaurants and local snack joints emerge in such locations?

Landlords may consider looking at these QSRs or café and tea outlets as tenants now, as vacancy from current liquor-serving establishments is likely to grow.

The impact on both categories of players - the larger organized F&B operators within mall spaces and star category hotels, and the unorganized sector - is quite perceptible right now. If de-notification of the major highways does indeed take place and not rolled back, the blow to the sector will be softer. We will have to wait to see how the de-notification process unfurls across India. Hopefully, the fortunes of the F&B sector will soon recover. 

About the author:

Ashutosh Limaye is National Director - Research at JLL India



iff INDIA
FASHION
FORUM
2017



// 12-13 APRIL, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

INDIA FASHION FORUM 2017: LOOKING INTO THE FUTURE OF FASHION

Launched in 2000, India Fashion Forum (IFF) is India's largest fashion retail intelligence event. The event, which is in its 17th year took place on 12-13th April in Renaissance Hotel, Mumbai. The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs roundtables, presentations, knowledge series sessions and workshops.

PIVOTING TOWARDS TECHNOLOGY, KEY TO UNLOCKING INDIA'S \$96 BILLION FASHION MARKET

The future of fashion in India is going to be focused around a smaller shopping window, about the size of the screen of a smartphone to be precise. But the line between the online window and the offline window is constantly blurring, presenting new opportunities as well as challengers for fashion retailers.

That was the theme that took center stage at the India Fashion Forum (IFF) 2017, as a star-studded panel at the inaugural session talked about the shifts in the Indian fashion retailing industry and how they will shape its future. The dynamics of customers skewing towards a younger demographic and technology and lifestyle driven changes are expected to push the fashion market's size greatly, as per a study from Technopak. In his inaugural address, Suresh J, the Chairman of IFF 2017 and MD & CEO of Arvind Lifestyle Brands, emphasized that the success mantra for a fashion company in this future will rest on a "pivot towards technology and sustainability". He spelled out the 'ABCD' of success which were Analytics (the industry getting to know their customers more), Buy Now (the industry cutting down on cycle time), Compliance (in terms of environmental and social norms) and of course, Digital.

Digital is a dominant theme in any business narrative today and the fashion industry is no different since it is an arena driven by social trends. Neelesh Hundekari, Partner - Consumer & Retail Practice, AT Kearney, identified the new shoppers as 'digital natives' whose access to information through their smartphones and the internet has changed the leverage retailers usually had. "Information asymmetry on price is a lever that's no longer available to a retailer", he said, adding that in this new era "shopping is a social



“The success mantra for a fashion company in future will rest on a “pivot towards technology and sustainability. In this digital age we need to remember the ABCD of success; it is-Analytics (the industry getting to know their customers more), Buy Now (the industry cutting down on cycle time), Compliance (in terms of environmental and social norms) and of course, Digital.”

- Suresh J,
Chairman, IFF 2017 and
MD & CEO,
Arvind Lifestyle Brands



From L to R: BS Nagesh, Suresh J, Prashant Gupta, Bijou Kurien, Dilip Kapur, Tushar Ved

experience and mastery of technology and social behavior are an important success factor.” India has a higher proportion of mobile digital shoppers (projected to be 42 percent of all digital shoppers by 2018) than the global average (34 percent) which has meant that an omnichannel strategy (both online and offline channels) is likely to become the model of the future for fashion retailer, pointed out Pulkrit Trivedi, the Director of Industry Verticals

(India), Facebook, citing the numbers from an internal study conducted by Facebook and the Boston Consulting Group (BCG).

During the inaugural panel discussion moderated by former Shoppers Stop CEO and the founder of TRRAIN, B S Nagesh, the President & CEO of abof.com, Prashant Gupta also brought out the merits of an omnichannel strategy saying it was ‘a more appropriate business channel because currently ecommerce

is seen as being equivalent to just discounted products’ and that mindset needed to change. From the panel discussion, the theme that emerged as a future roadmap for the Indian fashion industry had to do with the understanding that fashion retail has to evolve into an experience that straddled both the offline and the online worlds with digital led personalisation and real time tracking of trends to bring fast fashion to consumers in India.

ENHANCING SUPPLY CHAIN CAPABILITIES FOR A GREAT CUSTOMER EXPERIENCE

powered by



The burgeoning potential market creates challenges for the supply chain, which was the focus of discussion on the topic of ‘Enhancing supply chain capabilities for a great customer experience. The session was co-chaired by Dhruv Agarwal, Chief Strategy Officer, Gati and Kundan Chauhan, Head of Supply Chain Operations, GATI. The panel included the pertinent names in retail supply chain management sector- C Devadas Nair, *Customer Care Associate & Head Supply Chain & Mission Control, Shoppers Stop*; Darshana Srivastava, *Head of VM, Gap Arvind Lifestyle Brands*; Praney Malhotra, *Head Supply Chain, Arvind*; Aqeel Ahmed, *MD, Florence Shoes*; Ishaan Sachdeva, *Director, Alberto Toressi*; Mahesh Khetan, *AVP, Supply Chain Management, Aditya Birla Fashion & Retail*; Rajesh Kadam, *COO, Inc 5*; Syed Naseem Manzur, *MD, Apex Footwear*; Srikanth R, *Head Innerwear & Accessories, Supply Chain, Raymond*; Simi Cecil, *Head Merchandise Planning & India Sourcing, Celio* Future Fashion*; Ojas Nishar, *Director, Vitamins*; Kunal Asar, *Vice President Offline Retail Strategy, PrettySecrets.com*



Discussion on ‘Enhancing Supply Chain Capabilities for a Greater Customer Experience’ was co-chaired by **Dhruv Agarwal**, Chief Strategy Officer, Gati & **Kundan Chauhan**, Head of Supply Chain Operations, GATI

TAMING TECHNOLOGICAL CHALLENGES IN FASHION RETAIL



From L to R: Vinay Bhatia, Anand Aiyer, Alexander Koth, Mridumesh Rai, Anil Shankar, Swarndeeep Singh, Shivanandan Pare, Vikas Bagga

Technology, in all its latest avatars - artificial intelligence, big data, internet of things and augmented/virtual reality - is presenting new challenges to fashion retail as much as it is redefining the fundamentals of the industry.

In an industry where omnichannel - the concept

of brick and mortar stores complementing e-retail and vice-versa - has been a buzzword for a while, there still is a dearth of a powerful and viable strategy to use this idea to deliver better return on investment for ecommerce and brick and mortar retailers alike. There is the challenge that around \$10 billion have been invested in ecommerce in the

last 4 years but omnichannel hasn't really come of age, pointed out Vinay Bhatia, CEO - Loyalty & Analytics at Future Group while moderating a panel on building a truly synergistic and powerful omnichannel strategy at India Fashion Forum 2017.

Shivanandan Pare, Head - New Digital Businesses, Aditya Birla Fashion & Retail said,

“Omnichannel would mean catering to the customer’s ability to be able to buy anywhere and everywhere and taking a single view of the customer and inventory.” He highlighted that a lot of customers came from tier 3 and tier 4 cities, where their numbers might not be huge enough to warrant opening a physical store but other alternative channels such as online (thanks to higher internet penetration because of affordable schemes such as Reliance Jio’s free plans) could help them capture those markets.

Incidentally, according to a Kantar IMRB study cited by Hemant Mehta, MD - Media, Digital & Chief Strategy Officer at Kantar IMRB earlier in the day at the Forum, almost 60 percent of menswear buyers are from towns with a population below 10 lakhs with average spends and frequency comparable to metros and tier 2 cities.

LAUNCH OF INDIA BUSINESS OF FASHION REPORT 2017 AT INDIA FASHION FORUM

The most awaited India Business of Fashion Report 2017 was launched at the India Fashion

Forum 2017 which is being held at Renaissance Powai by a panel of eminent leaders of the Indian fashion industry. The Panel included J Suresh, Chairman IFF 2017, MD & CEO, Arvind Lifestyle Brands; B S Nagesh, Founder TRRAIN, Bijou Kurien, Board Member, L. Catteron Asia; Dilip Kapur, President, Hidesign; Prashant Gupta, President & CEO.abof.com-all about fashion; Tushar Ved, President, Major Brands; Santosh Menezes, Vice President (Fashion) Images Group; and Rajan Varma,



Managing Editor, Images Group.

According to the India Business of Fashion Report 2017, the Indian fashion apparel retail market which was worth Rs. 2,97,091 crores (INR 2.97 lakh crores or USD 46 billion) in 2016 will grow at a world leading Compound Annual Growth Rate CAGR of 9.7 percent to reach

Rs.7,48,398 crores (approx. INR 7.5 lakh crores or USD 115 billion) by 2026.

The promising growth rate of 9.7 percent makes the Indian fashion industry a very prominent sector in the retail sector. India has the world’s largest youth population, which is becoming fashion conscious

owing to mass media and social media penetration.

Indian economy, one of the fastest growing economies of the world, is witnessing major shifts in consumer preferences, with a GDP growth rate of 7 percent, India has an edge over developed markets of the US, Europe and Japan which are expected to grow at a rate of 2-3 percent. This has opened unprecedented fashion retail market opportunities. Increasing disposable income, brand awareness and increasing tech-savvy millennial population are the driving factors of corporatized retail within the country. Overall, the Indian retail scenario has shown

INDIA'S PROPORTION OF DIGITAL BUYERS SET TO DOUBLE BY 2020

India's proportion of digital buyers (people who buy online) among the urban fashion shoppers is set to double to 33% by 2020 from the current 16% according to a Digital Influence study conducted between 2013-2016 by BCG and CCI, said Namit Puri, a senior partner at Boston Consulting Group (BCG) speaking at the India Fashion Forum 2017.

There will also be a steady increase in digital influence (people who use some digital platform at any stage of their purchase) from 20 percent currently to 49 percent by 2020. The repercussions of this would cut across the value chain, according to Rajesh Jain, MD & CEO of Lacoste. "Businesses have been looking at technology and digital as an end objective rather than focusing on it as a tool, and that mindset needs to change," said Jain.



From L to R: Munish Baldev, Vijay Jain, Rajesh Jain, Kavindra Mishra, Namit Puri

Kavindra Mishra, MD and CEO, Pepe Jeans London said, "growing digital influence converts the procurement side of the fashion retail business into an art and a science making it easier to track trends and respond to them which increases sell through rates resulting in more full price sales to the right customers and reducing dependency on discounts." Speaking on leveraging technology to connect to customers, Kamal Khushlani, MD of Mufti struck a contrarian chord saying,

"digital is just a new medium to communicate to your target group but growth will come in the old-fashioned way - creating a good value proposition for your customers."

But there is value in using the digital platform to create communities and tribes which



“Growing digital influence converts the procurement side of the fashion retail business into an art and a science making it easier to track trends and respond to them which increases sell through rates resulting in more full price sales to the right customers and reducing dependency on discounts.”

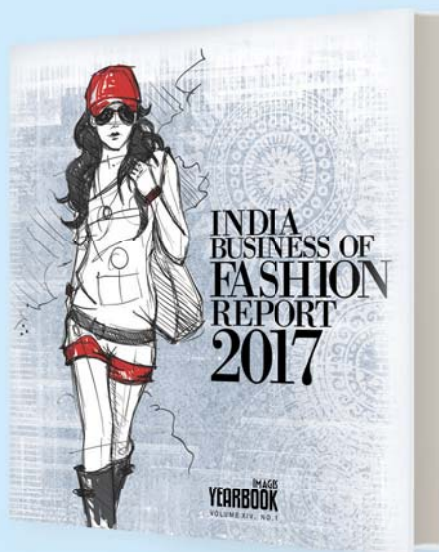
– Kavindra Mishra,
MD and CEO,
Pepe Jeans London

can help marketers in the fashion space. They can move away from plug based social media marketing and towards more real conversations. "Brands can engage more holistically with customers and use community members as their influencers and spokespersons all the way through and not just specific product or campaigns", said Rajesh Mishra, the VP & Head of Digital & Marketing, Target. Speaking on the same context he added "social is not momentary or transactional; it is beyond that." The real value of digital on the customer side depends on 'listening to the customer in real time and curating things based on uniqueness' said Vishakha Singh the founder of RedPolka.com.

As the Indian fashion ecommerce segment grows from a base of about 55 million shoppers in 2016 (an estimated \$7-9 billion worth of sales is digitally influenced) to an estimated 135 million shoppers by 2020 (digitally influenced sales - \$25-30 billion), the secret to serving the market profitably will not only depend on understanding and listening to consumers in real time but also using technology to tweak the supply side of the value chain to allow fashion retailers to have one view of their inventory, customers and transactions. 

sustainable long term growth compared to other developing economies.

Encompassing exclusive studies conducted by IMAGES Fashion Research and key reports from top-rung international consulting participating in the India Business of Fashion Report 2017 include IBM; PwC; E&Y; Nielsen; Kantar IMRB; Technopak Advisors; IIT Chennai; WGSN; The Woolmark Company; Trend Council; IDC, Knightfrank; Wazir Advisors; Vanitycask Inc.; Le Souk; Pearl Academy; and Restore Design; to name a few.





The Finest Intelligence Network for Retail in India

IRF 2017 endorses India's status as possibly the planet's most exciting marketplace, and empowers retailers and retail support companies with rich insights, innovation and market-ahead ideas that can enable sustainable and profitable growth. Alongside will be tailored networking opportunities, products and concepts that are driving India's surge as the world's favoured destination for global retailers and consumer brands. IRF 2017 is India's most advanced retail intelligence network to innovate your business, expand your territorial reach and create some unconventional business models in the world's fastest growing major market.



Relevant Retailing for Indian Retail

Seamless shopping and fulfilment experiences are the new mantras of Retail. Showcase projects that can help retailers create the best experience to meet consumers' needs and capture their hearts, minds and ultimately, their wallets. Enriching the overall quality of retail experience through customer engagement, Multichannel / Omnichannel and emerging technology is the vision of India Omnichannel Forum 2017.



FOR MORE INFORMATION

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

Bhavesh Pitroda : +91-986735551
 bhaveshpitroda@imagesgroup.in

FOR EXHIBITOR ENQUIRIES

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

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

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

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

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

FOR DELEGATE REGISTRATION
 Sarika Gautam: +91-9717544226
 sarikagautam@imagesgroup.in

BLOCK YOUR DATES!

JOIN THE REVOLUTION

TO CREATE THE WORLD'S LARGEST DEMOCRACY OF RETAIL

19-20 September, 2017
Renaissance Hotel, Mumbai, INDIA

We are changing India's Retail Landscape right here.
Are you onboard?

BOOK YOUR SPOT NOW!

www.indiaretailforum.in

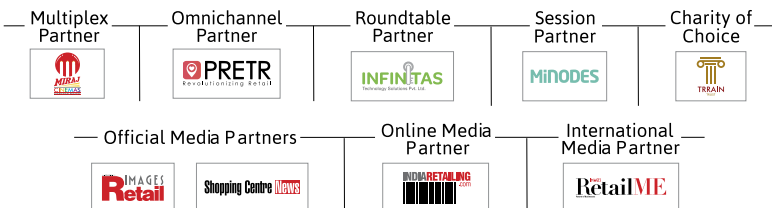
EXHIBIT EXPLORE EXCHANGE

Join the wide array of product and service suppliers that support the expansion of physical and digital retail in India, including path-breaking technologies, store design, retail real estate and retail support tools. If you have an idea or innovation that can transform customer experiences and retail formats, IRF 2017 is where you need to be, to connect with your biggest potential customers.

2000+ DELEGATES
750+ PARTICIPATING COMPANIES
175+ INDUSTRY EXPERTS
100+ INNOVATIVE EXHIBITORS



Supported By





— 2017 —
17th ANNUAL
★ IMAGES ★
FASHION AWARDS

IMAGES FASHION AWARDS (IFA) 2017

Images Fashion Awards evening, which was held on April 13, was also the grand finale of the 17th edition of India Fashion Forum (IFF) that took place on 12 & 13th April at Renaissance Hotel, Mumbai. The forum was attended by over 600 of India's most prominent organisational, business and category heads from the country's leading fashion and retail companies. Emceed by popular anchor Neha Sareen and stand-up comedian and actor Ash Chandler, the ceremony recognised the achievements of outstanding fashion brands and retailers across 25 unique categories.

Future Lifestyle Fashions was adjudged as IMAGES Most Admired Fashion Company of the year, while its retail format Cover Story, which was launched in 2016, was conferred with the title of IMAGES Most Admired Fashion Brand of the Year: New Launch.

Indigo Nation was adjudged as IMAGES Most Admired Fashion Brand of the Year: Men's Westernwear, while IMAGES Most Admired Multi-Brand Fashion Retailer of the Year: Marketing & Promotions went to 'Free Shopping Weekend' by Brand Factory, and IMAGES Most Admired Design Concept of the year: Theme Store went to Central in "High Definition".

UCB walked away with the trophy for IMAGES Most Admired Solo-brand Fashion Retailer of the Year: Marketing & Promotions for its marketing campaigns 'United by Don't', 'United by Play' and 'United by Her'. The fashion retailer was also awarded the trophy for IMAGES Most Admired Design Concept of the year: Store VM for its outstanding visual merchandising concept Cubes of the "On Canvas".

W received the trophies for IMAGES Most Admired Fashion Brand of the Year: Women's Indianwear and IMAGES Most Admired Fashion Design Concept of the year for its "PantRobes" innovation.

The IFA 2017 ceremony included 17 Business Awards (including 5 Fashion/Design Concept Awards), 5 Shopping Centres' Choice Awards, 2 IMAGES Excellence Awards and one Special Mention Award for Best Presentation: Mall-Retailer Collaboration. Price Waterhouse and Company was the Process Approver for IFA 2017.



ALL WINNERS – IMAGES FASHION AWARDS 2017

The IFA 2017 ceremony began with honouring five of South India's outstanding retailing icons in a special segment. Those felicitated included:

- ★ **Dilip Kapur**, Founder & President, Hidesign
- ★ **G. Rajendran**, Founder, GRT Jewellers
- ★ **Manoahar Chatlani**, CEO and MD, Favourite Shop and Soch Studio
- ★ **S. Ramesh Pothy**, MD, Pothys
- ★ **Padmashree (Dr.) Nalli Kuppuswami Chetti**, Chairman, Nalli Group

IMAGES Most Admired Fashion Brand of the Year: [Men's Westernwear](#):

- ★ **Indigo Nation**

IMAGES Most Admired Fashion Brand of the Year: [Women's Westernwear](#):

- ★ **Only**

IMAGES Most Admired Fashion Brand of the Year: [Kidswear](#):

- ★ **612 League**

IMAGES Most Admired Fashion Brand of the Year: [Jeans & Casualwear](#):

- ★ **Tommy Hilfiger**

IMAGES Most Admired Fashion Brand of the Year: [Men's Innerwear](#):

- ★ **Calvin Klein**

IMAGES Most Admired Fashion Brand of the Year: [New Launch](#):

- ★ **Cover Story**

IMAGES Most Admired [Affordable Fashion Retailer](#) of the Year

- ★ **Pantaloons**

IMAGES Most Admired Multibrand Fashion Retailer of the Year: [Marketing & Promotions](#)

- ★ **“Free Shopping Weekend” by Brand Factory**

IMAGES Most Admired Solo-brand Fashion Retailer of the Year: [Marketing & Promotions](#)

- ★ **United Colors of Benetton for United by Don't, United by Her and United by Play**

IMAGES Most Admired Fashion Retailer of the Year: [Customer Experience](#)

- ★ **Shoppers Stop**

DESIGN CONCEPT AWARDS

IMAGES Most Admired Design Concept of the year: [Flagship Store \(Indian Origin\)](#)

- ★ **Global Desi Flagship Store**, Khar, Linking Road, Mumbai and **AND Flagship Store**, DLF Mall of India
- ★ **Raymond Flagship Store**, Khar, Linking Road, Mumbai
- ★ **Wills Lifestyle Flagship Store**, Connaught Place, New Delhi

IMAGES Most Admired Design Concept of the year: [Flagship Store \(Foreign Origin\)](#)

- ★ **Puma Flagship Stores**, South Extension & Select Citywalk
- ★ **Pepe Jeans London Flagship Store**, Linking Road, Santacruz, Mumbai

IMAGES Most Admired Design Concept of the year: [Theme Store](#)

- ★ **Central in “High Definition”**

IMAGES Most Admired Design Concept of the year: [Store VM](#)

- ★ **Cubes of the “On Canvas” by United Colors of Benetton**

IMAGES Most Admired [Fashion Design Concept](#) of the year

- ★ **“PantRobes” by W**

SHOPPING CENTRES' CHOICE AWARDS

IMAGES Most Desirable [Fashion Retailer](#) of the Year

- ★ **H&M**

IMAGES Most Admired Fashion Retailer of the Year:

[Pan-India Performance](#)

- ★ **Lifestyle**

IMAGES Most Admired Fashion Brand of the Year:

[Active Sportswear](#)

- ★ **adidas**

IMAGES Most Admired Fashion Brand of the Year:

[Women's Indianwear](#)

- ★ **W**

IMAGES Most Admired Fashion Brand of the Year:

[Men's Indianwear](#)

- ★ **Manyavar**

IMAGES Most Admired Fashion Retailer of the Year:

[Large Format Store Chain](#)

- ★ **Max Fashion**

IMAGES Most Influential [Shoes & Accessories Retail Professional](#) of the Year

- ★ **Rajesh Kadam, COO, Inc.5 Shoes**

IMAGES Most Admired Fashion Brand of the Year:

[Rising Star](#)

- ★ **Callino**

- ★ **Neeru's**

IMAGES Most Admired [Fashion Company](#) of the year

- ★ **Future Lifestyle Fashions Ltd**

SPECIAL AWARD

Best Presentation: [Shopping Centre & Retailer Collaboration](#)

- ★ **Soch and Forum Mall**



INSIGHTS to EMPOWER YOUR BUSINESS

NOW EASILY ACCESSIBLE IN A FORMAT THAT YOU PREFER

PRINT FORMAT

PDF + ONLINE

ANALYSING THE BUSINESS OF ORGANIZED RETAIL IN INDIA.



ONLINE

PRINT FORMAT

PDF FORMAT

SUBSCRIBE NOW

Term	PRINT			PDF + ONLINE*		
	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600
Saving	15%	20%	25%	25%	25%	30%
Discount	₹180	₹480	₹900	₹300	₹600	₹1080
You pay	₹1020	₹1920	₹2700	₹900	₹1800	₹2520
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Limited Period Offer

Special Combo Offer
Pay ₹4000/- and get
India Retail Report 2015
worth ₹5000/- + 3 Years Subscription
of Images Retail

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

PAYMENT OPTION 1

Please charge my card

Amount _____ Card Expiry Date _____

Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

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

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

OTHER GROUP PUBLICATIONS



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

Subscription Department, Images Multimedia Pvt. Ltd.

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

E-Mail: subscription@imagesgroup.in

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

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075. Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

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

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

*Online version will give access to editorial content only.

For online subscription, please visit shop.indiaretailing.com



★★★★★★★★

IRF PRIVILEGE MEMBERSHIP OFFER

★★★★★★★★

MEMBERSHIP FORM

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

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

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

▶ IRF PRIVILEGE MEMBERS' CLUB

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

▶ HOW TO ENROLL?

Choose your category/ies from below:

Retailer (Code)

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

To know the applicable fee and entitlements please refer to the table 'IRF Annual Membership Fee & deliverables'.

Service tax will be levied as applicable which at present is 15%.

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

Current Account No: 50200013797752 | **Account Title:** India Retail Forum | **Bank:** HDFC Bank Ltd.
Branch: S-355, Panchsheel Park, New Delhi 110 017, India | **RTGS Code:** HDFC0000248 | **MICR:** 110240029

▶ MEMBER INFORMATION

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

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

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

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

.....
Company stamp/ seal

OTHER REQUIREMENTS:

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

IRF CONTACTS:

For Membership

- ▶ **Anil Nagar**, +91 9811333099
E: anilnagar@imagesgroup.in
- ▶ **Priti Kapil**, +91 9868801869
E: pritikapil@imagesgroup.in
- ▶ **Sarika Gautam**, +91 9717544226
E: sarikagautam@imagesgroup.in

For Alliances & Associations

- ▶ **Anjali Sondhi**, +91 9810204297
E: anjalisondhi@imagesgroup.in

For Business

- ▶ **National: Waseem Ahmad**, +91 9833628852
E: waseemahmad@imagesgroup.in
- ▶ **North: Vineet Chadha**, +91 9350897807
E: vineetchadha@imagesgroup.in
- ▶ **West: Bindu Pillai**, +91 9820324063
E: bindupillai@imagesgroup.in
- ▶ **Gujarat: Sunil Vadadoriya**, +91 9167699014
E: sunilvadadoriya@imagesgroup.in
- ▶ **East: Piyali Oberoi**, +91 9831171388
E: piyalioberoi@imagesgroup.in
- ▶ **South: Suvir Jaggi**, +91 9611127470
E: suvirjaggi@imagesgroup.in

IRF SECRETARIAT

IMAGES MULTIMEDIA PVT. LTD.
CIN:- U22122DL2003PTC120097
S-21, Okhla industrial Area, Phase 2,
New Delhi 110020.
T: +91 11 40525000
F: +91 11 40525001
W: www.indiaretailforum.in

INDIA RETAIL FORUM PRIVILEGE MEMBERSHIP: ANNUAL FEE & DELIVERABLES*

Membership Categories: ▶▶▶	RETAILERS				
	A: Regional Retailers (North, East, West, South) with less than 5000 sq. ft. area	A1: Independent Retailers	A2: Regional Retailers/ Chains A3: Brands with Own Brand Outlets/ Shop-in-shops A4: Convenience/ Specialty Chain Stores	A5: National Large Format Chains A6: Alternate Channel/ Online Retailers	A7: Retailers with presence in multiple verticals/ segments/ formats + Franchise/ Distribution/ Licensing/ Own Brand operations
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.

GOING STRONG

The redefined neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH*

ORION
EAST



Brigade Group successfully launched its second mall-Orion East Mall.

Orion East Mall is located in a vibrant catchment area on Banaswadi Main Road. Orion East Mall has a smart portfolio of International and Indian brands across fashion, lifestyle, food and entertainment.

Catchment Areas:

The only mall in a 7 km radius serving the upmarket localities of Fraser Town, Benson Town, HRBR Layout, Kammanahalli & other prime residential areas.

For Leasing, contact: Mr. Ashish Gupta at
+91 76187 72734
Email: ashishgupta@brigadegroup.com

Main Anchors:



Opening Shortly



Other Brands:

JACK & JONES	VERO MODA	SKECHERS	iCentre
adidas	MARKS & SPENCER LONDON	U.S. POLO ASSN. SINCE 1890	celio*
ARROW USA 1981	soch	PUMA	fabindia CELEBRATE INDIA
AND	global desi	THE BODY SHOP	LOOKS UNISEX SALON
W	METRO SHOES	Pape Jeans LONDON	Levi's
McDonald's	Empire	SUBWAY	WOW! memo

* AWARDED BY FRANCHISE INDIA

www.orionmalls.com



**Millions
of happy
customers.**

**One beloved
name.**

5 cities.
50 million guests.
1000+ retailers.
1 brand.
Need we say more?



HOME
WORK
FORUM

FORUM

BENGALURU. CHENNAI. HYDERABAD. MANGALURU

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