

**In Focus:**  
D-Mart strikes gold by getting  
the basics of 'Retail' right  
pg 22

**Brand Extension:**  
Titan's Taneira to launch 3 to  
4 stores by year end  
pg 22

**Retail Excellence:**  
The retail journey  
of Da Milano  
pg 66

**Event Report:**  
India Shopping Centre Forum 2017  
Images Shopping Centre Awards 2017  
pg 72

# IMAGES Retail™

Future of Businesses  
JUNE 2017

VOL. 16 NO. 6 • ₹100 • [www.indiaretailing.com](http://www.indiaretailing.com)



**IRF**  
INDIA RETAIL FORUM  
POWERED BY  
**mopic**  
Sept, 19-20, 2017  
Mumbai, India  
[www.indiaretailforum.in](http://www.indiaretailforum.in)

[COVER STORY]  
**EVOLVING ROLE OF THE  
RETAIL CIO**  
[PAGE 32]

To know more and shop online, download Inorbit App.



# #Now Trending in BEAUTY & FASHION

#NowTrending in Malad



*Come Live an Inorbit Experience*

FASHION BRANDS:



STEVE MADDEN



BEAUTY BRANDS:



CLINIQUE

Allergy Tested. 100% Fragrance Free.

# DIGITAL TRANSFORMATION

PAVING THE ROAD TO SUCCESS

SOCIAL MEDIA MARKETING

SEO & GOOGLE ADWORDS

E-COMMERCE  
&  
M-COMMERCE

CONTENT MARKETING

VIDEO MARKETING

MOBILE APPLICATION



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



A MAXMOBILITY VENTURE

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

BLOCK2B, UNIT NO. 202B, ECOSPACE PARK, ACTION AREA II, NEW TOWN, KOLKATA - 700160, INDIA  
SALES: MITUL DAS Ph. +91 9830897683, Mail: [mitul@ursdigitally.com](mailto:mitul@ursdigitally.com) / [mitul@maxmobility.in](mailto:mitul@maxmobility.in)



# SHOPPING & RETAIL. DWARKA'S FIRST SPLURGING AVENUE.

Great news for Shopaholics! Vegas with its innumerable and never ending retail opportunity, will be sheer opium of retail therapy. Fashion ranges from pret to glam, footwear lines from casual to formal, jewellery designs from designer to exclusive, not to mention a select and chosen cluster of Anchor stores, Vegas is set on a bid to unveil the best of stylish and iconic selections and offer a bouquet of unlimited shopping.

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](http://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](mailto:leasing@vegasmall.in)

# IMAGES Retail™

Future of Businesses

JUNE 2017 | VOL. 16 NO. 6 | PAGES 78

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** | VP (Retail Support Group & indiaretailing)  
• **Vandana Verma** | Sr. Manager

##### MUMBAI:

• **Bindu Pillai** | Assoc. Vice President  
• **Sarang 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](mailto: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:

S 21, Okhla Industrial Area, Phase II, New Delhi 110020  
T: +91 11 40525000 | F: +91 11 40525001  
E: [info@imagesgroup.in](mailto:info@imagesgroup.in) | URL: [www.imagesgroup.in](http://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

## IN CHANGING RETAIL LANDSCAPE: TECHNOLOGY IS THE 'NAME OF THE GAME'

In the last decade, the retail landscape has undergone a sea change. The retail industry in India is witnessing an increased focus on leveraging technology across functions of merchandising, supply chain, store operations, Omnichannel operations, customer engagement and even corporate functions (finance, and HR, to name a few).

The global retail economy is growing at an exponential pace and technology continues to act as an enabler for most enterprises. From social, mobile, analytics and cloud apps to location-based coupons that pop up when we walk into a store, to virtual dressing rooms, retail is poised to never be the same again. The Innovative, new-age retailer has really started recognising the potential of information and communications technology for marketing, engaging and nurturing his customers.

The dynamic nature of retail as a sector makes us look at retail holistically. Digital Darwinism - the phenomenon when technology and society evolve faster than an organization can adapt - is the fate that is now threatening most organizations in almost every industry. Because of this phenomena, businesses are not only competing for today but also for the unforeseeable future. Organisations are beginning to reinvent themselves before someone else replaces them.

A new breed of 'Disruptive' retailers, looking to remodel the very raison d'être of retail and its products and services, is fast emerging as a result of Digital Darwinism.

To face these challenges and defy them with ease, retail organisations are turning to their technology officers. With the age of Big Data truly upon us, information management has spawned the birth of a new C-suite member - the Chief Information Officer (CIO). With information being king, it is no wonder then that the CIO is being increasing looked up to lead strategic planning and innovation in the retail industry.

In the June issue of IMAGES Retail, we speak to CIOs of leading retail houses in the country and take a quick look at their evolving role, and their plans for the digital age.



Amitabh Taneja

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 - 110 020 and published by S P Taneja from S - 21 Okhla Industrial Area Phase - 2, New Delhi 110 020  
Editor: Amitabh Taneja

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](mailto:subscription@imagesgroup.in)  
For feedback/editorial queries, email to: [letter2editor@imagesgroup.in](mailto:letter2editor@imagesgroup.in)

# POPCATION

SUMMER TRENDS BY DEAL



# contents

JUNE 2017 | VOL. 16 NO. 6

- 12 NATIONAL NEWSMAKERS INNOVATION IS THE KEY TO 'SURVIVAL'**  
*Expansion -- rejigs -- revamping of business models -- tie-ups -- retailers are trying all the possible permutation and combinations to stay afloat in the competitive times.*
- 14 INTERNATIONAL NEWSMAKERS WORLD WIDE RETAIL SCENARIO BACK ON THE POSITIVE TRACK**  
*From launching certifications to entering new markets the worldwide retail scenario is steaming up with lot of positivity.*
- 18 MERGER & ACQUISITION JAYARAM BANAN REGAINS CONTROL OF SAGAR RATNA**  
*Jayaram Banan who had founded Sagar Ratna Brand in 1986 - has acquired back the stake which he had sold to a PE firm in the year 2011.*
- 20 SPOTLIGHT IKEA BREAKS GROUND FOR ITS FIRST MUMBAI STORE**  
*IKEA, the Swedish home furnishing retailer, celebrated the ground-breaking ceremony of its first store in Navi Mumbai.*
- 22 IN FOCUS D-MART STRIKES GOLD BY GETTING THE BASICS OF 'RETAIL' RIGHT**  
*While majority of retailers, both brick-and-mortar and online ones, are reeling under pressure to make their bottomlines positive, the low-profile Mumbai-based D-Mart has breathed life into the challenging retail sector as it debuted on the stock market with a bumper opening.*



- 26 RESEARCH MOBILE PAYMENT REVOLUTION IN RETAIL**  
*The global payment market remains one of the most active technology markets in terms of disruption, interest, and investment.*
- 62 BRAND EXTENSION TITAN'S TANEIRA TO MEASURE GROWTH THROUGH BRAND AWARENESS**  
*Titan believes in constant exploration of new ventures and to make acquisitions, foray into new categories, break new ground. Recently, the company entered into the premium sarees and women's ethnic wear category under the brand name 'Taneira.'*
- 64 PROFILE DIGITAL MARKETING: FROM ALTERNATE PLATFORM TO ESSENTIAL TOOL FOR STRONG BRAND DIFFERENTIATION**  
*UrsDigitally, a MaxMobility venture is a 360-degree digital marketing agency enabling branding and lead generation for clients globally.*
- 66 RETAIL EXCELLENCE THE RETAIL JOURNEY OF DA MILANO**  
*Da Milano's journey from a few SKU's of leather accessories to a one-stop destination for all affordable luxury leather retail products, is nothing short of entrepreneurial excellence and astute retail sense.*



[COVER STORY]

## TECHNOLOGY – THE GREATER GOD OF RETAIL

[PAGE 32]

*The technology collective is breaking new ground and transforming every aspect of the retail environment. The alchemy of data is here to rule and empower companies to explore unmapped territories. In storytelling terms, here is when the plot takes a turn for mind-boggling revelations. Hold onto your seats as Indian Retail's finest technocrats share their views on the line of emerging technologies and its impact on the industry.*

## 72 AWARDS

### IMAGES SHOPPING CENTRE AWARDS 2017

*The 10th annual IMAGES Shopping Centre Awards are widely considered the most coveted and respected awards of the retail real estate fraternity.*

## 74 EVENT

### INDIA SHOPPING CENTRE FORUM 2017

*Redrawing the prototype of real estate's most promising asset class in India.*





Eid  
Mubarak

**Flagship Stores :** Chennai - GN Chetty Road - 044 - 45590033 | MCR 044 - 42801329 | ECR - 42148441 | Tiruvallur - 044 - 27666637  
Valasarawalkam - 044 - 42632633 | Chrompet - 044 - 42875608 | Velachery - 044 - 43836033 | Madipakkam - 044 - 43548333  
Madurai - 0452 - 4246064 | Tanjore - 0436 - 2271505 | Rajapalayam - 04563 - 222551 | Kumbakonam - 0435-2403525  
Nellai - 0462 - 4000433 | Nagercoil - 04652-422505 | Pondy - 0413 - 4204555 | Trivandrum - 0471-4015333

**Exclusive Stores:** Karur - 04324 - 261221 | Chidambaram - 0414 - 4225833 | Ramnad - 04567 - 225441 | Karaikudi - 04565 - 400096  
Erdoe - 0424 - 4270633 | Mayavaram - 04364-220677 | Tirupur - 0421 - 4203233 | Tenkasi - 04633 - 280633  
Sivakasi - 04562 - 276333 | Calicut - 0495 - 4850333 | Nellore - 0861-2301222

**For Franchise Enquiries:** [sathiyann@ottoclothing.in](mailto:sathiyann@ottoclothing.in) Ph: 044 - 4391 3333, 91766 77111



52<sup>ND</sup>  
AVENUE™  
LIVE THE LIMELIGHT  
IN CENTRAL NOIDA



Anchor Stores  
Hypermarket

10 Screen Multiplex  
Branded Stores

Entertainment Zone  
Food Court

Studio Apartments  
5 Star Hotel



For Leasing : ☎ 85 88 94 4496 | ✉ [leasing@mmrgroup.co.in](mailto:leasing@mmrgroup.co.in)

Allotment Letter Details: Noida / Commercial / 2011 / 334. Dated 28.03.2011 of Noida. Sanction No.: Letter No. Noida / मु.या.पि. / 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 MALL OF BULANDSHAHR



ANCHOR  
STORES

SUPER  
MARKET

ENTERTAINMENT  
ZONE

3 SCREEN  
MULTIPLEX

BRANDED  
STORES

FOOD  
COURT

For Leasing : ☎ 85 88 94 4496 | ✉ [leasing@mmrgroup.co.in](mailto:leasing@mmrgroup.co.in)

# INNOVATION IS THE KEY TO 'SURVIVAL'

– By IMAGES Retail Bureau

Expansion – rejigs – revamping of business models – tie-ups – retailers are trying all the possible permutation and combinations to stay afloat in the competitive times.

## METRO CASH & CARRY OPENS FOURTH STORE IN HYDERABAD

Organised wholesaler Metro Cash & Carry India has added its fourth wholesale warehouse in Hyderabad. The new outlet will bolster the German wholesalers position in the city by augmenting the existing base of nearly two lakh business customers, it said in a statement.



FotoGraFF / Shutterstock.com

“We’ve witnessed fast growth in this market since 2006, and there is still plenty of opportunity for growth and expansion,” Managing Director & CEO, Metro Cash & Carry India, Arvind Mediratta said. The store is spread over approximately 55,000 sq.ft., and will help create over 350 jobs for the local economy, it added. Metro outlet will source at least 20 per cent of its assortment from regional suppliers, helping them connect to national and international markets. Metro has 23 stores in India, and plans to expand to 50 stores by 2020, the company had earlier said.

## SONAM, RHEA KAPOOR LAUNCH CLOTHING BRAND RHESON

Bollywood actress, Sonam Kapoor, along with sister Rhea Kapoor, launched their first-ever fashion brand ‘Rheson.’ ‘Rheson,’ aptly named after the stylish duo, is now exclusively available at Shoppers Stop. The Kapoor sisters along with Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Ltd. showcased the Rheson collection at a press meet today in Mumbai. A short film on the making of the brand was also presented.

‘Rheson,’ is a combination of Rhea and Sonam, phonetically pronounced reason. With the pricing starting from Rs. 499-Rs 3599, Rheson is a high street fashion brand meant for the real Indian girl.

Speaking on the launch of Rheson, Rhea Kapoor states that, “Sonam and I wanted to create a brand keeping the Indian girl and her sensibilities in mind. It was also essential for us to have control over the quality, pricing and styles and provide attention to detail, which we have done. Since we are the customer, it was easy to cater to the customer. We have a strong understanding of what girls want. According to me, glamor should be accessible to you, no matter who you are. People want to wear clothes that are comfortable and stylish in nature, a combination that is hard to find. Rheson has been created keeping the Indian customer in mind, her body type as well as what she likes to wear to office, with her friends, for festive occasions, for glam night outs, there is something for every girl. Furthermore, our brand is priced in an extremely competitive fashion so that no girl has to think twice before embracing her stylish side”

Adds Sonam Kapoor, “We wanted to work on something

that is owned by us and had our personal touch on every level. So finally, we got a true partner in Shoppers Stop, as they saw the potential in this and finally we are here. The key to the birth of Rheson was to give girls a platform wherein they do not have to spend



money to look stylish. It’s like accessible, affordable glamour. While everyone loves high fashion, its high street that everyone wears. We did not wish to create a couture brand. Our forte lies in the fact that our clothes should become your best friends. They are the ones you reach out to again and again, irrespective of the occasion or the fitness level of your body. Rheson is for the real Indian girl!” Govind Shrikhande, adds, “When India’s leading fashion retailer collaborates with India’s leading fashion icons, it’s a match made in heaven. We are excited to partner with Rhea and Sonam Kapoor for their much-awaited fashion venture ‘Rheson.’ Their signature style has been perfectly encompassed across the entire range. Rheson hits the right spot of affordable glamour and we are certain that it will be a grand success. We are glad to announce that Shoppers Stop customers will have exclusive access to ‘Rheson’ across our stores, on our online store [www.shoppersstop.com](http://www.shoppersstop.com) and on the Shoppers Stop mobile app.”

## STAR BAZAAR REVAMPS LOYALTY PROGRAM, TO INCREASE STORE COUNT TO 200 IN 3 YEARS

Multi-format grocery retail chain, Star Bazaar – which on Monday, announced the launch of a unique credit card in collaboration with Tata Capital and SBI Card – will take its store count from the current 41 to 65 in 12 months and then 200 in three years' time. MD Star Bazaar, Jamshed Daboo, made the announcement at the launch of the Tata Star Card, which is driven by the core proposition of bringing customers a rewarding experience and strong savings while grocery shopping at Star Bazaar.

Designed for the growing



segment of consumers which purchase grocery / departmental category items from organized retail stores, Tata Star Card will give consumers 3.5 per cent at all Star Bazaar outlets and

an additional Rs 500 bonus through Star Bazaar's loyalty program. At present Star Bazaar maintains a robust customer base with majority of its sales coming from its Clubcard members. Now, the retailer

has given a further boost to its loyalty program with the objective of making it one of the most rewarding schemes in the market for grocery consumers. The retail chain will give incentives to consumers for their monthly shopping. "We have always valued our loyal consumers and believed in bringing more value to their purchases. In this view, we have revamped our loyalty program and partnered with SBI Card and Tata Capital to make the shopping experience at Star Bazaar more rewarding. We believe this partnership will play a key role in strengthening customer loyalty," said Jamshed Daboo.

## RP-SANJIV GOENKA GROUP'S CESC REVAMPS EXISTING BUSINESSES, RETAIL NOW SEPARATE ENTITY

Power utility CESC Ltd, a flagship company of RP-Sanjiv Goenka Group, recently announced a business restructuring scheme based on demerger of certain existing businesses. "This (the restructuring scheme) will lead to four entities focusing on generation, distribution, organised retail and other ventures," Group Chairman Sanjiv Goenka said. "All four entities will be listed with stock exchanges and the appointed date is October 1," he said, adding, "The business restructuring scheme aims to simplify the present corporate structure." He said that after the demerger, one company will house all the power generation which is now at 2,550 MW while CESC Ltd will handle power distribution business in Kolkata, Noida, Bikaner, Kota and Bharatpur catering to about 35 lakh consumers.

Speaking about the debt distribution, Goenka said CESC Ltd's debts are very low. Whatever debt has been taken for distribution will go to the distribution company and whatever debt was taken for generation will go to the generation company. "Spencer's is debt-free," he said. CESC Ltd's net profit for the quarter ended March 31, 2017 stood at ₹281 crore as compared to ₹277 crore in the year-ago period. Its net profit for 2016-17 was at ₹824 crore as against ₹812 crore in the previous fiscal.



## PERSONAL CARE PRODUCTS STILL RULE THE ROOST IN ONLINE PURCHASES, A SURVEY HAS REVEALED

In the survey conducted by online shopping portal Deal Kya Hai?, 1349 respondents — 913 men and 436 women — answered 16 questions. The survey shows that mobiles, electronic and personal care are the categories that invite most of the traffic and how women still seek advice from men before trying their hand on electronics. It also highlights the increasing popularity of unboxed



products, said a statement.

Some of the other highlights of the survey are that men are far ahead in buying

personal care products than women. According to the survey, buyers avoid purchasing high value products online on warranty concerns. "The findings of survey are useful in various ways. On one hand, it shows the categories which are fast movers and on the other hand, it underscores that other categories are in dire need of an online push. It also indicates the kind of untapped opportunities that exists for unboxed items," said Amit Daga, founder of Deal Kya hai?

# WORLD WIDE RETAIL SCENARIO BACK ON THE POSITIVE TRACK

– By IMAGES Retail Bureau

From launching certifications to entering new markets the worldwide retail scenario is steaming up with lot of positivity.

## RALPH LAUREN APPOINTS PATRICE LOUVET ITS NEW CEO

 Ralph Lauren has appointed Patrice Louvet as its new President and Chief Executive Officer to oversee its ongoing turnaround strategy. Patrice Louvet, who most recently oversaw Procter & Gamble's global beauty business, will become CEO on July 17. His appointment follows the abrupt ousting of retail superstar Stefan Larsson after less than 15 months in the role after clashes with founder Ralph Lauren and the board of directors over how to restore the company to



its former glory. Larsson was hired in November 2015 as the company's first CEO after Lauren stepped away from the role for the first time. He was tasked with overhauling the American brand, which has struggled for years to address problems in e-commerce, wholesale and

heavy discounting.

Louvet is a 25-year veteran of P&G, the world's largest consumer-products maker. He most recently ran the company's US \$11.5 billion global beauty business that was sold last year to Coty for US \$12.5 billion. Louvet had earlier overseen P&G's Gillette lineup. "Finding the right partner to work with me to take us forward in our evolution has been my primary focus over the last several months and I am thrilled that Patrice is joining our talented team," said Lauren in a statement.

## ALIBABA SET TO ENTER PAKISTAN, SIGNS MOU

 Pakistan has recently signed a Memorandum of Understanding (MoU) with Chinese tech giant Alibaba to promote the country's worldwide exports by Small and Medium Enterprises (SMEs) through e-commerce. The agreement was signed by Pakistan's Commerce Minister Khurram Dastgir

and Alibaba's President Michael Evans along with Douglas Feagin, Senior Vice President of Global Business of Ant Financial, on behalf of Alibaba, Dawn newspaper reported. Alibaba Group's Executive Chairman Jack Ma and Prime Minister Nawaz Sharif witnessed the signing ceremony during the PM's visit to the headquarters of the company. "I am glad my meeting with Jack Ma at the World Economic Forum in January has come to fruition in the shape of the MoU we have just signed," Sharif said. "My appreciation of Ma's dynamism and performance of (the

Alibaba) group comes not only from its success as a e-commerce giant but more so from the focus of the group on job creation and livelihood generation," he added.

Under the terms of the MoU, Alibaba, Ant Financial and TDAP agreed to foster growth of worldwide exports of products by SMEs in Pakistan through e-commerce. Online and offline training programmes for the SMEs would also be conducted by Alibaba in a bid to assist the enterprises with on-boarding on to Alibaba's platforms and optimising exports through e-commerce.



## MCDONALD'S TO COLLABORATE WITH UBER TO DELIVER FOOD

 American fast-food chain McDonald's announced of collaborating with ride-hailing app Uber to deliver food in over 1,000 outlets across the US.

The initiative called McDelivery, aims at winning back young customers who are willing to pay for food brought to their doors. According to UberEATS fees, food delivery charge is \$5, Xinhua news

agency reported. "Through the ease of the UberEATS app, our customers can enjoy their favourite McDonald's foods delivered right to them enjoying greater choice, control and personalisation than ever before," McDonald's CEO Steve Easterbrook said in a press release on Wednesday. Jason Droegof Uber said the company is "thrilled to expand partnership with McDonald's in the US to bring the

ease and reliability of Uber's technology to deliver customer's favourite menu items."

McDonald's started testing delivery in several Florida cities in January, and customers have been pleased with the quality of food and services, the company added.



## LUXURY RETAILER COACH TIPPED TO BUY JIMMY CHOO IN £1 BILLION DEAL

→ Luxury shoe and bag retailer Jimmy Choo, with market value of over 700 million pounds (Rs 5,800 crore), had in April 2017, put itself up for sale. The retailer said it had “decided to conduct a review of the various strategic options open to the company to maximise value for its shareholders” and that it was seeking offers for the business, reports [theguardian.com](http://theguardian.com). Jimmy Choo, which rose from humble origins in a Hackney cobblers workshop to become one of Britain’s best-known fashion brands, is up for sale after struggling to retain the cachet it held in the early 2000s.



New York-based Coach “is scouring for luxury brands to buy following last year’s failed £20bn tilt at British fashion house Burberry,” according to the London Telegraph, which reported Coach’s interest over the weekend. Coach also

owns US shoe brand - Stuart Weitzman, which is fronted by model Gigi Hadid and is vying with rival Michael Kors to buy US accessories firm Kate Spade.

Middle Eastern buyers including - Qatar’s Mayhoola, which owns stakes in luxury businesses including Anya Hindmarch, Valentino and Balmain, are also possible bidders, according to the report. This would be the fourth time the company has changed hands since being founded in the early Nineties. Jimmy Choo’s shares have recovered by a third over the past year as demand for luxury goods begins to resurface.

## CHINA’S RETAIL SALES UP 10.7 PERCENT IN APRIL



→ China’s retail sales, a key indicator of consumption, grew 10.7 percent year on year in April, 0.2 percentage points slower than the March level. Total retail sales of consumer

goods hit 2.73 trillion yuan (US \$395.4 billion) last month, Xinhua news agency cited the National Bureau of Statistics (NBS) as saying. It increased 0.79 per cent month on month. In the first four months, total retail sales of consumer goods rose 10.2 percent year on year, 0.2 percentage points faster than the growth in the first quarter, according to Xing Zhihong, a spokesperson with the NBS. Consumption activities were relatively stronger in rural areas, with retail sales expanding 12.6 percent in April, outpacing urban areas, where retail sales climbed 10.4 per cent year on year.

Online spending was robust. From January to April, online retail sales

surged 32 per cent year on year to 1.92 trillion yuan. Xing said the April figure indicates continued expansion of domestic consumer demand, which was partly driven by consumption upgrades and new business patterns such as online sales. China is trying to shift its economy toward a growth model driven by consumer spending, innovation and services, while weaning it off reliance on exports and investment. China’s economy expanded at a 6.9 per cent pace in the first quarter, accelerating from 6.8 percent in the previous quarter, and 77.2 percent of it was driven by consumption, 12.6 percentage points higher than the 2016 level.

## DUBAI LAUNCHES INITIATIVE TO CERTIFY E-COMMERCE WEBSITES

→ Dubai has launched an initiative to certify e-commerce websites, as part of its efforts to protect consumers, resolve their complaints and ensure best practices in online transactions. The Digital Protection service is aimed at e-commerce companies offering their services in mainland Dubai, as well as the free zones in the emirate, said the report on Tuesday.

CEO of the Commercial Compliance and Consumer Protection (CCCP), Mohammed Ali Rashed Lootah said the initiative will promote consumer confidence and encourage online

transactions as Dubai aims to grow into one of the smartest and happiest cities in the world. “We will certify e-commerce websites, in line with our consumer protection policies, and train them on complying with relevant UAE laws and regulations,” he said. “The certified websites will display the consumer protection logo of Dubai Economy and will co-operate with us in resolving consumer complaints, irrespective of whether they are onshore companies or free zone entities,” Lootah added. The initiative is the latest in a series of measures adopted by CCCP to promote

compliance and global best practices in consumer-friendliness among commercial establishments, both online and offline.



# FUTURE GROUP SIGNS JV WITH KHMJJI RAMDAS GROUP, TO OPEN 17-18 FBB STORES IN OMAN

– By IMAGES Retail Bureau

Kishore Biyani has finally decided to test international waters. The Future Group has signed a JV with Khimji Ramdas Group of Oman to retail jointly in the fashion and food categories in the UAE. The new established JV company will be called KR Future Fashions LLC.



From L to R: Ashwin Rajan, Head of Business Development, Future Group; Rajesh Seth, COO, fbb; Kishore Biyani, Group CEO, Future Group; Anil Khimji, Director, Khimji Ramdas LLC; Nailesh Khimji, Director, Khimji Ramdas LLC

**“F**or the first time we were thinking of spreading our wings in the international market, a market which is physically close to India and we thought of Khimji Ramdas from Oman. Today, Future Group is retailing close to 30 crore garments. We have identified a huge space and opportunity in the fashion space. Our ambition is to sell close to 100 crore garments into the next two or three years. Oman is the market which we have identified for our brand fbb. We will start by opening four or five fbb stores and go up 17-18 and evaluate further expansion,” Future Group CEO, Kishore Biyani said at a press conference held in Mumbai to announce the JV.

“This strategic partnership is a step towards making fbb a global brand. Within less than a decade, we have successfully established fbb as India’s fashion hub. We are optimistic that the combination of our fashion know how and KR’s local in-market expertise will get us closer to our goal of getting fbb to the helm of the top 10 preferred international fashion brands. We also plan to extend our partnership to food and FMCG brands,” he added.

Director, Khimji Ramdas LLC, Nailesh Khimji, added, “Oman will be the test market for this partnership. If we are successful, we will venture further abroad, expand to Gulf countries. We are strong as far as distribution goes and Future Group is strong in retailing. Together, this will be a winning formula. This strategic partnership will bring together the domain expertise of Future Group and the local knowledge and infrastructural strength of Khimji Ramdas.”

“Our part of the world has a large segment of millennials, which presents an opportunity in the accessible fashion market for us to jointly pursue with fbb. Oman will be the perfect springboard for moving into GCC and the wider region. Moreover, the two groups have synergies to draw upon even in the food and FMCG sectors. I think there is a lot we can venture into together as partners,” Khimji further stated.

The JV is a commitment of initially investing Rs 75 crore each into the business and the first fbb store in Oman will be operational by the first quarter of next year. The first store will be opened in Muscat and will be between 15,000-20,000 sq. ft. Future Group is eyeing a turnover of Rs 11,000-12,000 crore for its apparel business by FY18.

The strategic partnership is part of Future Group’s broader plan of expanding the group’s food and FMCG brands to the international market. Through this partnership, Future Group plans to commence export and distribution of popular Future Consumer brands including Tasty Treat, Desi Atta and Sangi’s Kitchen in the Middle East. Additionally, Future Group will source high quality dates from Oman, which witnesses high demand and sales in India. **IR**

## ALL YOU NEED TO KNOW ABOUT THE KHMJJI RAMDAS GROUP

Headquartered in Muscat, The Khimji Ramdas Group (KR) is an established business conglomerate in the Sultanate of Oman. Trusted and respected for more than a century (147 years, established in 1870), KR has consistently maintained its leadership position in the Consumer, Infrastructure and Industrial arenas. KR has diversified businesses in four strategic groups: consumer products, infrastructure, lifestyle, projects and logistics. KR is a versatile combination of global and local brands and counts over 400 globally reputed and leading homegrown brands in its kitty. It’s annual turnover is more than US \$1 billion.



From L to R: Kishore Biyani, Group CEO, Future Group; Anil Khimji and Nailesh Khimji, Directors, Khimji Ramdas LLC





SKECHERS  
PERFORMANCE

# TRAIN STRONG.



Maximum Stability • Increased Traction • 5Gen® Cushioning

[skechersindia](https://www.skechersindia.com)

SKECHERS  
**GO TRAIN**  
ENDURANCE™

For Franchise enquiries contact: [manish.chandra@skechers.com](mailto:manish.chandra@skechers.com) M: 9987034134

# JAYARAM BANAN REGAINS CONTROL OF SAGAR RATNA, BUYS OUT INDIA EQUITY PARTNERS' STAKE

Jayaram Banan who had founded Sagar Ratna Brand in 1986 - has acquired back the stake which he had sold to a PE firm in the year 2011.

**T**he Private Equity firm, which had the controlling stake, and Banan mutually agreed that it is in the best interest of Sagar Ratna that Banan need to take control of the company. Pursuant to this understanding the PE has exited and Jayaram Banan has now gained full control and ownership of Sagar Ratna, through his flagship company, namely Ocean Pearl Hotels Pvt. Ltd.


Sagar Ratna had spread across the country through 36 own stores and 52 Franchisees in 12 states.

Banan now has drawn plans to expand by opening more than 100 branches and an equal number of Franchisees in the next 3 years, with an aim to make it one of the largest chains of vegetarian restaurants in the country. He has strategies for revamping the entire existing administration to refurbishment; renovation and expansion with induction of new, experienced and motivated team.

"We plan to open over 25 Sagar Ratna restaurants during the current financial year. They will be both company owned and under the franchise model," Chairman, JRB Group, Jayaram Banan. The aim is to

open at least 2 restaurants per month, he added.

According to media reports, after selling 77 per cent stake to India Equity Partners, trouble had erupted due to differences between the founder and the PE firm over governance and quality issues. IEP had been reported to be working to exit from the restaurant chain.

Banan, who had founded Sagar Ratna in 1986, also has another restaurant chain under the Swagath brand. The group also runs hotels under the Ocean Pearl brand and is also aiming expansion with opening of a hotel each in Hubli and Bengaluru. 

## ABOUT SAGAR RATNA

In December 1986 Jayaram Banan ventured in to New Delhi, the Capital City of India with his own concept of a Vegetarian South Indian Restaurant called "SAGAR". The opening of the first outlet of SAGAR in the then deserted & sleepy market of Defence Colony changed the fortunes of some 70 odd idle shops in the market. Sagar Ratna expanded horizontally with own branches and franchisee outlets across the length and breadth of the country.





International Shopping Experience

Food Fun Fantasy

www.cmrcentral.in



# FOOD Fun & Fantasy

Upcoming Brand  
**McDonalds**



**AVERAGE NO. OF FOOTFALL:**  
WEEKDAYS: 48,000 | WEEKENDS: 90,000

**BRANDS:**  
INTERNATIONAL: 30% | NATIONAL: 40%



**M/S. CHANDANA BROTHERS MULTI COMPLEX PVT.LTD**

Door No: 52-1-35, 36,36/1, Maddilapalem,  
Visakhapatnam - 530013, Andhra Pradesh  
Contact No: 0891-3095222

**MD: Mavuri Venkata Ramana**

Contact: **Mr .S. Ravi:** 8008301077, raviteja@cmrcentral.in

# IKEA BREAKS GROUND FOR ITS FIRST MUMBAI STORE

– By IMAGES Retail Bureau

**IKEA, the Swedish home furnishing retailer, celebrated the ground-breaking ceremony of its first store in Navi Mumbai. This is a step towards giving the many people in Mumbai access to IKEA's well-designed range of home furnishing solutions.**

The IKEA store, planned to open early 2019, is located near the Turbhe train station, spread across 430,000 sq.ft. area. The store will have 1,500 parking spaces and a 1,000 seat restaurant serving Swedish and Indian delicacies. To help people shop at ease, there will a supervised children's play area for visitors called 'Smaland'. More than 9,500 products will be displayed in an inspirational way, including more than 60 room settings and 3 full size homes giving Mumbaikars access to beautiful, affordable and good quality home furnishing product solutions. The Navi Mumbai store is expected to be

visited by more than 4 million Mumbaikars every year.

Each IKEA store is likely to employ around 700 direct co-workers and another 1,500 providing services such as assembly, delivery etc. IKEA has a very strong diversity and inclusion agenda and the Navi Mumbai store will also employ 50 per cent women co-worker. For the coworker's children there will be a crèche, idea is just to support more women to be a part of retail industry.

The IKEA Foundation, IKEA's philanthropic arm, in cooperation with UNDP, is also running a skill building project – DISHA with the commitment to train 1 million women from India in coming 10 years. The

IKEA store in Mumbai will participate as a partner and will employ women from this program. In parallel to the store openings IKEA is on its way to double the sourcing from India by 2020 to 600 million euros for its India and global stores.

Talking on the sidelines of the ground-breaking event, Chief Executive Officer, IKEA India, Juvencio Maeztu said, "I truly believe that Mumbai is the city of dreams! We feel very welcome and are truly committed to providing a better everyday life for the many people of Mumbai. We will make a positive footprint by creating employment, investing in skill/ competence

particularly happy as we in the state strongly believe that IKEA will have a very positive impact. This store is a result of the MoU signed earlier by IKEA with Government of Maharashtra as a major step towards establishing retail stores in the State. We will extend full cooperation to enable ease of doing business every day in our state".

IKEA plans to open 25 stores in India by 2025, and will be opening its first India store in Hyderabad in early 2018. The Mumbai store is planned to be open in early 2019. IKEA is committed to being people and planet positive and sustainability will be an integral part of



Juvencio Maeztu- CEO, IKEA India unveiling IKEA's Mumbai store model



Ikea celebrates 'Ground Breaking Ceremony' for its first store

development, growing local sourcing to meet India and global demands and bringing IKEA's global best practices to contribute to India's retail and manufacturing sector growth."

Chief Minister of Maharashtra State, Devendra Fadnavis, said, "I am excited to see many global brands taking interest in Mumbai. IKEA's entry makes me

business operations whether in the store or the supply chain. IKEA stores will have solar panels, LED lights, water treatment plants and modern waste management systems. IKEA suppliers in India work with good social and environmental practices, as part of their compliance code, making the lives of their co-workers better. [IR](#)



**WESTEND**  
Fashion · Food · Fun

# YOUR BRAND NEEDS TO BE SEEN

@ THE HOTTEST  
DESTINATION OF  
WESTERN PUNE



**OVER 100 BRANDS | COUNTLESS FOOTFALLS | MILLIONS OF EYEBALLS**

Awarded "IMAGES Most Admired Shopping Centre Launch of the Year" ISCA 2017  
(Retailers' choice award)

**WESTEND MALL, PARIHAR CHOWK, AUNDH, PUNE**

www.westendmallpune.com |  /WestendMallPune  @Westend\_Mall  /westend\_mall | Tel: 020 6500 1180

# D-MART STRIKES GOLD BY GETTING THE BASICS OF 'RETAIL' RIGHT

– By IMAGES Retail Bureau



While majority of retailers, both brick-and-mortar and online are reeling under pressure to make their bottomlines positive, the low-profile Mumbai-based D-Mart has breathed life into the challenging retail sector as it debuted on the stock market with a bumper opening. The high-listing premium given by the market to D-Mart is a mark of respect to a well-run company that follows the most basic fundamentals of doing business. In an exclusive conversation with IMAGES Retail, **Neville Noronha**, MD of D-Mart, unveils the secret of 'keeping things simple' and how he has been able to run the company profitably in a segment that has high overheads.



**T**he 'KISS' principle applies to D-Mart like no other retailer in India, as countless industry analyses have already observed that D-Mart not just does some things differently, but also does some different things. Shedding light on the basic fundamentals of D-Mart and how they have optimised their operational efficiencies, Neville Noronha, MD, D-Mart says, "We are no different than any reasonably well run business across any type of industry. It's unfair for me to comment on anybody other than our own business.

However I must say that unlike the e-commerce business, brick-and-mortar businesses allow multiple formats and multiple players within a format to blossom and be profitable over a period of time. These are exciting times for brick and mortar retail in India."

## D-Mart's numbers are the best in the industry

D-Mart opened its first store in Powai, Mumbai in the year 2002 and it owns most of its stores unlike other chains. It is a consistently profitable retailer and has the best margins in the industry. The retail chain has made profits for at least the last five years.

D-Mart's numbers are the best in the industry. The company reported net profit of ₹97 crore for Q4 FY17, as compared to ₹66 crore in the corresponding quarter of last fiscal.

Total revenue for the quarter ended March 31, 2017 stood at ₹3120 crore, as compared to ₹2,220 crore in the same period last year. ASL's Earnings before Interest, Tax, Depreciation and Amortization (EBITDA) in Q4FY17 stood at ₹217 crore, up 41 percent.

The company's EBITDA margin improved from 6.93 percent in Q4 FY16 to 6.95 percent in Q4 FY17. For the full year period ended March 31,

2017, ASL's net profit jumped by 51.6 percent to ₹483 crore, as compared to ₹318 crore of the year ago period. The company's PAT margin improved from 3.70 percent in FY16 to 4.04 percent in FY17.

Total revenue for FY17 stood at ₹11,912 crore, as compared to ₹8,595 crore during FY16. ASL's EBITDA in FY17 stood at ₹995 crore, up by 46.9 percent, as compared to ₹677 crore during FY16. The company's EBITDA margin improved from 7.9 percent in FY16 to 8.4 percent in FY17.

For FY17, Basic EPS stood at ₹8.56 as against ₹5.66 in FY16. Like for Like (LFL) growth has been 21.2 percent in FY17 vis-à-vis 21.5 percent in FY16. (LFL means the growth in revenue from sale of same stores which have been operational for atleast 24 months at the end of fiscal year). Sales revenue per retail business sq. ft. area increase from ₹28,136 per sq. ft. (FY 16) to ₹31,120 per sq. ft. for FY17. Total Bill cuts were 10.85 crore in FY 17 as against 8.47 crore in FY 16 showing growth of 28.10 percent

Commenting on the financial performance of the company Neville Noronha, says, "March'17 quarter and financial year 2016-17 annual results has been in line with our expectations. Delivering great value and being consistently relevant to consumers is our most important long term objective."

### D-Mart's splendid IPO debut

Avenue Supermarts, the operator of supermarket retail chain D-Mart, more than doubled on debut on hefty buying by investors. The stock listed at ₹604.4 on the Bombay Stock Exchange, up 102 percent over issue price of

**OVERVIEW ABOUT THE COMPANY:** D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each D-Mart store stocks home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value.



D-Mart was started by Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002 D-Mart today has a well-established presence in 131 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh and NCR.

The supermarket chain of D-Mart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai. The brands D-Mart, D-Mart Minimax, D-Mart Premia, D-Homes and Dutch Harbour are brands owned by ASL.

With 131 stores, ASL continues to grow and expand its retail foot-print. ASL opened 14 stores in last 3 months.

**HEADQUARTERS:** Mumbai, Maharashtra

**COMPANY SIZE:** 1,001-5,000 employees

**ABOUT THE FOUNDER:** D-Mart is owned and operated by Avenue Supermarts Ltd. (ASL) – a company founded by Radhakishan Damani.



Radhakishan Damani, founder, Avenue Supermarts Ltd. (ASL)

Damani is respected in the business world as an astute investor in the Indian equity market, he has built a company that constantly strives towards developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong

ethical values, Damani has built D-Mart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

**LOCATION:** In addition to Mumbai, D-Mart has multiple stores in cities such as Ahmedabad, Baroda, Bengaluru, Hyderabad, Pune and Surat etc.

### CITIES AND STORE LOCATIONS

- **Maharashtra:** Amravati, Aurangabad, Ichalkaranji, Jalgaon, Karad, Kolhapur, Nanded, Mumbai, Navi Mumbai, Badlapur, Mira Bhayander, Panvel, Raigad, Vasai-Virar, Pune, Satara, Sangli, Solapur, Thane, Kalyan-Dombivali
- **Gujarat:** Ahmedabad, Anand, Baroda, Bhuj, Gandhinagar, Mehsana, Nadiad, Rajkot, Surat, Valsad
- **Telangana:** Hyderabad, Warangal
- **Andhra Pradesh:** Kakinada, Tirupati, Vijayawada
- **Karnataka:** Bengaluru, Belgaum
- **Madhya Pradesh:** Bhopal, Indore, Ratlam
- **Chhattisgarh:** Raipur
- **NCR:** Ghaziabad
- **Tamil Nadu:** Chennai
- **Punjab:** Chandigarh
- **Rajasthan:** Jaipur

### REVENUE OF THE COMPANY:

#### For the Quarter ended March 31, 2017 (Q4FY17):

- ▶ Total Revenue stood at ₹3120 crore, up by 40.5 percent y-o-y
- ▶ EBITDA of ₹217 crore; y-o-y growth of 41 percent
- ▶ Net Profit stood at ₹97 crore; y-o-y growth of 47 percent
- ▶ 14 stores were added in the Q4FY17

#### For the Year ended March 31, 2017 (FY17):

- ▶ Total Revenue for FY17 stood at ₹11,912 crore, up by 38.6 percent y-o-y
- ▶ EBITDA of Rs. 995 crore, as compared to ₹677 crore for FY17
- ▶ PAT of ₹483 crore, up by 51.6 percent
- ▶ Basic EPS for FY17 stood at ₹8.56, as compared to ₹5.66 for FY16
- ▶ 21 stores were added in FY17

#### Revenue mix for FY17

- ▶ Foods category constituted 53.65 percent of the total revenue, as compared to 53.02 percent of FY16
- ▶ Non-food (FMCG) constituted 19.98 percent of the total revenue, as compared to 20.60 percent of FY16
- ▶ General Merchandise & Apparel constituted 26.37 percent of the total revenue, as compared to 26.38 percent of FY16

₹299. D-Mart's IPO is touted to be the biggest since PNB Housing Finance's ₹3,000 crore offer in October last year.

Talking about the adulation that D-Mart's IPO has got from the market, Noronha says, "We are quite delighted. Actually we are overwhelmed with the response and grateful for the acknowledgement, which we have received."

On being asked that will anything change for D-Mart

as it's a public listed company now, Noronha, replies, "Nothing changes. Why should we change? We have always aspired to be a responsible enterprise to the environment at large and aspirational to the right set of prospective and current employees. We shall continue to focus on that."

**Operational intelligence in a low-margin retail format**

India's most profitable and fastest growing large modern retailer isn't an arm of one of the big-name conglomerates. It is Avenue Supermarts Ltd, which owns and operates hypermarkets and supermarkets retail chain D-Mart and it's secret ingredient to success has been 'Focus'. Since the launch of its first store in early 2000s, the retail chain has just focused on expanding in food and grocery.

D-Mart stores have the best inventory turnover ratio in the country. The quick inventory turnover allows the retailer to also negotiate better prices for itself, as it pays its suppliers early. It then passes on these low prices to its consumers.

The company's focus is on competing in the "basics needs space and focus on efficiencies." D-Mart's business model is similar to international retailers such as



**Total Revenue for the quarter ended March 31, 2017 stood at ₹3120 crore, as compared to ₹ 2,220 crore in the same period last year. ASL's EBITDA in Q4FY17 stood at Rs. 217 crore, up 41 percent. The company's EBITDA margin improved from 6.93 percent in Q4 FY16 to 6.95 percent in Q4 FY17.**

Wal-Mart Stores Inc, Swedish furniture retail giant IKEA and German-based discount chain, Lidl.

Talking about the operational efficiencies of D-Mart, Noronha, says, "All the components of operations, can be encapsulated in just one word and that is 'culture'. Culture is hard to explain but reasonably easy to experience when you see, hear and feel it. We are proud of what we have created so far and want to continue in the same spirit for a long time ahead."

On being asked about new geographies that D-Mart is looking to expand in and

what will be their location strategy, Noronha, answers, "Business is dynamic and opportunities keep evolving. We would want to focus on our existing markets only. Every 2 to 3 years we imagine what business challenges and complications would be 3 to 5 years later. We then focus on achieving those objectives. We try to keep up the pace. We achieve some goals and some we don't. We try our best."

**The favourites in the business**

Noronha, talks about international and Indian retail chains those who have got the 'basics' of business 'right'

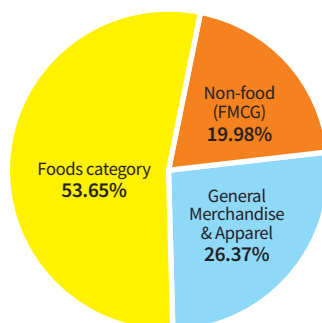
Noronha, shares, "Absolutes has never been my choice of role models. I like a lot of things of a lot of retailers. What fascinates me the most of any good retailer is the philosophy and the belief through which those retail concepts got built. I think it's less to do with business administration and customer service and more to do with the belief system of the founders. Globally IKEA, Uniqlo, Costco continue to be my favourites"

Further talking about his favorite Indian retail chains, he says, "I am quite fascinated with how Max and Tanishq built their businesses. "

In his concluding remark, he pays an ode to Radhakishan Damani, Founder of D-Mart. Noronha, says, "I am not the founder of D-Mart, I have learnt everything about the business from Damani. My early belief systems of retail and D-Mart have been nurtured by him. **IR**"

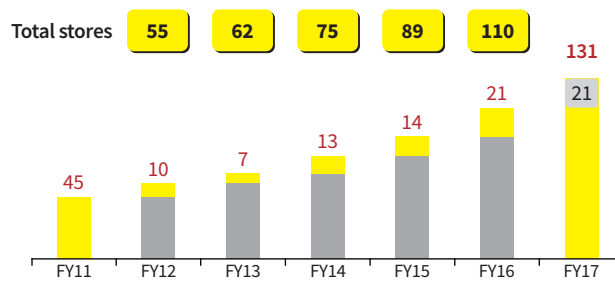
Majority Stores in West India with Expanding Footprint in South & Central India	2016-17
Maharashtra	60
Gujarat	29
Andhra Pradesh & Telangana	21
Madhya Pradesh & Chhattisgarh	5
Karnataka	10
Rajasthan	3
NCR	1
Tamil Nadu	1
Daman	1
<b>TOTAL</b>	<b>131</b>
<b>2002-03</b>	
Maharashtra	1
<b>TOTAL</b>	<b>1</b>
<b>2011-2012</b>	
Gujarat	14
Maharashtra	34
Karnataka	3
Andhra Pradesh & Telangana	4
<b>TOTAL</b>	<b>55</b>

REVENUE MIX FOR FY17



CLUSTER BASED APPROACH FOR EXPANSION

Store Expansion Strategy



^ as of January 31, 2017

Compiled by Shubhra Saini





OMNI-CHANNEL RETAIL SOLUTIONS

**ETP – THE RIGHT  
OMNI-CHANNEL  
TECHNOLOGY PARTNER  
FOR TRANSFORMING  
YOUR RETAIL BUSINESS**



Click & Collect



Click & Deliver



Endless Aisle



ETP is a leading Omni-Channel Retail Solutions provider across Asia Pacific, India and the Middle East. ETP V5 Omni-channel Retail Solutions provide a holistic view of the inventory and of the customer enabling you to deliver a unified brand-customer relationship. This is done using real-time integration of ETP's POS, CRM and Promotions engine with webstores and marketplaces using ETP Connect's secured web services framework, which has the ability to see and manage order flows.

**Getting It Right In Omni-channel Retail**

- Australia • Bahrain • China • Dubai • Egypt • Hong Kong & Macau • India • Indonesia • Iraq • Jordan
- Kuwait • Malaysia • Oman • Qatar • Saudi Arabia • Singapore • Thailand • The Philippines • Tunisia
- Uzbekistan • Vietnam • Yemen



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

# M-Commerce

## Mobile Payment Revolution in Retail:

## Landscape and Opportunities

IDC Retail Insights Executive Insights

– By **Mike Ghasemi**

The global payment market remains one of the most active technology markets in terms of disruption, interest, and investment. Given a decade of unprecedented transformation brought about by new payment methods, technologies, business models, and competitors, the market has only just begun to integrate innovative technologies like blockchain, artificial intelligence (AI), voice commerce, and the Internet of Things (IoT).

### **The State of the Mobile Payment in Retail**

Similarly, the mobile payment (mPayment) landscape in retail is highly dynamic in terms of the technology advancement as well as new mobile banking solutions. The emergence of regional mPayment players such as Alipay gives a strong signal that mPayment is becoming mainstream in retail, which is already at the very forefront of global mPayment scale and importance. While mPayment has already started to gain a foothold in the retail, but in the absence of a unified mPayment solution, the business model and adoption is highly varied. The strongest growth for mPayments will likely come from mobile commerce (mCommerce) as developing nations witnessing an Internet boom via smartphones.

As shoppers become increasingly connected in tandem with the growth of mobile devices, the retail industry is expected to lead the world in mPayment transactions. This leadership in terms of both volume and value of transactions driven by both a large number of regional mPayment players and a rapidly diversifying and evolving mobile influence. In addition to these developments, the current low levels of credit and debit card penetration in Asia will work to spur the adoption of mPayments in the retail sector. Low card penetration will invigorate the usage of bank account-linked mobile wallets as alternatives to

the traditional card-based payments, especially for digital transactions and increasingly, online to offline transactions; the “O2O” space. mPayments such as mobile wallets are well suited especially to transactions in both the online and offline space that are of lower value. In mPayment, customers value benefits such as speed, convenience, and efficiency over other factors such as security and transaction fees.

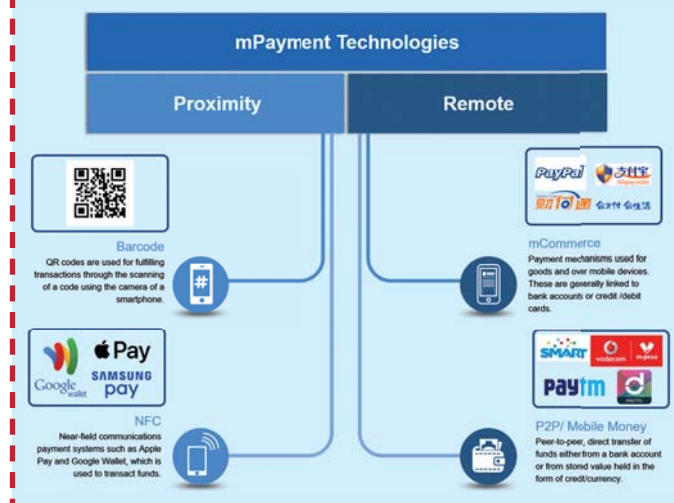
IDC projects that mobile payments will account for more than US\$1 trillion in value in 2017. The big chunk of mobile payments today come from remote payments, typically related to mCommerce transactions. However, proximity payments are growing rapidly. This is primarily due to the growth of NFC-based contactless payments, enabled by rising smartphone adoption and the increasing availability of POS terminals. However, IDC believes that the majority of emerging Asian markets are unlikely to adopt NFC-based mPayment services shortly because of the overall lower penetration of NFC-enabled smartphones and respective POS devices at the merchant side. QR code payment solutions will gain traction as smartphone penetration is already high and continues to grow. One of the main advantages of QR code payment is that merchants do not need specific POS devices for the QR codes, merely a printed code to display. Beyond QR code-based services, Remote mPayments is driven by telecommunications and local technology vendors including fintech players will also play an important and active role in offering mPayment facilities to both consumers and retailers.

### mPayment Key Technologies and their Benefits

Mobile payments encompass many different solutions, ranging from near field communication (NFC) contactless solutions and QR code to e-wallets, digital currency and P2P networks online. The mPayment technology divided into two main groups: remote payment and proximity payment. Figure 1 shows the various types of mobile payment services that are available, differentiated by technology, location, transaction value and cash handling function (mobile wallet or phone bill).

Remote payments can be performed independently of the mobile phone’s location. The payment software resides online or within a mobile app which enables the user to make online purchases. One of the popular providers of this type of payment is PayPal. In remote payment, sensitive information will not be exchanged with the seller, increasing the safety of the transaction.

Proximity payments involve the use of a mobile phone either as the equivalent of a credit or debit card (mobile wallet) or as a point-of-sale (PoS) terminal. The customer requires making contact between the mobile phone and a payment terminal in the immediate vicinity. Near Field Communication (NFC) technology is often used for this type of payments. Apple Pay is one of the most popular proximity payment solutions that has been adopted by many retailers.



### What’s in it for Retailers?

The mPayment technology landscape continues to evolve, and new technologies are emerging worldwide. Understanding the benefits and cost of adopting each technology enables retailers to make a better decision that can ultimately meet customer expectations and increase their revenue. Besides, retailers need to understand the maturity level of each technology and deployment

cost. As payment technology becomes more affordable and available, the key factor for mPayment adoption is the business model and associated charges.

The integration of mPayment enables retailers to understand the customer’s transaction behaviour and spending pattern. By utilising the transaction data, retailers can link the customer’s spending behaviour to their loyalty card. With this information, customer’s engagement can further be personalised via the mobile app, offering the right products at the right

**IDC projects that mobile payments will account for more than US\$1 trillion in value in 2017. The big chunk of mobile payments today come from remote payments, typically related to mCommerce transactions. However, proximity payments are growing rapidly.**



time. Additionally, mPayment motivate the customer to use discount coupons and other promotional offers.

As online shopping becomes ever more intuitive, omnichannel retailers are investing in making the in-store experience just as frictionless. Some ways that this can be achieved is through the adoption of innovative in-store technologies. mPayment can eliminate checkout queues by enabling staff to process payments anywhere on the shop floor. Through mPayment, retailers can utilise the data to engage and inform their customers. The key drivers for mPayments adoption in retail are; card spending, the proportion of debit versus credit card, mCommerce growth, the slow growth of card issuance, smartphone penetration, and maturity of NFC infrastructure.

mPayment is becoming increasingly competitive and attracting interest from players across the technology sector (e.g., Apple, Google, Samsung) and online marketplaces (e.g., Alibaba, Amazon). Currently, few

mPayment service providers offer all-in-one (proximity and remote) mPayment solutions to merchants and consumers. A good example is Singtel Dash, which enables the customer to pay for a broad range of services such as public transport, taxi fare, and convenient stores using either an NFC-enabled SIM card or remote payment. The overlap of proximity and remote payment creates great opportunities and will attract more merchants and consumers due to increased payment choices. Proximity mPayment has been growing worldwide, and according to an IDC Asia/Pacific 2015 report, except in Korea, Taiwan, Singapore and Australia, NFC penetration for

***As online shopping becomes ever more intuitive, omnichannel retailers are investing in making the in-store experience just as frictionless.***



smart devices is below 20% — in other words, the transaction volume still has not reached its full potential.

The rapidly evolving retail industry requires a unified and hybrid mPayment platform that is less dependent on hardware and software but can connect with other ecosystems and is also accepted by the majority of merchants either for online or in-store payments. The winners in mPayment will be those players that own the consumer and can adapt to ever-changing customer expectations rapidly. This includes understanding the

customer's transactional behavior as well as the ability to offer a compelling value proposition to actively engage the customer over time and increase the customer's lifetime value (CLV). Although financial service providers and telecommunications companies are in prime position to capture mPayment market share due to their existing relationship with customers, mPayment services across are mainly led by fintechs. However, any slow adoption of mPayment will not only increase the risk for retailers to be pushed out by emerging online retailers but also expose retailers to loss of mPayment market share.

Although mPayment technology may bring significant challenges and opportunities for retailers, they should also remain open to a new partnership model with technology companies willing to fund the implementation and deliver new services in return for customer information and service fees. Finding the optimal partnership model in this new business landscape will strengthen the retailer's traditional role and improve customer experience and even help the retailer to compete more aggressively in the digital space.







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](http://www.infinitimall.com)

Follow us on:

[f/mall.infiniti](#) [t/infinitimall](#) [i/infinitimall](#)

# TECHNOLOGY – THE GREATER GOD OF RETAIL

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

The technology collective is breaking new ground and transforming every aspect of the retail environment. The alchemy of data is here to rule and empower companies to explore unmapped territories. In storytelling terms, here is when the plot takes a turn for mind-boggling revelations. Hold onto your seats as Indian Retail's finest technocrats share their views on the line of emerging technologies and its impact on the industry.

**F**rom warehouses to e-wallets, the next big wave sweeping the world of retail rides on the exponential infusion of breakthrough technology in all facets of human life. CIOs and CTOs are the visionaries responsible for the technological direction any organization takes. They share their thoughts and optimism as well as the challenges they face, giving you a peek into the present and near future of IT enabled services in retail.





“Indian Retail space will become more agile, nimble, and consumer focused. Consumers will gain more power and will decide what will be sold by retailers in the market (both online and brick ‘n’ mortar).”

– Govind Singh  
Director IT, Levi Strauss & Co India

“Retail business is bound to grow as more customers can now reach the brands of their choice. We are building on mobile and ecommerce technologies to reach our customers in a well-planned manner.”

– Gurpreet Singh Bhatia  
CEO, Reliance Vision Express Pvt. Ltd.

“Mobility Platforms have helped us significantly in creating a business model that is a key differentiator and today accounts for 30% of our business. In store traditional POS systems are replaced with Android based curation logic enabled touch points to help customers buy better.”

– Meheriar Patel  
Chief Technology Officer & VP IT, The Mobile Store, Essar Retail

“We are working on AI and Machine Learning for our e-commerce business which will be subsequently taken to offline stores.”

– Ranjan Sharma  
Head – IT and SCM, Bestseller India

“We are working on an AI based mobile application to book dealer orders; it guides them about product training, features and presents a suggestive ordering screen to them for order.”

– Rajesh Verma  
Head – IT, Blackberrys

“AI can process large chunks of data that are embedded in the large number of retail POS transactions to identify leakage of margins, opportunities to sell new product categories, or provide relevant consumer experiences.”

– Abel Correa  
Head of IT, Arvind Limited

## 4. MOBILE TECHNOLOGIES & OMNI CHANNEL PLATFORMS

A mobile phone is no longer a luxury. It's a necessity. A smartphone has ceased to be just a talking device. It has a small digital kingdom of its own with internet, GPS, camera, gaming, app stores, social media portals, payment gateways and other aids. In the complex and challenging scenario where every consumer is experiencing the brand through various channels, it is important for companies to remain available, relevant, and consistent at all touchpoints.



Confirming this, Yakeen Gazi, Sr. VP-IT at Hypercity Retail India Ltd. says, “We at Hypercity are evaluating a completely new road map from ERP to Omni-channel solutions for our organization.”

Whether you are looking at e-commerce options on your computer or window-shopping at the mall, you are not left untouched by the 360-degree marketing campaigns that surround you anywhere and everywhere. The targeted email in your inbox is as much a part of the strategy as are the pop up ads on your social media account or the front page of your morning newspaper. Active management of multiple channels is a must for brands to drive effective sales.

## 5. ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

Artificial Intelligence is not something we will see only in sci-fi movies. It has become a part of our lives in more ways than we may like to believe. The line

between machine and man is blurring with every passing day. A computer can mimic human intelligence by processing information and providing problem solving, decision-making outcomes. Here, logic and reasoning are programmed as close to human thinking as possible. It helps people in making faster and more precise choices.

AI is used in e-commerce platforms, chatbot services, social media apps, defence projects, and others. Similarly machine learning uses pattern recognition to predict data based on algorithms.



India has a business ecosystem that fosters innovation and research. Indian retail is going through a transition and a paradigm shift as the brick and mortar mindset is warming up to digital realities. Organisations are looking forward to leveraging this data science driven AI market in terms of forecasting product demands, making product recommendations, contextual promotional offers, inventory optimisation, and understanding the customer better.



## 6. BIG DATA

It is a data set up that manages and processes enormous amounts of labyrinthine data beyond the scope of conventional application software. This data is collected from various sources that leave a digital footprint.

From a retail perspective – quickly identifying customer insights and needs becomes paramount. This requires simplifying and automating operations to drive efficiency across the retail ecosystem.

## 7. CAMERA AS A SEARCH BOX & NEW AGE BATTERIES

Every phone has not one but two cameras. These cameras will soon become the new search tool. Using this, physical retailers can neutralize the advantage that their pure play online competitors have by delivering multi-media content about their products when customers just point their mobile camera at it.



Recent advances in energy storage using sodium, aluminium, and zinc based batteries make it possible to provide clean, cheap, and round the clock energy sources to an entire mall. Deployment of such power sources can greatly improve the profitability of the retail operations by lowering power costs.

## 8. AR AND VR

Augmented Reality and Virtual Reality have come as a breath of fresh air to the retail market that is besieged with the pressure of providing the consumer with new shopping experiences every time. Smart make-up rooms equipped with touchscreen digital make-up simulators and smart fitting rooms wherein you are



served the garment you need with the help of iPad apps, make buying a fun and breezy affair. Samsung Gear VR headset takes tech enthusiasts on a trip they will never forget. The Virtual Reality sets not only create a simulated environment around you but also provide other tactile sensations to give you an absolute life-like experience.

## 9. BLOCKCHAIN AND PROXIMITY PAYMENTS

Blockchain is the new age way of maintaining records in a secured environment with the help of distributed database. Bajaj Electricals Ltd. has eliminated the manual steps involved in the company's bill discounting process with the use of blockchain/hyperledger and the entire transaction has become paperless<sup>1</sup>.

Online and contactless payments have made a spectacular entry into the



<sup>1</sup> June 2, 2017 Live Mint E-Paper

“The use of big data tools to mine data, coming in through various channels, enables faster decision-making. The availability of analysed and readily consumable information is already making a huge difference in consumer judgements and choices.”

– Vikram Idnani  
Head – Information Technology, Trent Ltd.

“The McDelivery app that was designed for simplifying geo-enabled registration and home delivery processes enables flexibility in customizing the order and merges aesthetics with food for a fun filled unique ordering experience. Smarter digital menu boards have greater appeal, consistency, and interactivity. Big Data & IoT initiatives are a part of the IT roadmap we have adopted.”

– Jashbir Morzaria  
General Manager – Information Technology,  
Hardcastle Restaurants Private Limited

“We have currently implemented AR and Cloud technology in our organisation. It encourages personalised services, online support, and informed buying.”

– Sandeep Kothari  
Technology Evangelist

“Blockchain is becoming mainstream; it will change the fundamental design of systems. Once, cash was king but not anymore. Digital money is the new king.”

– Indresh Pradhan  
Head – IT, Kaya Ltd.

“We have seen over the years how technologies disrupted retail and customer journey globally and in India as well. Today consumers want personalized shopping experiences, same day deliveries, and wish to make digital payments. Retailers are not left with any other choice but to implement these technologies to get an edge over the competition.”

– Kiran Komatla  
Associate Vice President - IT, Burger King India  
Private Ltd.

Indian retail sector. Post the government's demonetisation drive of November 2016, India has seen a surge in the use of debit/credit cards and electronic payments using QR codes. The recently launched BharatQR, developed by National Payments Corporation of India, MasterCard, and Visa, will make sure that the merchants display only one QR code. It will make the payment facilities as simple and seamless as possible.

**10. CRM SOFTWARE & IN STORE CONSUMER EXPERIENCE**

Every single person who clicks on your website or walks into your store has the potential to be a patron of your brand for life. Companies are going all out and using every communication channel to bring these individuals into the inner circle and retaining them as loyal consumers.

Customer Relationship Management has come a long way from birthday discounts and feedback surveys. It has



borrowed the power of analytics and the elegance of hospitality to come up with evolved software that caters to the sublime requirements of the customers. Marketing strategies tow the line of mapped consumer behaviour to give them the best possible incentives and experiences. Add to that the in-store services that seal the brand-consumer bond and you have a happy customer there.

The customer preferences are changing at a fast pace and companies are gearing up to match that speed. This means highly visible transitions not just at the consumer experience stage but also in the entire supply chain including warehouses, inventory control, deliveries, data security, and others.

**“ Cognitive Computing will make it possible for retailers to serve their customers 24x7 consistently in a way no human can. The applications of this technology in each step of the customer journey are game changing. ”**

**- Ranjit Satyanath**  
Head - Technology, Infinity Retail Ltd.

**“ The technology footprint leading the transformations is impacting many stages of the retail chain; from back office and enterprise systems, to many customer-facing functions such as payments, loyalty programs and customer services. ”**

**- Sunil Nair**  
Sr. VP - Technology & Biz Solutions, Spar India

**“ The smartness among all devices will be increased, connectivity within the devices will be improved, and ease of use or sharing will be much more easy. The more and more information will be accessible with your finger tips, Thus the retail industry will have to make changes in existing systems and ways of operations. ”**

**- Prashant Bokil**  
Head-IT, The Mandhana Retail Ventures Ltd.

**“ These advancements will achieve positive results like increase in demand, agility in operations, and improved service delivery. This will also present challenges like complicated operating frameworks, too much intrusion into personal information that may take the customer away, and an unbalanced rise in consumer expectations. ”**

**- Rajneesh Sharma**  
CIO, DLF Brands Ltd.

**“ The ABC of retail - Artificial Intelligence, Big Data, and the Consumer will align all decisions to customer preferences. ”**

**- Pankaj More**  
CIO, Walmart India

**THE BACKYARD FACELIFT**

The warehouses are no longer just 'roll the shutters and stock' storing facilities. The ascending e-commerce industry has catapulted inventory operations into the realm of sophisticated IT and automation. This has improved the efficiency and delivery times drastically. High-Speed Cross Belt Sortation Technology, recently inaugurated by the Future Supply Chain Solutions in MIHAN, Nagpur can process over 360 crore<sup>2</sup> pieces per annum with an accuracy of 99%. Modern warehousing is equipped with smart wearable devices for the workers, IoT based robotic systems, Electronic Data Interchange (EDI) enabled Warehouse Management Systems (WMS), geo-tagging of orders, RFID linked deliveries, and many other facilities.



**IMPACT AND FUTURE OF NEW TECHNOLOGIES**

These technologies intend to own the niche space they have created for themselves. They will help Indian retail grow businesses in a better direction with better customer experiences. Since organised retail in India is in its nascent stages and there is no baggage of legacy to carry forward, it will be much easier for them to adopt the changes.

Supply chain merchandising patterns will henceforth cater to a bigger permutation of data. This may throw in surprises as far as analytics are concerned. Some are bound to be pleasant and some will be those the companies shall learn from.

<sup>2</sup> April 29, 2017, ET Retail.com

**“ We have our disaster data recovery on Cloud. Tablets/iPads are used in stores for Booking and Selling of products. ”**

**- Manoj Patel**  
Deputy CIO, House of Anita Dongre

**“ Maximum use of sensor technology, robotics science will ease production and quality of the products and with the help of the same and driver less car will be the reality very soon. Also, technology like chatbox will help companies to give instant support to customers. ”**

**- Puneet Kaushik**  
Sr Manager IT & MIS, Savemax Wholesale Club Pvt. Ltd.

**“ We are working on AI & chat bots. This will help us in connecting with millennials who are mostly engaged through digital mediums. Skin care diagnostic tool will offer online consultations for product selection without any human assistance. ”**

**- Tarun Bali**  
Head - IT, Quest Retail Pvt. Ltd.

Days of compartmentalised departmental autonomies are over. Offline, online, and delivery will work in conjunction with each other. A multitude of marketing opportunities make use of innovative techniques to give the customers exactly what they want. “These changes in the world of technology improve customer service standards and affect the work output positively,” adds Bhavin Kothari, VP - IT, Lifestyle International Pvt. Ltd.

Technology has come to rescue retailers by providing a safe haven in terms of data recovery and financial records. It leaves nothing to chance as all data has a backup on the cloud. The end of manual book-keeping has given the employees an undeniable sense of freedom.

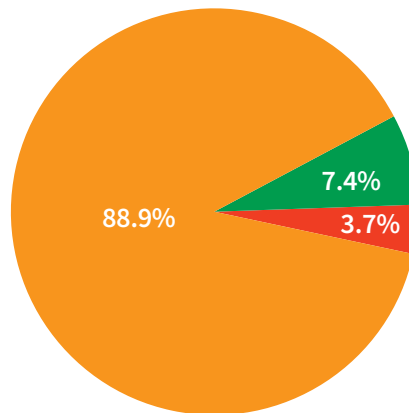


The retail industry accounts for a large share of almost 10% of India's GDP. Large scale IT enabled investments have poised it at a vantage point from where streamlining and collaborative consumption seems like an easier target to achieve. The process of leveraging multiple channels and data resources has begun. Large-scale customisation and active systems have been put in place. Yet there is much to be done for the retail industry to arrive in style as its capacity to deal with the IT revolution is still being brought up to world standards.

What our IT gurus have to say about how prepared the Indian retail industry is to manage the impact of these changes is well described with the pie chart.

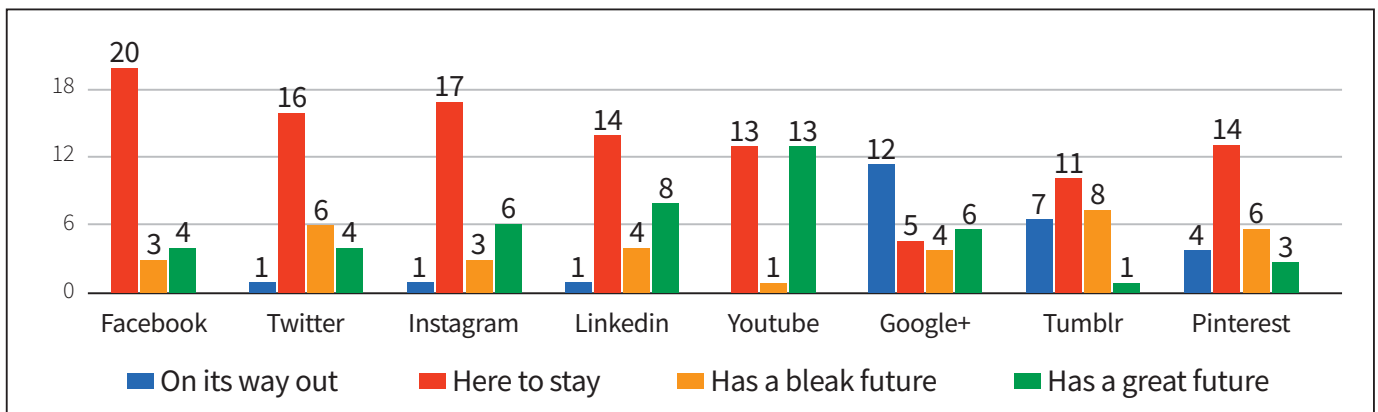
Younger consumers are at home with technology. Engaging with them requires newer and fresh approaches to digital marketing. The writing on the wall is clear. To grab the attention of the fashionably curious and ever data-hungry generation-Y, companies have to be on their tech-toes.

Remember the first time you realised that our galaxy is one of the billion other galaxies in the universe? It left you with a wondrous sense of mind-blowing scale. Didn't it? That's exactly how it is with IoT, Big Data, and all the new technologies that connect the brands and consumers of the world. A universe of networked information is here to help the customer make an informed choice.



■ Not at all geared ■ Somewhat geared  
■ Completely geared

You'll be surprised to know how top CIOs view the future of currently trending social media platforms of Facebook, Twitter, Instagram, LinkedIn, Youtube, Google, Tumblr, and Pinterest. Lo and behold!





**ABEL CORREA** Head of IT, Arvind Limited



Abel has spent over a quarter of a century in IT, having held a multitude of influential positions like Country Manager for Red Prairie Technologies and JDA Software Inc. as well as CIO for Piramal Group. His deep knowledge in the field has enabled him to single-handedly drive operational excellence through IT and process innovations as well as build and manage profitable CoE.

*If I was not a CIO, I would be*  
**Teacher**

*The three places you would love to visit but have not done so far*  
**China**

*Technology that excites me the most*  
**Artificial Intelligence as it challenges the paradigm of it being artificial but has place higher than common sense**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● AI ● information security ● Mobility

*How do you think these changes will impact Indian retail?*

AI can process large chunks of data that are embedded in large number of retail POS transactions to identify leakage of Margins, or opportunity to sell new product categories or provide relevant consumer experience info security will take up important place in IT strategy and budgets as organisations go deeper in adopting digital enabled business

*What are the 3 game changing technologies in the space of customer experience?*

Digitally enabled endless aisles, getting the relevant and right priced right products in front of the customer, using mobility platform to drive internal operations and employee engagement.



**ANIL SHANKAR**

Customer Care Associate and VP, Solutions & Technology, Shoppers Stop Ltd



Anil's foray into IT began when he assumed the role of IT Manager with Sterling Holidays India Ltd. His journey into the Retail sector took flight when he joined Shoppers Stop and set up its IT processes and data networks. In 2006, he took his work a notch higher by setting up technology shared services for every format in the group, which culminated in his appointment as CIO in 2014.

*If I was not a CIO, I would be*  
**Entrepreneur**

*The three places you would love to visit but have not done so far*  
**Kailash Mansarovar, Bhutan, Angkor Wat (Cambodia)**

*Technology that excites me the most*  
**IOT, Blockchain**

*What according to you are the three biggest/most important changes happening in the world of technology?*

Internet of Things (IoT) AR and VR Machine Learning Besides there is trend towards 'anything on demand', which is reflective in the term "Uberisation". More and more there is expectation to have everything on demand via mobile apps.

*How do you think these changes will impact Indian retail?*

Internet of Things (IoT) and emerging Smart Consumer Technologies: IoT brings in a lot of opportunity for retailers to create a truly connected customer journey. AR and VR technology is gradually emerging to play a vital role in enhancing customer experience.

*What are the 3 game changing technologies in the space of customer experience?*

- Chatbots: conversational commerce and service - Machine Learning: better predictive analytics - IOT: enhanced and connected customer experience

**BHAVIN KOTHARI** VP-IT, Lifestyle International Pvt Ltd

Bhavin has 19+ years of experience in Core IT and handled verticals like multi brand high fashion retail, home furniture and furnishing, value retail, hospitality, manufacturing, logistics, transport services, repair and reconditioning. He has closely worked with business to define IT processes in alignment to business processes helping corporate governance through IT governance. His domain expertise is in retail, manufacturing, repair and reconditioning, e-Commerce, et cetera.

*If I was not a CIO, I would be*  
**Entrepreneur**

*The three places you would love to visit but have not done so far*  
**Himalayan Range, South Africa, Far East Asia**

*Technology that excites me the most*  
**3d printing**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Chatbots** ● **IoT** ● **robotics**

*How do you think these changes will impact Indian retail?*

**Improve customer service level, higher productivity and cost optimization.**

*What are the 3 game changing technologies in the space of customer experience?*

**omni channel, chatbots, integrated shelf labels**

**GOVIND SINGH** Director IT, Levi Strauss & Co India

Govind is a business-savvy IT person, helping & supporting the business to grow with the help of his global IT experience in various domains like Apparel Retail, Retail, Automobiles and Consumer Goods. His speciality is working & communicating closely with business teams, using a common language called "Business" and contributing to the growth of business.

*If I was not a CIO, I would be*  
**CHRO or CMO**

*The three places you would love to visit but have not done so far*  
**Antarctica, NASA Headquarters, India's North East States**

*Technology that excites me the most \**  
**Anything which touches the end consumer.**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Big Data** ● **Massive proliferation of Cloud** ● **Internet of Things (IoT)**

*How do you think these changes will impact Indian retail?*

**Due to all these changes, Indian retail space will become more agile, nimble and consumer focused. Consumer will gain more power and will decide what will be sold by retailers in the market (both online and brick 'n mortar).**

*What are the 3 game changing technologies in the space of customer experience?*

**- Impactful presence in Social Media - Virtual Store Experience - Omni-channel retailing together with near real user experience.**





**GURPREET SINGH BHATIA** CEO, Reliance Vision Express Pvt. Ltd.



Retail and Hospitality professional with over 21 years of experience. Have been a part of initial setup teams in defining consumer service deliverables, retail operations and managing P & L responsibilities. Gurpreet's experience in retail spans across supermarkets, hypermarkets, apparels and hospitality

*If I was not a CIO, I would be*  
**CEO**

*The three places you would love to visit but have not done so far*  
**Andamans, Paris & Italy**

*Technology that excites me the most*  
**Mobile and gaming**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Mobile technologies** ● **Omni-channel platforms** ● **Customer experience - all are getting increasingly digitised**

*How do you think these changes will impact Indian retail?*

**Retail business is bound to grow as more customers can now reach the brands of their choice. this will add to the competition and definitely make it both easy and more expensive to acquire new customers**

*What are the 3 game changing technologies in the space of customer experience?*  
**Mobile, e-commerce and AI**



**INDRESH PRADHAN** Head - IT, Kaya Ltd.



With 14+ years of experience in leading teams on tech-enabled business transformation projects for Reliance Brands (Luxury Retail Unit of Reliance Industries), Future Group, Venture Infotek, Susquehanna International and Synygy, Indresh is adept at Program and Project Management, Technology Strategy, Solution Design, Partner Engagement, Client Management and setting up and managing PMO. A deep understanding of Customer Engagement Programs and Retail Analytics has enabled him to successfully implement the Follow-the-Sun Support Strategy between USA, Romania and India; managing teams across continents. What's more, he was awarded the Dean's Fellowship at Drexel University for Academic Excellence.

*If I was not a CIO, I would be*  
**Life long traveller**

*The three places you would love to visit but have not done so far*  
**Everest Base Camp, Mount Fuji, Peru**

*Technology that excites me the most*  
**Blockchain**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Blockchain is becoming mainstream, it will change fundamental design of systems**  
● **Financial Inclusion - If cash is king, then king is dead - long live the New King (Digital Money)**  
● **Ability of churn big data and create Analytical Insights is democratized and not restricted only to the Large Organization**

*How do you think these changes will impact Indian retail?*

**Indian retail has to revalidate all aspects of customer touch points and it really wont matter how large or small the organization is; What will matter is the agile approach and ability to take fast calls based on fast changing scenarios - based on ability to understand and interpret data**

*What are the 3 game changing technologies in the space of customer experience?*

- **Omnichannel - The thin blur line between online and offline is nearly erased - highly focused personalised product/services and multiple delivery mechanics - 'Social Retail'.**





# THE JOURNEY OF SECURENS FROM IDEA TO EXECUTION HAS BEEN FULL OF INNOVATIONS

Securens is an Enterprise IoT company providing E-Surveillance solutions to protect assets and information. Today Securens is maintaining vigilance of 21,000+ sites in India. And this led to the mushrooming of their products and services in different industries and verticals like retail, QSR, warehouse, and logistics. **Sunil Udupa**, Managing Director, Securens Systems Pvt. Ltd. talks about the journey and future growth prospects of the company.

## Tell us in brief the journey of Securens & for which verticals Securens offer its services?

Securens was incepted in the year 2011. The journey of Securens from idea to execution has been full of innovations, infact I look at innovation as just an ongoing journey. Prior to the inception of Securens, I had extensively worked in the ATM industry for nearly 3 decades and it was there that I identified the need of smart technology led security systems in the ATM industry and that's how the idea of Securens also came into existence. There are new innovations taking place in tech space each day and to meet the demands of our discerning customers, we need to upgrade and enhance our services.

Initially we started with providing electronic surveillance (e-surveillance) to banks and ATMs. However, today we maintain vigilance of 21,000+ sites in India. And this led to the mushrooming of our products and services in different industries and verticals like retail, QSR, warehouse, and logistics. We not only restricted to providing surveillance systems to our customers, but also complete analytics. Securens' unique product catalogue is designed to increase the productivity and decrease the cost. For instance, in retail industry we provide an intelligence report about their day to day operations which enables them to eliminate any kind of faults in the system and also improve the customer experience at large.

## What makes Securens different from their competitors in surveillance industry?

We are not a typical camera deploying company. Our services and products are outcome of long R & D and experience; hence we do not have any competitor to compete with our quality of services. At Securens our USP has been customizing the products with latest technology and R & D and innovations go hand in hand. A Retail space might require a different solution than the ATM. Our team makes a strategic plan before presenting it to the customer after understanding their business requirement and the pain areas. We are far from the traditional meaning of Surveillance and security. We wish to position ourselves as a facilitator to your business partnering for success and customizing our products as per the requirement.



**Sunil Udupa**  
MD, Securens Systems Pvt. Ltd.

## What are Key products Securens have for retail industry & what solution it offer?

Retail industry is been growing at pace that allows us a challenging environment to work with. Our product for retail industry are ACTIDETER, ACTIHYGIENE, ACTIHEALTH, ACTICARE and ACTIINFRA

### ACTIDETER

*Save up to 60% of the cost of man guarding*

ACTIDETER is a time proven system that guarantees results. It not only detects attempted crime, but proactively prevents it from happening, by using Video Verification & 2-Way Audio.

### ACTIHYGIENE

*Monitor your brand SOP & employee behaviour*

The service ensures adherence to Brand SOPs parameters of a retail outlet, monitor employee behaviour to help you understand 'How well your customers are treated' and video housekeeping to monitor housekeeping personnel and whether the outlet is constantly cleansed or not.

### ACTIHEALTH

*Supply & health check-up of surveillance systems*

The service aids in supply, installation and commissioning of all surveillance equipment on a PAN India basis along with comprehensive AMC and ACTICARE on a

SaaS model. It aids in enabling preventive measures on the working conditions of the surveillance systems which help during the time of forensic analysis.

### ACTICARE

*Health check-up of your existing surveillance systems*

The service ensures online health of your surveillance equipment twice a day and providing comprehensive AMC for all equipment on a PAN India basis.

### ACTIINFRA

*Helps to reduce your energy bills by at least 10%*

Managing energy consumption has always been a challenge for any organization and the energy bill amounts to huge cost component in operations expenses. ACTIINFRA Services helps you to monitor, manage and optimize energy consumption.

## What are the latest awards or recognitions in past?

We recently won 'Control Room of the Year', Secona Shield Awards at Secutech 2017. We were felicitated with 'Best use of technology for recruitment' at HR Tech Conference awards as technology is in our vein be it our products or our own operations. In the year 2016, we were awarded 'Innovation in Recruitment' at Talquest for our HR practices. We have also won awards for Excellence in Communications at Association of Business Communicators of India (ABCI) Awards 2016.


## What are the future plans?

In order to deliver unprecedented deterrence capabilities along with business analytics, we have developed SIMPLISECURE, a first of its kind, Hybrid Intrusion Alarm Panel that will use the best of sensor technology coupled with the very best of Edge Video Analytics. The product will be based on the latest technology of Fog computing.

Also, we will be debuting a unique technology that will help consolidating bandwidth from different SIMs to enable high bandwidth surveillance at remote areas that typically have poor signal strength. This technology will also enable Fog Computing. This technology would be critical to 'Digital India' where most of rural India can be networked with low costs and quickly.



**JASHBIR MORZARIA** GM- IT, Hardcastle Restaurants Pvt. Ltd.

 Jashbir is a dynamic professional with a track record in achieving business objectives through strategic planning, process design and change management. Experienced working with start-up, rapid growth & established corporations. Command across project lifecycle: conceptual design, feasibility, business case, implementation, and benefits realization.

*If I was not a CIO, I would be*  
**An aspiring singer**

*The three places you would love to visit but have not done so far*  
**Valley of Flowers, Serengeti, Machu Picchu**

*Technology that excites me the most*  
**IoT**

*What according to you are the three biggest/most important changes happening in the world of technology?*

**● Digital Transformation ● IoT ● Big Data**

*How do you think these changes will impact Indian retail?*


**Customer expectations from retailers around experience, engagement, convenience and service is changing rapidly . From a retail organization perspective - quickly identifying customer insights and needs becomes paramount. This requires simplifying and automating operations, driving efficiency across the ecosystem.**

*What are the 3 game changing technologies in the space of customer experience?*

**Artificial Intelligence, Speech Recognition and Augmented Reality**



**KIRAN KOMATLA** Associate VP- IT, Burger King India Pvt. Ltd.

 In the 14 years he's spent in IT, Kiran has made pioneering contributions towards various aspects of the field. His experience is varied, spanning myriad functional domains, management functions and technical roles. His deep understanding of the Retail Business, Information Technology & Project Management is evidenced by the numerous awards he has won, namely, "Most Promising CISO" in 2015 and 2016 along with "Most Promising CIO" in 2015, among others.

*If I was not a CIO, I would be*  
**CEO**

*The three places you would love to visit but have not done so far*  
**Victoria Falls, Zambia, Amazon River, Brazil, Neuschwanstein, 19th century castle in southern Germany**

*Technology that excites me the most*  
**Artificial Intelligence**

*What according to you are the three biggest/most important changes happening in the world of technology?*

**● Digital Payments ● Digitalise Data management ● Big Data ● Omnichannel customer experience**

*How do you think these changes will impact Indian retail?*

**We have seen over the years how technologies disrupted retail & customer journey Globally and India as well. Today consumer want personalized shopping experience, same day delivery and accept digital payments, retailers are not left with any choice then to implement this technologies to get an edge over competition**

*What are the 3 game changing technologies in the space of customer experience?*

**Digital customer payments: digital payments are the way future, retailers needs to gear-up and implement mobile payment solutions to avoid sales drop. Last mile of fulfillment: consumers want get same-day-shipping, flexible and agile supply chain management will be edge over competition. Using data to personalize customer experiences: Retailers has been using data for years now but creating personalization experience with interactive shopping experience will become pivotal for the retailers.**



OMNI-CHANNEL RETAIL SOLUTIONS

## ARE YOU GST READY?

ETP Omni-channel Retail Solutions with its GST pack helps you manage extensive retail processes

ETP is a leading Omni-Channel Retail Solutions provider across Asia Pacific, India and the Middle East. Our solutions enable you to deliver a unified customer experience across channels with features such as Click and Collect, Click and Deliver, Endless Aisle, and a holistic view of the inventory and of the customer through real-time integration with webstores and marketplaces using ETP Connect's secured web services framework.

Getting it Right in Omni-channel Retail




[www.etpgroup.com](http://www.etpgroup.com) | [contact@etpgroup.com](mailto:contact@etpgroup.com)





**KUNAL MEHTA** GM IT - Lifestyle business, Raymond Ltd.

 Kunal has over 15 years of experience across a wide range of organizations in leadership capacities and has been primarily responsible for Enterprise IT Operations. He was adjudged one of the “50 Most Influential Technology Leaders” at the Retail Technology Conference & Awards in Feb ‘16 as well as “100 Most Innovative CIO of India” by World Sustainability Congress in June’16.

*If I was not a CIO, I would be*  
**An avid marathoner travelling the world**

*The three places you would love to visit but have not done so far*  
**Walt Disney , Cambodia, Puerto Rico**

*Technology that excites me the most*  
**Wearable devices**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Mobile payments** ● **Cloud platforms** ● **Internet of things (IOT) and** ● **Robotics** are some key areas that will disrupt the way the existing landscape for organizations are defined

*How do you think these changes will impact Indian retail?*

**The need to keep experimenting with newer technologies, re-look at the existing IT investments in legacy systems and the dilemma of hosting data on-premise versus cloud is making retailers re-look at their existing strategies for stores and customer experience and future business propositions.**

*What are the 3 game changing technologies in the space of customer experience?*

**Beacon and Geo-fencing technology for personalised customer offers, Augmented Reality and wearable devices, Upgrade of e-commerce platforms for getting organisations ready to drive their omnichannel strategies.**



**MANOJ PATEL** Deputy CIO, House of Anita Dongre

 Worked across traditional boundaries in Information Technology, with a passion for listening and teaching and a focus on helping those who use technology in an organization to work more productively and efficiently. Experience spans over nineteen years in all facets of Information Technology, across academic, retail and commercial environments. A strategist with experience in global functions and a technocrat, with proven track record of delivering value to organizations by effective IT planning and leading new initiatives/projects during the career span.

*If I was not a CIO, I would be*  
**Technology Advisor for Retail Companies**

*The three places you would love to visit but have not done so far*  
**Japan, USA, Australia**

*Technology that excites me the most*  
**Automation**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **The Cloud** ● **The mobile Computing** ● **Social Media**

*What are the 3 game changing technologies in the space of customer experience?*

**Mobile first, live chat and co-browsing, voice of the customer through social media**

## **MEHERIAR PATEL** Chief Technology Officer & VP IT, The Mobile Store, Essar Retail

 With over 22 years of Core Business IT experience, Meheriar is adept at successfully delivering organizational Information Technology and change management solutions. His responsibilities include IT leadership, innovation and adoption across multiple technologies with planned business benefits. From heading IT set-ups for multinationals and Indian conglomerates to implementing large IT projects in Transforming Business and ERPs in Various Industry Domains to formulating Digital Strategies within the realm of retail as well as for airline, pharmaceutical, banking, finance, logistics service sectors, his expertise spans the entire IT spectrum.

*If I was not a CIO, I would be*  
**Strategist, Key Advisor to Business**

*The three places you would love to visit but have not done so far*  
**Spain, Greece and LA**

*Technology that excites me the most*  
**Tesla as a company. Where Technology is a Real Game Changer**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Traditional to Digital Technology**, ● **Mobility Platforms and its ease of Use**, ● **Freedom to transact (Cashless Society) Building Financial Transaction Platforms**

*How do you think these changes will impact Indian retail?*


These will have significant impacts on Customers. Traditional Retail will scale to Digital Reality, Customer Analytics and Shopping patterns and having to know the ONE Customer across Platforms. Supply Chain, Merchandising patterns will now have to cater to much more unknowns and thus be ready for bigger surprises. Online, Offline, Delivery will have to work in conjunctions. Artificial Intelligence and 3D will start playing some roles in Retail Technology domain.

*What are the 3 game changing technologies in the space of customer experience?*

Artificial Intelligence, 3D Technologies and Mobile Enabled Platforms, In which the first two can be a game changer, as and when key Use Case and Proposition are converted to real Retail Initiatives and acceptable standards across.



## **PANKAJ MORE** CIO, Walmart India

 20+ years of experience in technology development, project management, driving IT strategy for business, leading operations and providing leadership to cross-functional, diverse and global teams is what it takes to become the CIO of Walmart India. Having joined Walmart in 2013, More led tech strategy for Asian markets and in 2015, assumed the role of CIO Walmart India, spearheading their Omnichannel B2B Cash & Carry business in country. Prior to setting foot into retail, More has worked in the telecom, financial services and energy sectors. More has been associated with various reputed companies like GE Energy as CIO – Power Generation Services, India & South Asia, GE Capital as IT Manager & Operations leader and HCL Comnet Limited as Senior Software Engineer.

*If I was not a CIO, I would be*  
**Running a technology business**

*The three places you would love to visit but have not done so far*  
**Kashmir, North East**

*Technology that excites me the most*  
**Voice and machine learning**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Artificial Intelligence** ● **Big Data** ● **Consumer (ABC)**

*How do you think these changes will impact Indian retail?*

**All decisions would get aligned to customer preferences**


*What are the 3 game changing technologies in the space of customer experience?*

**Voice, VR and Machine learning**





**PIYUSH KUMAR CHOWHAN** CIO, Arvind Lifestyle Brands

 Piyush Kumar Chowhan is an experienced professional working in areas of retail strategy, business analytics, customer loyalty and CRM, retail business consulting and supply chain management. As CIO for Arvind Brands, he is responsible for IT strategy and execution of technology for all its brands business. He has an experience in setting up new strategic groups, BU's in areas of business, finance operations and analytics to achieve strong business benefits.

*If I was not a CIO, I would be*  
**Cook**

*The three places you would love to visit but have not done so far*  
**Santorini / Alaska / Himalayas**

*Technology that excites me the most*  
**Analytics**

*What according to you are the three biggest/most important changes happening in the world of technology?*

The biggest changes happening in world of technology are: connected humans and things - this is enabling a very different set of data availability which the organizations need to understand how to use the same explosion of compute for high end analytics - the compute power is growing at a very faster rate which is enabling companies do far higher things at much lower cost Outcome driven technology solutions .


*How do you think these changes will impact Indian retail?*

Retail is hugely impacted in the following ways: Customer is in the driving seat and retailers need to provide them more choices for their buying preferences. Data driven decision making is the key to react to these market changes.

*What are the 3 game changing technologies in the space of customer experience?*  
**IoT, connected enterprise and analytics**



**POORAAN JAISWAL** CTO, Globus Stores Pvt. Ltd.

 Pooraan is an accomplished IT professional having more than 17+ years of experience defining, prioritising, planning, and driving the execution of existing and future product lines, development and maintenance of Fleet Services (Transportation), e-commerce, e-learning, mobile applications and amp; ERP using agile, SDLC process/ methodology. Some of his accomplishments include successfully setting up cloud data centers, portals, product groups and building teams from scratch in various organisations, with minimal attrition.

*If I was not a CIO, I would be*  
**BABA / Technical Lecture**

*The three places you would love to visit but have not done so far*  
**Atlanta, Iceland, Moon**

*Technology that excites me the most*  
**IoT**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● Ominichannel ● Customer experience ● ERP

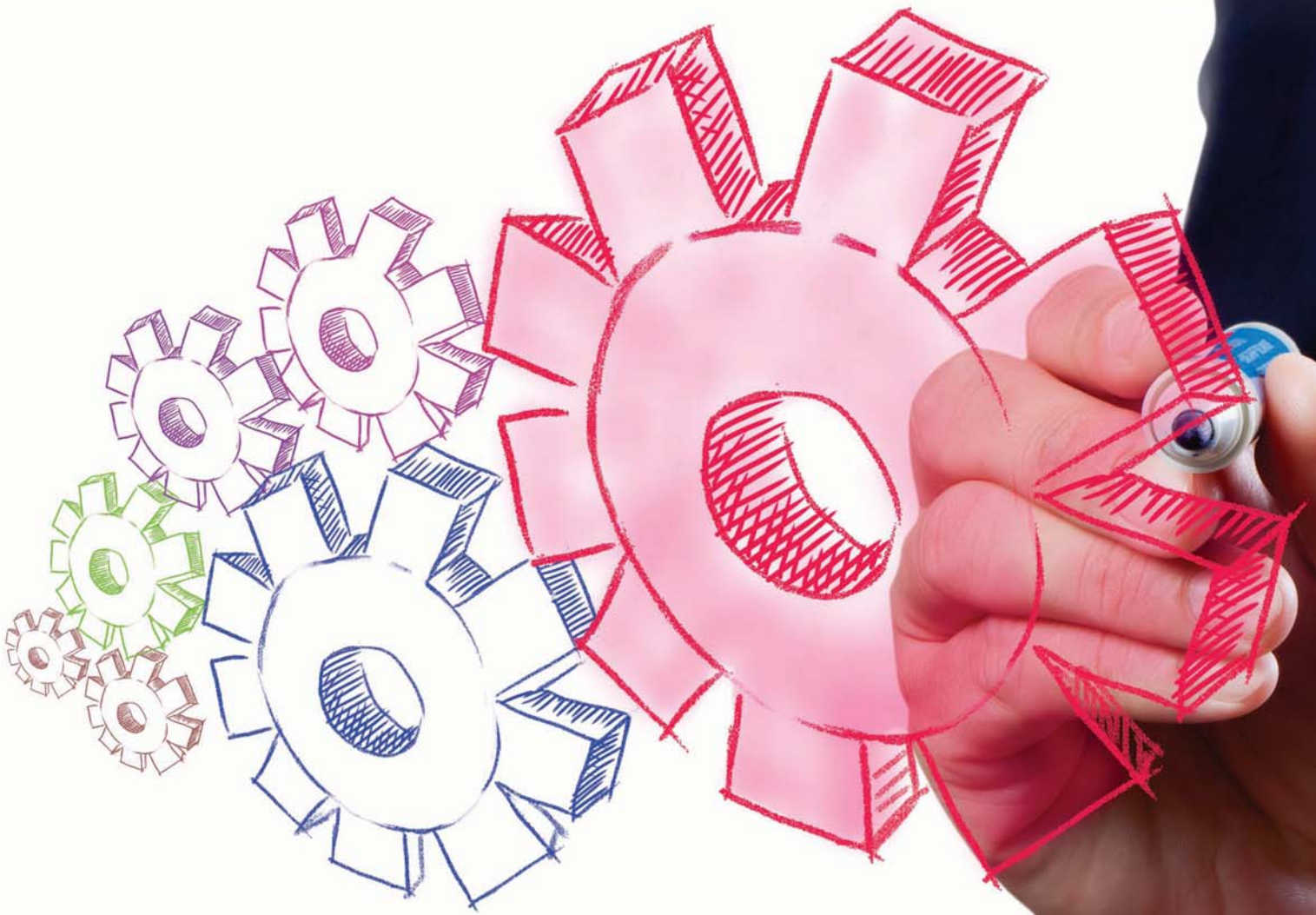
*How do you think these changes will impact Indian retail?*

This will help Indian Retail to grow business in better direction with better customer experience. New ERP will help retailers to gain most of the data. Omnichannel, retailers will get more ways to attract customers and customer will get more options.

*What are the game changing technologies in the space of customer experience?*  
**IoT**



# 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 31 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](http://www.safexpress.com)

**Distribution Redefined**



**PRASHANT BOKIL** Head IT, The Mandhana Retail Ventures Ltd.

➔ Prashant has successfully handled diversified activities like it infrastructure management, marketing, sales, pre sales, customer support, service delivery, man management, inventory management, service desk operations, service request management and software implementation. He has been instrumental in the implementation of various soft wares including oracle based erp. He has also implemented modules like inventory, procurement, production, sales & distribution, finance and retail and implementation of Sap B1.

*If I was not a CIO, I would be*  
**Artist**

*Technology that excites me the most*  
**IoT**

*What according to you are the three biggest/most important changes happening in the world of technology?*

**IoT, Cloud Computing, Leap Motion, 3D Printing, Natural User Interface**

*How do you think these changes will impact Indian retail?*

**The smartness among all devices will be increased, connectivity within the devices will be improved, and ease of use or sharing will be much more easy. The more and more information will be accessible with your finger tips, Thus the retail industry will have to make changes in existing systems and ways of operations.**

*What are the 3 game changing technologies in the space of customer experience?*

**IoT, Cloud computing, natural user interface, 3D printing**



**PUNEET KAUSHIK** Sr. Manager, IT & MIS, Savemax Wholesale Club Pvt. Ltd.

➔ A SAP ABAP certified it operations professional, puneet has over 10 years of experience in erp implementations (sap b1, sap byd, retailwiz, comss), strategy planning, soft ware development, website development, it infrastructure management, it operations project management, system administration, service delivery mismanagement and team management. he is credited with the distinction of driving new it initiatives and managing complete it infrastructure.

*If I was not a CIO, I would be*  
**Cricketer**

*The three places you would love to visit but have not done so far*  
**Japan, Paris, Venice**

*Technology that excites me the most*  
**Self billing stores ( No staff)**

*What according to you are the three biggest/most important changes happening in the world of technology?*

- **Maximum use of sensor technology**
- **Robotics science will ease production and quality of the products and with the help of the same, Driver less car will be the reality very soon.**
- **Technology like chatbox will help companies to give instant support to customers.**

*How do you think these changes will impact Indian retail?*

**Technologies are used to improve customer experience and to deliver better services. Technology like chatbox will help online retail market and provide instant support to the customers. Sensor technology will reduce the shop lifting activities. With the help of sensor and surveillance equipments retailers can do analytics.**

*What are the 3 game changing technologies in the space of customer experience?*

**Mobile POS, Digital shelf talkers and Chatbot**



# WHY RUN WHEN YOU CAN FLY?

**GINESYS**  
RETELLING RETAIL



## OUR SOFTWARE HELPS FASHION BRANDS SCALE NEW HEIGHTS



MANUFACTURING

+



DISTRIBUTION

+



RETAIL





**RAJESH VERMA** Head IT, Blackberrys

➔ Rajesh Verma has a rich experience spanning more than 14 years in developing Business-IT strategy and ensuring its implementation. He is experienced in identifying complex business solutions and providing acceptable business solutions. Some of his career highlights include: automation of Blackberrys trade show/ booking data which was earlier captured in excel and took many more days to compile before releasing to product; launch of Blackberrys Digital – an internal employee service and information platform for Blackberrys employees, interactive touch tables for customers of Cafe Coffee Day; consolidation of infrastructure by reducing numbers of physical servers at Cafe Coffee Day, with help of virtualization – sixteen physical servers were reduced to six. He has also worked with Cafe Coffee Day as Head IT and Bisleri International Pvt Ltd.

*If I was not a CIO, I would be*  
**Share Broker**

*The three places you would love to visit but have not done so far*  
**Beaches of Mauritius, Ladakh & Pyramids in Egypt**

*Technology that excites me the most*  
**Artificial Intelligence and uses of BOTs**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Artificial Intelligence** ● **Internet of Things (IOT)** ● **Augmented Reality**

*How do you think these changes will impact Indian retail?*

**Retail is all about customer satisfaction, availability of products, understanding customer requirement etc. AI will help in product optimization and optimizing the supply chain. IOT- helps in to take more informed decision, you able to realize concept of connected customer where bases on customer location targeted promotion can be send on mobile devices instead of mass mailers. Augmented Reality- especially in fashion it's a big draw you can have smart mirror technology where customer can real time see their image and make combination of clothes that look good on them instead of going to change room and it also helps retails to capture customer preference, fit, sizes etc.**

*What are the 3 game changing technologies in the space of customer experience?*  
**Augmented reality, Artificial Intelligence and omnichannel**



**RAJNEESH SHARMA** CIO, DLF Brands Ltd.

The initials says it all! Passionate about speed and technology, and hence an obvious choice to be an IT professional. Holds Masters' degree in Computer Science. Passionate learner and user of technology in every sphere. With 18 years of experience and associated with companies like ITC, and DLF Brands. Loves to work on development of concepts for tomorrow. Firmly believes in keeping thoughts simple and straight as 'Simplicity is the ultimate sophistication'.

*If I was not a CIO, I would be*  
**An expected CIO**

*The three places you would love to visit but have not done so far*  
**Space, Deep Sea Waters, Mount Everest**

*Technology that excites me the most*  
**Artificial intelligence**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Machine Learning and AI** ● **3d printing** ● **Conversational Tech (SIRI, Cortana etc)**

*How do you think these changes will impact Indian retail?*

**Positive - Create Demand, Bring agility in operations, improve service delivery Negative - Complicated operating framework , too much intrusion for customer can take them away, rising consumer expectations**

*What are the 3 game changing technologies in the space of customer experience?*  
**AI, 3D Printing , VR & AR**

**RANJAN SHARMA** Head IT & SCM, Bestseller India

Ranjan's 20+ year career began as a store manager with Vishal retail where he was in charge of store growth and profitability. He was later appointed as SCM and Logistics Manager with Vishal Retail. It was this time in his life that contributed towards his deep understanding of retail processes and how to create effective solutions for the same. Today, as Head of IT and Supply Chain Management for Bestseller retail India, he is pivotal in building IT roadmaps for the company, business process design, system and process implementation, rollout, review, maintenance and warehousing and logistics.

*If I was not a CIO, I would be*  
**Head of Supply chain**

*The three places you would love to visit but have not done so far*  
**Kailash Mansarovar, Pyramids of Egypt and Australia**

*Technology that excites me the most*  
**AI with Machine learning and Cognitive**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Artificial Intelligence & Machine Learning** ● **Augmented Reality** ● **IoT**

*How do you think these changes will impact Indian retail?*

**Since India retail is pretty young, we do not have too much of legacy and hence adopting these changes will be easy and hence they will be very favourable for us.**

*What are the 3 game changing technologies in the space of customer experience?*

**AI coupled with Machine learnign and Cognitive, IOT and Augmented Reality**

**RANJIT SATYANATH** Head - Technology, Infiniti Retail Ltd.

Ranjit's career progression in the world of IT and Retail began in the early 90s as an Asst. General Manager, Information Systems at Asian Sky Shop. This was followed by work in the Financial Services sector with Birla Sun life Insurance and ICICI Bank Ltd. 2006 saw him setting foot into Retail at Shoppers Stop Limited. He also played a key role in the implementation of retail's first vendor collaboration application for EDI. At Croma, he is spearheading the company's migration from Brick & Mortar to Omni-channel Retailing.

*If I was not a CIO, I would be*  
**A Mentalist**

*The three places you would love to visit but have not done so far*  
**Cannes, Everest Base Camp, Cape Town**

*Technology that excites me the most*  
**The Hyperloop - imagine Mumbai to Pune in a few minutes**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Cognitive Computing** ● **Camera as an alternative to 'Search Box'** ● **New age batteries**

*How do you think these changes will impact Indian retail?*

**Cognitive Computing will make it possible for retailers to serve their customers 24x7 consistently in a way no human can. The applications of this technology in each step of the customer journey is game changing. Every phone has not one but two Cameras. These cameras will soon become the new search tool. Using this, physical Retailers can neutralize the advantage that their pure play online competitors have by delivering multi media content about their products when customers just point their mobile camera at it recent advances in energy storage using sodium, aluminium and zinc based batteries makes it possible to provide clean, cheap, round the clock energy sources to an entire mall.**

*What are the 3 game changing technologies in the space of customer experience?*

**Digital Shopping enablers like Amazon Dash, Chat Bots, Emerging Payment Options**





**SANDEEP KOTHARI** Technology Evangelist

➔ A postgraduate in retail with experience in handling 320+ POS and 260+ stores across airports, railways, highways and landside, Sandeep Kothari's expertise lies in multiple tools and technologies, e-commerce, ERP on cloud implementation and network/ applications. In his current role, he focuses on driving innovation with the objective of increasing customer satisfaction. Kothari's success mantra lies in a team-based approach along with having the right interpersonal and communication skills Kothari has also worked with The Bombay Store as Head IT.

*If I was not a CIO, I would be*  
**Opening an NGO**

*The three places you would love to visit but have not done so far*  
**Switzerland, Coorg and Las Vegas**

*Technology that excites me the most*  
**Artificial Intelligence**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Artificial intelligence** ● **Augmented Reality** ● **Cloud Technology**

*How do you think these changes will impact Indian retail?*  
**Personalized service, Online support, Informed Buying**

*What are the 3 game changing technologies in the space of customer experience?*  
**Artificial Intelligence, AG and Big data**



**SAUVIK BANERJEE** Chief Technology Officer, TataCLiQ

➔ Sauvik has over 20+ years of experience evangelising digital innovation across Europe, UKI, US and other continents. With over 150 digital product and platform implementations and currently focussed on Omnichannel, Deep learning, Machine learning, NLP (Natural Language Processing) and innovations on lot and Industrial IoT. In depth knowledge of multiple industries from Retail, Telco, Manufacturing, Fintech and heavily focussed on Agri tech and health care.

*If I was not a CIO, I would be*  
**A magician**

*The three places you would love to visit but have not done so far*  
**Machu Pichu, Myanmar and the countryside of Punjab**

*Technology that excites me the most*  
**Robotics and its marriage with IoT and the Augmented and Virtual Realities(AR/VR) impact on e-commerce**

*What according to you are the three biggest/most important changes happening in the world of technology?*

**I would say four. There is the marriage happening between IoT (Internet of Things) and Robotics, Deep Learning algorithms on Big Data getting augmented by Machine Learning algorithms, commencement of a revolution of natural language processing in our day to day use cases and Virtual Reality and Augmented Reality starting to impact traditional industries.**

*How do you think these changes will impact Indian retail?*

**Indian retail is going through a transition and a paradigm shift. India's brick and mortar mindset and industry is warming upto headless commerce. Retailers and brands are starting to adapt the ecosystem of offline to online and vice versa and slowly learning the ways of a DC, warehouse agnostic retail structure.**

*What are the 3 game changing technologies in the space of customer experience?*

**IBM WATSON's Retail Analytics, Adobe Target's segmentation driven hyper personalisation and Israel technology organisation NANO REP who have been mastering the art of software bot and deep learning for call centre management and contact centre processes.**

# 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](http://www.Bixolon.com)



**SUNIL NAIR** VP IT & Biz Solutions, Spar Hypermarket India

➔ From apparel, electronics and home furnishings to hypermarkets and supermarkets, there isn't a retail format Sunil hasn't explored. He's gained a global perspective on the evolution of retail from brick and mortar to today's omni-channel approach. Besides keen insight, he has a flair for innovation within everything retail. A case in point would be the web + mobile quote and order management system he helped create for Farm to Fork, which helps commodity buyers better connect with their respective farmers.

*If I was not a CIO, I would be*  
**A farmer or a writer**

*The three places you would love to visit but have not done so far*  
**All places in India**

*Technology that excites me the most*  
**Artificial Intelligence, Augmented Reality , Internet of Things (IoT)**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **In-store Solutions** ● **CRM** ● **Social Media**

*How do you think these changes will impact Indian retail?*

**The technology footprint leading this transformation is impacting many stages of the retail chain; from back office and enterprise systems, to many customer-facing functions such as payments, loyalty programs and customer services. Biggest transformation is happening in Customer Life cycle management on the back of Big Data and Predictive Analytics technology In-Store Operations have been transformed by new developments such as interactive kiosks, mobile payments, augmented reality With the rise of social media, many businesses have had to alter their operational strategies to adapt.**

*What are the 3 game changing technologies in the space of customer experience?*  
**Proximity marketing, IoT , social media**



**TARUN BALI** Head IT, Quest Retail Pvt. Ltd.

➔ Tarun has 17.5 Years of rich experience in managing IT landscapes for Automobile component manufacturing, Wholesale and retail channels, e-commerce .Working portfolio includes IT vendor management, data center management , project management , CRM and loyalty, BI, SAP. Role includes business application evaluation ,customisation , integration , enhancement , change management and governance to map business strategy with IT.

*If I was not a CIO, I would be*  
**Mechanical engineer as I would have been doing innovative product designs**

*The three places you would love to visit but have not done so far*  
**Las Vegas, Paris , Ganktok**

*Technology that excites me the most*  
**Virtual and Augmented Realities , VFX**

*What according to you are the three biggest/most important changes happening in the world of technology?*

● **Virtual and Augmented Realities** ● **3D printing** ● **Artificial intelligence and chatbots**

*How do you think these changes will impact Indian retail?*

**Virtual and Augmented realities will enhance customer experience in omnichannel retail. 3D printing is already helping industries to create customised products by business or products customised by customers through self creating models. AI & machine learning will yield innovation.**

*What are the 3 game changing technologies in the space of customer experience?*  
**Mobile first, economy on demand , intelligent marketing will be the game changing technology.**



Planning  
to open a

# RESTAURANT



check out the most comprehensive  
**RESTAURANT MANAGEMENT  
SOFTWARE**

POS • ERP • Mobile App

Quick Implementation • Robust Support

**35000+**  
Installations

**40+**  
Countries

**10+**  
Languages

**20+**  
Years in Business

— **FusionResto is the best fit for** —

- Fine Dining Restaurant
- Food Court
- Sweets Shop
- Disco
- Quick Service Restaurant
- Take Away Counter
- Night Club
- Bakery Shop
- Home Delivery Service
- Bar
- Canteen
- Confectionery Outlet

Few of Our Esteemed Customers





**VIKRAM IDNANI** Head-IT, Trent Ltd.

➔ As the Head of IT, Vikram boosts performance of businesses via systematic technology investment and the measurement of ROI. By sharply focusing on IT strategy, he drives growth through IT transformation, simplicity of operations and customer satisfaction. His strong program and change management skills, honed as a technology consultant in the US/India and as retail CIO, bring a team-based and process-oriented outlook to new technology adoption. It was his experience in developing omnichannel retail strategies on a global stage that made adoption of mobility at Trent seamless. Aside from retail his career spans sectors like health care, pharmaceuticals, financial services, airlines and home-building. He also frequently speaks about and moderates topics pertaining to the use of technology in retail.

*If I was not a CIO, I would be*  
**Entrepreneur**

*The three places you would love to visit but have not done so far*  
**Himalayan Range, South Africa, Far East Asia**

*Technology that excites me the most*  
**3d printing**

*What according to you are the three biggest/most important changes happening in the world of technology? \**

- Chatbots ● IoT ● Robotics

*How do you think these changes will impact Indian retail? \**

**Improve customer service level, higher productivity and cost optimization.**

*What are the 3 game changing technologies in the space of customer experience?*

**Omnichannel, Chatbots, Integrated Shelf Labels**



**VISHAL KAPIL** IT Director – Emerging Market India, Adidas

➔ Vishal Kapil is a digital and tech professional with 16+ years of experience in retail and media industry segments. In his current role he's part of adidas India senior leadership team as IT Director for adidas. He's responsible for the India specific IT strategy and management of IT function while working with adidas global IT teams and India MD. Prior to current role, he was with Accenture as Delivery Unit Lead for various digital technology engagements. He is a skilled manager, having led high-performing engineering and management teams in Omnichannel businesses. Additionally, he spearheaded the launch of a mobile site instead of an app, for UK market, with multiple delivery options. In a mere year and a half, the net sales figures of the site tripled. It comes as no surprise then that his team has had the lowest attrition rates for 3 years in a row, and counting.

*If I was not a CIO, I would be*  
**A school teacher or Computational mathematics guy**

*The three places you would love to visit but have not done so far*  
**Leh, Nordics and Japan**

*Technology that excites me the most*  
**Non Linear programming**

*What according to you are the three biggest/most important changes happening in the world of technology?*

- Micro services based product architecture and API democratization ● Increased Virtualization of services ● Artificial Intelligence (AI) is becoming prevalent and better

*How do you think these changes will impact Indian retail?*

**These will enable retail to connect to newer services faster, better and in lesser costs and greater business value**

*What are the 3 game changing technologies in the space of customer experience?*

**Use of AI in the value chain, lead scoring and recommendations driven by machine learning, Use of Mixed reality**



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 swappable 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



**YAKEEN GAZI** Sr. VP-IT, Hypercity Retail India Ltd.

➔ Yakeen's 26 year-long journey in IT, the past decade of which was spent in Retail, began at the young age of 17 when he was offered a project during his summer holidays. Fast forward from that moment and Yakeen has done big things, from helping Standard Chartered Bank, Dubai adopt the new Y2K compliant systems to setting up the whole IT infrastructure and International Systems for Mattel India. Even though he was appointed Head of Technology at Hypercity Retail India in 2006, he is not one to settle. This is why he pursued an MBA in 2009 to upgrade his knowledge and achieve new heights of excellence.

*If I was not a CIO, I would be*  
**Chief Information Officer, Chief Integration Officer, Chief Infrastructure Officer, Chief Innovation Officer, I guess I would have been still a CIO**

*The three places you would love to visit but have not done so far*  
**Maldives, Mount Everest**

*What according to you are the three biggest/most important changes happening in the world of technology?*

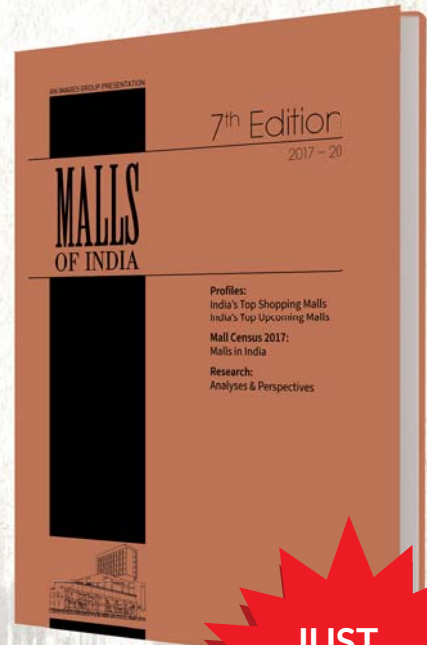
- Start-up Eco system ● Integration ● Security Challenges

*How do you think these changes will impact Indian retail?*

**Solution options on newer technology platform is changing the solution landscape and India retail can hugely benefit. Innovative functional apps available for automation.**

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.



➔ 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

**COVER PRICE:**

<p><b>₹5000</b>  <i>for orders                  within India</i></p>	<p><b>US\$ 100</b>  <i>for orders                  outside India</i></p>
--	--

*Cost includes courier charges*



# ETP: THE RIGHT OMNI-CHANNEL TECHNOLOGY PARTNER FOR TRANSFORMING YOUR RETAIL BUSINESS

**T**he new breed of omni-channel shoppers - millennials and Gen Zs, are very demanding and how. They want seamless shopping across multiple touchpoints including brick and mortar store environments, smart phone connectivity, and online sales. They want to switch between channels at their own will. They expect hassle-free and secure transactions. And they want all this everywhere and every time. Catering to such kind of shoppers requires retailers to reinvent their strategies when it comes to omni-channel.

The need for a unified and seamless customer experience is profound in this new age of shopping. Unified commerce puts the customer at the nucleus of the omni-channel retail experience. The lingering fear of customer dissatisfaction owing to inconsistent shopping experiences, the probabilities of lost sales and shifting loyalties to competitor brands are some of the major concerns that modern day retail businesses are struggling against. One dependable solution that retailers must look to for emerging champions in the customer experience arena is 'unified commerce'.

To deliver a unified brand-customer relationship, ETP has developed an omni-channel retail solution, ETP V5 with features such as Click and Collect, Click and Deliver, Endless Aisle, and a holistic view of the inventory and of the customer. This is done using real-time integration of ETP's POS, CRM and Promotions engine with webstores and marketplaces using ETP Connect's secured web services framework, which has the ability to see and manage order flow.

"ETP is an omni-channel software company operating in 22 countries across Asia Pacific, India and the Middle East. Our software helps retailers grow their business profitably. Our software solution covers areas like omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Procurement, Warehousing, Distribution and Omni-channel Analytics. We work with the leading companies in the region and have over 300 brands at thousands of stores running on our system." states Neev Ahuja, Country Manager - India, ETP International Pvt Ltd.

ETP V5 is certified PA-DSS v3.1 compliant by the PCI SSC to provide a secure payment card transaction process for retail end users. ETP V5's Java based POS with JPOS capability further provides flexibility to deploy across diverse operating business environments at lower costs. The solution integrates with ERP applications such as SAP® to streamline retail operations.

ETP's Omni-channel Retail Solution with the GST pack handles not only the billing processes with GST impact, but also various other retail processes, making them GST ready such as billing with CGST, SGST & UGST, billing with IGST for handling inter-state orders, handling HSN/SOC based GST rates and calculation of assessable value, handling the impact due to GST on - returns, promotions, advance orders and turnover.

"ETP V5 is the change agent for brick and mortar retailers to be able to become omni channel retailers and work with their customers in all channels, times and places. It gives them the leverage to run their marketing and promotion campaigns across channels in a unified manner and sustain their brand value. It gives customers peace of mind as the software will be able to scale with their business and keep their critical processes and data secure. What makes us different is our continuous innovation, cutting-edge technology and a deep understanding of the cultures we work with," adds Neev.



**Neev Ahuja**  
Country Manager - India,  
ETP International Pvt. Ltd.



19-20 SEPTEMBER, 2017  
RENAISSANCE HOTEL, MUMBAI  
[www.indiaretailforum.in](http://www.indiaretailforum.in)

# ENERGISE YOUR BUSINESS WITH THE IRF EXPERIENCE



## DISCOVER THE FUTURE

Innovation, the culture that differentiates winners from also-rans, is as much about original thought as it is about knowledge. At IRF 2017, discover how rapid shifts in consumer behavior are altering how retail functions, and create the future of your business with path-breaking innovations.

## ABSORB KNOWLEDGE

Knowledge is power, the fuel for change, for staying ahead-of-the-curve. With its vast attendance of global retail leaders and experts, IRF 2017 is the ultimate reservoir of far-reaching insights, deep discernments on market-ahead innovations, technologies and retail trends.



### FOR MORE INFORMATION

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

Bhavesh Pitroda: +91-9867355551  
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



## BUILD RELATIONSHIPS

The robustness of channel partnerships determines the scale of a retail operation's success. With the opportunity to meet with leading specialists in every function of a retailer's supply chain – from distribution to last-mile logistics – IRF 2016 contains the sparks to forge potential relationships across the country and globally.

## SHOWCASE YOUR BRAND

Over 100 exhibitors will participate in the retail industry's largest event in India to showcase spaces, innovations, products and services impacting and enhancing retail.

## BE RECOGNISED

This massive event will conclude with a mega awards ceremony that honours some of India's most progressive and innovative retailers for excellence in the business.



Supported By



Fashioning the Future of Retail



Multiplex Partner



Omnichannel Partner



Roundtable Partner



Session Partner



Charity of Choice



Official Media Partners



Online Media Partner



International Media Partner





# TITAN'S TANEIRA TO LAUNCH 3 TO 4 STORES BY YEAR END, MEASURE GROWTH THROUGH BRAND AWARENESS

– By Surabhi Khosla

Titan is a restless company, believing in constant exploration of new ventures. Restless to make acquisitions, foray into new categories, break new ground. Recently, the company entered into the premium sarees and women's ethnic wear category under the brand name 'Taneira'. The word 'Taneira' is derived from Sanskrit – 'Tan' meaning body and 'Eira' denotes Goddess Saraswati, symbolic of skill and craft.

**“S**arees as a product category has been on our mind for a long time. In 2015-16, we decided to explore sarees as new category incubation. As a company, we believe that sarees are a natural extension of our value proposition – we have created design-led lifestyle brands that enable self-expression – Titan, Tanishq, Fastrack, Xylys, Raga, Skinn (fragrances) and now Taneira. From engineered design to crafted design, Titan has seamlessly moved across many product categories from watches to jewellery to eyewear to fragrances. This new category too is fragmented, unorganized and the consumer has been underserved especially when it comes to authentic handlooms and diverse craftsmanship,” says Senior Vice President – Strategy & Business Incubation, Titan Company Ltd, Ajoy Chawla.

Thus, began Titan's foray into sarees. The company met with the Handloom Commissioner of India, and simultaneously began detailed consumer research, evolved a value proposition, visited weavers, craftsmen and artisans in every nook and corner of the country, and launched its first trunk show in October 2016.

“Our first pilot store in the country was launched in February 2017. We now have two pilot stores operational in Bangalore and look forward to opening 1-2 more by the end of the year,” says Chawla.

As a concept, Taneira is a one-stop-shop for Indian special occasion dress wear needs – sarees for all occasions, ethnic wear like Lehenga Choli sets, Dupattas, and Stoles to name a few styles. Offering only natural materials such as silks, cottons, and linens, Taneira has chosen to operate in a unique space, enabling consumers to be able to experience authentic, natural handwoven cloth, curated to a refined taste.

### Store Design & Brand Experience

The Taneira store provides an intimate retail experience that allows for relaxed, self-browsing. It also offers the convenience of a full-fledged 'Style Studio' that carries ready-to-wear clothes and customization-cum-tailoring services to complete the perfect ensemble.

taneira-4The central message of Taneira – Handmade with Love – positions it as a warm, approachable yet sophisticated brand that celebrates authentic handcrafted and handlooms. The brand celebrates spontaneity.

“Our product range comprises sarees from 20+ clusters of the country from the popular Chanderi/ Maheshwar to Bhagalpuri Tussars to Banarasi silks; Classic Kanjeevarams to Bengal cottons with jamdhani work, Patolas from Gujarat to Ikkats from Orissa & AP; Kotas from Rajasthan to Muga from North East, etc. These are all in natural fabrics: Cottons, Silk cottons, Linens, Tussars, Organza, Georgettes and heavy silks with brocades,” says Chawla.

## INDIA'S ETHNIC WEAR MARKET

The market for special occasion wear is growing in advanced double digits and expected to continue this trajectory over next few years.

there are some key trends that the ethnic wear market in india is following. as india emerges as a growing and developing economy, indians are more and more confident and proud of their heritage. they are happy to wear their indian-ness even at international events. there seems to be a renewed buzz in the saree category over the last two or three years.

apart from this, weddings and festivals have always been the key drivers of consumer spending in india. with bollywood influencing multiple days of celebration across the entire country, there is even more of a spend on the big fat indian wedding!

further, our country is witnessing a brand driven premiumization thrust across categories. consumers seek authenticity and meaning in brands,” explains Chawla.

## CHALLENGES OF THE ETHNIC WEAR MARKET IN INDIA

The opportunities for such products in india and beyond are large. in a large and fragmented market, there is ample opportunity for brands to build a special niche. however, there are challenges, he says.

### Some of them are:

1. Ensuring quality and authenticity in materials, handlooms and craftsmanship
2. Scaling up the supply chain
3. Building a profitable and sustainable retail business model
4. Reviving some dying clusters which have a rich heritage of craft that could go away if a new generation of artisans don't take over

### Pricing Strategy

taneira-5Titan's approach is to be comparable to the market pricing for similar authentic products. While the offering may be at higher price bands (compared to synthetics and powerloom products), the company has consciously chosen not to take significant premiums.

“We have a good selection for customers in all price ranges. We start at ₹2000 for daily/formal wear, while a large part of our selection is concentrated in ₹4000-₹8000 for smart, festive wear and ₹12000-₹30000 for heavier occasions and exclusive pieces. Our pure zari and bridal sarees go up to ₹2.5 lakh,” says Chawla.



“Our first pilot store in the country was launched in February 2017. We now have two pilot stores operational in Bangalore and look forward to opening 1-2 more by the end of the year.”

– Ajoy Chawla,  
Senior Vice President – Strategy  
& Business Incubation,  
Titan Company Ltd.

The primary target audience is predominantly women over 30 years of age who prefer sarees and Indian wear.

“Our secondary target audience are women below 30 years of age who seek Indian wear for important occasions in their lives including weddings, work occasions, and festivals. In terms of a mindset, this woman is progressive yet rooted. Her choices reflect her refined taste and self-expression. We see her as independent, balanced and celebrating tradition while not being bound by it,” explains Chawla.

Currently, the company does not have an Omnichannel operation.

“As the brand is still in its pilot phase, the immediate focus is to learn how customers interact with the product and develop the best possible environment and experience for customers to be able to touch and feel the product. It is too early to comment on Omnichannel for now,” says Chawla.

taneira-6“However, in a year's time, Taneira will have 3-4 stores running in different parts of the country. Our growth will really be measured in terms of brand awareness, a solid understanding of local preferences, the customer's response to our value proposition and ability to build a sustainable supply chain and business model in the category,” he adds.

“There are many brands that have done a great job and are serving this market well across various categories. Being new in this category, we are learning all the time. This year, the continuation of the pilot phase is centered around our learning curve in the industry,” concludes Chawla. **R**



From top to bottom:  
Amit Lakhmani, Ayesha Hazra,  
Amitava Bhattacharya, Abhishek  
Chamaria and Mitul Das, the  
UrsDigitally founding team partners

# DIGITAL MARKETING: FROM ALTERNATE PLATFORM TO ESSENTIAL TOOL FOR STRONG BRAND DIFFERENTIATION

UrsDigitally, a MaxMobility venture is a 360-degree digital marketing agency enabling branding and lead generation for clients globally. In January 2017, MaxMobility acquired MAGNE Consulting, a boutique content marketing and creative agency and this led to the creation of UrsDigitally. The UrsDigitally founding team has five partners – Amit Lakhmani, Ayesha Hazra, Amitava Bhattacharya, Abhishek Chamaria and Mitul Das and together, they bring in almost 100+ years of experience in the Technology, Marketing, Consulting, Design and Analytics space. In an interaction with IMAGES Retail, the core team of UrsDigitally talks about the evolving role of digital marketing.

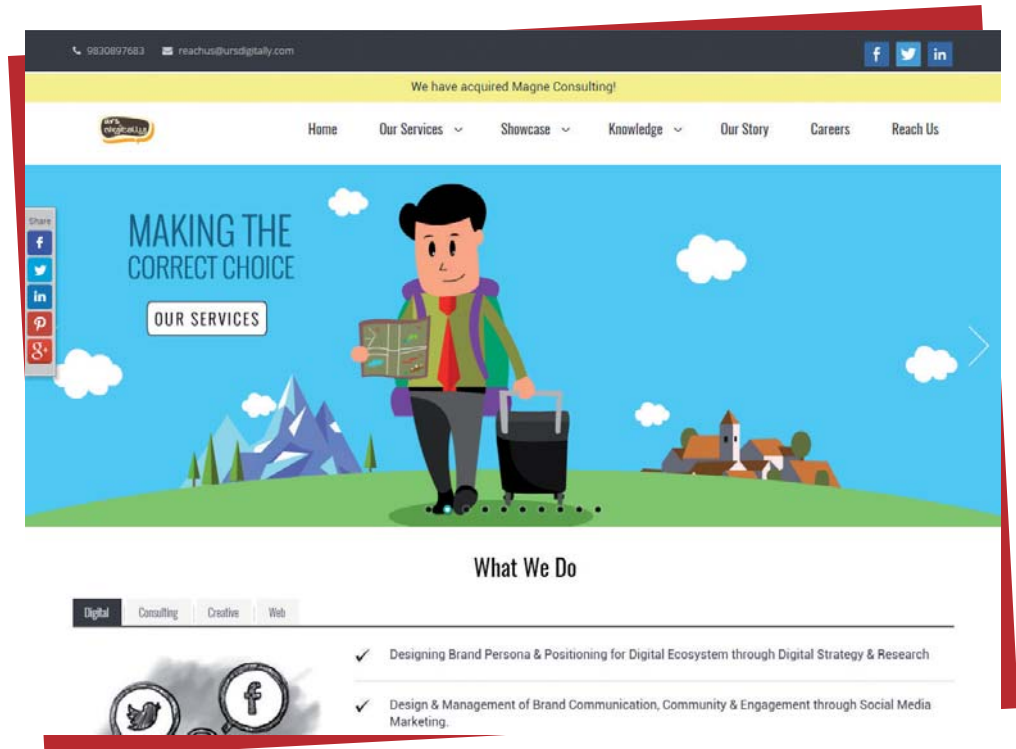
## Q. What is the Modus Operandi of Urs Digitally?

UrsDigitally offers a unique consultative approach to its customers. What differentiates them from other digital agencies is the fact that the digital campaigns conceived by them

are business focused and measurable, embedded with a strong project management framework. So, while you work with UrsDigitally you are sure to experience a seamless blend of creativity and encounter a result-oriented mindset.

## Q. What retail clients do you handle? What kind of services do you provide them with?

Ursdigitally has traditionally been strong on retail as a vertical and have serviced retail clients like Moustache, Turtle, Himalaya Opticals,

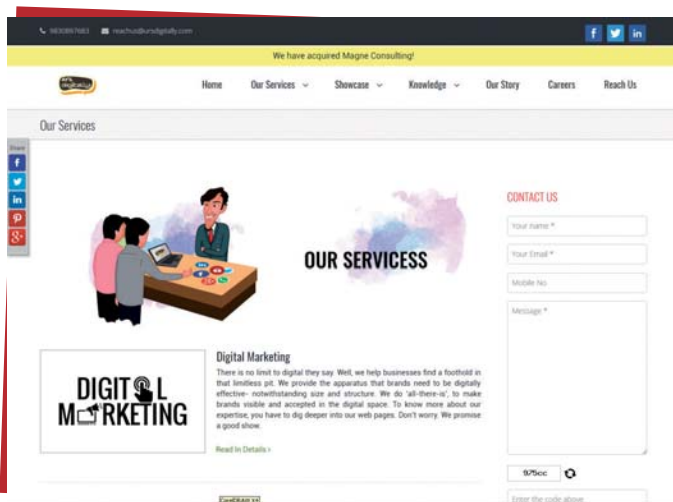
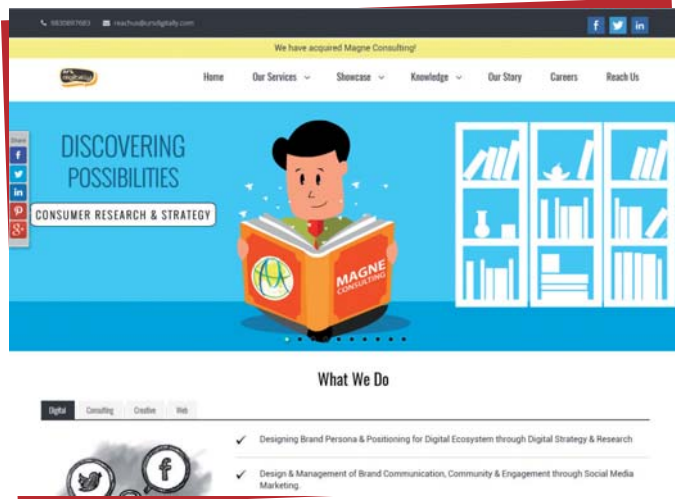




Mobel, Chandrani Pearls, Titas, and Apple Eye through their erstwhile MAGNE avatar for many years now. The services offered include digital strategy, digital profiling, video marketing, lead generation & online reputation management.

Recent acquisitions like Minu Bed sheets, Tea Trove, Orient (Neotial Hospitality Group), and Thesis have bolstered the company's position in the retail ecosystem. Moreover, the integration with parent group MaxMobility- a leader in the technology and enterprise

The biggest challenge perceived in such cases is to constantly make the brand visible on the desired channels and churn channel specific content in a consistent manner. UrsDigitally has been investing a lot in creating a strong content team, which in conjunction with the brand research team, is churning out content in all possible forms (including GIFs, Videos, Blogs, Creative Content, and Infographics). All this content is aligned with the brand as well as their consumer base. Additionally, we have partnered Shopify, a global



mobility space also positions UrsDigitally uniquely as a digital transformation enabler for retail brands globally.

**Q. What, according to you, are the gap areas in digital marketing by retailers and how is UrsDigitally helping bridge this gap?**

The key gap areas for retailers today is implementing the Omnichannel experience for clients. Given that every passing day the customer is expecting a new touch point with the retail brand, it is becoming practically impossible for retailers to keep pace.

leader in the e-commerce space, to roll out robust e-commerce / m-commerce touch points for brands.

**Q. Share some success stories of your retail clients?**

We have been privileged to work with some of the most reputed retail brands. Here are some interesting case studies:

Conceiving and designing the entire digital portfolio for Moustache, which today has one of the best Social Media platforms boasting of more than 80,000+ subscribers

Design and management of digital positioning for Country Roads, a hospitality

***UrsDigitally has been investing a lot in creating a strong content team, which in conjunction with the brand research team, is churning out content in all possible forms (including GIFs, Videos, Blogs, Creative Content, and Infographics). All this content is aligned with the brand as well as their consumer base.***

brand. Today Digital has become one of the key sources of their revenue generation (i.e. bookings). We have also enabled them with innovative client connect programs

Ek Jodi Juta, a CSR program from the house of Titas Footwear has helped the brand carve a niche for itself in the school shoes segment. The program, which was promoted in the digital space, has attracted media bytes from top dailies including Mumbai Mirror

**Q. Do you only cater to Kolkata based retailers? Any plans to take your business to a pan India level?**

UrsDigitally has started its expansion program pan India and now has clients from cities like Siliguri, Pune, Bangalore

as well as Mumbai. With 200+ people and state of the art infrastructure at Ecospace, Rajarhat, UrsDigitally aspires to position itself as the most innovative and trusted Digital Transformation brand for the retail segment nationally.

**Q. How has digital marketing and strategizing evolved in the past couple of years? What is the future of digital marketing?**

Just like every other trend, digital marketing too started with lots of hype and hoopla but over the years - primarily because of the change in consumer behavioral pattern - has emerged as one of the most talked about promotional strategies in today's world. Digital consumer research, crowd sourcing, social listening and sentiment analysis are assets which are being built on top of strong digital foundations and are termed as disruptive as they challenge the conventional way of doing and managing businesses.

Digital marketing is rapidly advancing from being an alternate platform to connect with end users to a platform which, when implemented well, can give your brand a strong differentiation. **IR**



# THE RETAIL JOURNEY OF DA MILANO

– By Shubhra Saini

Da Milano's journey from a few SKU's of leather accessories to a one-stop destination for all affordable luxury leather retail products, is nothing short of entrepreneurial excellence and astute retail sense. **Sahil Malik**, Managing Director, Da Milano has spent a quarter of a century bringing out innovative products and designs that meet customer aspirations, have utility and meet all leather accessory needs of today's discerning client. From clutch to sling bags for ladies, from wallets to differentiated computer bags, from leather accessories to leather luggage, from a simple belt to a designer leather jacket, and perfectly crafted hand bags, each product is designed by blending innovative craftsmanship with automation. Innovative service delivery is at the heart of Da Milano retail. In an exclusive interaction with IMAGES Retail, Malik reveals the future plans of his business.

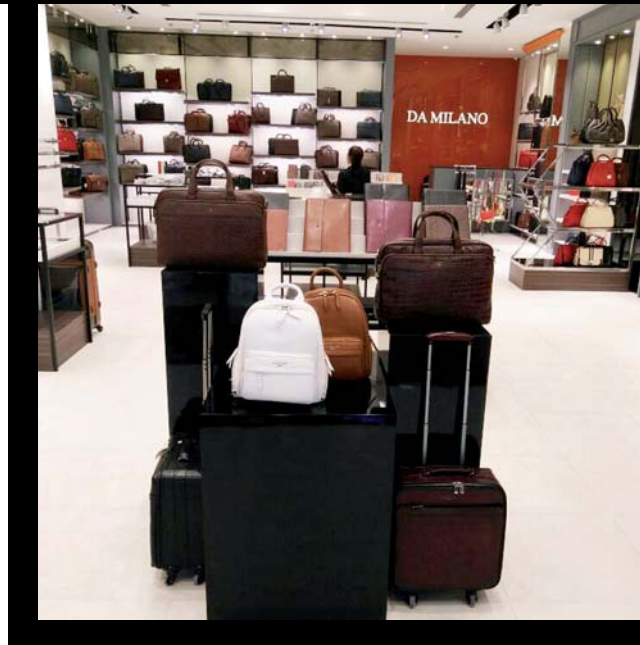


### The Market

Leather accessories have just scratched the surface in India. Our current strategy is about producing a one-stop leather portfolio for all the aspirational needs of leather products of the customer who is an executive, to the lady who has to attend an evening social gathering and can exude confidence with a Da Milano bag at her side; from an octogenarian who prides himself with a seven-insert leather wallet to the young engineering student setting a swag standard with his sleek computer bag. Scalability is about synchronizing technology with Indian craftsmanship, using a semi-skilled force and using rural talent to the most. The result is a burgeoning revenue that grows at a CAGR of + 25 percent over next five years. Economies of scale result in cost competitiveness resulting in leaving behind the competition.

### The Footprint

58 stores and growing in 17 cities in India. The plan is to grow to 100 outlets across 34 cities in the next five years. Destination Dubai has just opened its horizons with 2 stores in Ibn Battuta and Burjuman Mall each. With 4 more stores planned in the Middle East, 2 in Europe and 2 in Singapore, Da Milano is



all set to mark its presence at the best locations in 3 continents over the next 3 years with leadership and a dedicated customer base in 2 other continents. Da Milano expects to be a global brand in the next 3-4 years. The array of products shall meet every aspirational requirement of a discerning leather product user across the globe.

### The Customers

Da Milano has a versatile range. It is for men and women. It is for fashion-focused people, for young women, smart executives, at leisure travelers, and senior citizens. In short from apparel, to bags to

accessories, the range takes care of all leather fashion needs of all between the age groups of 14 to 75 years. A change in profile of the customer, in different seasons or otherwise is therefore no challenge for Da Milano. Rather it is an opportunity to duck seasonal vagaries and bolster sale. Da Milano is quick on turn out time for a range. The marketing plan shall evolve around PAX profiling and around specific events that bring a specified class of passengers. The range, array of colors and prices shall be sensitized around that to back the marketing effort to communicate through

“ The location for every store should be chosen with care, a place that has high traffic count - malls, high streets and even airports. However, malls provide a more family experience We have 58 stores and growing in 17 cities in India. The plan is to grow to 100 outlets across 34 cities in the next five years. ”

- Sahil Malik,  
Managing Director, Da Milano

mailers (stand alone and with event organizers) to communicate and build comfort and camaraderie with the passengers.

### The Products

The brand proposition for both men and women is to provide a range that caters to all their leather needs - from bags, to travel bags and travel luggage to belts and leather apparel, portfolios and computer bags, footwear and accessories.

### Location Strategy

The location for every store should be chosen with care, a place that has high traffic count - malls, high streets and even airports. However, malls afford a more family experience and makes it very easy for customers to shop across brands in the same category and compare to make a wise choice.



Developing and growing retail operations at high footfall locations is about customer profiling, events, product range that blends with customer aspirations and about quick adaptation of seasonal variation and customer requirement. High footfall areas are profiled for customers and their aspirations, their feedback is quickly translated by design and the production team to roll out products at optimum price points. Shop-in-shops is still not in the retail strategy of the brand as far as the Indian market goes, but we are open to the idea of a franchising model overseas.

**The Stores**

The company's retail outlets are of an average of over 800 sq. ft. each with best ambience and renovation spaced at an interval of 30 months to produce a fresh feel and flare) to provide an infra of modern and latest international retail designs. The front end retail staff of over 300 well skilled and trained retail professional is backed by a very professional backend and production and design team of over 400 young men and women with over 30 persons at the senior management level each with a proven retail experience and credentials. Over two and a



**INNOVATIONS INTRODUCED AT DA MILANO'S STORES**

**1 Pad Experience At The Store**

- ▶ Billing
- ▶ Warranty Check
- ▶ Catalogue

**Customer Engagement Activities**

- ▶ Kinect Sensors
- ▶ Virtual Gaming Experience
- ▶ LED Screens
- ▶ Video Support

half decades the company's retail has over 375 SKU's in an array of colors and design.

Da Milano display at all its outlets is unique, has a magnetic effect of getting customers repeatedly. The ambience at store is mesmerizing. Communication with our client is telepathic after a time. Regular mailers

on new product launches are supplemented by regular product promotions, niche advertisement in fashion magazines, sponsorship of events, media outreach and regular advertisements in media. Cross promotions with airlines, facility operators, other fashion brands enhance craving. And our service and feedback department continuously provides tele

experiential activities, both offline and online promotions and value adds some are basket size driven while other have a fixed discount percentage; all of it is driven to appease the customers and definitely help in driving business for the brand.

**Expansion Strategy**

We are targeting mall facilities, high street locations and travel retail models of tier I and II cities in India through company owned stores only.

**Online & E-commerce**

E-commerce is a big thing now specially with the on-going digital revolution. Our approach is to provide customer with a seamless shopping experience, whether through our e-boutiques or stores. Our dedicated IT team and customer care services are readily available to resolve customer queries and enhance their shopping experience. Strong digital marketing campaigns and aggressive social media combined the world class store experience is the way forward.

We have a strong marketplace presence at leading e-commerce portals and an exclusive user-friendly website offering deliveries in India and abroad. Having the bandwidth to easily cater to the demand created digitally, our revenue targets are to achieve revenue targets of at least Rs.50 cr in the coming times.

**The Future**

We intend to increase the size of our customer base from 2 million to 20 million and be more proximate to our discerning clientele by expanding our footprints in international markets including South east Asia, Middle east and United Kingdom and more. **IR**

support, seeks feedback and ensures that product features are explained to a very dedicated customer base.

**Customer Loyalty**

Our loyalty programme entitles our loyal customers to privileged benefits upon becoming a member after a certain purchase slab. Each member is eligible to avail additional benefits like extra discount on each purchase, special discounts on birthdays & anniversaries week long and pre-sale preview benefits.

The customers are surely appeased with the programme and do come back to us to avail extra benefits.

**Marketing Strategy**

We drive 360 degrees marketing campaign which includes



★★★★★★

# 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.

# 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
<b>Saving</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>30%</b>
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 Print 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](mailto:subscription@imagesgroup.in)

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

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

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

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

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

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

# IMAGES SHOPPING CENTRE AWARDS 2017

The 10th annual IMAGES Shopping Centre Awards, which are widely considered the most coveted and respected awards of the retail real estate fraternity gave out 29 trophies to the most deserving and sought after shopping centres across the country at a glittering event held at Renaissance Hotel, Mumbai on 10th May. The awards were a part of the India Shopping Centre Forum 2017, a market intelligence and business development destination for businesses and professionals engaged in any and every stage of the retail real estate ideation, design, construction, leading, marketing and management value chain.







# ISCA WINNERS 2017

## SPECIAL JURY AWARDS

- ▶ Best Presentation: **Idea Executed in FY 2016-17 – Forum Malls**
- ▶ Best Presentation: **Idea Conceptualised for FY 2017-18 – Inorbit Malls**



- ▶ IMAGES Most Admired Shopping Centre of the Year: **Marketing & Promotions-West – Phoenix Marketcity, Kurla, Mumbai**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Marketing & Promotions-South – Orion Mall @ Brigade Gateway, Bengaluru**



## JURY AWARDS

- ▶ IMAGES Most Admired Shopping Centre of the Year: **Non Metro-North – Elante Mall, Chandigarh and Pacific Mall, Dehradun**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Non Metro-East – City Centre, Siliguri**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Non Metro-West – Phoenix Marketcity, Pune**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Non Metro-South – Lulu International Mall, Kochi**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Metro-North – DLF Mall of India, Noida and Select Citywalk, Delhi**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Metro-East – Quest Mall, Kolkata**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Metro-West – High Street Phoenix, Mumbai**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Metro-South – Orion Mall @ Brigade Gateway, Bengaluru**



- ▶ IMAGES Most Admired Shopping Centre Of the Year: **Best Turnaround – Inorbit Mall, Malad, Mumbai and Shipra Mall, Ghaziabad managed by Select Citywalk**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best ROI-North – DLF Mall of India, Noida**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best Sales Per Sq Ft - North – Select Citywalk, Delhi**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best Sales Per Sq Ft & ROI-East – South City Mall, Kolkata**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best ROI - West – Infiniti Mall, Malad, Mumbai and Viviana Mall, Thane**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best Sales Per Sq Ft - West – High Street Phoenix, Mumbai**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best ROI - South – Forum Mall, Koramangala, Bengaluru**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Best Sales Per Sq Ft - South – Orion Mall @ Brigade Gateway, Bengaluru**



## RETAILERS CHOICE AWARDS

- ▶ IMAGES Most Admired Shopping Centre Launch of the Year – **Nucleus Mall, Ranchi and Westend Mall, Pune**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Marketing & Promotions-North – DLF Mall of India, Noida**
- ▶ IMAGES Most Admired Shopping Centre of the Year: **Marketing & Promotions-East – Quest Mall, Kolkata**



## EXCELLENCE AWARDS

- ▶ IMAGES Award for Excellence in **Social Inclusion & Community Initiatives – Virtuous Retail**
- ▶ IMAGES AWARD for EXCELLENCE: **In Mall Service – Ambience Malls**



# INDIA SHOPPING CENTRE FORUM 2017

## REDRAWING THE PROTOTYPE OF REAL ESTATE'S MOST PROMISING ASSET CLASS IN INDIA

– By **IMAGES Retail Bureau**

The 10th edition of India Shopping Centre Forum (ISCF 2017) was held between May 10 – May 11, 2017 at Hotel Renaissance, Powai. ISCF is a market intelligence and business development destination for businesses and professionals engaged in any and every stage of the retail real estate ideation, design, construction, leading, marketing and management value chain.

**R**etail destinations are often at the very forefront of customer experience and connection. But what should those who manage them be considering and integrating when it comes to marketing trends? How do leaders in the Retail and Shopping Centre environment ensure success in the ever-changing world?

For Shopping Centres in India, probably the steepest learning curve was moving from the reliance on the 'find great brands and the customers will come' approach, to creating sophisticated social campaigns, building customer databases and laying the foundations for an 'Omnichannel ecosystem'.

The mission of ISCF has been to redraw the prototype of real estate's most promising asset class in India, thereby building the blueprint of success for the future of the Shopping Centre industry in India.

The theme for this year's ISCF was "The 3-Way Profitability Mix for Shopping Centres In The Digital Age: Retailer Engagement,



From L to R: Abhishek Bansal, ED, Pacific Malls; Mukesh Kumar, Senior VP, Infiniti Mall; Sumeet Soni, Director - Commercial, Benetton Group; Anuj Puri, Chairman, Jones Lang LaSalle (Residential); Vasanth Kumar, Executive Director, Lifestyle International - Max Retail; Sanjeev Rao, Director - Business Development, Raymond; Javier Sotomayor, MD, Cinépolis India; Pushpa Bector, Executive VP and Head - Premium Malls Division, DLF Utilities; Rajneesh Mahajan, CEO, Inorbit Malls

Experiential Differentiation, Asset Management". This year, the event witnessed stalwarts from the Shopping Centre industry, who shared notable insights on current trends through various interactive sessions.

ISCF 2017 kick started with a Research Presentation by Karthik Gurumurthy, Principal, A.T. Kearney on 'What In-Demand Retail Clients Want From Shopping Centers'. This was followed by a presentation by Pankaj Renjhen, Managing Director – Retail Services, JLL India and Anish Puri, Assistant Vice President, Retail Advisory, JLL India on 'Future Proofing Retail Spaces'.



**“ Digital is the buzz word which is taking the industry by storm. Raymond is going Omnichannel in the coming few months. ”**

– Sanjeev Rao,  
Director - Business  
Development, Raymond



**“ DLF Mall of India, Noida, has decided to churn around 100 brands in the mall every three to four years as the mall has to be future ready. ”**

– Pushpa Bector,  
Executive VP and Head –  
Premium Malls Division,  
DLF Mall of India



**“ In 2016, more malls were shut down than opened. However, this scenario will change in 2017, as the retail realty future seems buoyant. ”**

– Anuj Puri,  
Chairman,  
JLL (Residential)



Setting the tone, session moderator, Anuj Puri, Chairman JLL(Residential), mentioned that in 2016, more malls shut down than opened. However, he added that the scenario is changing in 2017. So, to keep the momentum going, what are retailers and mall owners doing to make sure they are still viable in the next three-five years?

Elaborating on the future of malls, Abhishek Bansal, Executive Director, Pacific Malls, emphasized that

adaptability and flexibility are the two mantras that will help the malls in weaving a success story.

In order to keep the interest of the consumers alive, Pushpa Bector, Executive VP and Head – Premium Malls Division, DLF Mall of India, revealed that DLF Mall of India, Noida, has decided to churn around 100 brands in the mall every three to four years as the mall has to be future ready. The second key to success is to ensure flexibility on a weekly

basis, she added.

She further stated that as far as the future goes, the retail real estate sector has to look at three cornerstones – how to create flexible retail spaces, how to imbibe technology into the retail real estate space and how retail real estate can become a business wherein the digital world converges into the real world.

Digital is the buzz word which is taking the industry by storm and Sanjeev Rao, Director - Business Development, Raymond thinks that this digital technology is an enabler. Explaining the same he said, “Raymond is going Omnichannel in the coming few months. So, if the customer likes something online and wants to touch and feel the product, the brand will provide concierge services. We are also trying other permutations and combinations. The brand is also committed to entering Tier III, IV and V cities by opening mini TRA stores. The idea is to serve small

peripheral towns near and around Tier I and II cities as they are developing real fast. The brand will also be installing a digital interface in these towns, so that customers can find more options if they do not like anything at the store.”

Retail is an innovative industry, full of energy and positive change, which makes it possible to connect with the consumer in newer, more dynamic ways than ever before, and Shopping Centers are the pillar of this experience. One of the most exciting things about retail is that we never know what's around the corner, while a Shopping Centre once designed and built needs to be relevant for the next 10-15 years. Yet, at the same time we need to understand what's evolving, and where possible, in order to align activities in the retail spaces business with continually changing consumer behavior patterns. 



**Your Guide to  
The World's Largest  
Retail Democracy**

19-20 Sept, 2017  
Renaissance Hotel, Mumbai  
[www.indiaretailforum.in](http://www.indiaretailforum.in)

**THE ONE QUESTION  
THAT CAN  
MAKE OR BREAK  
YOUR BUSINESS**

**RIGHT PLACE? WRONG TIME?  
RIGHT TIME? WRONG PLACE?**

*Why not let us do  
what we do best?*

*Let us set up  
THE PERFECT SOLUTION  
FOR YOUR BUSINESS.*

**GOCONNECT**

Going Live On  
**17th August, 2017**

To know more visit:  
[www.indiaretailforum.in](http://www.indiaretailforum.in)

Supported By



Fashioning the  
Future of Retail



Multiplex  
Partner



Omnichannel  
Partner



Roundtable  
Partner



Session  
Partner



Charity of  
Choice



Official Media Partners



Online Media  
Partner



International  
Media Partner



Co-organized By:



& Reed Exhibitions

**FOR MORE INFORMATION / DELEGATE REGISTRATION CONTACT:**  
Sarika Gautam: +91-9717544226 | [sarikagautam@imagesgroup.in](mailto:sarikagautam@imagesgroup.in)

# 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	soch	PUMA	fabindia. CELEBRATE INDIA
AND	global desi	THE BODY SHOP	LOOKS UNISEX SALON
W	METRO SHOES	Pape Jeans. LONDON	Levi's
McDonald's	ERABISE	SUBWAY	WOW! ममम

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.