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## THE CHANGING RETAIL LANDSCAPE OF EAST INDIA

As we move further into 2017, most of the Eastern states of India display a glorious upward trend, one which is rapidly reaching skyward.



[COVER STORY]

## BUYING & MERCHANDISING: WILL THE HEART OF RETAIL WIN THE HEARTS OF CONSUMERS?

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In the last few years, we have witnessed enough discussions on omni channel strategies, digital strategies from a marketing lens, customer loyalty, and shopper experience. Yet, the focus on Buying and Merchandising strategies in the new world has been virtually nonexistent. In this article, we explore the challenges faced by the B&M teams, the strategies they deploy to ensure that products fly off the shelves, as well as their perspective on the role of B&M in the future - what will impact it and how it will change.

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*The End Result of Customer Experience Must Be Heightened Relationship with the Consumer*
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*Woodland has been steadily growing about 20-25 percent over the years,," says, Harkirat Singh, Managing Director, Woodland.*
- 50 RETAIL SPOTLIGHT RISE OF THE INDIAN LUGGAGE INDUSTRY: FROM UTILITY TO FASHION ACCESSORY**  
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*Vivek Sahni, Co-Founder and CEO of Kama Ayurveda, talks about the journey of the brand.*
- 60 VIEWS LUXURY RETAILERS IN INDIA NOT JUST 'SURVIVING' BUT 'THRIVING'**  
*There is no denying that the luxury retail segment has evolved immensely over the last decade.*
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*Crocs – the slip-on plastic clogs and flipflops– have become a niche trend.*
- 66 INTERFACE THE INDIAN LUXURY LANDSCAPE IS EXPERIENCING STRONG EVOLUTIONARY UNDERCURRENTS**  
*La Martina bets big on digital, sports marketing strategies to drive consumer engagement.*



### [CORRIGENDUM]

The article titled *Technology – The Greater God of Retail* – on page 56 of IMAGES Retail June, 2017 issue erroneously featured the incorrect profile and quotes of Vikram Idnani. We deeply regret the error. His correct profile and quotes are appended.



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

As the Head of IT, Vikram Idnani 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 were honed when he was a technology consultant in the US first and then in India and later as retail CIO. He brings a team-based and process-oriented outlook to new technology adoption.

*If I was not a CIO, I would be  
A wanderlust who trekked and travelled to the remotest places on this planet.*

*The three places you would love to visit but have not done so far  
Gallapagos Islands, Arctic circle, Antarctica*

*Technology that excites me the most  
Virtual reality*

*What according to you are the three biggest important changes happening in the world of technology?  
The big changes happening in the world of technology are: an increased focus on customer experience, the introduction of artificial intelligence and the use of big data tools to mine data coming in through various channels and enable faster decision making.*

*How do you think these changes will impact Indian retail?  
The availability of analyzed, consumable information is already enabling faster decision-making. Retailers who align their processes to leverage this information will naturally become more agile and more relevant to consumers.*

*What are the 3 game changing technologies in the space of customer experience?  
Game changing technologies in the space of customer experience are Big Data mining tools, Artificial intelligence, Virtual reality.*