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36 CHAT BOT



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12 NATIONAL NEWSMAKERS

DESTINATION INDIA!

With the surge of the mighty middle class and their growing incomes, per capita consumption of the Indian consumer is seeing a noticeable high

16 INTERNATIONAL NEWSMAKERS

BETTING BIG ON INNOVATION

Retailers have never had more discerning customers as they have now, both brick-and-mortar stores and online shops are growing more empowered with innovative technology and, more importantly, leveraging it.

20 HUMAN RESOURCES

IKEA'S HR POLICIES ARE SUPPORTED BY A STRONG AND NURTURING CULTURE

In an exclusive interaction, Anna-Carin Mansson, Country Head – HR, IKEA Retail, elaborates on HR process and policies at IKEA and hiring plan for India.

24 RETAIL LEADER

NYKAA'S SALE OF LUXURY BEAUTY PRODUCTS HAS GROWN 10X IN THE LAST ONE YEAR

Falguni Nayar – CEO of Nykaa – talks about the journey of the brand, which has over the years, turned into a leader in omnichannel retailing in the business of beauty.

28 IN CONVERSATION

ORRA IS A FIRM BELIEVER IN CREATING EXPERIENTIAL MARKETING

Vijay Jain, CEO and Director, ORRA talks about why the company concentrates on retailing diamond jewellery in a gold-dominated market.

32 SUCCESS STORY

RELAXO TO OPEN 50 MORE COCO STORES THIS YEAR

In 1976, two brothers Mukund Lal Dua and Ramesh Kumar Dua dreamed of taking their father's footwear business to what Relaxo is today – one of the leading footwear companies in India.

36 TECHNOLOGY

AI CHATBOTS ARE THE FUTURE OF CONSUMER EXPERIENCE

Retail ChatBots let the brands and retailers literally be where their customers are 24x7 – on a messaging app!

44 ENTREPRENEUR

BLUESTONE.COM TARGETS REVENUE OF RS 1000 CRORES IN THE NEXT 2-3 YEARS

Gaurav Kushwaha, Founder and CEO, BlueStone.com, talks about how they are breaking the barriers by getting the first time shoppers online to shop from them.

86 EXPERT SPEAK

MILLENNIALS- THE RISING OPPORTUNITY FOR INDIAN RETAILERS

A rising middle class ready to spend and a Millennial population dominating the population pyramid offers the perfect opportunity for retailers to shape their strategies.

90 INTERFACE

GST WILL HAVE POSITIVE IMPACT ON CLARKS' BUSINESS

Sanjay Pandey, Business Head, Clarks India, unveils the company's plans for Indian market.

92 FUNDAMENTALLY

FUNDING IN RETAIL SECTOR

Funding in the Indian Retail Sector is undoubtedly in the dawn stage.

94 CONCEPT

PEPS CHANGED THE MATTRESS INDUSTRY BY CATERING TO EVOLVED CONSUMERS

PEPS is the only Indian licensee of world's fourth largest spring mattress brand 'Restonic' of Restonic Corporation of USA from 1936.

96 BRAND SPEAK

BEYU TO EXPAND INDIAN FOOTPRINT

Ajay Ghooli, MD, Kaunis Marketing reveals how his company sees the market for cosmetic retailing and how it provides immense opportunities for BeYU.

[COVER STORY]

THE YOUNG GUNS OF RETAIL: SURGING AHEAD WITH GUTS AND GUMPTION

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Retail is such a dynamic and disruptive industry, that a good CEO needs to exhibit traits of intensity, impatience and an eagerness to move forward to stay on top of the retail game. We met a talented team of young CEOs who share a compelling purpose and vision for the industry. As the next generation of retail leaders, will they succeed in challenging global competitors and building lasting brands that excel?

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RETAIL SPOTLIGHT

HOW RETAILERS CAN TAKE ADVANTAGE OF FRANCHISE OPPORTUNITIES

With the help of retail franchising, one can open a store based on the name, branding, trademark, and products of an existing business. These businesses are all around and are often the brands one shop at and trust the most.

