

IMAGES Retail™

Future of Businesses

SEPTEMBER 2017

VOL. 16 NO. 9 • ₹100 • www.indiaretailing.com



**INDIA'S 2ND MOST TRUSTED
BRAND FOR THE 2017**



**INDIA'S 2ND MOST TRUSTED
BRAND FOR THE 2017**

Human Resources: IKEA's HR policies are based on strong and nurturing culture
pg 20

Technology: AI ChatBots are the future of consumer experience
pg 36

Retail Spotlight: How retailers can take advantage of franchise opportunities
pg 78

Expert Speak: Retailers creating differentiation with a purpose to win over Millennials
pg 86

RIMAGES RetailTM

Future of Businesses
SEPTEMBER 2017

VOL. 16 NO. 9 • ₹100 • www.indiaretailing.com



[COVER STORY]

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

[PAGE 48]

INDIA RETAIL FORUM
POWERED BY
mapiC
Sept. 19-20, 2017
Mumbai, India
www.indiaretailforum.in



**SKECHERS
PERFORMANCE**



***LIGHTNING.
NOW WITH LACES.***

SKECHERS
GORUN
5™

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

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



**GIVE YOUR
STYLISH SHOPPERS
WHAT THEY WANT.
THE WORLD'S
LATEST EYEWEAR.**

Bring the world's largest eyewear retailer to your mall. Vision Express is a joint venture between Reliance Retail and GrandVision Europe. With an existing footprint of 160 stores across 30 cities in India, we are now expanding rapidly. To know more about us or be our retail partner, write to us at siddarth.kukreja@visionexpress.in or call +91 7349781018. You can also visit www.visionexpress.in

vision express

Spectacles • Sunglasses • Contact Lenses

THE WORLD'S NO. 1 EYE CARE EXPERTS

A JV between  Reliance &  GrandVision

The world is heading to Vegas. **Are you there?**

A mall and high street retail that will induce Delhi-ites to indulge. A 12 screen Superplex to awe movie buffs. A grand food court to pamper foodies, a huge hypermarket, a family entertainment area and a recreation centre. Add to that two hotels, premium office spaces and serviced suites. You have a unique destination that will change the experience of retail, entertainment and hospitality in the city of Delhi.

Top global brands are moving into this wonderland called Vegas.

What are you waiting for?

www.vegasmall.in



RETAIL
SUPERPLEX
FOOD
ENTERTAINMENT
HYPER MARKET
HOTELS
SERVICED SUITES
OFFICES



Celebrate Life!

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

IMAGES Retail™

Future of Businesses

SEPTEMBER 2017 | VOL. 16 NO. 9 | PAGES 100

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

EDITORIAL

Managing Editor | **Surabhi Khosla**
Assistant Editor | **Shubhra Saini**
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

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 | URL: www.imagesgroup.in

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

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

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

Gazing at the crystal ball and trying to figure out what the future holds for the retail sector, led to just one answer. I realised that it is a battle between guts over fear and when the gut wins, an epochal journey begins from there.

The Indian retail industry is also undergoing a metamorphosis: Following an Omnichannel pursuit to the use of innovative technology, from reading between the lines to understanding customer demand better through predictive analysis, retailers are following their gut rather than being consumed by the fear of what looms ahead.

The retail industry is on the right track and is treading on the 'road to positivity'. Retailers are spearheading the revolution to spin the game and reach the bottom-line growth. Overall, the industry is going through exciting times.

And then gazing through the crystal ball again, I wonder what is the shape of things to come in the 'tomorrowland' of retail.

For the September issue, which is also the IRF special issue of IMAGES Retail, we bring you the futuristic ideas of retail's young leaders, their views on present-day challenges, the opportunities ahead, and what needs to be done to unleash the sector's true potential. We hope that you find this issue insightful and on its part, the issue helps you in charting your future course of action.

With this, I, also take the opportunity to welcome all of you to the biggest retail event of our country, India Retail Forum (IRF 2017), which will take place on 19-20 September 2017 at Renaissance Hotel, Mumbai.

The annual congregation with the participation of the most esteemed visionaries, retail experts and influential decision-makers charts a brand new course every year for the retail and shopping centre fraternity. The Forum acts as a bridge between Indian and international players providing a holistic picture of the latest scenarios and opportunities. I hope to see all of you there...



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



GO COLORS!

happy legs

Give your mall the Go Colors edge

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



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

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





20



28



36 CHAT BOT



86

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

[PAGE 48]



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?

78

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.





*Celebrate
the happy moments*



FLAGSHIP STORES

GN CHETTY RD-044-45590033 | MG ROAD-044-42801329 | ECR-044-42148441 | VALASARAVAKKAM-044-42632633
MADIPAKKAM-044-43548333 | CHROMEPET-044-42875608 | VELACHERY-044-22433853 | TIRUVALLUR-044-27666637
PONDY-0413-4204555 | TANJORE-0436-2271505 | KUMBAKONAM-0435-2403525 | RAJAPALAYAM-04563-222551
MADURAI-0452-4246064 | NELLAI-0462-4000433 | NAGERCOIL-04652-422505 | TRIVANDRUM-0471-4015333

EXCLUSIVE STORES

CHIDAMBARAM-0414-4225833 | ERODE-0424-4270633 | KARUR-04324-261221 | KARAIKUDI-04565-400096
MAYAVARAM-04364-220677 | NELLORE-0861-2301222 | RAMNAD-04567-225441 | TIRUPUR-0422-4213233
TENKASI-04633-280633 | KOZHIKODE-0495-4850333 | THENI-04546 254160

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



INDIA'S 2ND MOST TRUSTED BRAND
FOR THE 2017

celebrationwear
Manyavar®
EARN YOUR RESPECT

PEHNO APNI PEHCHAAN

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

CALL 1800 30 700 500 (TOLL FREE) **EMAIL** info@manyavar.com

FOLLOW US ON [f](#) [t](#) [i](#) [v](#) [p](#) **WEBSITE** www.manyavar.com





DESTINATION INDIA!

– By IMAGES Retail Bureau

With the surge of the mighty middle class and their growing incomes, per capita consumption of the Indian consumer is seeing a noticeable high. With the retail scenario in Western countries dangling amidst uncertainties, many retailers are turning towards India to grab a pie of its hot retail sector.

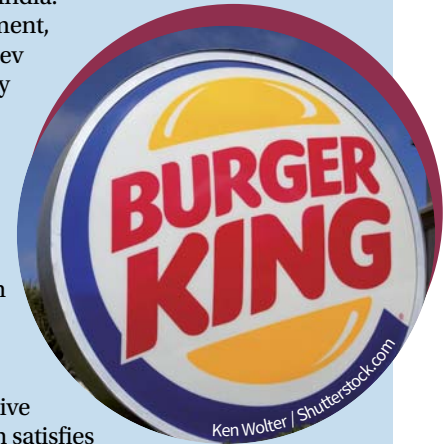
BURGER KING ACHIEVES 100 STORE MILESTONE IN INDIA



The American burger chain, Burger King is celebrating its 100th store in India with the opening of an outlet in Jalandhar, Punjab recently. Located on GT road (Jalandhar-Ludhiana highway), near the campus of Lovely Professional University, the milestone store is a flagship outlet and the largest Burger King store in India.

Elated about the achievement, Burger King India CEO Rajeev Varman stated, “Our journey in India started with a global milestone, with India becoming the 100th operational country for Burger King. It is overwhelming to cross an iconic milestone in less than three years. We started our operations in India keeping our guests as the core focus, ensuring consistent innovative product development which satisfies the Indian taste palate. India is a unique market and we have consistently experimented with our menu to create offerings that are distinct from the global menu. Crossing a landmark milestone is a humbling experience and it only pushes us further to ensure the best for our guests.”

“We also continue to upgrade our restaurant experience with more modern and youthful imagery. Our upcoming stores will be launched with the new Garden Grill design, aligned with the expectations and lifestyles of India’s millennial audiences,” he further said. The brand will continue to invest in integrated digital and mass media campaigns to reinforce brand connect among millennial audiences.



FINE TAILORING BRAND FROM PARIS, CIFONELLI, TO ENTER INDIA



Paris based luxury men’s wear brand Cifonelli is marking its entry in India. The brand, known for its couture collection and elite clientele, will be available for the patrons at an exclusive on-invitation only trunk show here and in Mumbai. The brand will be headed by Vault Luxury in the country. “Cifonelli, with 137 years of expertise in superlative tailoring, brings in the perfect mix of English elegance, Italian style and Parisian chic. The Made to Measure and Ready to Wear offering will thrill the connoisseurs of luxury and fine clothing in India. Customers can avail Cifonelli’s services by way of personal appointments, and by-invitation trunk



shows,” Founder, Vault Luxury, Shirrin Faarooq said in a statement.

The patrons will be attended by Creative Director of Cifonelli, John Vizzone and CEO, Erwan Camphius themselves at the trunk show offering its Made-to-measure and Ready-to-wear collection. On its entry to India, Camphius said: “We are thrilled about our arrival to India, it is an exciting challenge. The luxury sector has a great strength, in recent years sales of luxury goods have grown faster in this country than anywhere else in the world, for what our project in India is promising. “Our plans are to perform Trunk Shows in the most representative cities of the country, offering our Made-to-Measure service, as well open our permanent Lounge in 2018.”

ADITYA BIRLA FASHION ACQUIRES EXCLUSIVE RIGHTS TO SELL **AMERICAN EAGLE** PRODUCTS IN INDIA


 Aditya Birla Fashion and Retail Ltd (ABFRL) said it has acquired exclusive rights of the global fashion retail brand American Eagle Outfitters and its sub-brand Aerie in the country. According to a PTI report: The company will be allowed to operate offline stores and e-commerce site and sell products of these brands in India.

“The company has entered into a multi-store retail and e-commerce license agreement with American Eagle Outfitters, Inc,” Aditya Birla Fashion and Retail Ltd said in a regulatory filing. “By virtue of the agreement, the company has acquired exclusive rights to use the American Eagle Outfitters and Aerie brands to operate stores and e-commerce site and to sell products of these brands in India,” it added.

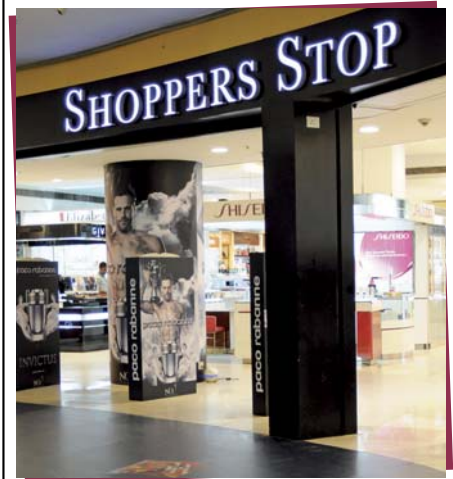


digitalreflections / Shutterstock.com


SHOPPERS STOP TO EXIT NUANCE GROUP JOINT VENTURE FOR DUTY-FREE AIRPORT STORES

 Shoppers Stop, the fashion and lifestyle retail major has decided to exit the joint venture with Swiss major Nuance Group for duty-free airport stores. “We will exit the JV with Nuance Group in the next two-quarters and we have already taken a total impairment of Rs 27 crore for it,” Customer Care Associate and Managing Director, Shoppers Stop, Govind Shrikhande told PTI.

According to a PTI report: The company is working out valuations for the stake offloading, which in all probability will be bought over by Nuance Group. Shoppers Stop entered the partnership with Nuance Group AG in 2006 and has stores in Mumbai and Bengaluru airports. Shoppers Stop, which had a 50 percent stake in the joint-venture till March 31, 2017, has reduced the same to 40 per cent and currently is on the lookout to sell off its remaining stake. Exiting from the JV will improve the bottom line of the holding company, Shrikhande said.



FRENCH FASHION BRAND **CELINE** COMES TO INDIA

 Celine, a luxury French fashion House founded by Celine Vipiana in 1945, made its entry in India on Wednesday with an exclusive tie up with Le Mill, a multi designer boutique. Known for its ready-to-wear and leather luxury goods, the brand’s Fall/ Winter 2017 collection will now be available at Le Mill, a statement said.

“I have always been a huge fan of the iconic French label and its creative director Phoebe Philo. Her understanding of the modern woman is unlike any living designer,” said Co-founder, Le Mill, Cecilia Morelli Parikh. The designs have fall colours such as white, black, beige and grey and a few pieces which feature the warm colours of red, pink and blue give the collection a healthy glow.



Sorbis / Shutterstock.com

VLCC FORGES ALLIANCE WITH CIGALAH TO ENTER SAUDI MARKET

 Beauty and wellness firm VLCC has announced a strategic partnership with Saudi Arabia’s Cigalah to set up VLCC Wellness centres in the country.

According to a PTI report: The plan is to launch six such centres in Saudi Arabia in the next 3 years with an estimated investment of over AED (Arab Emirates Dirham) 30 million (around Rs 52 crore). The first facility is scheduled to open in Jeddah by November this year. “We have been very keen to enter the Saudi market with our VLCC Wellness centres for some time now... VLCC, which is committed to ‘transforming lives’, strives to make a positive impact on the health of citizens of Saudi Arabia,” Chairman, VLCC Group, Mukesh Luthra told. VLCC said its entry into Saudi Arabia will further strengthen its position in the Gulf Cooperation Council (GCC) region where it has already established itself as a pioneer in the beauty and wellness industry. VLCC operates 20 VLCC Wellness centres across the UAE, Oman, Bahrain, Qatar and Kuwait.



FABALLEY OPENS FIRST BRICK-AND-MORTAR STORE 'INDYA' IN BENGALURU

➔ Online Fast fashion brand, FabAlley has opened its first brick-and-mortar store with an exclusive brand outlet for its ethnic-wear brand Indya. The first store has opened in Phoenix Market City, Whitefield, Bengaluru. Spread over 350 sq. ft., the store allows customers to get a holistic brand experience of FabAlley offline. "The idea behind this store is to capitalise on the growing demand for ethnic-fusion wear in the country, while allowing existing and new customers to get a feel of Indya's luxe fabrics, fits and silhouettes," said Co-CEO of FabAlley, Tanvi Malik.

"We are channel-agnostic in our approach to distribution as we believe that for a fashion brand it is imperative to be present at every touch-point relevant to our consumer, be it online or offline. Whether the consumer has a tendency of 'browsing online, buying offline' or 'browsing offline, buying online,' we are going to ensure that we are seen by the consumer while making key purchase decisions," she added, explaining the rationale behind FabAlley's Omnichannel approach to retail.

"Our offline strategy involves expanding Central's doors to about 100, exploring partnerships with other large fashion departmental chains and starting 5-8 own stores in key metros

by the end of next year," said Co-CEO of FabAlley, Shivani Poddar. She further added, "The planned investment for offline expansion is over US \$1 million, with the estimated offline revenue share going up to 30 per cent of the company's total revenue by the end of



FY19. Indiscriminate expansion is not on the cards as our offline strategy is focused on being profitable at every door we operate." FabAlley saw a 40 per cent growth in revenue in FY17 and with its aggressive Omnichannel expansion plans, it's on-track to achieve a 100 per cent YoY revenue growth this year.



enchanted_fairy / Shutterstock.com

ALL 169 MCDONALD'S STORES FACE CLOSURE IN NORTH & EAST

➔ McDonald's recently snapped its franchise agreement with Connaught Plaza Restaurants Ltd (CPRL), its equally owned joint venture with Vikram Bakshi that operated the US chain's restaurants in northern and eastern India.

McDonald's has taken away all branding, trademark, design and marketing policy rights from CPRL while culminating a 22-year relationship with Bakshi.

The decision could impact about 6,500 direct jobs in India, and lead to the possible closure of McDonald's restaurants in the northern and eastern regions, at least temporarily. CPRL owned 169 outlets, including 43 in and around Delhi that have already been shut down.

SEPHORA GOES ONLINE EXCLUSIVELY ONLY AT SEPHORA.NNNOW.COM

➔ Sephora, the world's largest beauty retailer is now available online in India at nnnow.com. Sephora currently operates 12 stores in India across Delhi, Mumbai, Bengaluru, Chennai, Pune, (many more to be launched soon) and with an additional national online launch, the brand will be able to reach beauty addicts all over the country. The unification between online and offline stores and their combined strength using Omnichannel model, will allow consumers to find their favourite store in the area close by, place the order and either have it delivered to their location of choice or pick it up at the store if you're around!

Sephora will present their complete offering online with special sections for makeup, skincare, fragrances, bath and body, haircare and accessories for women and men's grooming. The e-store presents Sephora's own range of makeup, skincare, bath and body, accessories and men's grooming and several exclusive brands like Benefit, Makeup Forever, Becca, CoverFX, Smashbox, Stilla, Burts Bees, Boscia, Foreo, Percy & Reed etc.



withGod / Shutterstock.com



FRIENDZY
WINTER WEAR BY DEAL





BETTING BIG ON Innovation

– By IMAGES Retail Bureau

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. They have a better understanding of customer preferences, and are now capable of taking advantage of a variety of tools and technologies to become truly customer-centric. We bring a lowdown of some of the most pertinent strategic innovations that have taken place in the retail ecosystem over the past one month.

UNIQLO INTRODUCES APPAREL VENDING MACHINES

 Uniqlo, the Japanese retailer, is launching new vending machines at 10 locations across the US, including malls and airports. The vending machines, called Uniqlo To Go, allow the brand to open in different markets and grow their presence in the US without having to commit to investing in stores. It also allows them to take advantage of foot traffic in busy airports.

The first vending machine has been installed at Oakland International Airport on Wednesday. A further nine will open around the country at places like Hollywood & Highland Center in Los Angeles, Houston Airport, and Queens Center in New York throughout August and September.

As for the operation of the vending machines, customers can use both debit or credit

cards and access product via touch screens and a user interface. After browsing products, selecting and completing the transaction, a robotic arm retrieves the product. A conveyor shelf moves the item onto the robotic arm and the arm brings it to a window. From here, the customer can access the items. Apparel available for purchase includes Uniqlo's Heat Tech Ultralight down



jackets (US \$69.9) and Heat Tech tops (US \$14.90). Both items are available in a variety of colours and styles for men and women.

MORRISONS STRIKES £1BILLION MCCOLL'S DEAL; TO REVIVE SAFEWAY BRAND

 British Supermarket Morrisons has agreed a long-term fresh produce and grocery supply deal with convenience store operator McColl's. The deal also marks the revival of the Safeway brand after more than a decade, with McColl's to be given exclusive access to its more than 400 fresh, frozen and ambient food products for a one-year period. The supermarket group will provide the convenience chain with Safeway products and national brands across its



1,300 convenience stores and 350 newsagents in the UK.

The announcement comes more than 13 years after the Yorkshire based supermarket giant acquired Safeway in a £3 billion deal in March 2004. Chief Executive of McColl's, Jonathan Miller

said, "The partnership is a 'defining moment' for the company and builds on the 'transformational deal' made last year after they grew their estate by acquiring 298 Co-op stores." He said: "In McColl's, Morrisons gain a long-term partner of significant scale with a growing neighbourhood convenience estate, and in Morrisons we gain access to their best-in-class sourcing and manufacturing capabilities."

"This will enable us to provide our customers with

the highest quality fresh food through the relaunch of the much loved and trusted Safeway brand," he added. Chief Executive, Morrisons, David Potts said: "We are also pleased to be reviving the Safeway brand which we know customers will enjoy." He added: "Wholesale supply will help make us a broader, stronger business." Morrisons said that by the end of 2018 it expects its wholesale sales to top £700 million including tobacco, with that figure rising above £1 billion in due course.

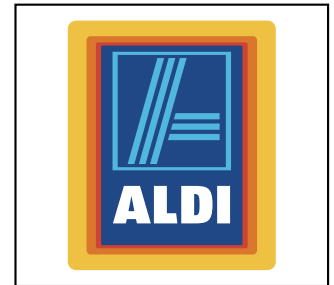
ALDI PARTNERS WITH INSTACART TO DELIVER GROCERY

 ALDI, one of America's favorite grocery retailers, announced a partnership with Instacart, the technology-driven, nationwide on-demand grocery delivery service. The pilot program from ALDI, already a leader in convenient shopping, will give people even more access to high-quality groceries at the low

prices ALDI is known for. The new partnership allows customers to conveniently complete their grocery shopping by ordering award-winning ALDI products for delivery in as little as one hour. Starting later this month, ALDI will launch the service in Atlanta, Dallas and Los Angeles, with potential for future expansion.

The Instacart experience

is as easy to shop as an ALDI store. Customers fill their virtual carts by visiting instacart.com or downloading the Instacart App. At checkout, customers can choose a delivery window that works best with their schedule, anywhere from an hour or up to a week later. Instacart's personal shoppers do the rest. To celebrate the partnership, ALDI



and Instacart are offering customers US \$20 off their first Instacart order with code ALDIDELIVERY until September 30.

STARBUCKS TO ACQUIRE REMAINING SHARES OF EAST CHINA JV, OPERATE ALL OUTLETS IN MAINLAND CHINA

 Starbucks Corporation has announced entry into a definitive agreement to acquire the remaining 50 per cent share of its East China (East China JV) business from long-term joint venture partners, Uni-President Enterprises Corporation (UPEC) and President Chain Store Corporation (PCSC) for approximately US \$1.3 billion in cash consideration in the largest

single acquisition in the company's history. Starbucks will assume 100 per cent ownership of approximately 1,300 Starbucks stores in Shanghai and Jiangsu and Zhejiang Provinces, building on the company's ongoing investments in China, its fastest-growing market outside of the United States in terms of store count.

Concurrently, UPEC and PCSC will acquire Starbucks 50 percent interest in



President Starbucks Coffee Taiwan Limited (Taiwan JV) and assume 100 percent ownership of Starbucks operations in Taiwan for approximately US \$175

million. Founded in 1997, the Taiwan JV currently operates approximately 410 Starbucks stores in Taiwan. Starbucks will discuss the financial impact of these transactions during its third quarter fiscal year 2017 earnings conference call. Both transactions are expected to close by early calendar year 2018 and are subject to customary closing conditions, including receipt of required regulatory approvals.

SHAKE SHACK TO OPEN IN SHANGHAI IN 2019

 After announcing in July that the first-ever Hong Kong location will open in 2018, plans are now underway for Shake Shack Inc. and its licensee, Maxim's Caterers Limited, to open the first restaurant in mainland China by 2019.

Maxim's Caterers Limited has more than 60 years of



experience in food and retail as a diversified operator of full-service and quick-service restaurants, bakeries, and coffee shops in Asia. As a

highly respected and proven operator, Maxim's is perfectly fit to bring Shake Shack to Shanghai and Shake Shack is proud to partner with Maxim's Caterers Limited to open 25 total Shacks in Shanghai and East China through 2028.

The menu will feature Shake Shack's signature items

including the ShackBurger, Shack-cago Dog, classic crinkle-cut fries, beer, wine and frozen custard ice cream. In keeping with its mission to 'Stand For Something Good,' Shake Shack intends to work with local purveyors and producers to create a one-of-a-kind Shack for the Shanghai community.

AMERICAN FOOD STORE CHAIN **WHOLE FOODS TO LOWER PRICES AFTER ACQUISITION**

 Amazon.com, now closing its acquisition of Whole Foods Market Inc., announced its plan to make the latter's natural and organic food affordable for everyone. As what the world's largest Internet-based retailer called a down payment, the grocery store chain featuring foods without artificial preservatives, colours, flavours, sweeteners and hydrogenated fats will offer lower prices on a selection of best-selling grocery staples across its stores. Whole Foods, headquartered in Austin, Texas, has more than 460 stores in the US, Canada and Britain.



WALMART AND GOOGLE TEAM UP TO ENTER VOICE-SHOPPING MARKET



Walmart and Google have announced a new partnership that will enable voice shopping through Google Assistant, Google's virtual assistant that lives on devices like its smart speaker, Google Home. The world's largest retailer said Wednesday it's working with Google to offer hundreds of thousands of items from laundry detergent to Legos for voice shopping through Google Assistant. The capability will be available in late



September. Walmart is also integrating its quick reordering tool into Google's same-day delivery service. Walmart has bigger plans for voice shopping next year that will involve capitalizing on its 4,700 US stores to create customer experiences that don't currently exist within voice shopping anywhere else.

Customers might be able to use voice shopping to pick up a discounted order in-store or buy fresh groceries across the country. The partnership adds to Google's effort to catch up in the market for voice-based assistant devices, and by extension protect its dominant Internet search engine, which many consumers use for online shopping. For Walmart, the partnership is the latest step in the retailer's aggressive effort to close the gap with Amazon in e-commerce.

MACY'S LAYS OFF 100 EMPLOYEES, NAMES NEW PRESIDENT TO RESTRUCTURE MERCHANDISING UNIT



Macy's Inc. announced a management shakeup, with the hiring of an eBay executive, Hal Lawton, as President and the elimination of 100 jobs by consolidating the company's merchandising, planning and private brands functions.

"Hal Lawton has deep expertise at the intersection of retail and technology, a diverse set of business experiences that give him a unique perspective, and

a track record of successfully driving a change agenda at scale," CEO, Macy's, Jeff Gennette said in a statement. "I'm thrilled that he has chosen to join Macy's."

The restructuring will merge three units - merchandising, planning and private brands - into one division, which will be led by Chief Stores Officer Jeff Kantor. The management changes were aimed at streamlining decision-making



so the department store chain can be more nimble in reacting to change.

The company said the restructuring will result in one-time costs of about US \$20 million to US \$25 million and save it about US \$30 million per year. Some of the money will be used to reinvest in the business.

M&S TO OFFLOAD HONG KONG AND MACAU BIZ TO FRANCHISEE PARTNERS



Marks & Spencer is taking further steps to overhaul its overseas businesses by starting

talks to sell its shops in Hong Kong and Macau to a Dubai-based conglomerate. Marks & Spencer said that the talks with Al-Futtaim follow its strategic review of its international businesses last year, which signalled a greater focus on franchise and joint ventures rather than wholly-owned stores.

The Hong Kong and Macau stores would continue to trade as normal,

the company said on its website. Al-Futtaim has worked in partnership with M&S since 1998 and today operates 43 M&S stores across seven markets in the Middle East, Singapore and Malaysia. Established in 1884, the London-headquartered company has 979 stores in the UK and 454 stores in 55 international markets.

BRICS ACCOUNT FOR 47 PER CENT OF GLOBAL ONLINE RETAIL SALES



BRICS countries account for 47 per cent of the global online retail sales surpassing US \$876 billion in 2016, a new study revealed.

According to the study released by the Ali Research Institute affiliated with China's e-commerce giant Alibaba, the figure is expected to climb to 59 per cent by 2022 as the five countries — Brazil, Russia, India, China, South Africa — have great potential in e-commerce



cooperation, reports Xinhua news agency.

Last year, BRICS countries had 1.46 billion Internet users and 720 million online shoppers, the study showed.

Russian candy and cookies; Indian handicrafts and spices; Brazilian nuts and propolis; and South African grapefruit and wine were the best sellers, the study added.

According to AliExpress, an e-commerce site for cross-border exports run by Alibaba, made-in-China goods like clothes, accessories, mobile phones and electronic products were most favoured by BRICS customers.



LOGIX
City Center



ELANTE



OMAXE
CONNAUGHT
PLACE
Shopping & Joydom in one Kingdom

foodquest

...The Food Court

*Tantalizing the taste buds
with plethora of world cuisines*

AFTER DELIGHTING THE FOOD CONNOISSEURS AT ELANTE MALL, LOGIX CITY CENTRE, OMAXE CONNAUGHT PLACE, FOODQUEST IS COMING UP WITH THEIR FOODCOURTS AT GAUR CITY CENTRE NOIDA EXTENSION, SHIPRA MALL, INDIRAPURAM.

Food Quest by Ayaan Foods has been conceptualised by industry veteran Puneet Gupta, under his leadership Food Quest has become one of the largest food court players in India, it operates more than 70 brands and is running successful food courts in some of the most sought after malls in the country. Food Quest requires an area between 15000sq.ft to 40000sq.ft and offers the best of the brand mix which help malls in generating footfall. Food Quest has aggressive expansion plans and with the presence all across the country has become a name to reckon with and adds to the USP of the mall.

Operational Brands in Foodcourts:



...and many more

Leasing Enquiries: **Nikhil Aggarwal** | M: +91 9871476477 | E: balajee.tiru@gmailcom



“IKEA’S HR POLICIES ARE SUPPORTED BY A STRONG AND NURTURING CULTURE”

– ANNA-CARIN MANSSON, COUNTRY HEAD – HR, IKEA RETAIL



Swedish furniture major IKEA, which is the world’s biggest furniture retailer, will be opening its first India store spread across 400,000 sq.ft. in Hyderabad in December 2017. The store will include all features of a global IKEA store, including a restaurant and play and development areas. In an exclusive interview, Country Head – HR, IKEA Retail, Anna-Carin Mansson elaborates on HR process and policies at IKEA and hiring plan for India. Excerpts from the interview:

– By Charu Lamba

In July 2015, IKEA had announced the purchase of 13-acres of land close to the IT hub in Hyderabad’s HITEC city. Then in March 2016, the company purchased and broke ground in Mumbai as well. In 2017, IKEA acquired land in Bengaluru from the Bangalore Metro Rail Corporation for an undisclosed sum as part of its plans to start retail operations in India.

IKEA, which received approval from the Indian Government in 2013 for its Rs 10,500 crore proposal to open retail stores under 100 percent FDI, plans to open 25 stores by 2025 in nine Indian cities. The brand has big plans for its employees and to give shape to its plans, it has already started its recruitment process in India.

How are IKEA’s HR policies different from other retail houses?

It’s the people who make the company. IKEA’s vision is ‘to create a better everyday life for the many people.’ We realized this vision by our shared humanistic values of simplicity, togetherness and cost consciousness. Our vision and values are the foundation of our work and our inclusive, empathizing, open and honest culture.

Working with us is like working with your friends, based on the spirit of enthusiasm and fun. Our co-workers are our inner strength and that make us a



Tanasan Sungkaew / Shutterstock.com

unique company. We come from all over the world but share the fundamental humanistic values that our culture is based on.

IKEA's HR policies are supported by a strong and nurturing culture that promotes diversity and creativity at each level in organization. We strongly believe that co-workers are more productive and committed when we take care of them and their needs.

Our way of working has created a unique culture founded on a clear set of values. To us, what you value is more important than your background and experience.

Working at the IKEA Group means that you are part of an inspiring, fun, and fast-paced environment. At IKEA, we invite you to bring your whole self to work! We respect each other, our differences, and are curious and open-minded. So, people who work in India will rub shoulders with a

diverse group of people – with different backgrounds, skills, and with positive attitudes in our global IKEA world.

Tell us about some policies that are unique to IKEA?

- **TACK!** - TACK, is Swedish for Thank You. This is the IKEA Group's loyalty program. We pay our co-workers a sum of money every year for their retirement and pension funds, for their loyalty and contribution.
- **Parental Policy** - IKEA has announced a unique parental leave and HR policy in India wherein the co-workers, including men, will be able to avail six months fully paid leave on a child's birth. The policy has been announced to extend support for women and men in their role as parents and as professionals.

Elaborate on the key initiatives taken by IKEA HR at a global level.

The true IKEA spirit is founded on our enthusiasm, cost consciousness, willingness to assume responsibility, humility and simplicity in our behaviour. We take care of each other and inspire each other globally.

Some of our global initiatives are:

- IKEA UK introduced an initiative to give all of its 10,400 retail staff at least one weekend off in every four. This is very unique in the retail sector. The move is aimed at improving co-workers' work-life balance.
- In Iceland, IKEA built housing for a few lucky employees so that they have an affordable place to live near work. The 34-unit apartment building will be partially furnished with

products straight from the IKEA showroom, and will be located within walking distance of the IKEA store.

- In IKEA, both full or part time employees can accrue paid time off (PTO) and vacation can be taken in one-hour increments. Employees say they can get three weeks per year at the start of employment, five weeks per year after five years of employment, and seven weeks per year after 10 years of employment.
- From top bosses to part-time workers - all IKEA staff get the same bonus globally.

How is training of IKEA employees consistent at a global level?

Each IKEA store in India will have a budget for training and competence development. Co-workers are being trained across the world in different countries in different IKEA



Tooykrub / Shutterstock.com



Abdul Razak Latif / Shutterstock.com



stores to equip them for our Indian operations.

In India, we are also committed to developing knowledge and bridging the skill gap in the retail sector. An example is the DISHA project wherein IKEA Foundation, our philanthropic arm is participating in a skill development project with public and private partnerships to skill one million women in the next 8-10 years in order to make them more employable in different industries in India, including retail. At the end of the training, the participating women will get certification and can join different companies including IKEA.

Elaborate on training/ HR tools specific to IKEA.

We are working in a very specific and consistent way with Management and Competence Review at store level, country level and globally. This means that we have a very good understanding of our organization's competence level in connection to our business needs. For our co-workers it means that they have anchored conversations with their managers about their development needs

and wants and we can all be assured that this gets captured also at an organizational level. We make our co-workers very visible in this process.

Highlight the plans for recruitment in India.

IKEA plans to hire 500-700 direct co-workers at each IKEA store in India and around 1,500 indirect co-workers around the store.

IKEA will hire 50 per cent women co-workers at all levels, this translates to about 7,500 women co-workers by 2030. We will empower and nurture them to grow with IKEA and create suitable work conditions to retain them.

We aim to provide more opportunities to women in different life situations through flexible work hours, possibilities to choose suitable jobs, child care facilities at the work place and by securing a healthy and safe environment. We also want to bring back women who have taken a sabbatical and dropped out of the workforce due to marriage, child birth etc. We want to be known as a workplace preferred by women who today hesitate to join back work due to many reasons such as lack of professional trainings, societal concerns and safety issues.

When are you starting India recruitment?

IKEA is recruiting in Hyderabad now and will soon be followed by Mumbai and Bengaluru. We have a unique hiring process, we believe in value based hiring and give priority to individual's values more than their experience and degrees. It is a non-negotiable commitment to hire 50 per cent women co-workers at all levels. We are looking for more women to join IKEA and explore the many opportunities we will offer

Any new systems and processes and technologies that you plan to introduce in the HR segment both globally and in India?

At the moment focus is globally on supporting the digital workplace. How can we connect better to all our co-workers in an easy and down-to-earth way through digital channels is the topic we are looking into. IKEA works with global tools and global implementations which means that IKEA India will also be part of this going forward.

What will be the male, female employee ratio in India?

We strongly believe that

a workplace with gender balance is a better workplace, there are better discussions with more perspectives and better decisions taken. We will have 50 per cent female co-workers at all levels, this is to have a diverse and inclusive work environment where co-workers feel valued for their uniqueness, recognized for their diverse talents, and where co-workers can be themselves.

We believe the uniqueness of every individual makes IKEA better! Being ourselves, and contributing with our uniqueness makes us all grow. Recognizing our co-workers' differences contributes to creativity and supports our growth.

Will you be introducing your flexi-time concept in India too?

IKEA offers many opportunities to work in a way that suits your life situations. We will offer a flexible approach especially when it comes to women who want to come back to work after sabbaticals. In order to do the right things, IKEA takes a lot of inspiration from many companies who are all doing wonderful things to create a great workplace. **IR**



No.1



Fast



Flexible



Friendly

Explore · Dream · Discover Mobile & 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

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

– By Shubhra Saini

*April 2012 marked the beginning of a journey that can well be documented as a case study for budding e-commerce entrepreneurs. This was the year that entrepreneur Falguni Nayar created a niche in the online beauty space with her venture www.nykaa.com. In an elaborate interaction with Indiaretailing.com, **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.*

Nykaa has achieved a gross merchandise value (GMV) of Rs 275 crore for the financial year 2016-17, with a net revenue of Rs 214 crores. This was an increase of 3.6X in GMV as compared to the previous financial year. It is on the path to being EBITDA profitable by the end of 2017.

From online to brick-and-mortar, and now a holistic Omnichannel platform – please share Nykaa's journey and what led to this evolution?

"I started Nykaa.com with the vision of making the best of beauty products from around the world available to the Indian consumer. Today, we are the leading beauty destination in India with 700 brands and 80,000 products. A natural extension in offering customers a holistic shopping experience is to allow



a touch-and-feel of products in a physical store. In this way, we are available at every touch point for a customer, whether they would like to buy online or offline."

How do you see the business of beauty & wellness retailing in India?

At Nykaa, we are seeing a growing premiumization of product demand, suggesting that our customers are becoming more discerning in their beauty choices. In the last year we have, we have seen a 10X growth in the sale of luxury beauty products to now account for 15 percent of our revenue. We've also seen in a growing demand in skincare products, showing that the current generation of beauty consumers is making informed choices about their beauty upkeep. The beauty and cosmetics market in India has doubled in the last five years and is expected to reach 20 billion USD by 2025 (Red Seer Consulting). All this suggests a very robust environment for the success of beauty and wellness retail in India.

The 5 things you have done to remain on top (not just in the online space but also offering a complete beauty/wellness destination to shoppers across)?

First, we differentiated ourselves with the strong content that we deliver, both on the site and through our marketing channels. The thousands of ratings and reviews, along with expert opinions on our blog – Beauty Book – allow customers to make an informed choice for their beauty needs.

Then, we have a very engaged community of beauty enthusiasts across our social media platforms on Facebook, Instagram, YouTube etc. which allows us to keep up a robust conversation on the latest launches and best offers.

Also, significantly, we have the largest beauty offering in India. Along with leading Indian and international beauty brands, we have available cult beauty brands like K-beauty leaders Innisfree and The Face Shop, as well as Ahava and -417 which offer benefits of the minerals from the Dead Sea.

We have also made our offering available through Omnichannel with our five physical stores across the country. We have Nykaa Luxe stores at Chhatrapati Shivaji International Airport (T2), Mumbai, Indira Gandhi International Airport (T3), New Delhi, VR Mall, Bangalore, Infiniti, Mumbai and Khan Market, New Delhi. This will grow to 30 stores by 2020.

Since 2015, Nykaa has launched a range of private label products including a colour cosmetics range of nail enamels, lip products, face products and a bath & body range. A range of natural skincare and fragrances will launch shortly. Nykaa Private Label is one of the top selling brands on our platform today

We will shortly be launching a new format of offline stores called 'Nykaa On Trend' that will have a curation of the top-selling products from our site. In this way customers will have the pick of the best products across categories, along with detailed product information and expert assistance from our sales staff.

Tell us about some of the exclusive brands that you have on board?

We have Korean beauty brands The Face Shop, and from the UK there is Ciate with their innovative nail enamel and premium makeup offering and The Shave Doctor, a leading men's grooming brand. Also, as mentioned earlier we have Ahava and -417 which offer the specialized skincare benefits of minerals from the Dead Sea.



What do you have to say about the changing dynamics wherein brands are joining hands with online players to get into the e-retail game or for distribution? What, according to you, is the reason for doing this, keeping in mind the dynamics of Indian retail?

Google estimates that three Indians are coming online every second, projecting 600 million Indians online by 2020. With our young population and insatiable mobile usage, we're on track to being the second largest e-commerce market in the world. We have an extremely engaged community of beauty enthusiasts that has come up over the years, offering brands a ready audience for their latest launches and innovations. Customers appreciate the convenience of e-commerce, along with the variety of brands that they can choose from.

The Y-o-Y and M-o-M growth you have witnessed since the last financial year?

We achieved a gross merchandise value (GMV) of Rs 275 crore for the financial year 2016-17, with a net revenue of Rs 214 crore. This was an increase of 3.6X in GMV compared to the previous financial year.


Which are the categories that are doing extremely well on Nykaa?

Makeup remains the largest category, followed by skin and hair.

Give us a brief on your marketing and promotion (online as well as offline) initiatives.

We execute a mix of both offline and online initiatives. These include social media campaigns across Facebook, Instagram, Twitter and YouTube videos, blogger and influencer marketing initiatives, masterclasses on beauty at our stores and an IP called Beauty Bar, a beauty animation with masterclasses and expert makeovers, to allow customers a one-on-one interaction with leading brands and products.

To conclude, please share some key initiatives that Nykaa would be undertaking in the next few months.

We are very excited to be launching our new format of Nykaa On Trend stores at five new locations! We are also on a path to being EBITDA profitable by the end of the year. We look forward to the launch of international makeup powerhouse Smashbox, along with other cult beauty brand launches that still cannot be revealed. 



[ADVERTORIAL]



Group KFPL Fastest Expansion & Growth Award Presented to Jade Blue Ahmedabad and accepted by Mr. Jitendra Chauhan



Group KFPL Legend Award presented to Kohinoor Group Ahmednagar and Accepted by Mr. Pradeep Gandhi and his wife Mrs. Neeta Gandhi

GROUP KFPL CONFERENCE SHOWCASES PRODUCT INNOVATIONS & AWARDS THE LEGENDS IN TEXTILE BUSINESS

-By Gurbir Singh Gulati

Group KFPL began its modest journey in 1979 as a small company - Kohinoor Textile, with one single brand of 36 inch Shirting, i.e., Yashfab. Over the years with sheer determination and a clear vision, the company has registered phenomenal growth. The group has brands under the name of Yashfab, D&J, Nemesis, S&Y, Keith James, Vercelli, Cotton Universe, Linen Fusion, and Ambarish offering a complete variety of shirting and suiting to its discerning customers spread across India. The company follows an innovative approach by offering something new each year, be it a new brand or a unique collection. Today, the group has a network of more than 4000 retailers pan India to whom company sells directly through a team of dedicated sales agents.

Talking about the company's successful journey Haresh Mehta, Chairman & MD, KFPL Group says, "We have had a positive growth level since the beginning. With an organic growth of 20 percent per annum the company has been steady growing in achieving new frontiers. Our image is known in the market for giving quality and innovation. In total, the retail turnover of the company is around INR300 crores and we have a target to achieve a growth of 25 percent wherein, I want to touch a target of 375 by FY17-18." Mehta is also considered as a guru in the field of Textile Marketing and has been an advisor to some of the top textile companies in India. Adding further on the retail positioning Mehta quotes, "In South and West, the company address direct to retail. In

THE FIRST CATEGORY OF THESE AWARDED WERE GIVEN TO THE DIFFERENT STATES WHEREIN THE FOLLOWING WERE THE WINNERS FOR THE PRESTIGIOUS LEGEND AWARDS:

- >> Legend Award for the State of Tamil Nadu went to **Pothi's Group**.
- >> The State of Karnataka went to **SVT Group**.
- >> The State of Andhra Pradesh went to **Chandana Brothers Group**.
- >> The State of Telangana went to **RS Brothers & South India Shopping Mall Group**.
- >> The State of Kerala went to **Poolimootil Group**.
- >> The State of Maharashtra was a tie and went to **Jaihind Group, Pune and Kohinoor Group Ahmednagar**.
- >> The State of Gujarat went to **Bhagwandas & Company Group, Surat**.
- >> The State of Goa went to **JK Kavlekar Group, Panjim**.
- >> The State of Uttarakhand went to **Atam Prakash & Sons Group From Roorkee**.
- >> The State of Punjab went to **Titu Creations Group from Kotkapura**.



Group KFPL Legend Award presented to SVT group and Accepted by Mr. and Mrs. N. Krishna (Bangalore)



Group KFPL Legend Award presented to Jai Hind Collection Group, Pune and Accepted by Mr. Dinesh Jain and his wife Mrs. Meena Jain

places like Punjab, Bihar, UP, etc., we appoint wholesalers who supply at the retail end. In total we address approx 4,000 retailers across the country. In this matrix, around 1,000 retailer order fabric in every 2 months and around 500 retailers order every month. About 250 retailers order every week and other order according to seasons, around 2 to 3 times in a year."

The company also has one exclusive outlet in Parel, Mumbai and plans to open more in 2018, once it's totally ready with its feedback and research. Initially, although the company plans to invest by itself and moving ahead it would consider the franchising route also. KFPL is also exporting to countries like Indonesia, Hong Kong, Africa which have Indian origin and have tailoring shops.

KFPL- Annual Conference- Cochin

Each year, KFPL organizes an annual conference wherein they address their top 250 - 300 retailers to some destination in India or abroad. This year their annual conference was held at Le Meridien Cochin from the 30th July to 2nd August.

The 2017 edition of the conference marked the biggest event in the entire history of the group. The event hosted

a gala evening which marked an enviable gathering of distinguished guests who had come from more than 300 cities of India. During the course of the evening, the group launched 7 new catalogues for all its prestigious brands. These new collections showcased the group's strength in the textile industry in terms of quality, variety, fashion and presentation. The event also marked the launch of a suiting collection under the group's brand D&J. A first of its kind in India, the fabric is delicately crafted from the finest Supima Cotton with Tencel and Lycra which imparts a feel and finish like no other. This innovative fabric is the latest addition to the Freefit Collection by D&J and is created under special collaboration with Luthai Textiles, China.

Talking about the collaboration with Luthai Textiles, Mehta said, "The company was already there in shirting and was supplying to India and we asked them to develop cotton suiting which is going to be the future. Since we encouraged them to create something innovative for the Indian market, the monopoly to retail this fabric is especially with us." Group KFPL also held their prestigious Legend Awards to acclaim the True Winner in the textile retail across India.

- >> The State of Uttar Pradesh went to **Garah Bhandar Group**.
- >> The State of Madhya Pradesh went to **Pakiza Group, Indore**.
- >> The State of West Bengal went to **JS Mohamadally Group, Kolkata**.
- >> The State of Assam went to **RD Textiles Group**.
- >> The State of Rajasthan went to **Sunil Textiles Group**.
- >> For Delhi went to **Sri Ram & Sons Group**.

THE SPECIAL CATEGORY AWARDS

This is being given to one Group chosen from across India, with the fastest expansion and growth speed. This went to the **Jade Blue Group, Ahmedabad**.

UPCOMING GROUP AWARDS

This was given to very distinguished Groups who were small in size once but are now on the fast road to expansion and progressing at a rapid pace. Group KFPL Upcoming Group Award was presented to the following:

- >> Senthil Kumar Textiles Group, Karnataka
- >> Kataria Vanesons Group, Karnataka

- >> Maharashtra Emporium, Nagpur
- >> Shankar Cloth Store, Jodhpur
- >> Sultans, Nizamabad
- >> Kanawar Group, Nanded
- >> Anand Bazaar Group
- >> Mvm Pachiyappa.
- >> Beauty Silks Group.
- >> Selection, Panjim.
- >> RK Gitanjali Silks, Udipi.
- >> Gulshan, Bangalore.

VERY SPECIAL AWARDS

These awards are being presented to 2 distinguished individuals who have been at the heart and soul of the KFPL Group since the last 25 years. Agents Ashok Bajaj from Andhra Pradesh and N Vijayakumar from Tamil Nadu has been instrumental in establishing the group's reputation in their respective states.



Jewellery major ORRA was launched in 2004 and leveraging its rich heritage, quickly rose to become one of the most-trusted diamond brands in the country. Over the years, ORRA has conducted an in-depth study of the international markets to map a journey of both diamond consumption as well as brands in this space. It has invested heavily in technology and e-commerce. In an exclusive interaction with Surabhi Khosla, Vijay Jain, CEO and Director, ORRA talks about why the company concentrates on retailing diamond jewellery in a gold-dominated market.

– By **Surabhi Khosla**

Please give us a brief background of ORRA's history. When did you start retail operations?

ORRA's journey began in 2004 through the reinvention of a family jewellery brand which was then called Inter Gold Gems and was largely run as a gifting brand in terms of smaller pieces of jewellery. In a gold dominated market, the company had very high aspirations and wanted to build a 'diamond' centric consumer business at a 'national' level. This meant not only building a scalable organization through an addition of people, technology, organizational structure, design focus and supply chain but also conceptualizing and launching a new brand.

What is your reach in terms of the total number of cities and outlets?

ORRA has a presence of 32 stores across 21 cities including Mumbai, Bengaluru, Delhi NCR, Hyderabad, and Pune amongst others. We have multiple stores in larger cities such as Mumbai, Delhi, and Bangalore.

“ORRA IS A FIRM BELIEVER IN CREATING EXPERIENTIAL MARKETING”

– **Vijay Jain, CEO, ORRA**

KEY MILESTONES FOR THE COMPANY

ORRA has won several Indian as well as international accolades and awards since its inception including the prestigious DeBeers International Award, Forevermark Awards, Retail Jeweller Awards and GJTF Awards amongst others. One of the most memorable moments for the brand however, has been hosting the Prince and Princess of Belgium and unveiling a

How big is the market for the organized diamond jewellery retailing in India and what is the growth rate?

The diamond jewellery market in India has witnessed a healthy double-digit growth over the last few years. The gems and jewellery sector in India is vibrant with GDP growth and there is a direct co-relation between GDP and growth. In India, gold is the largest market, consisting of around 85 percent of the market, but over the last decade we have seen a very healthy growth in the diamond segment as well. Growing affluence amongst consumers will lead to an increased preference for diamonds and a larger recall in the mind of the consumer.

What are the factors propelling the diamond industry's growth in India? Which compelling trends have you witnessed in India in this industry over the last few years?

Increasing disposable income of consumers, mobility of labour and the rise of nuclear families are the main factors responsible for growth of the diamond industry in the country.

The Indian woman today is more conscious about who she is as well as her appearance, which is another factor propelling growth. Contrary to popular belief, women are wearing more jewellery than earlier and have different pieces of jewellery for different occasions. However, the most significant shift has been from 'locker' jewellery to lightweight jewellery.

This, combined with higher disposal income, mobility of labour, and nuclear families, has added to growth.

What is your market positioning and customer profile?

ORRA is a premium diamond jewellery brand with an unparalleled diamond heritage of over 125 years, catering to an astute group of

The Indian woman today is more conscious about who she is as well as her appearance, which is another factor propelling growth. Women are wearing more jewellery than earlier.. However, the most significant shift has been from 'locker' jewellery to lightweight jewellery.

consumers. Our target audience are primarily women in the age group of 25 to 45 years, who have a discerning and uncompromising sense of style and aesthetics. These women are their own decision-makers. They are conscious of quality as well as know what value their money should buy them, which is why they invest their money in branded jewellery that exudes trust and assures them of fantastic quality.

What is the category split in terms of products currently available at your stores and their price range? Which price band is the most popular? Do you plan on category expansion?

ORRA is present across three categories – diamond, platinum and gold jewellery. Going forward, the focus will largely be on the patented ORRA Crown Star diamond - ORRA Crown Star diamond, a patented design with 73 facets vs. the regular 57 faceted diamond – apart from the regular diamond and platinum jewellery.



Million Dollar Diamond Bustier at the event. It was matter for great pride for us when his Royal Highness, Prince Philippe of Belgium came back once again to launch the ORRA Crown Star.

Superiority in craftsmanship and consistency in premium product offerings and experience have won ORRA several awards including Best Jewellery Retail Chain of the Year 2007, The Most Innovative Jewellery of the Year – Retail Jeweller Awards 2008, Retail Transformation Award - Retail Jeweller Awards (2009),w Best Platinum Jewellery of the Year - Retail Jeweller India Award (2010, 2012, 2013,

2015), Best Platinum Jewellery – GJTF Awards (2014), Best Shopping Experience – Forevermark Awards (2007), Most Trusted Brand in the Diamond Jewellery category by IBC Infomedia (2015 and 2016), Best Earring Designs of the Year - National Jewellery Awards 2015-16 and Blogger's Choice Award – Diamond Jewellery of the Year (non-vivaha) - Retail Jeweller India Award (2016), Accessory Jewellery of the year at JJS-IJ Jewellers' Choice Design Awards 2016 and Precious Color Gemstone Jewellery of the year, at Retail Jeweller India Awards 2017 amongst others. Additionally, ORRA was also voted among the Top 3 Most Trusted Jewellery brands in India by the Brand Trust Report in 2012.



Unlike other categories in jewellery, it is possible to cater and own the consumer for their whole life-cycle tapestry. Therefore, going forward there will be a sharper focus on product offerings which can help in customer acquisition, such as ORRA Platinum Couples (his and her engagement bands), career carats for the bridal segment, spiritual themed collections for the consumer segment who is more spiritually inclined etc.

What is the location strategy for your stores – malls or high street – and why?

ORRA clearly focuses on standalone stores and not the shop-in-shop format. Historically, ORRA has been present in high street stores, but in the recent past has also been focusing on mall stores.

High street stores for ORRA have been traditionally larger and we tend to have higher value stock, and are largely dependent on the brand pull. In the malls, on the other hand, while the stores are smaller they have the

advantage of the mall footfall and higher browsing by customers as well.

What is your marketing strategy? Which have been your most successful strategies to date? What impact do these have on your business?

We have been a firm believer in creating experiential marketing, thereby building trust and a long-term relationship with customers. Any communication or promotion is made robust with our integrated 360-degree approach. Keeping in tune with the changing media habits of our customers the brand has a renewed focus on new-age media like social media, brand & marketplace websites. We have a strong presence across popular social media platforms including Facebook, Twitter, Instagram and YouTube.

We engage our customers through value added content as well as transactional benefits through periodical exclusive offers. Usually, such promotional offers are in sync

to the regional and national festive fervor. Our customers look forward to such ORRA sponsored celebration for the very fact that they find value in it and it adds to their festivities.

Tell us about your expansion strategy. Will you look at franchise stores in the future?

We are looking to open 8 to 10 new stores in Tier I and Tier II cities. We are looking to strengthen our national presence and are therefore setting up stores across India. We hope to build stores in a cluster i.e. multiple stores in a city. We already have cluster stores in Mumbai or expanding in regions like Delhi.

ORRA is also looking to franchise the business now. Since jewellers come with a particular mindset, we therefore prefer our partners to be people without a jewellery background. We spend a substantial amount of time, effort and energy in imparting knowledge to our franchise partners.

How focused are you on e-commerce and what revenues currently come from online sales? Do you have an online strategy? What are your e-commerce revenue targets for the future?

E-commerce has become too big to ignore in last few years. Coupled with this is the behavior of the Indian consumer, which has evolved from being hesitant to 'hooked to online purchasing'. The entire concept of window shopping, discovery and information gathering part of the sales funnel has moved online. Consumers are very sure of what they want.

Despite this, since jewellery

is a very high involvement and high value purchase, the 'touch and feel factor' is still important. We've noticed that our customers enjoy browsing the online interface at their leisure before they walk-in to a store – burgeoning with information – to see the final product for themselves and then make a purchase. Embracing this behavioural transformation, we have made e-commerce an integral part of our overall business strategy. It has become a great business enabler in last couple of years.

By being able to showcase our products to a larger audience we have also been able to increase brand awareness and with a real-time feedback mechanism, also happen to get a broader understanding of the changing tastes and preferences of the consumer. Such an exploration has helped us witness double-digit growth since we began our e-commerce venture.

Over the next few years, we aim to expand our reach further within India in association with e-marketplaces and also cater to international markets.

What has the impact of GST been on the jewellery retail business in India?

From a consumer point of view, GST at 3 percent has been well accepted. However, the biggest benefit we see is the tax arbitrage the unorganized sector enjoyed. This will be gone for the first time, and it will put the organized players at the same level playing field as the unorganized players. So, we believe that GST will bring about a structural change in the industry and extremely positive for the organized players. ■



WE GIVE YOU REASONS TO CELEBRATE, EVERYDAY.

Viviana Mall is where every day is filled with festivities, games, offers and a lot of fun. What we call, the trendiest way to keep customers coming back to your store!

WEEKDAY PROPERTY

HERE'S WHAT MAKES A WEEK AT VIVIANA

TUESDAY

TEMPTING FOOD, TEMPTING DEALS

WEDNESDAY

5 SERVICES FOR JUST ₹ 500

THURSDAY

WHERE GAMES TAKE CENTRE STAGE

FRIDAY

MEET & GREET YOUR FAVOURITE TOONS

SATURDAY

LIVE PERFORMANCE BY TOP BANDS

Follow us on

VIVIANA MALL
CELEBRATE EVERYDAY

RELAXO TO OPEN 50 MORE COCO STORES THIS YEAR, EMBRACE FRANCHISE MODEL TO INCREASE RETAIL FOOTPRINT

– By Shubhra Saini

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. With its headquarter in Delhi and eight manufacturing units, Relaxo produces over 6 lakh pairs of footwear, every day



Over a period of time, Relaxo has added many sub-brands under its brand portfolio like Sparx, Bahamas, Flite, Schoolmate and Relaxo Hawaii. Executive Director, Sales and Marketing, Relaxo Footwear Ltd, Gaurav Dua talks exclusively to IMAGES Retail about his company's future prospects and how his brand has carved a niche for itself in the competitive footwear retail sector.

“Prior to 2001 we had just one brand, Hawaii slipper brand, Relaxo. Post 2002, we launched Flite and in 2005 we launched Sparx. Then in 2014-15, we took another



Gaurav Dua
Executive Director, Sales and Marketing,
Relaxo Footwear Ltd

leap of faith and launched Bahamas,” he says.

Talking about the sub-brands of Relaxo and how each one contributed to the success of the brand, he says, “Relaxo is a basic Hawaii footwear for the masses and a notch up from it in more printed and coloured pattern is Bahamas. Flite is fashionable footwear – light footwear, initially made for the masses.”

“For Flite, we also launched a PU category, which has gained traction with both masses and classes. Then there is Sparx, which is a sports footwear brand and it has all premium products including floaters, sports shoes, and lifestyle shoes,” he adds.



Customers have evolved because of an increase in purchasing power and people are becoming more conscious. Now they need different footwear for different occasions. Even a normal middle-class person owns at least 8-10 different footwear.

Bahamas start from ₹150-250, basic Hawaii is ₹100 and sports shoes is from ₹1,000-2,500, sandals - ₹700-1,500-prices that are designed to keep the competition at bay.

Relaxo's Market Share

Unveiling the market share of the brand, Dua says, "The total footwear industry is of ₹55,000 crore and organised market comprises of ₹10,000 crore of which we have a 20 per cent of market share."

Relaxo has almost 250 stores across the country and all their stores are Company Owned and Company Operated (COCO) but the company is planning to go on the franchising route in order to expand its retail footprint.

The brand is strong in East and North and in West Maharashtra is the strongest market. In South, Sparx as a brand has good market recall. The brand has now started exporting to Gulf countries as well.

Consumer & Tech Evolution in the Footwear Sector

Talking about how Relaxo has upped its ante using technology, Dua, says, "1970 was the PVC era. Then came rubber and then EVA, which was revolutionary and now PU is back. The market is evolving and with that we also have to remain contemporary. Keeping this in mind, Relaxo has recently

upgraded its logo. We need to be updated with fashion technology and be aware of global market trends."

Further talking about evolving consumer preferences, Dua adds, "Customers have evolved because of an increase in purchasing power and people are becoming more conscious. Now they need different footwear for different occasions. Even a normal middle-class person owns at least 8-10 different footwear whereas 10 years back they might have owned just one and all this has been very positive for our business as we cater to customers coming from all brackets of society."

High Streets Over Malls

Talking about his future expansion plans, Dua, said,

"We will open 50 more stores this year. We prefer taking high streets as rental in malls is not feasible for us. In smaller towns, we run on a distributor model and there Flight and our Hawaii slippers do really well. Sparx too has got a very good response from metros."

"We are trying shop-in-shop for the sub-brands of Relaxo in order to make them into independent entities. In the meanwhile, we have are present in large format stores like D-Mart, Hypercity, Walmart Cash & Carry, Metro Cash & Carry and More," he added. He is of the firm belief that demonetization and GST have been a blessing in disguise for the organised footwear sector giving it a much needed fillip.

Going Omnichannel

Relaxo is currently retailed from its own e-commerce site www.shopatrelaxo.com. It's also available on all leading online marketplaces including Amazon, Flipkart, and Snapdeal.

"Five per cent of our business comes from e-commerce, the maximum number of sales coming from Flipkart," says Dua.

The brand has done a business of ₹1,750 crore in the last fiscal and is growing at CAGR of 20 per cent plus. **IR**



Vineet Gautam
Country Head
Jack & Jones

Malad

- ESTSIDE FOREVER 21 ZARA MARKS & SPENCER pantaloons GAP BIG BAZAAR TRENDZ Hamleys CINEMAX VERO MODA
- JACK & JONES ALDO promod AÉROPOSTALE SEPHORA CHARLES & KEITH FOOTWEAR AND ACCESSORIES Splash max Levi's ONLY
- THE CHILDREN'S PLACE iStore Reliance Digital ezone zaifran californnia PIZZA KITCHEN MAINLAND CHINA BURGER KING STARBUCKS COFFEE Melting Pot happipola FUN CITY

Opening soon

“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



— Opening soon —

infiniti

The mall with infinite experiences

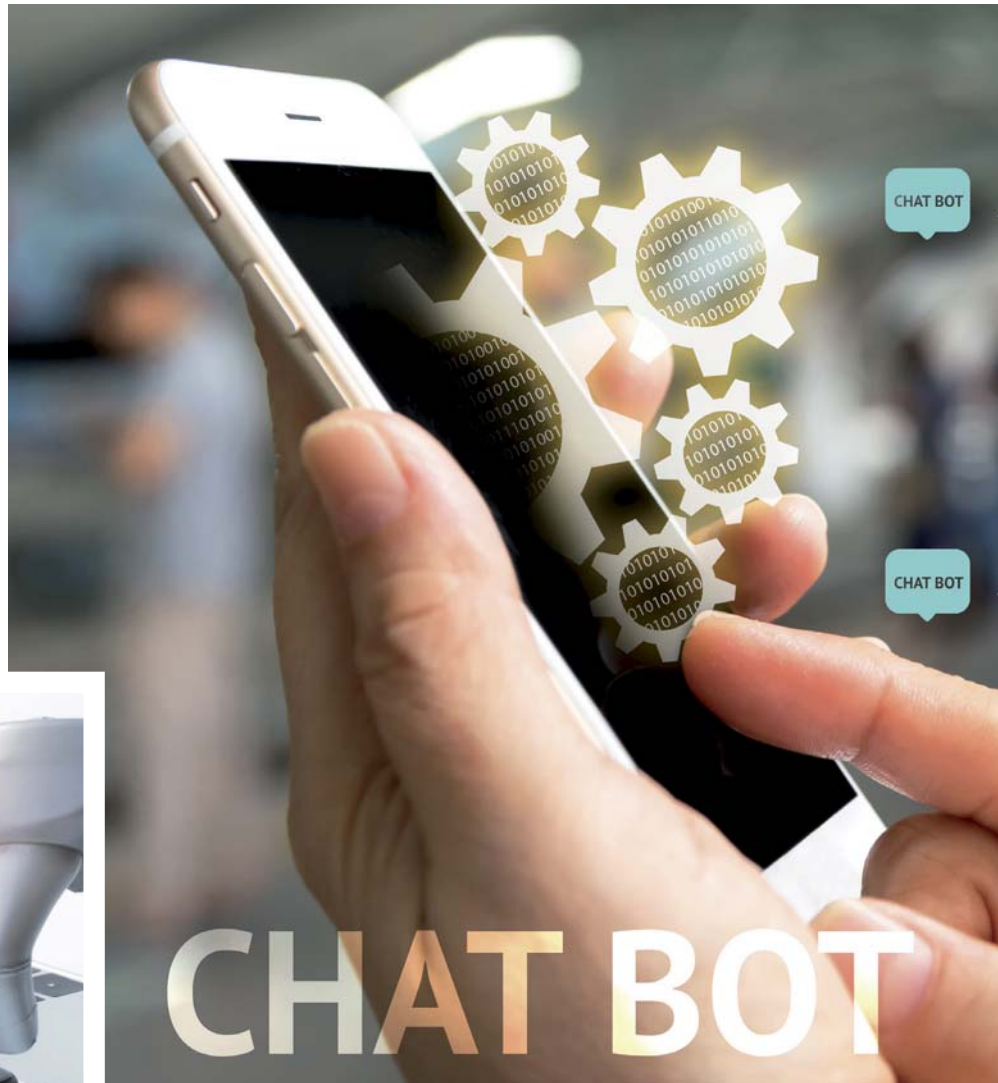
Andheri (W) • Malad (W)



www.infinitimall.com

Follow us on:

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



CHAT BOT

AI CHATBOTS ARE THE FUTURE OF CONSUMER EXPERIENCE, THE WAY TO BOOST YOUR BUSINESS

– By Zainab S. Kazi

Everything around us is getting automated. And everything around us seems to be getting intuitive day-by-day. The automated keyboard knows the words we wish to type, the portal we are shopping at shows us exactly what we need of course, food apps send us messages offering discounts just when we are hungry! With so much happening in the realm of tech, the evolution of ChatBots isn't really a surprising event then. Retail ChatBots let the brands and retailers literally be where their customers are 24x7 – on a messaging app! Here is a look at ChatBots and their relevance to Indian retail.

W

here online retailers, especially those that cater to niche segments, are seeing ChatBots as an essential part of their operations, major traditional retailers are yet to make use of this technology. Some of them do not use artificial intelligence but have a customer care executive address consumer queries, which in a way adds more of a human touch to the process of selling.

Internationally the names that are creating a ripple in their use of ChatBots in an exceptionally fantastic way are H&M, Tacos, Tommy Hilfiger (specially to guide their customers of the return and exchange of goods), Sephora and Burberry.

What can i help you with?



What are ChatBots?

A ChatBot is a computer programme that can initiate, hold and conclude a conversation with the customer on his chosen device (smartphone, tablet or laptop). They are designed to stimulate a conversation with the buyer and address his queries and concerns. A lot of 'app only' and online platforms use ChatBots to boost their customer service as well as business. No sooner does the customer log on to an e-commerce site, a window pops up with a message – "Hi, I am available to answer all queries".

Many brands in India are doing their version of a ChatBot – an option to chat with a live customer representative during working hours. Having said that, there are Indian retail players who are warming up to the idea

of Artificial Intelligence (AI) and ChatBots, especially the online kind.

Atul Sinha, Senior Vice-President, Offline Marketing, CaratLane, "Being a technology-oriented company, we like to adopt new ways of customer interaction with the brand using technology. So far, we have started building a ChatBot prototype internally. However, we have not gone live with the implementation yet. Chatting with a human agent on the other side of the brand is already an accepted behavior. ChatBots do not change this behavior. It is just that the system responds behind the scenes, instead of humans. I believe this will be the future of chatting with the brand anytime, anyplace."

Elaborating on the use of ChatBots at CaratLane for

internal purpose, he adds, "At CaratLane, we use the 'Amber' ChatBot tool for Employee Engagement. Amber helps us monitor the mood of the employees in the organization at various stages of their tenure for e.g. at three months, then nine months, one year, then two years and so on. This AI tool reads employee responses, helps understand employees at risk and then suggests corrective actions. The tool also helps record suggestions and ideas to remain connected with the employees."

them with every possible detail they need. On the other hand, a shop floor assistant may or may not be comfortable articulating all the possible technical specifications of the product. ChatBots use crisp information and the information is provided at once. Also, the inbuilt system of asking consumers what they need and the 'ready-to-help' programme of ChatBots makes customers feel connected with the brand instantly.



ChatBots & Retail

Having someone address a customer query online is akin to having the customer talking to a shop floor assistant. ChatBots in retail can benefit the brand bridge the gap between first a customer's choice and then the decision to buy the item. In fact, it is interesting to note that even while when a customer is at the store, especially to buy home appliances and electronics, they are more comfortable having a look at the product feature on their phone and possibly read a review or two before closing on their buying decision. Here is where ChatBots can come handy.

A brand which uses a ChatBot can easily tap shoppers and provide

What can ChatBots Achieve?

- Make the shopper feel welcomed
- Initiate a conversation and have the shopper share his queries / concerns
- Guide him through the brand
- Provide personal assistance
- Provide recommendations
- Give updates
- Process order

Expert Speak

Ranjit Satyanath, Chief Information Officer – Infiniti Retail states, "This is an interesting space and BoTs can take significant load off humans when it comes to answering mundane queries like store location, product price, return policy etc."

He, however, is quick to add that the jury is still not out on whether people are actually using BoT technology to respond to sophisticated queries like product comparisons. Elaborating on this, he says, "Both are part of the customer journey and important from the buyer's point of view. Investments in these technologies will largely depend upon technology maturity, ease of deployment and the risk appetite of the retailer."

are trying and buying using them. He adds, "I am sure slowly it will spread to other age groups too."

For a consumer brand that otherwise cannot interact with its patrons directly, a ChatBot on their website is a perfect way to make them believe that the brand cares for them and is serious about addressing their questions / queries.

Aarti Iyer, Marketing Head - UNIBIC shares, "I believe in technology as it opens

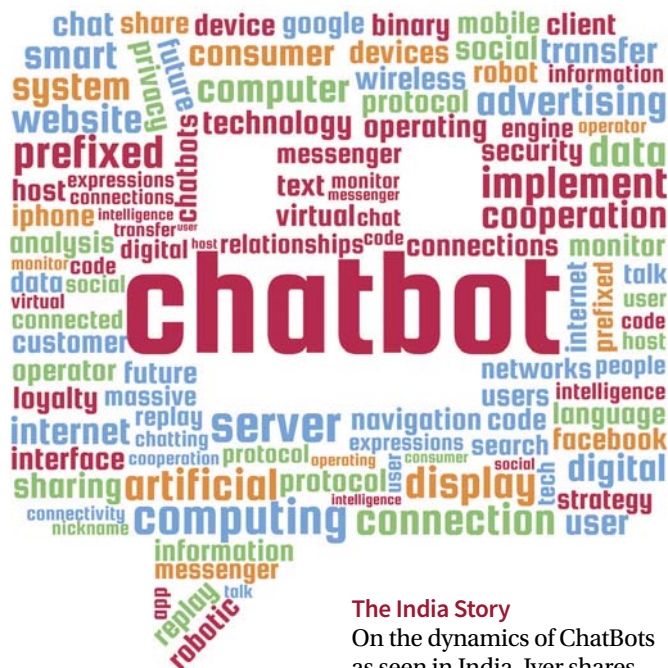


To hear it from a company that has implemented ChatBots, Pooran Jaiswal, Chief Technology Officer, Globus Stores Pvt. Ltd. says, "Globus is already doing a POC with ChatsBots in selected cities with a selected group of consumers to understand whether they really meet customer expectations. So far, the results have been 50-50 in terms of understanding the Indian customer's moods. I'm sure we will be able to fine-tune our ChatBot and launch it in a full-fledged manner for all our customers."

According to him, ChatBots are still at a novice stage, where-in only new-age customers - the young generation (age below 25) -

For a consumer brand that otherwise cannot interact with its patrons directly, a ChatBot on their website is a perfect way to make them believe that the brand cares for them and is serious about addressing their questions / queries.

up various opportunities to invent and provide different kinds of products and services. Having said that, I think ChatBots are still in its nascent stages. They have their limitations when it comes to understanding various queries posed by



The India Story

On the dynamics of ChatBots as seen in India, Iyer shares an interesting perspective that is typical to Indian shopping habits, "ChatBots can help people take decisions in the future especially for higher value products. I am not sure if any of the companies in India are really using ChatBots to its full advantage. As we all know Indians tend to have a lot of questions and seek value (bargain) at any given opportunity. Currently, ChatBots are not that intuitive to address those. It can be helping people in the hospitality industry where the interactions can be limited and consumers can be well directed."

Piyush Chowhan, Chief Information Officer at Arvind Lifestyle Brands Limited feels that the conversational commerce is still at nascent stage and is growing very rapidly. Keeping in mind how companies are gradually connecting with their patrons online, this does hold true.

Chowhan sees a huge opportunity for ChatBots in India. He says, "There is huge potential for use of BoTs. It's very difficult to have large customer service agents and replacement of BoTs will help in delivering far better service.

humans and can at best provide basic information like FAQs. Only very advanced AI can understand and comprehend normal conversational phrases as of right now. And this to my knowledge is still under development."

Commenting on whether her company would be making use of ChatBots, she says, "So coming to using ChatBots for selling cookies, I don't think it is an absolute must for us to invest in this technology. Cookies are mostly an impulse purchase or it is part of a monthly basket. Our consumers won't be spending much time online to buy products (unless if it is a festive collection or family packs) and most definitely not be interacting with ChatBots for the same. Once the AI improves and if we were to launch products that require educating the people, we might consider it. But it is still not an intelligent investment for cookies. At best, you can link up with other apps like shopping, travel, etc. to guide people towards our products and variants."

FOOD CINEMA
SHOPPING **ENTERTAINMENT**
LUXURY BRANDS OFFICE SPACES
LEASING BRANDS franchise
management
PRINCIPAL INVESTMENT
fund management **REALTY**
SERVICES



UNLOCK YOUR
REAL ESTATE



There are lot of use cases for implementation of BoTs in retail be it product search to customer service. It can span across the customer life cycle and really create a lot of difference in all the customer touch points for a retailer.”

Jaiswal feels that having ChatBots increases your availability to customers and it can just be another medium for them to make their purchase. He says, “Even if customers do not buy the product, their feedback is very valuable, which we may not get it from website or in stores.”

Combating ChatBot Challenges

Ranjit Satyanath is of the opinion that the Indian customer, while preferring to interact with another human being, is gradually open to interacting with technology such as IVR. BoTs are the natural next step.

Citing the challenges that ChatBots face, he says, “There is no established precedent to draw upon. Currently most retailers are in pilot mode to see what clicks with the customer. Retailers need to understand that this is not a ‘Deploy and Forget’ kind

There are lot of use cases for implementation of BoTs in retail be it product search to customer service. It can span across the customer life cycle. Even if customers do not buy the product, their feedback is very valuable, which retailer can't get from website or in stores.

Chowli (for Kidney Beans) or Kakdi (Cucumber). Making BoTs relevant in even the top 10 languages is a major challenge,” he adds.

Reiterating on the language challenge, Sinha says, “First, the Natural Language Processing technology of ChatBots is not fully evolved to understand human slang, shortcuts, and notations etc. Secondly, a ChatBot’s ability to understand human emotions is a huge challenge. For example, jewellery buying is an emotional experience and at certain times, understanding the mood of the consumer is important, so humans can still play a better role here. Third there is the problem of language support. Not all the regional languages or dialects are supported for chatting.”

On whether ChatBots will see a ready acceptance in India, Jaiswal says he has his reservations. “Looking at the Indian market, I do not think it will change the way people shop completely but it will remain as an option along with online shopping after offline shopping. Offline shopping will still drive more




On how they are inciting their patrons to make use of ChatBots, Jaiswal reveals, “We are educating our customers on using ChatBots to get to know more about the product they wish to buy. We tell them that a ChatBot is like a personal stylist, who can help them look good if they share more information with it. And because it is based on Artificial Intelligence, a robot, it’s not partial to certain customers.”

Globus is also planning to begin a campaign for promoting ChatBots as personal stylists soon.

of application. To realize value, ‘training’ the BoT is essential. So, resources need to be allocated to constantly check on how customers are interacting with the BoTs and if the answers being given are relevant.”

“There are too many options out there. Evaluating and arriving at the right solution is time consuming. And one of the most important challenges that we need to overcome is to do with language. India has so many languages. Even English has a local context in several cases e.g. people may make references such as





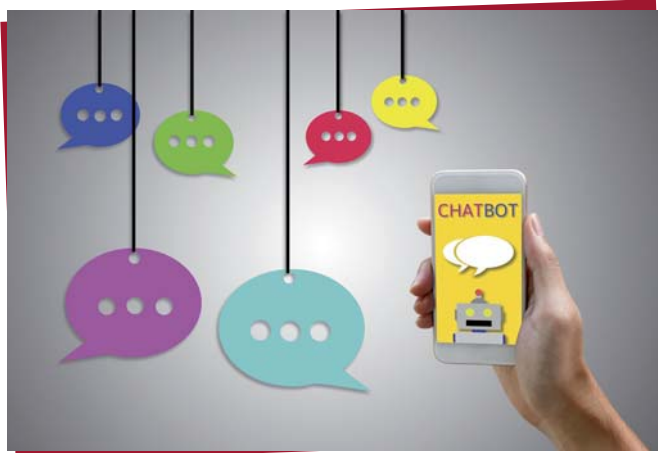
**FOR SOME
IT'S A BARRIER.
FOR OTHERS IT'S THE GATEWAY
TO A SUCCESSFUL FUTURE.**

SKIDATA **car access**

With over 10,000 installations around the world, SKIDATA is one of the leading global providers of innovative parking solutions. SKIDATA specializes in tailoring the latest technologies to operators' & users' needs, thus delivering highly profitable, complete solutions for all.

SKIDATA (India) Pvt. Ltd.
23-B, Industry House • Mahal Industrial Estate
Mahakali Caves Road • Andheri (East)
Mumbai 400 093 • INDIA • phone +91 22-4218-1000
indiasales@skidata.com • www.skidata.com

SKIDATA®  **WEB** 
KUDELSKI GROUP



sales than any other medium of sales. And this is true for international market too, that is the reason international players like H&M and Zara are opening stores in India. Otherwise they would not have open stores and invested more on ChatBots.”

According to Chowhan, the accuracy of the BoTs and the failure points pose as a challenge in ensuring their smooth operation in India. Talking about the challenges, he says, “The ability to integrate with the digital platforms of these BoTs and the ability of the BoTs to integrate with Machine Learning platforms are some challenges that still need to be faced.”

The absolute don'ts to be taken care of while implementing the ChatBot system according to Iyer are, “Make sure you don't tell consumers that your ChatBot can answer 'all types of queries' unless and until you are absolutely sure for this might irritate picky consumers and drive them away from your brand.”

Chowchan advises companies to start small and include ChatBots in few areas, and learn from the mistakes. “Observe the failure points and try to make the BoTs more intelligent. The algorithms will evolve and

retailers need to keep the pace of its evolution,” he says.

According to Jaiswal, less tech savvy customers pose a challenge to the acceptance of ChatBots in India. Specific to apparel brands, Jaiswal highlights an important point that automated responses faces - that of catering to queries related to size charts.

He explains, “Size chart varies from customer-to-customer even though they are in the same age group as the body structure differs from state to state in India.”

“In India, we do not celebrate all festivals across the country at the same time, so due to cultural differences choices also differs. Also, many consumers do not share proper information due to privacy concerns, leading to wrong product recommendation,” he adds.

According to Satyanath, the experience of a ChatBot can be enriched by keeping the BoT simple for the customer and it has to be designed in such a way that it effectively solves problems and is not there just for the sake of technology.

He further suggests, “Chat responses should be short sentences instead of long winding ones. Don't use jargon and there should be an occasional use of humour - like in Siri (iPhone).”



How to use ChatBots in retail business

by **Ranjit Satyanath**,
CIO, Infiniti Retail

- Ensure that you have a compelling use case for ChatBots. Don't do it because a vendor is offering a free PoC. Free PoCs rarely make it to production
- Spend enough time training and tweaking your BoT performance. Remember the GIGO principle
- Take a phase wise approach. The initial phases can give a lot of learning that can be incorporated in future deployments

The Name Game

It is amusing but a lot of brands and retailers in India prefer using English names and female names for their messenger executives (whether a human or AI). But when we look at the cultural diversities in India, it is only fair that retailer do this so as to cut the risk of any differences that may arise just based on a name.

However, as Chowhan rightly points out, “A name should not matter, but having a name may create sense of belongingness to the same.”

Sinha begs to differ. He says, “Functional capability is more important than the name. For uninitiated users, the name might give a perception that there is a real user on the other end of the conversation. So, it helps sometimes.”

Satyanath concurs

How to use ChatBots in retail business

By **Atul Sinha**,
Senior V-P, Offline Marketing,
CaratLane

- For the mundane information questions, have your ChatBots handle the load, saving the human time for more value-added solutions.
- If your support team works less than 24 hours a day, you can enable ChatBot for the non-human working hours so that there's some support available for consumers anytime.

DON'Ts

- It's not advisable to be fully relying on ChatBot for conversations.
- Certain categories of business where there is a heavy reliance on human conversation, don't try to force fit a ChatBot as it may backfire.

saying, “The name does matter. There's a plethora of ChatBoT services out there and one wants to stand out from the clutter. Giving your BoT a unique name - preferably one that has synergy with the brand - would ensure easy recall. Also, a unique name helps it to be found easily in an online search.”

To conclude, ChatBots are here to stay and as Sinha suggests: “If we have a mix of ChatBot and human support, then it shall make the consumer experience interesting.” 



Amanora
MALL

MAKE YOUR BRAND THE APPLE OF PUNE'S EYE,

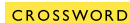
AT PUNE'S FAVOURITE SHOPPING DESTINATION.



1 MILLION SQUARE FEET
OF SHOPPING SPACE

500 NATIONAL AND
INTERNATIONAL BRANDS

160 STORES



For leasing enquiries, contact Hemant Tripathi, 9850241379 | hemantt@amanoradc.com

Amanora-Magarpatta Road. Just 3 kms from Koregaon Park | 020 - 67267888
www.amanoramall.com | Like us on /amanoramall @AmanoraMallPune



BLUESTONE EYES ₹ 1000 CRORE REVENUE FROM E-COMMERCE IN THE NEXT 2 YEARS

How do you see the present jewellery market in India in terms of size and growth potential? How do you gauge this market in next five years?

The online jewellery sector in India has grown rapidly in the recent years and is projected to become a \$2 billion market by 2022. The market, which has been dominated by the unorganized sector, has undergone a transformation in recent times. Revenues of organised jewellery retailers are expected to grow at 5-6 percent, almost double the overall industry growth of three percent.

Relaxation of gold import policies have given a fillip to the market and we believe that GST will help create a stronger and more vibrant organized market. Customer demands have also been changing and gone are the days of buying heavy jewellery that is used for one occasion and stored in a locker. People are looking for more wearable jewellery in a variety of new designs which they can flaunt more often. Organized players are well positioned to tap into the changing customer needs.

Give us insights into the brand's approach towards Omnichannel retailing?

We believe that a holistic approach can benefit a single category brand like ours, where customers like to touch, feel and try the product before making a purchase. We are currently enabling this customer need through our popular 'Try At Home' service where a BlueStone executive is available to visit a customer at a place and time of their convenience.

We will initially look to create our first experience store in Bangalore, our largest market, before expanding to other locations.

*The online jewellery segment has evolved rapidly in the past few years and the sector is poised to reach close to 2 percent of the overall jewellery market in India in five years. **Gaurav Kushwaha, Founder and CEO, BlueStone.com**, talks about how they are breaking the barriers by getting first-time online consumers to buy from BlueStone. He also reveals that how customers are developing a fondness for casual jewellery and the importance of marketing, the reason they got current Bollywood heartthrob Alia Bhatt on-board to endorse their brand.*

– By **Shubhra Saini**



Are there any unique initiatives you have taken online (regarding social media, e-commerce, etc.)? How are you leveraging the online space to boost your revenues and customer connect?

BlueStone has a very active presence across all prominent social platforms like Facebook, Instagram and Twitter which not only engages with customers and followers but also acts as a two-way channel to receive feedback.

A host of our latest collections are first showcased across these platforms to offer exclusivity as well which has helped drive deeper connect with our base.

What percentage of your revenues come from e-commerce currently, and what revenue targets do you have from e-commerce over the next few years?

Given that we are an online brand, all our revenues currently come through the e-commerce route. We are targeting revenues of ₹1000 crores in the next two or three years.

Which are the present trends of the industry? Can you separately segregate the market of gold, silver and platinum retailing? Which metal seems to be ruling the market?

Customers are shopping for more casual jewellery that can be worn often and on different occasions. While wedding jewellery ticket sizes are still the largest, we are

seeing a lot more shoppers choosing multiple, smaller pieces.

India is predominantly a gold jewellery market but the younger generation is experimenting with new designs and metals. Platinum jewellery has made strong in-roads, growing at a rate of about 23-25 percent over the past couple years.

What are the latest trends you are noticing in today's consumers in general? What kind of products are in vogue?

Design and wearability are the key factors that people are looking for today and as a result there is a strong demand for lightweight fine jewellery. With access to global trends, today's shopper is looking for design inspirations from overseas. We are witnessing a growing demand for stacked finger rings, multi-finger rings, multi-use/ reversible pendants, detachable earrings among other fashionable jewellery. Diamond and coloured precious stones are in vogue and we see that continuing to grow in the coming years in India.

Precious jewellery buying is based on building loyal customers. How have you put your strategies to attract the buyers?

BlueStone.com has been in the market for 5 years and has been growing each year. All our 5000+ pieces of jewellery comes with quality assurance and certificate of authenticity. Along with this, we offer a 30-day money back guarantee

and lifetime exchanges. Coupled with our 'Try At Home' service, customers can make an informed choice without any regrets.

How has this fiscal year shaped up so far and what kind of growth rate do you expect over the next couple of years?

2016-17 has been a good year overall for BlueStone.com. Our annualised run rate is currently around the ₹300 crore mark and we are on target to achieve 2020 target.

What will be the marketing strategy for Bluestone in future?

BlueStone.com is a relatively young brand and the fine jewellery marketplace is an extremely competitive one, with local family jewellers vying with larger organised brands for a consumers' business. Our marketing focus is two-fold – a) raising brand awareness and b) building trust, given that fine jewellery purchases are often driven by this key parameter.

To help scale brand awareness, we have recently signed on Bollywood star Alia Bhatt and have laid out an extensive marketing plan to leverage her presence across TV, outdoor and print platforms.

What are the challenges for Bluestone presently?

Jewellery continues to be a very emotional purchase for many households. We are currently breaking this barrier and aiming to bring more first-time shoppers online.

How do you see the online retail jewellery business to grow in the next five years?

We believe that online jewellery market will grow from current levels 0.2-0.3 percent to about 2 percent of the overall jewellery market in India in the next 5 years.

What kind of services you are providing to customers to make up for the touch and feel experience?

Our 'Try at Home' service has been designed to help give customers an opportunity to choose from a variety of designs and try them on in the comfort and privacy of their own home. The service is extremely popular with our customers and about 25 percent of our business comes from this service.

Have you raised any funds recently, who all have invested in Bluestone?

We have raised a total of \$60 million from multiple investors with the last round of \$30 million led by IIFL, Iron Pillar and Accel along with Kalaari Capital, RB Investments and IvyCap Ventures.

How you manage to give next day delivery and you also provide free worldwide shipping and transit, how you manage it?

Close to 70 percent of all our deliveries are managed by our in-house logistics team which helps in driving maximum efficiencies. This also enables us to offer next day deliveries in select cities. 

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

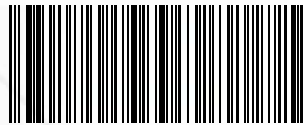
STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING
.comTHE **A TO Z** OF ALL THE
CONNECTIONS, IDEAS
AND INTELLIGENCE **YOU**
NEED IN RETAIL**[THE AUDIENCE]**

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

[ONLINE VIEWERS]

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

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

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

North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

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

South India

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

East India

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

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in



VR CHENNAI



VR SURAT



VR BENGALURU



VR PUNJAB

Virtuous Retail develops and manages community oriented retail and lifestyle centers across India. Over the last 9 years, VR has redefined the spatial retail experience for consumers by delivering innovative centers that seamlessly integrate shopping, hospitality, food, leisure and entertainment including current flagships **VR Surat**, **VR Bengaluru**, **VR Chennai** and **VR Punjab** (recently acquired North Country Mall).

Inspired by the soaring Gopurams of the temples of Chennai and the technicolor of Madras Check, VR Chennai is strategically positioned in Anna Nagar which is part of the prime growth corridor of the city. This striking contemporary addition to Chennai's rich heritage will redefine the city's landscape.

- Offering 1 million sq.ft. of high quality retail opportunities, a vibrant mix of international, national and local retail and F&B opportunities
- LEED Gold certified
- VR Chennai will give you access to a Primary Catchment of 500,000 SEC A and B shoppers, accounting for 25% of the city's population
- Key Anchors and Brands include: PVR Cinemas, Sephora, GAP, Aeropostle, Lifestyle, Home Center, Max, Forever 21, McDonald's, Simon Carter, Allen Solly, Reliance Digital, Reliance Trends, Häagen-Dazs, People, Peter England and Van Heusen

**Meet us at our Lounge R3 or call Natasha on +91 99-00-984880 to arrange a meeting.
19th and 20th September, IRF.**

To learn more visit www.virtuousretail.com
Bengaluru | Chennai | Mumbai | Surat | Punjab



—By IMAGES Retail Bureau

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?



We decided to pose a few questions, four to be precise. Most of the young CEOs provided detailed answers which offered us unique insights of the retail industry such as changing technologies and consumers, government initiatives and regulatory policies, and innovative or disruptive technologies which were the imminent need of the hour. A few others, however, chose to be men of few words, yet captured their thoughts crisply and powerfully. Either way, the answers were insightful.

WHAT ARE THE THREE BIG DIFFERENCES THAT YOU SEE IN THE INDIAN RETAIL SCENARIO FROM A DECADE AGO?

While there were some commonalities in their answers, each CEO had a different point of view. What is interesting is that instead of three, we collated five differences - i) global competition, ii) the evolution of omni-channel/e-commerce, iii) technology, iv) changing consumer expectations, and v) government initiatives.

Global competition:

According to Tanvi Malik & Shivani Poddar, Co-CEOs, FabAlley, "India has become an increasingly attractive destination for American and European brands in the last few years. We have seen the emergence of global behemoths such as H&M, Gap, Zara, Forever 21 and Muji with Uniqlo and IKEA waiting in the wings. The urban Indian consumer is spoiled for options now, as compared to a decade ago when only 2-3 global brands were available." Rahul Bhalla CEO, Ikon Retail Pvt Ltd feels that heavy online discounts are further giving foreign brands an impetus.

The evolution of omni-channel/e-commerce:

A decade ago, shopping was as simple as going to your nearest retail outlet and ticking things off your list from a limited choice of brands. Today, you don't even need to step out thanks to the convenience that omnichannel and e-commerce offers. Nina Lekhi, MD & Chief Design Curator, Baggit says, "The emergence of e-commerce and everything going live at a single click is what keeps the industry fast paced. Making it convenient for the customers by offering and delivering products with

ease at their doorstep and with an easy return policy, is a new way to view Indian retail."

While consumers have embraced the concept, some brick-and-mortar retailers are facing tough times. Arush Chopra, CEO, Just Herbs has a positive outlook. He says, "Retail is suffering at the hands of online, however,

Rahul Vira, CEO, Skechers South Asia Pvt Ltd attributes the development of online retail platforms to the country's changing economic scenario. He explains, "With the growth of the country, consumers have more disposable income to spend on fashion and lifestyle commodities. The



it is far from being dead. While we are increasingly shopping online, lots of us still prefer a brick-and-mortar experience. This has spawned 'omnichannel' retail which itself is an evolving concept. Lots of brands are experimenting with this concept and I foresee interesting times ahead as this pans out."

evolution in technology at multiple levels has brought about a wave of change in the functioning of the industry. The omnichannel approach provides a seamless shopping experience for consumers. Additionally, the e-commerce market has gained momentum and has developed an alternate shopping environment."

Technology:

Remember the days when it took months to get a landline? Today, competitively priced smartphones and data packs have brought consumers closer to technology. Gaurav Dewan, Chief Operating Officer, Travel Food Service Pvt Ltd says, "Technology has played a vital role in getting shopping right on the mobile and therefore generated various innovative business models."

Competing in a world without boundaries, the consumer also wants technology to be embedded in their experiences. Tanvi Malik & Shivani Poddar, Co-CEOs, FabAlley add, "Big Data Mining Consumers' shopping experience is getting more personalized with the emergence of big data analytics adopted by the retailers. Both digital and traditional retailers are able to track their customers' digital footprints with every new transaction or interaction at every linked retail touch-point - web, mobile, app, social media, and even in-store. This is allowing retailers to analyse and derive insights to provide better customer experience, run need-based marketing campaigns and improve product assortment efficiency."

Changing consumer expectations:

The rise in omnichannel and e-commerce can be mainly attributed to changing consumer behaviour and attitudes. They have more disposable incomes which has increased their spending power. "This is one of the biggest differences that the industry has witnessed over



a period of time and has created a domino effect in the industry”, says Vikrant Batra, Director, Café Delhi Heights. He continues, “Today, consumers are more aware of the trends around the globe and are more accepting

towards innovations offered to them.” Gaurav Dewan, Chief Operating Officer, Travel Services Pvt Ltd feels that “Consumer awareness and education has also grown the CRM or Customer Experience Enhancement dramatically.”

There is a bigger middle class customer base and demographic focus shift from tier 1/2 to tier 3/4 cities. The aspirations of consumers for expensive and mid-premium brands is rising strongly. There is also a growing preference for global brands. In such demanding situations, how do brick-and-mortar cope?

Focus on VM and merchandising:

According to Lalit Agarwal, CMD, V-Mart Retail Ltd, “ I feel a decade ago the variance between Indian retail & Middle East retail was much much bigger than what it’s now...India is growing.. Absolute count of billionaires & millionaires are increasing & along with it the size of SEC A, B & C is increasing. This pattern is getting its due credit in my opinion.”

Adding further, Agarwal, says, “Increased range & width of merchandising almost at an international median level besides a sharp increase in specialty retail stores which once again reflects the maturing taste of the Indian

upper & lower-upper strata consumer..In the Value retail space, I feel I can take more risks now & deploy more capital than a decade ago when I introduced the concept of value retail in India...Overall I am more & more bullish on India & I really admire the way my country is coming up in the international arena.”

Government initiatives:

According to Tanvi Malik & Shivani Poddar, Co-CEOs, FabAlley, “Foreign Direct Investment - with FDI restrictions loosened up on single and multi-brand retail, India has become an increasingly attractive destination for American and European brands in the last few years.” Shanky Kumar, Director, Ellemora adds, “It is necessary to appreciate the initiatives taken by the government. Since the government has allowed 100% FDI in online retail of goods and services through automatic route this has helped gaining clarity on the existing business of e commerce companies in India.”

WHAT ARE THE 3-5 BIG CHALLENGES THAT INDIAN RETAIL FACES TODAY?

With opportunities come challenges. Almost every retail head voiced the same concerns.

Wafer-thin margins compounded by unsustainable discounting by e-comm players:

The onslaught of the online channels have impacted everyone in some way or the other. Online platforms have also blurred the lines between promotions, schemes and naked discounts. Lavanya Nalli, Vice Chairperson, Nalli Group of Companies

adds, “Capital dumping and unsustainable discounting by ecommerce players affects business.” The sentiment is echoed by Nathasha AR

Kumar, Founder & CEO, VAJOR, who offers a solution, “Discounting is a real challenge, retailers really have to change the discount driven

shopping culture. Deep understanding of consumer and creating niche products can help tackle this issue.”

International brands with deep pockets:

According to Jacqueline Kapur, President/Co-Founder, Ayesha Fashion, “The Indian fashion retail market is divided into two sectors, ethnic wear and western wear. I believe Indian High Street Fashion brands face their biggest challenge from international brands. An Indian home-grown brand does not have the financial



Ahluwalia's
The Great Mall of Kota
A great place to be



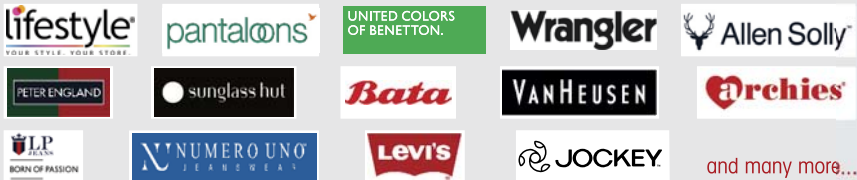
FITOUTS
 UNDER
 PROGRESS
 FOR ANCHORS
 AND VANILLAS

- 4 Screen Operational Multiplex
- A 90 Key Hotel
- Banquet Halls
- Office Spaces
- Total Built Up Area: 4.25 Lakh Sq. Ft
- Parking Capacity: 447 Four Wheelers, 537 Two Wheelers
- Entertainment Zone for Kids
- Speciality Food Court and Fine Dining Restaurants
- Easy Browsing and Multilevel Shopping Options
- Centrally Air Conditioned Mall with 100% Power Back Up

NOW OPEN: **INOX** LIVE THE MOVIE | **max** LOOK GOOD. FEEL GOOD. | **KHUYGAMA** Game Places



Brands under Fitouts:



Developer



Project Consultant



Maintained & Operated By



Leasing Partner



Facility Management



sudeep@designsmith.in

*Actual site photographs



AHLUWALIA
CONTRACTS
(INDIA) LTD.

Regd. / Corporate Office:

Plot No. A-177, Okhla Industrial Area, Phase-I,
 New Delhi-110020
 Phone No: +91 (011) 49410500, 517, 599
 Fax: +91 (011) 49410553
 E-mail: arunsahai@aclinet.com

Site Office:

DCM Road, Kota, Rajasthan (INDIA)
 Phone No: +91(0744)2366000
 E-mail: vikask.yadav@ahluwaliasmall.com

www.ahluwaliassthegreatmallofkota.com
 @Ahluwalia's The Great Mall Of Kota | @ahluwaliasmall | ahluwalias_mall

power to pay the rents, the salaries and the marketing costs as a big International brand can afford. The only way the Indian brand can survive is to be more 'glocal', more oriented towards the specific Indian customer."

Lack of qualified skilled talent:

The new workforce comprises mostly of millennials and the younger generation. They come with a different mindset and work ethos. This is where the retail industry faces a challenge; there is a difficulty retaining talent at junior levels and lack of qualified talent at mid-levels. There is a shortage of skilled staff especially in the premium and luxury retail space. Vikrant Batra, Director, Café Delhi Heights adds, "Although the Indian retail is evolving with time, yet we still face some major setbacks, marring the growth of the industry. High rentals and

high wages are the two most initial and common problems faced by entrepreneurs. With very little support from the government, the laws around opening a restaurant are also a challenge. There are so many licenses and protocols that one must go through. It is extremely time-consuming which makes it difficult especially to setup a business."



Availability of quality retail space:

With the growing retail industry, the availability of real estate is becoming a concern. Kamal Khushlani, Founding Director, Credo Brands Marketing Pvt Ltd believes that, "Rentals are higher than the economic value of that selling space." Nathasha AR Kumar, Founder & CEO, VAJOR says, "Lack of quality space along with high rentals impacts the breakeven for brands."

WHAT ACCORDING TO YOU ARE THE GAME CHANGERS IN THE INDUSTRY TODAY AND HOW WILL IT CRAFT THE RETAIL LANDSCAPE IN 2025?

The Indian retail industry has a flourishing future. The organized segment is expected to double in size by 2020. With a promising GDP growth for the country, the per capita disposable income will also increase, giving retail industry a great push. Government initiatives to attract investment and increase consumptions shall also play a vital role in the retail growth.

The future is going to be customer focussed with an inventive technological edge and this is what will drive growth for retailers. Rahul Bhalla, CEO, Ikon Retail Pvt Ltd, says, "The future will put customers and their needs at its core. The companies

that can get that strategy right will still be standing in 10-12 years' time."

Shanky Kumar, Director, Ellemora adds, "The Indian retail landscape would be the

world's fastest growing market due to the result of the robust investments coming up in the sector. Various reports have suggested a high growth in the Indian ecommerce

market. It's estimated that the market would reach up to 12 billion dollars by 2020. India's ecommerce market is supposed to reach 220 billion dollars in terms of gross merchandise value with a customer base of 530 million by 2025. This has become a very lucrative period of various investors to invest in the retail segment which would give them high gains in the near future."

Innovation & Agility:

According to Satyen P Momaya, CEO, Celio Future Fashion Pvt Ltd, "With high growth comes volatility and the organisation's ability to respond to change." Vikrant





ZINGERIA™
bring iron
MOST EXCITING
FAMILY ENTERTAINMENT CENTER



Zingu's Cafe



Carnival Zone



Kalamboli

Zingeria Offerings

Cricket Simulator

Soft Play

Arcade Games

Trampoline Park

Party Hall

To turn your property into an Entertainment destination.

Contact Nitin Mhatre at +91-98673 61975

Kalyan: Metro Junction Mall, 2nd Floor | Kalamboli: 1st Floor, McDonald

1002, Tower-3, 10th Floor, Indiabulls Finance Centre, Elphinstone Road, Mumbai-400013

Phone: +(91)-22-49140140 | www.zingeria.com | www.facebook.com/Zingeria

An Initiative by West Pioneer India Pvt. Ltd.



Batra, Director, Café Delhi Heights believes “Big ideas make big business. Start-ups are the biggest game changers in the industry today. Initially people used to associate people aged between 20 to 30 years to a start-up model, but now we even have people aged 40 and above who are successfully running their start-ups. The foreign funding too has a lot to do with encouraging start-ups and this has also been a game changer.”

Disruptive Tech:

Emerging technologies like Artificial Intelligence have the power to increase efficiencies within the organisation as well as better customer experiences. Consumers are already being exposed to disruptive tech in other categories and will soon expect it in their retail experiences. Retailers, therefore, need to start making investments that will give them an edge over their competitors.

Gaurav Dewan, Chief Operating Officer, Travel Foods Services Pvt Ltd says, “Technology is definitely a game changer. It can change

the way customers consume or access your product and services. It can wipe out your business model and at the same time help you create new business models. The times we are living in are seemingly the most exciting of times.”

Increased buying power of the middle class:

The growing disposable incomes of the middle class are elevating their expectations. They are becoming discerning in their choices. Satyen P Momaya, CEO, Celio Future Fashion Pvt Ltd believes that, “By 2025, the young generation will lead the consumption story.” Keeping in mind the influx of foreign brands that are entering the country and a growing preference for them, Jacqueline Kapur, President/ Co-Founder, Ayesha Fashion hopes that, “We will not have lost all local flavours and have some brands to stand up against the multinational giants. The malls in India already have a very similar brand mix to any mall in Europe, Hong Kong or the US. The same brands, the same products are omnipresent. I sincerely hope, that there will



be Indian brands -and not only ethnic wear brands, which will make the Indian retail market more colourful and interesting.”

Omnichannel:

Brands that are able to marry the online and offline experience seamlessly are definitely noteworthy. “This is a tough thing to do and a lot of companies especially in the furniture and home-furnishings space are doing this. I think the future will be omnichannel. Brick-and-mortar stores will be basically outposts to drive trial and the transactions will move increasingly to the online space. This is already happening and I am expecting this trend to

strengthen further,” says Arush Chopra, CEO, Just Herbs. “Retailers will be much more customer-oriented, and we will see 360° integrated platform across online, offline, mobile and social touchpoints”, adds Lavanya Nalli, Vice Chairperson, Nalli Group of Companies. Ajay Ghooli, Managing Director, Kaunis Marketing Services Private Limited says, “The mix between online and brick-and-mortar will change, consumers will keep using offline platform for experience, while online will be for replenishment.”

As Shitanshu Jhunjunwalla, Director, Turtle Limited, succinctly summarises it in one word, retail in 2025 will be “Dynamic!”

IN ORDER TO SUCCEED IN RETAIL, WHAT ARE THE QUALITIES THAT EVERY RETAIL CEO MUST POSSESS? WILL THESE CHANGE BY 2025?

Every CEO has his own rulebook. True, this could change in light of such a dynamic scenario, but there are certain tenets which are unshakeable no matter the situation. Ashish Thadani, CEO, Ciclo Cafe summarises it aptly, “Not just in retail, but qualities that any CEO should possess are a mix of a few C’s i.e. Caring, Compassionate, Credible and Competent. If either of these qualities are missing, you can’t lead



successfully. A few qualities are evergreen. So, this scenario would never change, not even in 2025. Ultimately we are all dealing with humans and not machines.”

Vikrant Batra, Director, Café Delhi Heights has an interesting point of view. “Earlier long term used to be a period of 10 years but now it has come down to 3 years. The reason for this change is the ever-changing market and customer behaviour.



City Centre Siliguri

— THE EXTENSION —

now open



An artist's impression

With a unique ensemble of 35 premium stores, national & international brands and a state of the art Banquet at the new extension, City Centre Siliguri North Bengal's favourite family destination is now bigger & better.

The mall has the best anchor mix in Eastern India with more than 200 renowned brands spread over a retail space of around 6 lac sqft. Come and enjoy the difference.

• More than 200 renowned brands | • 6 Lakh Sq. Ft. retail space

Anchor brands:



*Opening Soon

Ambuja Neotia Most Reliable Builder by CNBC Awaz 2013



City Centre Siliguri Most Admired Shopping Centre award from Images Group in 2011 & 2015

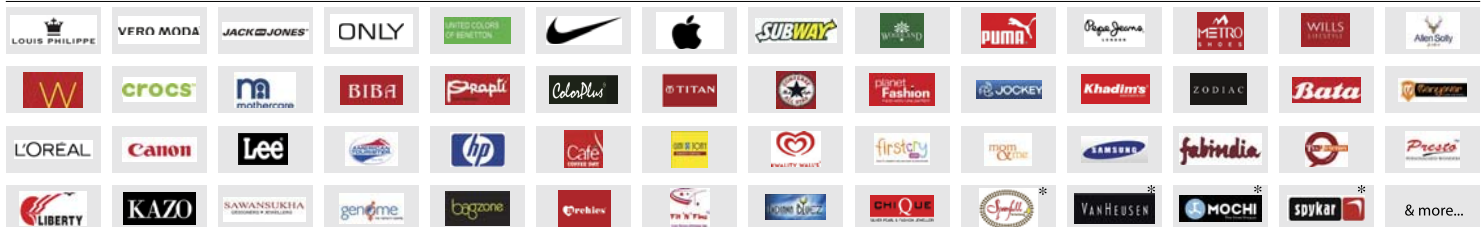


City Centre Siliguri Most Admired Shopping Centre award from Images Group in 2017



www.citycentremalls.in | [f/City Centre Malls](https://www.facebook.com/CityCentreMalls)

Other successful City Centre Malls are at Salt Lake, Kolkata | New Town, Kolkata | Haldia, West Bengal | Raipur, Chhattisgarh. Coming soon at Patna



Every day, there is innovation happening all around the globe. Hence it is not possible to determine the changes in 2025. The old “short term” has become the new “long term.”

Agility:

Gaurav Dewan, Chief Operating Office, Travel Food Services Pvt Ltd says, “Since it is a fast-paced industry, where consumer preferences change with a blink of eye, the foremost quality of a CEO should be “Agility”- constant learning, strategizing, guiding teams for execution and then monitoring and if required course correction is imperative in retail, and specially for an exciting category like Food retail.”

Nina Lekhi, MD & Chief Design Curator, Baggit also feels that, “Every retail CEO must have an International exposure to retail to make your brand raise its bar and come on the scale of international standards.”

Customer focussed:

Jacqueline Kapur, President/ Co-Founder, Ayesha Fashion says, “A CEO in the retail field needs to be able to understand the customer.”

Nathasha AR Kumar, Founder & CEO, VAJOR says,

“Everyone who is working in retail needs to understand the changing behaviour pattern of the consumer and the gen-next. The shift everyone talks about is happening currently in the retail scenario.”



Data driven:

Shanky Kumar, Director, Ellemora says, “In a highly volatile market like India, it is essential for any entrepreneur to constantly be updated regarding the market trends. We should be research-oriented, curious and constantly experiment with the product to find success.”

Lavanya Nalli, Vice-Chairperson, Nalli Group of Companies stringently follows data-driven research. While Jacqueline Kapur, President Co-founder, Ayesha Fashion says, “Moving away from neighbourhood shops to mega malls and on-line shopping has made it more difficult to interact with the customer and understand the needs of the clients. Digital information about the customer will become more and more important not only for the e-commerce business, but also for the off-line sector.”

Vikrant Batra,

Director, Café Delhi Heights adds, “Every CEO must have a good eye for understanding data. Data collected forms the backbone of an organization and helps the company grow and achieve its standard

goals. To collate, analyse and implement the data around us is crucial task that one has to master.”

Succession Planning:

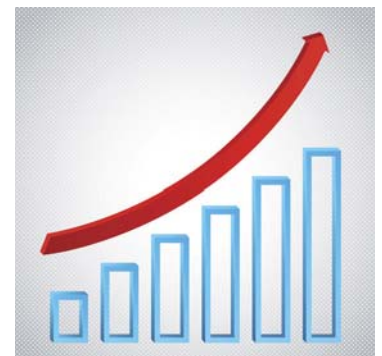
Rajiv Nair, CEO, Kaya Limited has an interesting list of tenets. “Visualise and adapt to changes faster. Be digitally rigorous. Focus on execution rigor. Find next gen leaders within the organisation. Be ready for disruption. Think young and dynamic. Satyen P Momaya, CEO, Celio Future Fashion Pvt Ltd, adds, “Learn and unlearn, the relentless focus on building winning teams, as they would be the catalyst to growth, being consumer obsessed and externally focused.”

Sahil Malik, Managing Director, Da Milano adds, “It is imperative to evaluate the dynamics of the industry, embrace the diversity of the market you’re in and possess the ability to bring together a unique and

varied team of talent who share a compelling purpose and vision. These wouldn’t change in the coming years but only advance gradually.”

Bottom Up Approach:

Rahul Vira, CEO, Skechers South Asia Pvt Ltd says, “I believe the CEO should set aspirational examples for everyone in the team. He should be a risk taker to bring about a change. His strategies should be objective driven and aggressive in



nature. Entrepreneurship should be an inherent strength; Understanding your firm and all the operations at each and every level of the company structure is very important. Starting right from the production of the product till the last leg. Trusting your team is the basic foundation of the firm.”

Gaurav Dewan, Chief Operating Officer, Travel Food Services Pvt Ltd adds, “The front-line guys are our heroes, they are the ones who are constantly on ground running the show, therefore the second most important quality that any CEO must have is empathy to drive the bottom of the pyramid in a manner that returns the favour by serving the passengers well.”



Each of these CEOs is determined to achieve their vision. On a lighter note, we decided to test their wit by asking them a few rapid-fire questions. The answers, while light-hearted, are also a reflection of their personalities.

THE SOLE OF INDIA

800+ STORES ACROSS INDIA |  /KHADIMSINDIA



Brands from the house of Khadim's



Call us at 1800 274 0501 Toll Free (domestic calls only), 8am to 8pm

Khadim's[®]



SATYEN P MOMAYA, CEO, CELIO FUTURE FASHION PVT LTD

Satyen Momaya is a seasoned professional with over 20 years of experience working across Retail, Telecom and Consumer Durables industries. He has a successful track record in building a strong, profitable business and achieving market growth objectives.

At Celio, Momaya spearheads the Retail Business right from operations and management to marketing related activities and revenue generation. He is responsible for the growth and development of the brand Celio in India, and works towards making it a premier menswear brand in the country.

Momaya previously had a successful 9-year stint at Levi Strauss India Pvt Ltd where he was the Director-Retail since March 2015 for 2 years and led the Retail Business for the brand. Prior to this, he has also worked for Vodafone, LG Electronics and BPL Ltd.

- *The one thing you'd like to do which you believe you can't do* Give Excuses.
- *What is your favourite property in Monopoly and why* Mayfair \$\$\$.
- *A lesson you learned from failure* Learn to live with it and persist what you believe in and stay the course.
- *One word that describes you best* Positive.
- *3 CEOs you admire and why* Tricky. I admire CEOs who care about people and believe that they are the most important resource and most often, find them the most successful.
- *Which animal are you most like in your leadership style?* The Sooty Shearwater.



LAVANYA NALLI, VICE CHAIRMAN AT NALLI GROUP OF COMPANIES

Lavanya Nalli is a Harvard and McKinsey Alumni. She started her career with the Nalli Group - a \$100M national retail chain - focusing on new business developments and growth opportunities, retail store operations, and private-label.

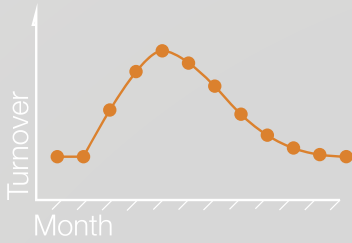
She launched a sub-brand that penetrated untapped markets, and incubated a venture that empowered artisanal communities by bringing design-led products to market. During her tenure, Nalli doubled its revenues, and expanded from 14 to 21 stores.

Lavanya graduated from Harvard Business School with an MBA in 2011, and worked at McKinsey & Company (Chicago) advising CXOs of Fortune 500 companies on issues ranging from top-line growth and profit improvement initiatives, change management programs and multi-channel strategy.

- *The one thing you'd like to do which you believe you can't do* Time-travel and work with Bill Gates in the very early days of Microsoft.
- *What is your favourite property in Monopoly and why* Boardwalk. Even if probability-wise, there's less chance of landing there than some of the other properties, the high rentals when someone does land on it makes it worthwhile and gives an edge!
- *A lesson you learned from failure* The faster you bounce back, the faster you can try again and get it right.
- *One word that describes you best* Outgoing.
- *3 CEOs you admire and why* 1) Bill Gates - for his business astuteness, and later for his philanthropy. 2) Sam Walton - for the vastness of his ambition, and singular drive. 3) Walt Disney - he was a visionary and created entire worlds and industries that had not existed before.
- *Which animal are you most like in your leadership style* Eagle - always aware of the bigger picture, but can focus in on details quickly and act decisively.

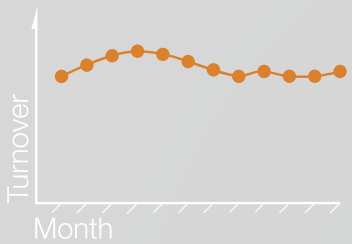


ICE CREAM, THE ITALIAN WAY!



Sales Graph For Ordinary Ice Cream

versus



Sales Graph For Mama Mia

MAMA MIA!
Our **DIVERSIFIED PRODUCT RANGE** Makes Our Business

CONSISTENT

JOIN US!



FRIES

SUNDAES

GELATO

MILKSHAKES

GELATO FIZZ

SORBETS

PATISSERIE



MINIMUM **400** SOFT SIGNATURE STORE

MINIMUM **100** SOFT KIOSK

ALL YOU NEED IS LOVE!
NO PRIOR EXPERIENCE REQUIRED

PASSION
FOR FOOD IS A MUST!

RAHUL BHALLA, CEO, IKON RETAIL PVT LTD

With close to two decades experience in the field of textiles, Rahul heads the vision & execution of the company, Latin Quarters. He stands as an unrivalled visionary for young entrepreneurs, who wish to pursue their passion. The brand's success goes credited to his international managerial acumen and ingenious creative sensibility. Before founding Latin Quarters, Rahul was partnering with India's leading export houses based out of New Delhi, which was accolade with numerous awards from global brands. Rahul, hails as an alumni of Hofstra University, New York with a bachelor's degree in the field of Management & Information System.

- *The one thing you'd like to do which you believe you can't do* **The importance of team work is the very moral fiber of who I am.**
- *What is your favourite property in Monopoly and why* **Mayfair / Park Lane. Good investments, better ROI. If you are passing by, chances are that you are bound to visit me.**
- *A lesson you learned from failure* **It (failure) was not fatal. If I try again, I can do much better.**
- *One word that describes you best* **Curious & Enthusiast.**
- *3 CEOs you admire and why* **1.) Steve Jobs for his focus on innovation. 2.) Marry Barra for her tenacity and decision making in untoward circumstances. 3.) Jeff Bezos for his obsession for customer service.**
- *Which animal are you most like in your leadership style* **A Hawk/Eagle: doesn't micro manage, encourages independence, views from a distance to gain perspective ahead of deciding what to aim for.**



NATHASHA AR KUMAR, FOUNDER AND CEO, VAJOR.COM

Starting her entrepreneurial journey at the age of 17, Nathasha came back to India in 2010 to participate in her country's growth story. With more than five years of experience in the B2B garment industry dealing with Tier II & III city consumer demands, she was able to implement her learnings from the grass root level to lay the foundation of her own ventures.

Be it forecasting, product development, content creation, team building or sales & marketing, she has dug her fingers deep to create the smoothest running mechanism in her company.

She understands the potential of a private label like Vajor in the industry. Competing with the market in not only designs, but content and technology as well. Nathasha believes that fashion is no longer a commodity and wishes to change the current scenario of marketing products. Vajor is achieving that by selling an overall experience to its consumers.

Achieving 200 per cent Y-o-Y growth, her current checklist comprises of taking Vajor to the masses, working on the omnichannel strategy and taking Vajor offline.

- *The one thing you'd like to do which you believe you can't do* **Be a little more extrovert.**
- *What is your favourite property in Monopoly and why?* **NA**
- *A lesson you learned from failure* **It really makes you humble and teaches you one or multiple methods of not running something. In an entrepreneur's life, it's the biggest teacher.**
- *One word that describes you best* **Driven.**
- *3 CEOs you admire and why?* **1.) Mark Zuckerberg for his adaptive skills and ability to scale the company from Founder to CEO. 2.) Azim Premji for his philanthropy and down to earth attitude. 3.) Ekta Kapoor for her deep understanding of the consumer mindset and creating products that fulfil their demand.**
- *Which animal are you most like in your leadership style?* **Wolf.**



DOWNLOAD
INORBIT APP



HOP
ONLINE

www.inorbit.in

**MAKING
MALAD MORE
FASHIONABLE,
ONE HOT
BRAND AFTER
ANOTHER.**



#TrendStarters



PROJECT EVE

COVERSTORY

STEVE MADDEN

KAZO

FOREVER NEW

T W E L V E
AM:PM

MAC

BOBBI BROWN



Kiehl's
SINCE 1851



Inorbit

Come Live an Inorbit Experience



ARUSH CHOPRA, CEO, JUST HERBS

Arush Chopra, 33, is the CEO at Just Herbs – one of India's fastest growing internet-driven natural beauty brands and the first brand in the country to crowd-source its products.

Chopra has a varied work experience in the financial and media industry with a special focus on sales and marketing. Before taking up Just Herbs, Chopra was responsible for institutional sales at Singapore based Duxton Asset Management – a Deutsche Bank spinout managing over US \$650 million in assets for pension funds, family offices and ultra-high net worth individuals.

He has also been a financial journalist having written for Bloomberg News and the Financial Times of London on a variety of subjects.

Chopra holds a double masters degree from City University, London and Aarhus University, Denmark and a bachelor's degree in Mass Communication from St. Xavier's College, Mumbai.

- *The one thing you'd like to do which you believe you can't do* **Climb Mount Everest.**
- *What is your favourite property in Monopoly and why?* **NA.**
- *A lesson you learned from failure* **There are no failures. Only setbacks. Never give up.**
- *One word that describes you best* **Dreamer.**
- *3 CEOs you admire and why* **These guys are not CEOs in the traditional sense but business gurus and authors who have written business books that I swear by. 1.) Simon Sinek: for his concept of focusing on the larger cause that your brand stands for instead of the features and benefits of your product. 2.) Seth Godin: For his advice on creating remarkable experiences throughout the customer journey. 3.) Nir Eyal: For his work on making products that form habits.**
- *Which animal are you most like in your leadership style?* **I'd say I am a mix of a mountain lion who leads without insisting on others to follow and that of an owl who can see what others can't.**



KAMAL KHUSHLANI, FOUNDING DIRECTOR, MUFTI (CREDO BRANDS MARKETING PVT LTD)

Kamal Khushlani is the Founding Director of the Indian fast fashion brand Mufti. His knowledge about the industry and its requirements ensures that he is always the first with new fashion and trends that later get adopted by the industry, sometimes a season later, sometimes a year later.

He can aptly be described as a self-taught fashion designer, brand strategist and futurologist. He is a firm believer in the wave of culture and fashion that will flow towards the West from India.

His ambition is to make Mufti India's first fashion world brand. It's this vision and foresight that has always kept Mufti ahead of times and competition.

- *The one thing you'd like to do which you believe you can't do* **Attend my funeral.**
- *What is your favourite property in Monopoly and why?* **Park Lane. It's the necessary property with which Mayfair will wipe out competition.**
- *A lesson you learned from failure* **Don't do it again.**
- *One word that describes you best* **Me.**
- *3 CEOs you admire and why?* **I admire the CEO of Tesla -Elon Musk . His goals include reducing global warming through sustainable energy production and consumption, and reducing the risk of human extinction by making life " multi planetary".**
- *Which animal are you most like in your leadership style?* **Lion.**



Shop Online @ www.himalayaoptical.com

himalaya[®]
MEGA OPTICAL STORE

Perfect vision crafted for generations.

80+ years, 100+ stores, 1 trusted name

Over 8 decades of trust in eyewear and vision care has helped us build the largest optical retail network in India. Along the way we have consistently delivered world-class service and unforgettable eye care experience. And this magical journey is far from over as we continue to take care of your precious eyes.
Your vision matters to us.

Designer Frames | Branded Sunglasses | Variety of Contact Lenses | Digital Eye Examination

Corporate Office: 285/F, B. B. Ganguly Street, Kolkata 700 012 | Ph.: 033 4041 5000

ANDHRA PRADESH | ASSAM | BIHAR | CHATTISGARH | JHARKHAND | KARNATAKA | MADHYA PRADESH | ORISSA | UTTAR PRADESH | WEST BENGAL

RAHUL VIRA, CEO, SKECHERS SOUTH ASIA PVT LTD

Rahul Vira is the CEO of Skechers South Asia since April 2015. He has 18 years of experience working with high-paced organizations across Lifestyle, Luxury and Online industry in India and Middle East. Rahul started his career with India's leading retail chain working across various functions of buying and merchandising, marketing and operations. He has also worked in the Middle East with an American chain.

During the first round of internet action globally, Rahul joined India's leading media house in their internet division setting up ecommerce. This was one the leading few online shopping activities in India. Rahul further moved to working with leading jewellery brand of India in the leadership role.

- *The one thing you'd like to do which you believe you can't do* **Scuba diving. Have not had the courage to go for it yet.**
- *What is your favourite property in Monopoly and why?* **Illinois Avenue. It is the property most frequently landed on in the game.**
- *A lesson you learned from failure* **Never give up.**
- *One word that describes you best* **Passionate.**
- *3 CEOs you admire and why?* **Steve Jobs. He has single-handedly brought about a revolution in the market and developed a whole new market and consumer base from scratch.**
- *Which animal are you most like in your leadership style?* **Tiger.**



JACQUELINE KAPUR, PRESIDENT/CO-FOUNDER, AYESHA FASHION

The multi-talented and multi-faceted Jacqueline Kapur dons many hats with practiced ease. The Mother of two, Wife, Homemaker, Equestrian sportsperson, Businesswoman & Star Mom was born in Germany and moved to Pondicherry in 1989. She studied Japanese at the University of Bochum and the Japanese Language Institute in Tokyo, Japan.

Jacqueline started Hidesign's garment division in 1989. She oversaw and designed the jackets for Hidesign till 2005-06. She runs Casablanca, one of India's first multi-brand department stores which opened in 1999. With Titanic, she opened up her personal shopping paradise to the people of Pondicherry in 2000.

- *The one thing you'd like to do which you believe you can't do* **If there is something I really want to do, I will try and maybe fail, but I will try again I learned that from training my horses.**
- *What is your favourite property in Monopoly and why?* **I don't play Monopoly. I work, I ride horses and I spend time with my friends, my 3 dogs and my 13 cats. No time for Monopoly.**
- *A lesson you learned from failure* **Try again.**
- *One word that describes you best* **Passionate.**
- *3 CEOs you admire and why?* **I read about a no CEO company in Sweden, I was deeply impressed by that.**
- *Which animal are you most like in your leadership style?* **The lead mare in a horse herd.**



Partner with India's biggest home furnishing retail chain

Skipper Furnishings has been creating beautiful spaces with its widest range of colours, designs, and themes in furnishing products. It's a successful business inviting you to be part of its success story.

Investment - ₹ 20 lakhs
Required Space - 1000-1500 sq.ft.

UPHOLSTERY | CURTAINS | WALLPAPERS | BLINDS | MATTRESSES | DRAPERY RODS | BED & BATH

 **SKIPPER**
FURNISHINGS

For Franchise Enquiry: **P:** +91 98314 00300, **E:** franchise@skipperfurnishings.com

P: +91 33 4051 5253 **E:** contact@skipperfurnishings.com **W:** www.skipperfurnishings.com | Like us on [f](#) [t](#) [i](#) [g](#)

KOLKATA • BANGALORE • HYDERABAD • DURGAPUR • SILIGURI • GUWAHATI • SILCHAR • SHILLONG • JAMSHEDPUR • JAIPUR
RANCHI • PATNA • KANPUR • BILASPUR • BHUBHNEISHWAR • DHANBAD • VISHAKHAPATNAM • RAIPUR • JORHAT



VIKRANT BATRA, DIRECTOR, CAFE DELHI HEIGHTS

Entrepreneur Vikrant Batra, an established stalwart in the Indian Food and Beverage Industry, is the mind and force behind the ingenious concepts of his stand-alone ventures. A graduate from Hindu College, Delhi University, Batra has completed a Restaurant Management course from the University of California. He also completed his MBA from Fore School of Management. Starting off by working in his inherited business at Batra Banquets. In 2011, Vikrant inaugurated Café Delhi Heights, which currently has 12 outlets across Delhi NCR. With two more outlets in pipeline for Mumbai by the year-end, Batra is all set to take this legacy forward by making it a global venture

- *The one thing you'd like to do which you believe you can't do* (Laughs) I would love to fly a plane but I am not sure if I can do that.
- *What is your favourite property in Monopoly and why?* Mayfair is one of the most expensive properties in Monopoly and everyone wants to buy it because it has high rentals ensuring good returns, which makes it highly competitive. Similarly, this industry is highly competitive and everyone wants to be on top of their game. This healthy competition (in the industry and monopoly) makes it more fun to be a part of.
- *A lesson you learned from failure* Never give up!
- *One word that describes you best* Workaholic.
- *3 CEOs you admire and why?* 1.) JRD Tata - Other than building a company, he has also built a nation. He inspires me to grow, and with a motive to spread awareness amongst all, and not just for personal growth. 2.) Elon Musk - His ideology of co-existence has always inspired me. He has revolutionized transportation both on earth and in space and has set an example for all. 3.) Rahul Bajaj - His great leadership qualities has made him a market leader. Not many have the potential to realize changing trends and adapt to them like Rahul Bajaj has over the years.
- *Which animal are you most like in your leadership style?* I would say Geese because I believe in teamwork. I have built a brand with my team and would have not been able to do it without their support. Just like when a flock of geese fly, they do it in the form of a V so even if the leader takes a backseat, the rest of the flock lead the way. Similarly, when I am feeling low, my company leads me in the right direction. It is always about teamwork.



SHITANSHU JHUNJHUNWALA, DIRECTOR, TURTLE LIMITED

Shitanshu is the younger lead behind the exceptional success and growth of the organization. A youthful, go getter and versatile personality who looks for excellence in every aspect of life. A supply chain engineer from Georgia Institute of Technology, USA, Shitanshu Jhunjhunwala, has been one of the key players in developing an orthodox manufacturing company into a lifestyle retail brand in India. As a Director in Turtle Limited, Shitanshu has been meticulously contributing towards the growth and success of the organization. He joined Turtle in 2009 and since then the company under his leadership, has been growing with a youthful vibrancy. His wealth of experience, global exposure, business acumen and an in-depth understanding of the market scenario has significantly contributed to the growth and established it as a leading player in this segment.

- *The one thing you'd like to do which you believe you can't do* Climb Mount Everest.
- *What is your favourite property in Monopoly and why?* Iphone.
- *A lesson you learned from failure* Never give up. Because every mistake teaches you to improvise and to face the challenge.
- *One word that describes you best* Google.
- *3 CEOs you admire and why?* Steve Jobs, Ratan Tata and Narayan Murthy.
- *Which animal are you most like in your leadership style?* Tiger.



Eastern India's largest electronic retail chain with 36 stores, is now expanding. Be ready to explore and experience.



Great Eastern™
The Trusted One

Kolkata • Bhubaneswar • Jaipur • Cuttack • Asansol
Soon at
Vizag • Lucknow • Patna • Ranchi

Corporate Address: Great Eastern Appliances Pvt Ltd, 15B, Sarat Bose Road, Kolkata - 700020
info@geapl.in www.greastern.co.in  GreatEasternAppliances

SHANKY KUMAR, DIRECTOR, ELLEMORA

Shanky Kumar is a director at Ellemora, a Bareilly based women's online shopping portal. Kumar, an MBA graduate from MIT School of business has hands on experience in the real-estate segment. Having worked with his father in their family owned business, Kumar was responsible for the launch and completion of 15 projects in the real estate sector. Kumar has a tenacity of striving towards perfection and believes in maintaining a strong customer relationship. With the launch of Ellemora, Kumar believes in changing the trends in the fashion industry by setting up new standards in the category of clothing by offering premium and exclusively designed apparels and accessories at a great price.



- *The one thing you'd like to do which you believe you can't do* I have a fear of heights. I would like to do sky diving for the sheer heart-stopping adrenalin rush, especially in New Zealand as the magnificent landscapes take on an extra dimension when you're 15,000 feet in the air. It takes a lot of courage to do this and the personal challenge is immense
- *What is your favourite property in Monopoly and why?* Considering the position and its equity value, my personal favourite property is Boardwalk.
- *A lesson you learned from failure* I feel that the most important lesson that I have learnt is that in anything you do, not only in terms of business but also otherwise, patience and trust are the two utmost important factors.
- *One word that describes you best* Adventurous.
- *3 CEOs you admire and why?* 1.) Timothy Cook from Apple Inc. for flawlessly taking over and maintaining Apple's reputation after Steve Jobs 2.) Sundar Pichai for the passion, dedication and commitment he has towards Google Inc. 3.) Elon Musk for his vision and future plans for Tesla Inc. and Space X.
- *Which animal are you most like in your leadership style?* Horse! They are strong, quick and can adapt to be both independent as well as operate in a herd. They are extremely hard working and never relax till their job is done!

RAJIV NAIR, CEO, KAYA LIMITED

Rajiv has over two decades of experience in the retail industry across retail formats viz. department Stores, hypermarkets, single brand retail, catalogue retail and ecommerce. Rajiv currently works as the CEO of Kaya Limited which is India's largest chain of Dermatology clinics specializing in skin & hair care. He is focused on product and service innovations, expanding the Kaya Brand & developing the next growth areas for the brand in India. Before joining Kaya, Rajiv was the CEO of French Apparel retailer Celio for almost 5 years, which under his leadership moved from a JV with Futuregroup into a single brand entity with over 200 points of sale including 40 exclusive stores in all the leading malls of India.



- *The one thing you'd like to do which you believe you can't do* Sky Diving, without support.
- *What is your favourite property in Monopoly and why?* Railway Station (Travel memories).
- *A lesson you learned from failure* Question Status Quo.
- *One word that describes you best* Tenacious, Futuristic.
- *3 CEOs you admire and why?* Steve Jobs (Design Thinking)
- *Which animal are you most like in your leadership style?* Dolphin.



Pink n PurpleTM

Premium Leggings



Be you thful!

PRODUCT RANGE

Ankle Length | Premium Churidar | Capri | Printed leggings | Net Leggings

E: care@pinknpurple.co.in | www.deepeeonlinestore.com



AJAY GHOOLI, MANAGING DIRECTOR, KAUNIS MARKETING SERVICES PVT LTD

Ajay has more than two decades of experience in the beauty space having worked with brands like L'Oréal India, Maybelline, Lakme & Ponds. He has been instrumental in institutionalizing counter operations of the beauty business, first with L'Oréal and then for Unilever in India, where he was part of the core team, responsible for the on-ground transformation of Lakme & Ponds. Ajay loves to travel and enjoys listening to music in his spare time.

- *The one thing you'd like to do which you believe you can't do* On a lighter note, sky diving.
- *What is your favourite property in Monopoly and why?* Boardwalk - good return on investment.
- *A lesson you learned from failure* Perseverance.
- *One word that describes you best* Ambitious.
- *3 CEOs you admire and why?* Narayan Moorthy - daring to dream and caring to achieve. Ratan Tata - honesty and vision. Steve Jobs - innovation.
- *Which animal are you most like in your leadership style?* An Eagle.



NINA LEKHI, MD & CHIEF DESIGN CURATOR, BAGGIT

Nina Lekhi, an entrepreneur by profession and a role model for many aspiring young women entrepreneurs had started her journey of success from scratch. Her positive attitude, cheerful and upbeat nature has always endeared her to her friends, family and colleagues.

From a young age she was passionate about painting which inspired her to take up a diploma foundation art course in Sophia's. But in her initial years she had to face upheavals this experience ignited a spark within her and a determination to be successful. It also gave her a lot of clarity on her business vision.

Balancing two part time courses- one in textile and another in interior decoration along with a job as a salesgirl on the side; she learnt a lot of important lessons and gained customer insights on the shop floor. Her immense positive energy and strong passion to succeed drove her vision. She picked up the tools of the trade very quickly and started on a journey in 1985 called 'Baggit', which is now one of the leading handbag brands in India.

- *The one thing you'd like to do which you believe you can't do* Each individual working at Baggit has their unique skill sets but they have their own constraints too. So, my challenge is to identify the limitations of each employee.
- *What is your favourite property in Monopoly and why?* Property management - It gives me insight to understand the real estate scenario better. Financial management - Simulation to manage finances in an effective manner.
- *A lesson you learned from failure* One should accept the failure, get up after the fall and keep going in a focused way, by reframing your mind.
- *One word that describes you best* Vision about the business, understanding of retail and love for the people whom I work with.
- *3 CEOs you admire and why?* 1.) Ratan Tata - He is a visionary 2.) Christine Louboutin - For the style quotient 3.) Philip Green (Top shop CEO) - For the magic that he creates in the retail space, for attracting people from various age groups and countries, culminating into a magical aura that compels you to buy.
- *Which animal are you most like in your leadership style?* Tigress - Steps back for analysing the situation and then pounces to take the most appropriate action.

[ADVERTORIAL]

Adorning Indian Wedding Trousseau

Simaaya is Kolkata-based Indian ethnic wear retail brand established over a decade ago. The brand was founded by Rachit Agarwal & Mayank Agarwal. It originally started with a plush store at Elgin Road and later expanded to Kakuraganchi and Triangular Park areas in Kolkata.

Simaaya is known for their exclusive and exquisite range of Sarees, Suits, Lehengas, Kurtis, Gowns and Anarkalis. They offer the finely crafted and designed Indian ethnic wear range at the best price.

In order to cater wider set of customers, Simaaya brings an exciting new Offering, their e-room (www.simaayafashions.com). So their patrons can look well-dressed at the click of a button. At your service 24x7 around the world.

The brand is in a process to expand in other metro and key cities all across India. In order to expand holistically, Simaaya will boost its marketing by using coupons, electronic codes or website traffic statistics and to

add new products and services, determining the products to their target customers.

The founders aim to make Simaaya among the top 50 fashion retailing brands in India. They are currently looking for good locations to branch out all across India. They also plan to start a Fashion Designing Institute and to start a restaurant in future.

Simaaya's team comprises of over 200 members, experts in their own right, are behind the scenes. Our dedicated in-house designers are from some of the leading institutions in India. From artists to master craftsmen, embroiders to karigars of innumerable art forms, a diverse team has built the brand Simaaya.

WHY SIMAAYA STANDS OUT




- >> Widest selection of Suits, Sarees, Gowns, Lehengas
- >> Pure Handlooms from around the nation
- >> Value for Money
- >> Bespoke Services
- >> Easy Payment Options



Address: 10/4D Elgin Road, Kolkata- 700020, West Bengal, India

Contact: +91 9073316256 | Email: online@simaaya.in

URL: www.simaayafashions.com

Follow us on:   

TANVI MALIK & SHIVANI PODDAR, CO-CEO, FABALLEY

FabAlley is a rapid fashion brand for taste-makers and trend-breakers all over the country, started by Shivani Poddar and Tanvi Malik in 2012.

Tanvi Malik and Shivani Poddar got together to start Faballey.com, a quirky and young fashion portal, in June 2012. They were just following their convictions and dreams and expecting good growth. However, it's almost vertical growth trajectory has come as a surprise even to these seasoned corporate employees, who have been school friends since class 8.

- *The one thing you'd like to do which you believe you can't do* Absolutely nothing. We've taken FabAlley from scratch to one of the largest women's online fashion brands in 5 years after overcoming a myriad of challenges and bottle-necks. Now when we're confronted with an unknown, we say "Bring it on!"
- *What is your favourite property in Monopoly and why?* Railroads. Owning railroads early is a cash cow, as they bring a continuous flow of money through which one can build colour monopolies in the course of the game.
- *A lesson you learned from failure* It's never the end of the road. It may feel like it at the time, but failing gave us perspective, made us try harder, we learnt to do things differently and figure out how to succeed with our own original formula.
- *One word that describes you best* Tanvi – Passionate. Shivani – Focused
- *3 CEOs you admire and why?* 1.) Jeff Bezos – for breaking all established business rules and making Amazon a trend-setting, inimitable empire. 2.) Naina Lal Kidwai – for being a pioneer for a new generation of women entrepreneurs in India. 3.) Anita Dongre – while not a CEO, she has been the force behind her eponymous brand and has grown it into an aspirational, international retail giant.
- *Which animal are you most like in your leadership style?* Both – Lionesses. We lead by example and are aggressive and goal-oriented.



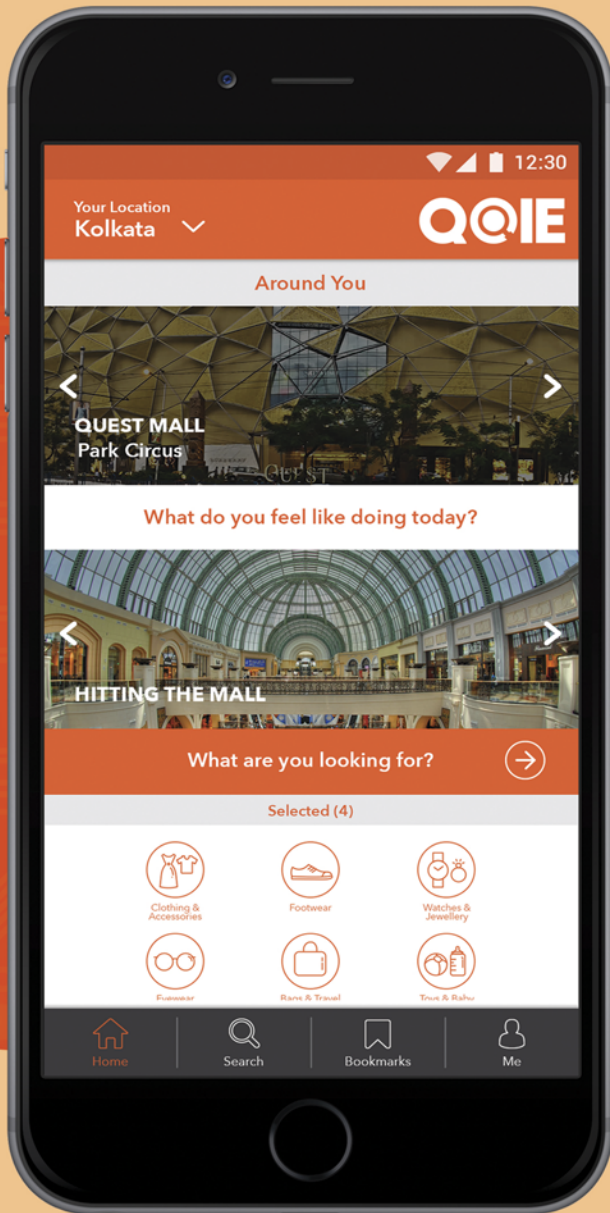
GAURAV DEWAN, COO, TRAVEL FOOD SERVICES PVT LTD

Gaurav Dewan is the Chief Operating Officer & Business Head of one of India's largest and fastest growing F&B companies - Travel Food Services (TFS). TFS is the leader in the Travel F&B Industry in the Indian Sub-continent, with operations spread across air, rail and road.

- *The one thing you'd like to do which you believe you can't do* There is nothing that one cannot do! The human mind is something that can be programmed to do anything and achieve anything. It's about setting our priorities right and then going after them.
- *What is your favourite property in Monopoly and why?* Trafalgar Square. It's simply one of the most frequented spots in the world and in Monopoly. So, it makes a lot of business sense to own it!
- *A lesson you learned from failure* Lots! But one of the most important ones - The best of strategies fail if they lack in agility, detailing and monitoring of execution.
- *One word that describes you best* Inspiring.
- *3 CEOs you admire and why?* Steve Jobs has inspired me a lot and his work continues to challenge the stereotype even today. Currently, I am following Mark Zuckerberg and Jeff Bezos.
- *Which animal are you most like in your leadership style?* Not just in leadership style, but I believe that I am a true amphibian; can survive in most challenging situations. That brings me to be leading from the front and inspiring teams to achieve their goals.



EXTEND REACH. ENGAGE SHOPPERS. EXPAND BUSINESS.
BE A PART OF THE SHOPPING REVOLUTION!



Effective
Brand Building



One Stop
Information Hub



Direct Customer
Connect



**Download QOIE MyStore
& Register Now!**

**SEARCH ONLINE,
SHOP OFFLINE!**

Available at :    www.qoie.in





SAHIL MALIK, MANAGING DIRECTOR, DA MILANO

Sahil Malik, Managing Director of Da Milano, has elevated the brand from a family business perspective, to an international podium. Connoisseur of fashion luxury and travelling, he has complimented the balance between heritage collection and multiple launches within quarter season collections. While his education at NIFT has taught him the excellence of craftsmanship and its management, his distinct experience has enhanced the choice of launch at the stores. As in case, while pampering the affluent customers, who are in the realm of competitive international tastes, Da Milano has now become an aspiring brand.

- *The one thing you'd like to do which you believe you can't do* Investing time in some hobbies.
- *What is your favourite property in Monopoly and why?* NA
- *A lesson you learned from failure* Success can only grow from failure.
- *One word that describes you best* Passionate.
- *3 CEOs you admire and why?* 1.) Jack Ma 2.) Elon Musk 3.) Jeff Bezos. All of them are visionaries to look up to.
- *Which animal are you most like in your leadership style?* An eagle. Focused, decisive and quick.



LALIT AGARWAL, CHAIRMAN & MANAGING DIRECTOR, V-MART RETAIL LIMITED

Lalit Agarwal is a retail baron having rich experience in diverse fields of industry & a proven track record of building businesses, both as a professional CEO & as an entrepreneur with over twenty years of experience in setting up a retail industry. He is considered a pioneer of modern retail in India. He is the one who brought the concept of organized value retailing in Tier II & III Indian cities. Under his leadership, V-Mart has evolved into a technology-savvy professionally run leading retail organization with an in-depth Retail knowledge of suburban centers & smaller Indian cities.

Lalit Agarwal is one of the privileged members of CII & RAI. He dares to be different, a doer & not a dreamer! He holds a Bachelor's Degree in Commerce from Bombay University & Diploma in Financial Management from Narsee Monjee Institute of Management Studies, Mumbai.

- *The one thing you'd like to do which you believe you can't do* Be like a ninja monk (do multi unrelated things with 100% perfection yet be completely peaceful inside) although my people tell me that I am getting very close. Taking care of mind-body-emotions, working hard @ work, spirituality, simple lifestyle & spending time with family helps.
- *What is your favourite property in Monopoly and why?* I don't play Monopoly. I will learn it surely.
- *A lesson you learned from failure* Although with the grace of God, I haven't failed in my entrepreneurial ventures, but the importance of a professional & unbiased approach & the deep importance of corporate governance is extremely underrated. There are really no short cuts to hard work.
- *One word that describes you best* Learner
- *3 CEOs you admire and why?* Elon Musk, Jeff Bezos & Steve Jobs. For the disruption they brought to their respective industries with sheer imagination & hard work. They broke the mould. Even their competition had no choice but to follow them. And for the most important fact - they kept the latent needs of the consumer at the centre of all their endeavors.
- *Which animal are you most like in your leadership style?* I'm tempted to choose the Jaguar for flexibility, speed, agility but I'll go with "LION" discounting previous traits as I value that Lions roam in prides (groups) & not alone.



MALABAR
DEVELOPERS

ULTRA LUXURY SHOPPING WILL SOON LAND IN KOCHI!



Platinum Mall
KOCHI

Platinum Mall, a state of the art Shopping Mall from Malabar Group! An exclusive retail space with the International and Indian-international high end fashion brands catering to the upper middle class. Strategically located at Maradu near NH Bypass road in Cochin, The Mall will be the first stop for the travelers coming from the Southern part of Kerala and located in close proximity to the major tourist places and happening commercial hubs of the city.

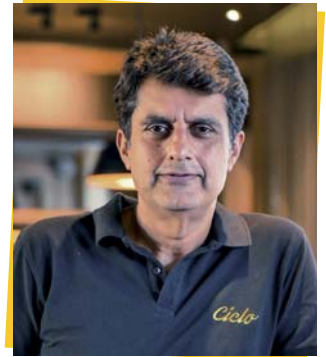
- | **A LIFE STYLE DESTINATION FOR 11 MILLION PEOPLE**
- | **LOCATED AT THE LARGEST COMMERCIAL HUB OF KERALA**
- | **INTELLIGENT RETAIL MIX OF HIGH END BRANDS**
- | **MORE THAN 350 CAR PARKING**
- | **CLOSE PROXIMITY TO MAJOR LOCATIONS**
- | **SHOPPING, FASHION, DINING AND ENTERTAINMENT**
- | **EXPECTED FOOTFALL - 12000/DAY**

Call: 702 500 0000

ASHISH THADANI, CEO, CICLO CAFE

Ashish knows what it takes to draw a crowd, good food is what we are talking about. An entrepreneur from the start, Ashish always had zeal to make it big in hospitality sector. Today, he is the CEO of one of the most hyped and successful hospitality names in India. It all started with logistics sector, transporting steel from Hazira, Gujarat and moving into the auto logistics space in 1995 with DCM Daewoo, Tata Motors, M&M and Ford. The Chennai chapter began in 1999 where he handled Ford India's complete outbound logistics platform.

Recognising the emergence in India of a rapidly growing tribe of urban, health conscious sports and food aficionados, Absolute Speciality joined hands in 2015 with TI Cycles, to create Ciclo Cafe, India's first bicycling cafe. Starting in Chennai, the cafe has become a landmark on the busy Kotturpuram Main Road, and the hub of a bustling cycling community. Ciclo Café reflects Ashish's creativity and innovation that missions to bring all cyclist enthusiast and food lovers together. Ciclo Café's second outlet now opens its gate for Hyderabad gentry.



- *The one thing you'd like to do which you believe you can't do* **There is nothing which the human mind cannot get you to do. If you believe it, you can surely do it!**
- *What is your favourite property in Monopoly and why?* **Park Lane/ Mayfair and Old Kent Road/ Whitechapel Road - your opponents are bound to pay you a visit at these corner properties!**
- *A lesson you learned from failure* **Failure always makes you stronger, yes it takes a while to get over it but once you do, figure out what went wrong and do it the right way the next time around.**
- *One word that describes you best* **Loyal.**
- *3 CEOs you admire and why?* **Richard Branson, Sundar Pichai and Kishore Biyani as they lead from the front and lead by example, which is worth admiring.**
- *Which animal are you most like in your leadership style?* **I don't think I see myself as an animal! Best answered by my colleagues at work I guess!!**

IMAGES Retail™

Future of Businesses

- ONLINE
- PRINT FORMAT
- PDF FORMAT

India has overtaken China in consumption growth and retail diversity. But, are you in sync with India's new consumer & retail landscape?

Align with India's largest selling speciality retail business magazine to stay ahead of the curve on retail insight.

For more information, please write to:
info@imagesgroup.in
 or call: **+91 11 40525000**

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

INVITES RETAIL CHAINS

HOTELIERS, ARCHITECTS, INTERIOR DESIGNERS & E-COMMERCE PORTALS

44th
EDITION



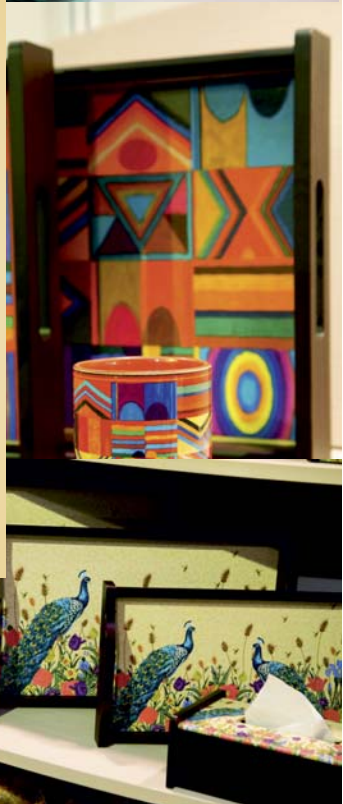
GRAND MEGA EDITION

IHGF

DELHI FAIR

A U T U M N 12-16 OCTOBER 2017

Made for International Markets, Now Available in India
HOME | LIFESTYLE | FASHION | TEXTILES



2,750+ Exhibitors

1,97,000+ Sq. Meter Area

Save your dates
REGISTER NOW
www.epch.in/focusindia

Gifts & Decoratives | Furniture & Accessories | Home Furnishings | Houseware | Fashion Jewellery & Accessories | Lamps & Lighting
Christmas & Festive Decor | Carpets & Rugs | Bathroom Accessories | Garden & Outdoor | Educational Toys & Games
Leather Bags & Cases | Candles, Incense & Potpourri | Handmade Paper Products & Stationery

India Expo Centre & Mart
Greater Noida Expressway,
New Delhi

Advertising space sponsored by the Office of Development Commissioner (Handicrafts),
Ministry of Textiles, Govt. of India

ENTRY BY
INVITATION
ONLY



Organised by
Export Promotion Council for Handicrafts
Tel: +91-11-26130692, 26135256
Fax: +91-11-26135518/19
E-mail: epchdomestic@epch.com
Web: www.epch.in



HOW RETAILERS CAN TAKE ADVANTAGE OF **FRANCHISE OPPORTUNITIES**

– By **Shubhra Saini**

If one wants to be a retail entrepreneur, there are many ways to start a business. You can start with sole proprietorship – e-commerce or brick-and-mortar – but starting your own brand comes with little support, so taking advantage of one of dozens of franchise opportunities and having the power of an existing brand behind you is the smartest way forward. With the help of retail franchising, you can open a store based on the name, branding, trademark, and products of an existing business.

What is Franchising

A franchise is a legal and commercial tie-up between the owner of a trademark, brand name or advertising symbol (the franchisor) and an individual or organisation (the franchisee) that wishes to use that identification for his or her business venture. The franchise agreement governs the method of conducting business between the two parties. Generally, a franchisee sells goods or services supplied by the franchisor. In terms of entrepreneurship, franchising is the opportunity to work for yourself but not by yourself.

Advantages of Franchising

In a franchise agreement, the franchisor takes care of issues such as hunting for sites, negotiating leases, arranging for design and build-out, securing finance, training staff and purchasing equipment and inventory. In effect, the franchisee gets a ready-made business!

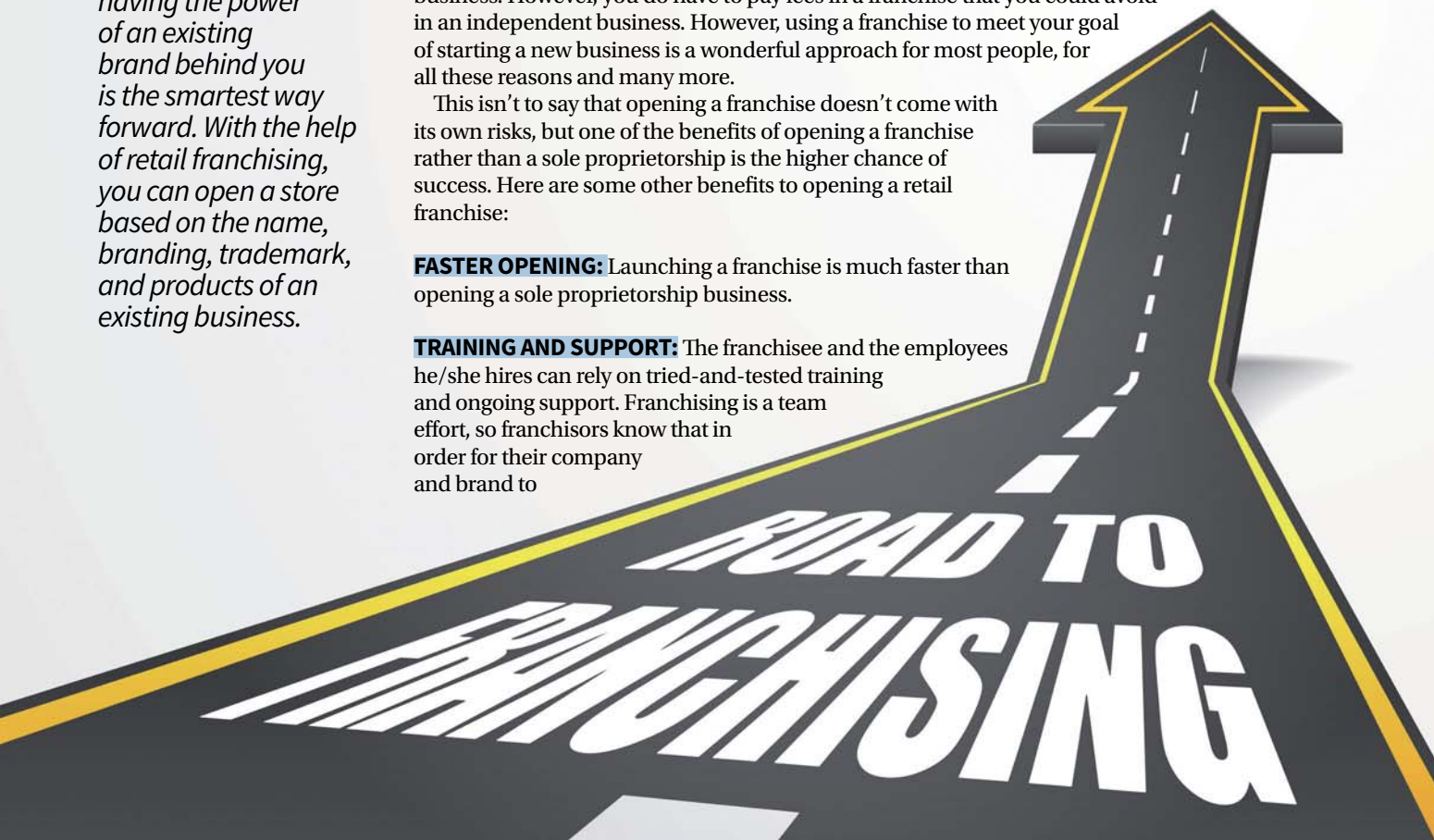
For the brand, franchising is the easiest way to grow, because the franchisee performs most of the tasks – the franchisor provides guidance, but the ground work is done by the franchisee. In short, it offers the brand an opportunity to expand quickly and at lower capital investment.

There are many reasons to think about getting a franchise. Franchising helps in lowering the number of roadblocks you'll face if you have to create all these things yourself in an independent business. However, you do have to pay fees in a franchise that you could avoid in an independent business. However, using a franchise to meet your goal of starting a new business is a wonderful approach for most people, for all these reasons and many more.

This isn't to say that opening a franchise doesn't come with its own risks, but one of the benefits of opening a franchise rather than a sole proprietorship is the higher chance of success. Here are some other benefits to opening a retail franchise:

FASTER OPENING: Launching a franchise is much faster than opening a sole proprietorship business.

TRAINING AND SUPPORT: The franchisee and the employees he/she hires can rely on tried-and-tested training and ongoing support. Franchising is a team effort, so franchisors know that in order for their company and brand to





maintain a solid reputation, it's important to ensure that all of their franchise stores operate according to a certain standard.

HUNTING FOR LOCATION:

Scouting out a location for a business can be one of the trickiest parts. Established franchises will provide assistance in finding an optimal site. After all, they've already done their research and have a proven track record of what areas work best for their business.

BRAND RECALL: The most important reason for zeroing in on a franchising business is the brand recognition and recall it enjoys with the people. Opening a franchise comes with the selling power of a known brand. So, when potential customers see your new franchise location, they already have an awareness of the brand and products and know exactly what to expect.

Franchising Business in India

Franchising is apt for India due to its sheer geographical size. Penetrating markets on its own can be an arduous task for brands. Further, the country is so diverse in culture that a franchisee is better placed to do business with their local connect, understanding and familiarisation with local conditions.

Talking about the franchising model of Yellow Tie Hospitality, Karan Tanna, says, "Yellow tie is the only locally-bred restaurant franchise company that has grown rapidly with in house capabilities of franchising."

Arun Biyani, Director, Mobel, adds, "Over the last 50 years, franchising as a business model has proved to be extremely successful across the world. So much so that it is estimated that in developed economies like the US, over 50 percent of all retail sales come through franchised businesses. Similar trends are being seen in Europe and increasingly in the Asia Pacific economies. In fact, the last few years have seen the fastest franchising growth taking place in the Asian and South American markets."

Talking about the growth of franchising in furniture business, Biyani, says, "With the global market, home furniture is the largest segment in the Indian furniture market. With a healthy economy and increased household and institutional spending, the franchisee concept is growing steadily. The Indian furniture industry covers the entire gamut of activities, from sourcing, manufacturing and distribution, to sales and after sales."

Talking from his own experience, Adhiraj Thirani, Director, Mama Mia Foods, says, "Franchising in India is

generally under developed, it is seen as the norm in most countries. However, most people in India prefer to launch their own brands and fail rather than associate with an already established business. We see this changing in the long term with more and more people accepting franchising as a viable business model. If you look at it in terms of ROI some franchising models have the ability to deliver tremendous ROI. Business people need to look more carefully at ROI Vs. topline."



"Franchising in India has been a popular gaining industry. It has grown a lot and spread fairly across the country as well. Approximately 600 franchisors are spread across industries like education, retailing, professional services, healthcare etc in India. Retail franchising

within India, grew initially in the apparel & footwear sectors and has gradually grown to cover a wide variety of sectors including food, consumer durables, and home decor," explains Kamlesh Agarwal, MD, Skipper.

Franchising in India opens many opportunity and new options for entrepreneurs. There are many factors that act as fuel in the growth of franchise - high demand by the consumer class, fast economic growth and even entrepreneurial population. Internationally, the investment by the person who takes franchise is done to run operations by himself and his team. India on the other hand, is more of investment model, the owner of individual property, who has surplus savings. Due to a diversified society in India, franchising has managed to make a place for itself but is still in the developing phase.

In European and Western countries, rules and regulations are flexible. Their market is much more mature than the Indian market. India is 2 percent organised in franchising whereas the western countries explores about 52 percent. It looks more at maximising his return on investment rather than



running the operations. This is more for Indian brands rather than franchisee opportunity of international brands. The growth of franchise in India is at average of 40 percent in the past few years. The western country fruitfully uses the advantage of sole language, religion, culture where India lacks behind. The infrastructure and market that they have is much better than us. We still need to work on the infrastructure.

“Franchising has been very successful for CKE in the US and overseas. The Carl’s Jr./ Hardee’s system is 74 percent franchised, with international restaurants representing 17 percent of the system. Outside the US, CKE is nearly 100 percent franchised and we plan to open franchised restaurants here in India as well. India has a very diverse palate and is a very large country. So, it is natural for us to want to expand first in the neighbouring areas like Punjab from a logical supply chain perspective as well as from a palate perspective,” says, Samira Chopra, Director Carl’s Jr. India.

What’s Driving Franchising in India

The Indian retail sector is undergoing a metamorphosis; modern stores, shopping malls and multiplexes are emerging across the country. This transformation, along with the increasing purchasing power and changing lifestyles of people, particularly of the growing middle-class, has spearheaded the franchising movement in the Indian retail sector.

Franchising enables manufacturers to take advantage of India’s vast market with a degree of control, which the traditional forms of distribution cannot match. The model becomes especially attractive due to the following advantages it offers retailers:

LOW CAPITAL INVESTMENT:

Franchising provides a favourable model for foreign retailers as well as their Indian counterparts, because there are many potential franchisees in India who have the capacity to finance the business or expand the current business.

HUGE MARKET: The demography of India is ideal for conducting business through the franchising model, particularly in the retail sector. Clubbing this with the expertise of people in the local market makes the franchise arrangement a great proposition.

CULTURAL CONNECTION:

Franchising suits the entrepreneurial psyche of Indian businessmen, who love to have a sense of ownership and control of operations and, being family-oriented, find it an attractive proposition to pass on the business to the next generation.

LAWS: The current laws provide sufficient protection to a foreign franchisor in the event of emergence of any legal issues.

Stumbling Blocks

In order to let the franchise model grow to its true potential, some challenges need to be addressed. Some of the major problems faced in franchising in India are as follows:

HIGH INITIAL COSTS: Big franchise operations, at times, can involve very high initial costs – often more than what it would cost the franchise owner to have his own business – thereby affecting the profit potential.

The Indian retail sector is undergoing a metamorphosis. This transformation, along with the increasing purchasing power and changing lifestyles of people, particularly of the growing middle-class, has spearheaded the franchising movement in the Indian retail sector.

LIMITED CREATIVITY: As the franchisee has to follow the rules set by the franchisor, franchise contracts usually have very specific standards, restricting any creativity on the part of the franchisee.

RESTRICTIONS ON

SOURCING: Some franchise contracts lay strong emphasis on the fact that the franchisee must buy supplies only from an approved list of suppliers, which can cost the franchisee more.

Dependence on the franchisor: The reputation of the franchisee is as good as that of the franchisor, so any difficulty faced by the franchisor might have a direct impact on the Franchisee.

“There are many challenges that India has to face in respect to the franchising here. For franchising in India, one has



Flexible! Powerful! Reliable POS!

HS-2414W All-in-one POS



Trusted by Top 5 Global F&B Retail Chain



XT-4015

- ▶ Bezel-free design for easy & fast touch operations
- ▶ Projective capacitive touch for rugged reliable operation even on the sea shore
- ▶ Powerful Intel processor up to Core i7 3.9GHz (optional)
- ▶ New 7th generation foldable base that allows XT Series to be configured into different configurations
- ▶ Mini-PCIe expansion slot (optional wifi)
- ▶ Dual LAN ports
- ▶ VESA mounting for flexible deployment
- ▶ Suitable for Fine Dine Restaurants, QSR / Fast Food Chain

POSIFLEX Technology (India) Pvt. Ltd.

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

☎ +91 80 4078 2700/17, +91 953 543 2110 ✉ sales.ig@posiflexindia.com 🌐 www.posiflexindia.com

to go through a lot of laws, licensing and clearances which makes the whole process tedious. It is time consuming. Franchising needs to be certified by someone at each level, which might not be a good prospect for investors. There are different tax and licensing process for different products or services related to real estates. A lot of complexities with regard to law and regulation have

How to work this model:

Talking about how to work the franchise model, Chopra of Carl's Jr India, says, "Maintaining standardization and quality controls is the biggest challenge in franchising. Ensuring that standardization is maintained among franchisees, with all the quality controls in place is of utmost importance.

Talking of the nuances, which are typical to the business, Bhandari of



served to createdisinterest for entrepreneurs. The addition of GST has simplified the process at some level but at another level, the difference in tax and the number of products falling under different tax brackets has made the whole process tough. The law needs to be made much more flexible and strong in terms of trade marking and patenting. We still have the traditional approach towards franchising and we need more infrastructures for support, opines Pankaj Bhandari, Founder, Mantra Gold Coatings.

Mantra Gold Coatings, says, "We are working on a three-model revenue for our franchisee store. We aim to get footfall sales, sales from neighbourhood shops under our control and the business given by interior designers. This model will be helpful for our franchise owner to break even earlier with better payback time. This, of course, is going to be followed with lean inventory systems, larger products availability through centralised inventory and visual display available thru use of technology."

"Mutual respect and trust builds co-operation and a

CHALLENGES FACED BY FRANCHISE OWNER

– Karan Tanna, Founder and CEO, Yellow Tie Hospitality)

- Unprofessional approach by brands
- Non-standardized approach for projects
- Not enough training and hand holding during launch
- Incompetent IT support, data analysis etc
- Unorganized SOPs and recipe cards
- No focus on national level brand building

CHALLENGES FACED BY BRANDS

- Limited R&D capabilities
- Poor ancillary support
- Nascent logistics / cold chain infrastructure
- Under evolved franchise mentality
- No product differentiators
- Negligible support on IT for franchise management
- Changing plates across geography of India

well-knit team, which means a good relationship between a franchisor and the franchisee. A franchisee system consists of 3 things – a brand, a system and support of that system. We do it by networking, team unity, developing new marketing strategies to hit the market, media activities, advertising campaigns, brand building etc." says, Biyani of Mobil.

Thirani of Mama Mia Foods, says, "Our company has been operating its own outlets for over a decade, we have been very selective in franchising and we prefer to only be engaged with people who have a passion to succeed and understand brand building and customer service."

Talking from home furnishing point of business,

The law needs to be made much more flexible and strong in terms of trade marking and patenting. Indian retail still has the traditional approach towards franchising and it need more infrastructures for support.

Agarwal of Skipper, says, "Franchising in 2017 has been a brilliant experience for Skipper. We have opened two stores already in Dhanbad and Kolkata and will be opening three more before Diwali this year. We have been positioning ourselves as the country's most loved and favorite furnishings brand. Lately we have repositioned ourselves as the 'First Organized and Largest' retailchain brand in the home furnishing industry."

"We opened the first Broaster chicken store in Mumbai in August 2016. Once we opened first store we signed 15 franchise contracts, that emphasised on investors trust in our company. Till August 2017, ie in one year of opening our first store, we have opened stores across India including all metros like Bangalore, Pune, Delhi, Kolkata and Hyderabad. It was very exciting to open stores and be the first mover in the American diner category in smaller but exciting cities like Patna, Lucknow, Varanasi, Guwahati and many more. With the support of our franchise partners and our patrons, BroasterChicken is one of the fastest growing brand in India's history with a long way to go," says, Tanna from Yellow Tie Hospitality.



REDUCE YOUR INVENTORY COSTS

Call the Logistics Experts



Lead The GST Revolution

GST gives you the opportunity to reduce your inventory costs significantly. Rather than keeping huge inventories in multiple regional warehouses, keep consolidated inventories at one central warehouse. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics network, covering **all 22110 Pincodes** of India.



Call: 1800 113 113

info@safexpress.com

www.safexpress.com

Distribution Redefined

HISTORY OF FRANCHISING

The origins of franchising can be traced back to America's Issac Singer, the man behind the world-famous Singer sewing machine. Post the US Civil War in the 1860s, Singer had achieved the ability to mass-produce his famous sewing machines, but he lacked an economically viable way of repairing and maintaining them across the US. Thus, he then began to license out servicing and repairs to local merchants around the country, who were later permitted to become regional salespeople for the machines too.

Singer's use of a contract for this arrangement introduced the earliest form of franchise agreements, leading to the inception of the first modern franchise system.



Franchising became more widely used in the US as a way to standardize products and standards from one coast to another. First was the car dealership model pioneered by General Motors in the early 1900s, granting exclusive rights and territories to franchise business owners; then oil companies and grocery stores took advantage of a business model that offered them a route of fast growth towards national distribution with reduced risk. As we notice, in its earliest avatar, it was usually the franchisor looking out for an expansion and risk mitigation to have a broader brand presence to take care of customer service. However, the trend became a two-way phenomenon gradually, where it was not just a franchisor looking for franchisees for their business but also where individuals were seeking franchise rights of reputed brands or brands that were seen to have a long-term potential.



Move with Caution

Franchising is an excellent tool for a company to pursue rapid growth and penetration, as a local player with local contacts and better understanding of the dynamics in the locality is better equipped to take care of the business.

It not only reduces the risk of the company, but also mitigates the risk for individuals or parties who want the marketing, brand and operational support of a well-known and proven brand.

This system can enable a brand to penetrate deeper into distant and difficult markets much faster than trying to do it on its own. But there is surely a risk of brand dilution, especially if the synergy between the franchisee and the company is not sound. That is why it is extremely important to have the right person as your franchisee (take him and treat him as a business partner) and then, through support, training and audits, have all your tools in place to check and correct deviations as and when they happen.

It is important that the uniformity in appearance and product delivery is maintained at all stores. While the lighting and signages can be same across all the stores, despite the geographical boundaries,

what is more important is that the standards of experiential marketing are maintained across all stores.

Regular training of the staff at all franchised outlets is one of the ways, which helps to maintain uniformity in the stores. The retailers are increasingly laying down ground rules with the help of a manual, which lists out the standardisation rules to be followed by the franchisee, apart from regular audits to ensure the same quality across all stores.

This ensures that all retail outlets, whether company-owned or franchised, have standardised ambience including the interiors, designing, brand logo, transaction receipts, packaging etc.

The owners' commitment is very important for the outlet to be successful. One of the largest dangers of franchising is if the owner loses focus in running the outlet. Quality control is another very crucial aspect in this format, since cheating the consumer with differentiated quality can harm the brand image in the longer run. For a food and beverage franchisor, it becomes imperative to maintain the authenticity in taste and the quality of the final product, apart from maintaining the same taste across all franchising outlets. 



17-19 JANUARY, 2018, BEC, MUMBAI

**INDIA'S LEADING BUSINESS PLATFORM
FOR FOOD & GROCERY AND
FOOD SERVICE SECTOR IS BACK!**



RESERVE YOUR TABLE
**AT THE SMARTEST
FOOD BUSINESS MEETING OF 2018!**

www.indiafoodforum.com

Association & Partnerships:

Rakesh Gambhir: +91-9910001375
rakeshgambhir@imagesgroup.in

Lokesh Arora: +91-9999033612
lokesharora@imagesgroup.in

Delhi
Ekta Roy +91-9811635408
ektaroy@imagesgroup.in

Mumbai
Savita Vasandi: +91-9833145494
savitavasandi@imagesgroup.in

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

Bengaluru
Aashraf Alom: +91-9686014260
ashrafalom@imagesgroup.in

For Delegate Registration:
Sarika Gautam: +91 9717544226
sarikagautam@imagesgroup.in



HOW INDIAN RETAILERS CAN DIFFERENTIATE THEMSELVES THROUGH 'PURPOSE' TO WIN WITH MILLENNIALS

–By **Sonia Kapoor**

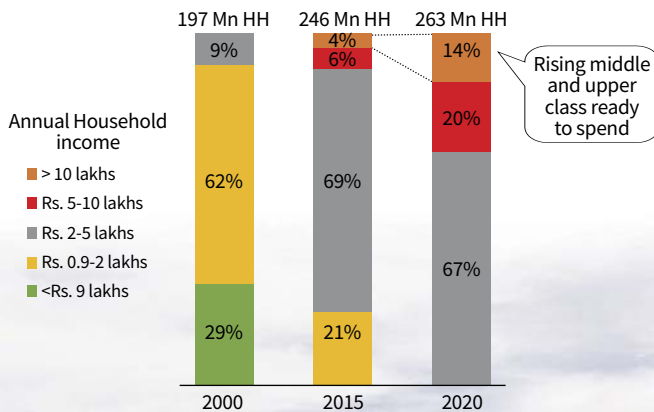
Retail moves at the speed of culture, which means players sometimes quickly come and go. This speed is hastened by new technology and the group of shoppers using it the most – millennials.

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

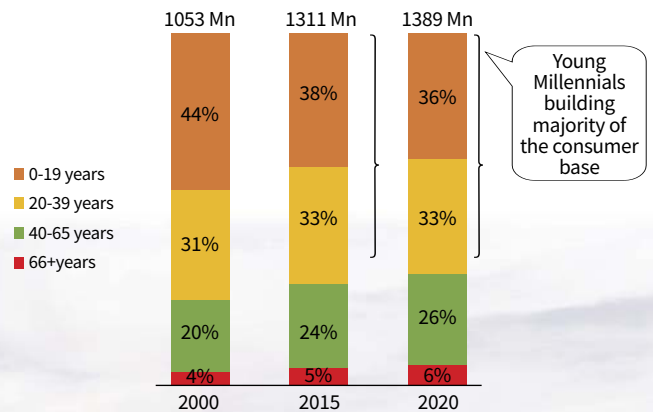
opportunity for Indian retailers to shape their strategies for the next five years. According to Morgan Stanley, Millennials may have the ability to buy as much as Rs. 16 lakh crores worth of goods and services online by 2020.

India Household Population: On split by annual household income



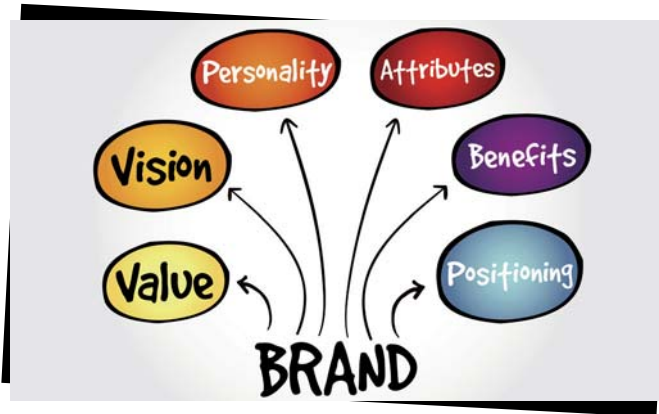
Source: AT Kearney

Indian population break down by age








Source: AT Kearney





Millennials The World Over Want Brands and Businesses With Higher Ideals and ‘Purpose’

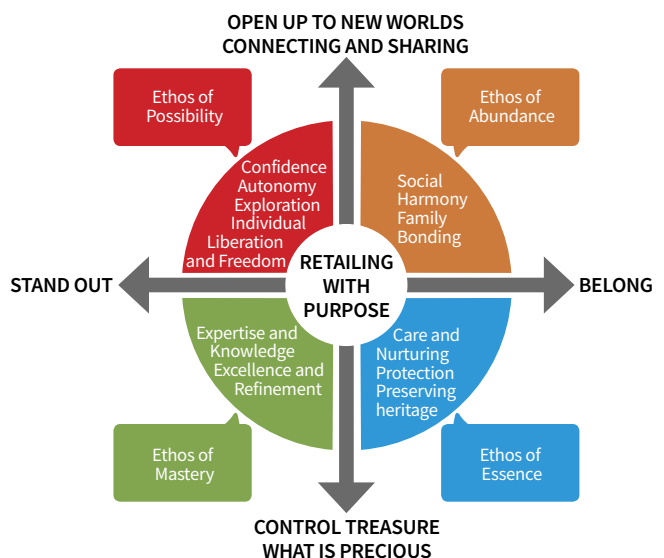
Indian Millennials are no different from their global counterparts and want brands and businesses to take on higher human ideals and serve societies and communities across the world. A 2014 global survey with this segment revealed a strong desire for businesses to get directly involved in making the world a better place. Interestingly, the percentages reporting this was remarkably higher in emerging markets like India, China and Brazil as detailed in the exhibit below.

	% who want businesses with a Purpose	5 key issues businesses should get involved in
INDIA 	90%	<ul style="list-style-type: none"> Impact of large corporates on small businesses Fair worker rights Access to technology Recession and Unemployment Hunger and homelessness
CHINA 	92%	<ul style="list-style-type: none"> Environment pollution Inflation and high prices Protecting the environment Rising healthcare costs Growing inequality in society
UK 	82%	<ul style="list-style-type: none"> Protecting the environment Expanding the use of renewable energy sources Environment pollution Fair worker rights Access to affordable energy
USA 	73%	<ul style="list-style-type: none"> Planet sustenance Aid to countries Fair worker rights Recession and unemployment Expanding use of renewable energy sources
BRAZIL 	88%	<ul style="list-style-type: none"> Protecting worker rights Affordable health and food Protecting the environment Maintaining music and creative arts in schools Impact of large corporations on small businesses

Source: Consumer Survey of 8000 Millennials across 17 countries: <http://www.mslgroup.com/insights/2014/the-future-of-business-citizenship.aspx>

Four Strategies for Retailers to Win the Hearts and Minds of Millenials With Purpose

Innate Motion’s framework below, or the ‘Human Canvas’, is developed from established theories of human motivation. It combines personal and social motivations to explain what are the emotional drivers of consumer behavior, offering a strategic tool for marketers to connect with their target. Each ‘quadrant’ reflects a certain emotional ‘ethos’ that ‘purpose’ retailers can play in and helps set the tone and direction of their ‘purpose’ driven strategy.



The **BLUE QUADRANT** reflects the ‘ethos of essence’ and is characterized by softer attributes of caring, nurturing and protecting what we have. It revolves around preserving and treasuring what is important and what is precious to us. Indian retailers who want to play in this space would go for strategies to promote ethnic and traditional products, preserve traditional retailing formats, campaign for activation strategies that help reduce waste and save the environment.

The **GREEN QUADRANT** is the ‘ethos of mastery’ and embraces the use of expertise and knowledge to stand out in our world. Retailer strategies here would typically involve the use of Internet technology to make shopping convenient and effortless for their target.

The **RED QUADRANT** is the ‘ethos of possibility’ and celebrates individuality, self-confidence, autonomy and self-expression. Retailers who want to play in this space would strive for empowerment of consumers by giving them platforms for self-expression and personal experiences.

The **ORANGE QUADRANT** is the ‘ethos of abundance’ and celebrates bonding, bringing people and communities together, reducing inequalities and disparities. Retailers who want to play in this space would formulate “giving” strategies such as ‘1 for 1’ schemes, helping the underprivileged and needy. Support for fair trade practices and workers’ rights and upliftment would also be positioned here.

Examples from Real Retailers

We studied retailers in India and across the world, and found interesting stories to tell for each of the four quadrants. varied, from apparels to shoes, eyewear, groceries, to male grooming.



Each retailer had done something special, something outside the box that impacted humanity in a special way, and qualify them to become ‘purpose retailers.’

We studied detailed strategies of four retailers, one in each quadrant, who had done a remarkable job with their value proposition that we felt resonates well with Millennials.

Here are their stories.

	Blue Retailer	Green Retailer	Red Retailer	Orange Retailer
	FabIndia “Celebrating India”	Aaram Shop “Unlearn Grocery Shopping”	Axe Pop Up Store “Find Your Magic”	Warby Parker “One for One”
Their Story	A perfect example of a retailer with ‘purpose’. They combine social objectives with building a profitable venture. They source Indian handicrafts from rural artisans and makes them available to the urban consumer as high fashion apparels and home furnishings, eliminating the middleman. They work directly with 90,000 artisans who are also shareholders in the business	Small grocery stores, the lifeline of Indian shoppers have largely stayed out of the online ambit. AaramShop helps small neighborhood retailers with physical presence to establish an online store, allowing them to connect better with their Internet-savvy consumers, who are too busy most times to physically go and buy their groceries.	AXE took the position of encouraging men to be proud of what makes them exceptional through “Finding their Magic”. To build excitement and further customer engagement they designed a retail/pop-up experience. Where Millennial customer were invited to the store and provided a grooming experience enhanced their special features. As a special element their pictures were shown on display billboards so ordinary people became celebrities for a day.	Warby Parker eyewear disrupted a traditional brick and mortar industry monopolized by few brands with high prices. They offered stylish eyeglasses online at nearly half the price by eliminating the middleman. They also introduced a social purpose by crafting a ‘One for One’ campaign. They donated one pair of glasses for every pair sold to VisionSpring, a non-profit training low-income entrepreneurs to sell affordable glasses within local communities. This had a greater impact than a simple donation – it helped boost local economies and created jobs.
Their Value Proposition	Preserving Heritage Social Good with Profit	Using Technology and Data Analytics to benefit shoppers and small retailers	Bringing a surprise retail experience to enhance customer engagement and celebrate ‘authenticity’	Following an eco-system approach by bringing value to customers and bottom of the pyramid users across the world.

In a highly connected digital environment, Millennials seek social identities they can be known for and proud of. By celebrating the “India story”, FabIndia gives them a unique cultural identity to showcase to the rest of the world, and a feeling of pride and ‘purpose’ in preserving their traditional heritage.

The 2014 Millennial survey revealed Indian Millennials are concerned about the global impact on small businesses. The Aaram shop story addresses their inherent need to retain their personalized relationships with neighborhood stores using modern technology, and offers an exciting model that will resonate well with this target segment.

The Axe pop up store, by offering a personalized grooming experience is a perfect example of enabling self-expression



and authenticity (important values for Millennials) and at the same time giving an exciting customer experience in the retail environment.

The business model for Warby Parker came from three ideas: buying glasses should be fun and easy; it should leave you happy,

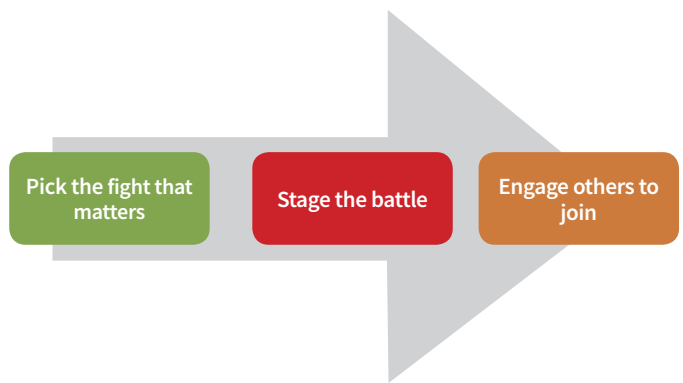
looking good, and with money still in your wallet; and everyone has a right to see. This appeals to the Millennials’ inherent desire to help others while also allowing them to affordably look stylish in public. Warby Parker has built its brand and created loyal Millennial customers through the power of earned social, which is digital word-of-mouth recommendation mechanism. Warby Parker’s social good makes the brand very shareable for Facebook users who want to project a socially conscious lifestyle, while still participating in a consumer-centric society.

3 Principals For Becoming A ‘Purpose Driven’ Retailer

Indian Retailers need to shift away from transactional thinking and adopt a ‘giver mindset’. This requires elevating from brand and

product to human, culture and society. This requires asking the existential question “ what is our purpose in the world”?

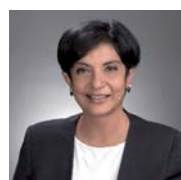
To thrive with purpose, companies need to learn to unlock and harness the contribution capacities of the communities they



serve and depend upon. To do so they need to get their stakeholders to take on a “giver” mindset. Most businesses are designed for delivering value to customers. What they still need to discover is how to design for contribution.

In crafting the principles that drive a transformation towards a higher purpose, we learnt many lessons not from other brands and marketers, but from great leaders and activists who have made a tremendous impact in the world. We looked at the strategies of Gandhi, Mandela and Mother Teresa and found three core principals to their strategy:

- **PRINCIPAL #1:**
Pick a fight that matters to you-find a purpose or higher human ideal that relates to your category, brand or service. ‘Fabindia’ fought for preserving our heritage and ‘Axe’ encouraged men to respect themselves, ‘Warby Parker’ fought for democratization of the eyewear market and saving the world from poor vision and blindness. The



About the author:

Sonia Kapoor is partner and ‘business humanizer’ at Innate Motion, a brand strategy, retail and innovation consultancy helping clients take a more ‘people and purpose’ driven approach to marketing.

‘purpose’ or fight should sound authentic and relate to the business you are in, and not a ‘force fit’ like many ill-conceived CSR strategies.

- **PRINCIPAL #2:**
Stage the battle - Effective story telling is important. It creates awareness for your cause and point of view. Find unique and new ways to stage it by picking a cause that matters to many people, not just a select few and create an impactful narrative around it.
- **PRINCIPAL # 3:**
Engage others to join - Successful activists know that a point of view has to be translated into a point of action. In order to have any impact, action has to be scaled up and people need to be mobilised. Treat and encourage consumers to be active contributors instead of passive receivers.

Following these three principals will ensure you will have won the hearts and minds of the Millennials. And Gen Z is on the way!

‘GST WILL HAVE POSITIVE IMPACT ON CLARKS’ BUSINESS’

– By Shubhra Saini

C&J Clark Limited, owners of the Clarks brand, a privately held footwear business, was founded in 1985 in Street, Somerset (UK), by the Clark family. Still based in Street, the Clarks Group designs, develops and sells a wide range of footwear and accessories for men, women and children. The brand is renowned for its quality and style along with comfort. The Clarks Group has built on its success as the leading shoe company in the UK to become a £1.5 billion global business operating retail, wholesale, franchise and online channels in over 100 markets worldwide. In conversation with IMAGES Retail, **Sanjay Pandey, Business Head, Clarks India**, unveils the company’s plans for Indian market.



Reach In Terms Of The Total Number Of Outlets And Cities:

We currently have 60 retail outlets and are the first global brand in our segment to be present in over 35 cities. This includes both company-owned and franchise stores. Our franchise store count is 32 and we look forward to expanding our franchise partnerships with partners who share the same goal and passion as ours. Apart from this we are also present in leading shop-in-shops across the country.

Company’s Philosophy &TG:

We are positioned as the world’s leading casual shoe brand that is of the moment, unconstrained by fashion, with an individual look and feel. We are a classic, stylish, innovative brand and our shoes ensure great fit, quality, value and performance.

Our target consumers are confident, free-spirited individuals in the age group of 25 to 50 years. Their lifestyle represents contemporary values who have a natural taste for elegant, understated looks with timeless potential.



Product Range & Price Point:

We have a range of formal shoes for men in classic black and brown that complement the festive look. For women, the collection ranges from flats, block heels and pointed heels in a range of colours that are effortlessly stylish and chic. We also have an accessories line with stylish bags for both men and women. Our product price points range from ₹3999 to ₹11999.

Location Strategy:

As a strategy, we see our brand present in all malls and high street locations that go well with our brand image. Our next level of business expansion would mean strengthening our retail footprint in Tier III cities and creating an equally strong line of stores in Tier II locations.

Clarks Connect:

We are not a big believer of traditional loyalty programmes where points are accumulated and redeemed. We extend significant rewards on repeat purchase and leverage word of mouth by keeping the reward open for referrals through our loyalty program, Clarks Connect.

Importance of Marketing:

This season, we have a very focused and robust

ABOUT CLARKS

C&J Clark Limited, owners of the Clarks brand, the privately held footwear business, was founded in Street, Somerset in the UK by the Clark family in 1825. The Clarks brand is renowned worldwide for quality and style with comfort. The Clarks Group has built on its success as the leading shoe company in the UK to become a £1.5 billion global business operating retail, wholesale, franchise and online channels in over 100 markets worldwide.

HISTORY: Clark's story began almost 200 years ago when Cyrus and James Clark made a slipper from sheepskin off-cuts. At the time it was ground-breaking; a combination of invention and craftsmanship that's remained at the heart of what they do. And whilst now, as always, every pair of their shoes begins with a last carved by hand from a single block of hornbeam, advanced construction techniques, technologies and contemporary materials helps them in delivering perfection tailor-made for the modern world.

CREATING ICONIC FOOTWEAR:

Clarks has more than 22,000 style shoes that have sparked a revolution, defined a generation and captured the imagination. Like the iconic Clarks Desert Boot. Designed by Nathan Clark, launched in 1950, its appeal endures to this day. There's Nature, a ground-breaking sports casual hybrid that made its debut in the late 1980s and, redefined and redesigned, has recently been reborn. And there's Trigenic Flex, the crafted innovation that's a modern classic in the making.



marketing campaign targeting our customers. Our brand campaign for the season is built for creating an overall consumer connect that aims at elevating the brand experience. The entire campaign is designed in a coherent layered format that helps to progress from driving a customer from the awareness to consideration to conversion phase.

We are creating product franchises for the long termsuch as Nature, Trigenic and Desert Boot. The idea of building these product franchises is for a product to eventually evolve into a portfolio of brands that can command better shelf space.

Interesting Concepts & Innovations:

Premium windows have been curated for better brand representation. We have also introduced tablet selling in stores in order to appease the modern customer. In addition to this, I-pad measurement devices are now used in stores to ensure kids get the best fit.

Future Plans & Targets:

With a growing strong product line-up, we are confident that we will be able to attract new consumers and engage effectively with our existing loyal consumer base. We are hopeful that this coupled with the introduction of GST, our plans of growing our footprintwill have a positive impact on our business.

E-Commerce Strategy:

Our online platform is built to reach out to a larger audience who can have access to our products. The website is designed to give consumers an elevated brand experience. However, we would like to work towards introducing online exclusive range of Clarks products for our consumers on this platform.

Going Omnichannel:

Our brand website is a representation of our retail shop assortment and has helped established the brand goal. We are also running a trial of tablet selling in key stores which helps in building the bridge between online and offline channels.

Leveraging Social Media

Social media is a big part of our customer outreach and community building. The channel lends itself beautifully to telling our brand story while gathering feedback and addressing concerns. [IR](#)



Equity is an excellent option where your idea is scalable, and your product is for masses.

An equity institutional / organised investor would prefer to invest in a company with strong processes and procedures i.e. SOP (Standard Operating Procedures), where the company is not founder-centric.

if u abide by it. Debt as a form of investment works excellent for retail companies having good land bank / physical asset thereby attracting huge amounts. Bigger bank loans with lower rate of interest, come in only through collaterals. There is an option of availing loans without collaterals but the interest

required for growth, in effect paying reasonable interest rates.

Crowd Funding:

This is the newest form of raising funds where investors broadcast their ideas, their

the idea with the thoughtful approach of making it successful. In this case, since the funds come to the investor through public, it's the cheapest form of fund raising. Though this form is prevalent in the western countries, it is



Equity when chosen as an option, the entrepreneur must be ready to give valid reasons for every decision taken in an organization. The entrepreneur must be ready to ask / inform before taking any decisions in the company.

The biggest mistake made by investees here is asking for a huge chunk of investment and giving away a huge chunk of the company, in the first round of investment itself. Since the idea is scalable, investors will come in stages, everytime growing the company's valuation.

Debt:

Debt, as a form of investment is borrowed by the bank as working capital/ business loan or project loan. Indian banks are becoming more and more stringent on SOPs and giving away handsome loans



rates there are impossible to service for a budding retail organisation. The most sensitive point to be observed while considering Debt by any retail organisation is the rate of interest. As these rates are compounding in nature, we eventually end up paying much higher than the simple type.


Retail companies having assets must structure the business model in a way in which the companies can avail the benefit of the funds

Equity when chosen as an option, the entrepreneur must be ready to give valid reasons for every decision taken in an organization. The entrepreneur must be ready to ask / inform before taking any decisions in the company.

business model, their USPs, their operating systems and the fund required, to the world, through all forms of media (majorly digital). When this idea appeals to the masses, they start contributing in their capacity towards the special cause. These masses invest into

gaining it's popularity in India with time.

With all the funding pulled in by the retail companies, they must balance the entire retail finance chain which includes the vendor payments, the sales, the operating cost, the stock cost, the debt ratio and the liquidity ratios. In totality, the complete cash flow management, which sounds simple yet extremely difficult to comply with.

Funding in retail sector is becoming available with passing days but putting it in use with the right management practices, accurate projections and the correct intention only, will make it sustainable. 

About the author:

Nikhil Agarwal is SOP Consultant at Your Retail Coach

HOW PEPS CHANGED THE MATTRESS INDUSTRY BY CATERING TO EVOLVED CONSUMERS

– By Shubhra Saini

PEPS Industries is a ₹ 265 crore inner spring mattress manufacturing company founded in 2006 by K Madhavan along with his partners G. Shankar Ram and P Manjunath. Based out of Coimbatore, PEPS is the only Indian licensee of world's fourth largest spring mattress brand 'Restonic' of Restonic Corporation of USA from 1936. Talking about the retail aspect of the business, which is operated under the brand name of The Great Sleep Store, K Madhvan, highlights the retail footprint, market size and future growth prospects of the brand in India.



Growth Aspect:

When PEPS started its operations in the spring mattress sector, the market was dominated by coir and foam mattresses, and spring mattresses had a less than 2 percent share in the total mattress market share. But today, it is more than 10 percent, with a growth rate of 40 percent per annum. This rapid growth, in the recent past has forced all leading manufacturers and top brands of mattresses – who had earlier failed to estimate the potential of the segment – to explore the same with great vigor.

Estimates put the mattress industry at close to ₹5,000 crore in India. The spring mattress industry is estimated to stand ₹500 crore, and PEPS claims a 53 percent share in the same.

The Footprint:

The company has over 5,000 dealers pan-India, and 125 company-owned exclusive retail outlets which are called 'The Great Sleep Store' (GSS). From the time of its inception, PEPS has always encouraged franchisee stores. We have always believed in letting people have ownership of the products they sell.

The Market:

One trend that can be seen is that consumers are very particular and well-informed. They know what they want. They are not ready to compromise over the product and are not satisfied unless their specific needs are fulfilled. Customer loyalty is a very important factor in the

growth of PEPS, and until and unless consumers are happy with the final outcome, they will not be loyal.

In terms of growth, one key aspect is to have a unique product portfolio range. Another factor is our uniqueness as well as the very diverse range of products, which can fulfil the needs and requirements of all kinds of customers. Keeping up with the latest in technology is also vital to any company's growth. Having truly dedicated and inspired employees is fundamental to any company's growth.

The Customers:

PEPS has always aimed to position the Inner Spring Mattresses as an affordable luxury. Our products are targeted at people who want to graduate from conventional coir mattresses to spring mattresses.

The Products:

Our portfolio ranges from one-of-a-kind products such as Spineguard, Restonic etc to affordable, totally organic products like Organica. We are the only brand in India to offer at least half a dozen variables in the inner spring segment every year.

All PEPS products are made in India. PEPS currently has three operational manufacturing units, each catering to the south, west and north India.

The Categories:

PEPS has a wide range of lower, mid-to-premium products, encompassing a large number of sub-brands such

as Spineguard, Organica, Vivah, Grand Palais and many more under their mattress wing. Organica is the first ever mattress to be made from chemical-free bio-cotton and eco-latex. Spineguard, which is crafted from memory foam, promises zero body aches while also being comfortable to sleep on.

Apart from these, PEPS also has its own range of pillows and comforters, sub-branded

sparing you the trouble of visiting too many stores to get good quality bedroom necessities.

The Price:

PEPS has positioned products from affordable luxury to indulging in comfort. Mattresses start from ₹9,159 and go upto 1.25 lakh and pillows start from ₹699. The most popular range in stores is the mid-range of products.

Marketing Strategy:

We live in a fast-paced world where the focus on work is so high that we often neglect what is most important for us – a good night’s sleep. Unfortunately, we are living in a sleep-deprived world.

This shift led to the creation of the PEPS campaign: ‘livethe #PEPSlife’. We are one of the brands who have positioned ourselves creatively. When all the brands in this category

infrastructure by 200,000 sq. ft. The next step we have taken is that we are also shifting from manual labour to automation which will give a consistency in quality. In order to improve services and keep up with the demand, we are coming up with a new plant in Bengal. We are also looking to increase the Pune plant capacity. All of these are nearing completion.

Innovations:


At PEPS, we believe that the experience of buying a mattress is just as important as the mattress itself. After all, mattresses are a long-term investment and so the consumer must be able to see all the options and make an informed decision. In our stores, we create an experience for the customer that they will not get elsewhere. On display, we have our range of products under one roof. This diversity can greatly help the customer understand the product and make the right decision.

The Future:

As of right now, PEPS has 125 Great Sleep Stores and in the next 1.5 years we are planning to take it 250 stores.

Online & E-commerce:

We are very gung-ho about e-commerce and we currently have a dynamic website which is very user friendly. We have tied up with e-tailers like Amazon, and Flipkart. As of now, e-commerce brings in about 4 percent of our total turnover.

But we are also waiting, observing and studying the e-commerce industry before we make a move. 



as Hypnos, Komfy and others. Hypnos is the go-to pillow for comfort and long-term freedom from back and shoulder aches, while Komfy is their feather soft comforter.

The collection of spring and foam mattresses, pillows and comforters at PEPS comes in multiple colors which the customers can visualise on their web-page. Each of these have been designed to meet the specifications of every kind of customer that may come their way, be it couples, children or the elderly. PEPS has become the complete bedding solution for all,

The Location:

PEPS stores are strategically placed across the country in order to make quality and affordable mattresses available to everyone. GSSs are positioned to give access to customers who want to graduate from conventional coir mattresses to spring mattresses as well as those who want all products under one roof.

The Stores:

Average store size for a Great Sleep Store of PEPS is approximately around 1950 sq. ft.

are stuck with night and sleep equity, PEPS has moved to the message of ‘staying energized’ and ‘recharged life as an after-effect of sleep, and during the day’. We understood the tension of our target audience due to the reduced sleeping hours and need for a recharged life and we promise to fill this gap by our ergonomically-designed and comfortable range of mattress products. And this insight is the genesis for the new positioning.

Expansion Strategy:

To start off, we have increased the manufacturing

“BEYU TO EXPAND INDIAN FOOTPRINT, OPEN 300+ PLUS STORES ACROSS MAJOR CITIES BY DECEMBER 2017”

— AJAY GHOOI, MD KAUNIS MARKETING



India is considered as one of the fastest growing beauty markets in the world, growing at 16 percent annually. Keeping this in mind, German colour-cosmetic company BeYu, of the ARTDECO group, re-entered the Indian market earlier this year in partnership with Kaunis Marketing Services Pvt Ltd this time. Before this, BeYu had come to India in 2009, with Elder Health Care but exited in 2012. This time BeYu is bullish about the Indian market as the disposable income of the growing middle class has increased since the last time they were here. Talking to IMAGES Retail, Ajay Ghooli, MD, Kaunis Marketing reveals the brand's current market positioning and how his company sees the market for cosmetic retailing growing in future, which will provide immense opportunities for the brand to realise its optimum growth.

— By Shubhra Saini



In 1999, visionary and cosmetics expert Helmut Baurecht introduced the brand BeYu to fulfill the wishes and expectations of trend-oriented, confident young women. They were cosmetics with a promise of high quality and exceptional

price-performance ratio. BeYu has been a success for more than 15 years and one of the main reasons for it is that the brand recognizes international trend themes and implements them and adapts constantly to changing customer needs. Over 500 items, around 120 new releases per year and a

global presence in over 40 countries speaks for itself. BeYu cosmetics belong to the ARTDECO cosmetic group which was founded in 1985. With more than 500 employees it is one of the most successful producers of cosmetics products in Europe. The products are dermatologically tested and

are paraben and fragrance free as well as not tested on animals.

Retail Footprint:

Presently BeYu has close to 12 company owned kiosks and 225 shop-in-shop / franchise stores. BeYu's current presence is in close to 15 cities in North India, 7 cities in East India, 10 cities in the West and 6 cities in the South.

Beauty Products Market in India:

The beauty market in India is pegged at Rs 45,000 crore, out of which color cosmetic is around 10 percent. India is considered as one of the fastest growing beauty markets. The market is growing at 16 percent annually. The demand for premium beauty products has increased in the country which has resulted in international beauty brands entering into the Indian market. In addition to this, factors such as increase in disposable income among individuals has raised the standard of living, due to which people aspire to own the best of the products and services.

Trends:

Consumers have evolved with an increase in buying power. There has been a growing demand for new products and new brands. With the entry

of newer brands in Indian market consumers get an improved product mix with better infrastructure.

Market Positioning and Customer Profile:

BeYu products are mass premium. Our target audience is Sec A and B+.

The Products:

BeYu wanted to be different from the clutter of brands that already exist in the market.

Currently, the cosmetic market is undergoing a dynamic change. New players are venturing into the Indian market and therefore it is important to be different. It

next year at least one fourth to one third of the whole collection will be brought new to the market to match the Indian color needs. We would want it to call the India collection.



is important for our brand to offer what is required. We offer good quality products that are made in Germany.

Another interesting fact is that the products and colors are made keeping in mind the different skin types. Catering to the various skin type is quite challenging. By spring

Price Segment:

BeYu's price-points starts from price of Rs 400 with an average selling price of Rs 975.

The brand, along with Kaunis, has implemented strategic plans that cover all spheres of business from distribution, sales, marketing, pricing to logistics, manpower, operations and imports.

It also offers complete make up solutions for the face, eyes, nails and lips bringing the trends and colors of the world to the consumer. As a cosmetic brand, it listens to the pulse of

the world and its innovative cosmetic products often reflect the special moods, impulses and trends across the globe. That's why BeYu's colour palette is as varied as the worldwide influences that define it.

Location:

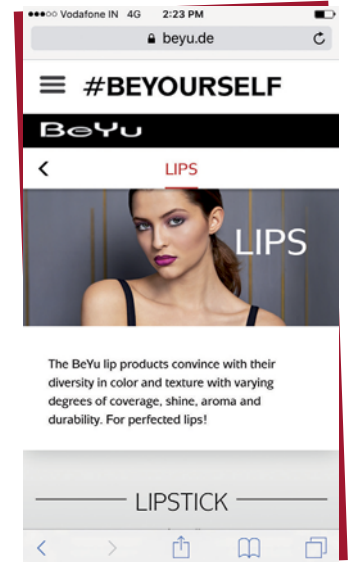
BeYu prefers shop-in-shop in general trade and modern trade and in high foot fall malls they prefer vantage locations preferably on the ground floor.

Store Formats:

The average size of BeYu kiosk is 150-250 sq. ft. The brand is still in the launch phase, but by the end of this year it plans to make its presence felt with 300+ plus stores across major cities. The goal is to have 500 plus stores and this they plan to achieve by early next year. The brand presently has close to 12 company owned kiosks. BeYu products are also available at Lifestyle, Health & Glow, Central, New U and top beauty stores.

Store Design:

The primary focus while designing fixtures is on



translating the brand identity into consumer experience. The horizontal white strip running on two sides of 'Made In Germany' has worked as an inspiration for the management to drive this translation. Enough spaces are given to place large sized environmental graphics so that the brand communication, '#beyourself' gets due prominence. The products are placed on black surfaces to affect the right amount of contrast and throw of colours, with white outlines as juxtaposition of the brand identity. [R]

INSIGHTS to EMPOWER YOUR BUSINESS

NOW EASILY ACCESSIBLE
IN A FORMAT THAT YOU
PREFER

PRINT FORMAT

PDF + ONLINE

**ANALYSING THE
BUSINESS OF
ORGANIZED RETAIL
IN INDIA.**



ONLINE

PRINT FORMAT

PDF FORMAT

SUBSCRIBE NOW

Term	PRINT			PDF + ONLINE*		
	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600
Saving	15%	20%	25%	20%	25%	30%
Discount	₹180	₹480	₹900	₹240	₹600	₹1080
You pay	₹1020	₹1920	₹2700	₹960	₹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 Print 2015
worth ₹5000/- + 3 Years Subscription
of Images Retail

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

PAYMENT OPTION 1

Please charge my card

Amount _____ Card Expiry Date _____

Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring Images Multimedia Pvt. Ltd., payable at New Delhi

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

OTHER GROUP PUBLICATIONS



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

Subscription Department, Images Multimedia Pvt. Ltd.

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

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

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

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

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

*Online version will give access to editorial content only.

For online subscription, please visit shop.indiaretailing.com



MALABAR
DEVELOPERS

STATE CAPITAL WILL SOON BECOME THE SHOPPING CAPITAL



Mall of Travancore
TRIVANDRUM

2 STATES | 5 DISTRICTS 1.5 MILLION PEOPLE | ONE MALL

An experience built with millions of square feet of quality residential and commercial construction, Malabar Developers, the real estate and infrastructure development arm of Malabar Group have been transforming landscapes and transcending life styles since it came into existence in 1995. 'Mall of Travancore' (MOT), a 6-lakh Sq.Ft sprawling retail space will be the first mall in Thiruvananthapuram and will serve as the shopping destination for around 8 million people. The mall with over 300 outlets of Indian and international brands, seven multiplexes, food courts and gaming zone will proudly dominate the landscape and become a benchmark in urban development.

- | FIRST MALL IN TRIVANDRUM
- | FUTURE OF WORLD CLASS SHOPPING EXPERIENCE IS ARRIVING
- | AN INTELLIGENT RETAIL MIX | FASHION HOT SPOT
- | MORE THAN 300 OUTLETS OF NATIONAL AND INTERNATIONAL BRANDS
- | FOR THE YOUNG AND YOUNG AT HEART
- | 40000 FOOTFALLS PER DAY | 7 MULTIPLEX SCREENS

Call: 702 500 0000 malloftravancore.com

GOING STRONG

The redefined neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH#

ORION
EAST



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:



Other Brands:



and many more...

