

Awards:
IMAGES Retail Awards 2017
Honour Excellence in Retail
pg 38

Profile:
Organised Eyewear Market to
Draw Business Worth ₹1700 Crore
pg 56

Retail Leader:
612 League's Manu Indrayan
on India's Kidswear Market
pg 70

Innovations:
How Indian Retailers Innovate
to Engage In-store Shoppers
pg 72

IMAGES Retail

Future of Businesses

OCTOBER 2017

VOL. 16 NO. 10 • ₹100 • www.indiaretailing.com



[COVER STORY]

INSIDE THE WORLD'S LARGEST DEMOCRACY OF RETAIL

Arvind Varchasvi, Govind Shrikhande, Harriet Green, Krish Iyer, Philip Auld, Shashwat Goenka, Raza Beig and other industry leaders lead the discussions on India's retail story, its latent power of Indian consumption, and promising demographics at IRF 2017.

[PAGE 18]



SKECHERS®

WITH MEMORY FOAM
FOR KIDS



ALL-DAY COMFORT

CONTOURS TO YOUR FEET

PILLOWY SOFT



[f](#) [t](#) [v](#) [i](#) [s](#) [s](#) [s](#) skechersindia

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



International Shopping Experience

Food Fun Fantasy

www.cmrcentral.in

FOOD
FUN &
FANTASY



AVERAGE NO. OF FOOTFALL:

WEEKDAYS: 48,000

WEEKENDS: 90,000

BRANDS:

INTERNATIONAL: 30%

NATIONAL: 40%



M/S. CHANDANA BROTHERS MULTI COMPLEX PVT.LTD

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

MD: Mavuri Venkata Ramana

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

IF YOU ARE NOT THERE, YOU ARE JUST NOT 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

VEGAS

Celebrate Life!

For Leasing:

011-48584400 | 8800091655

leasing@vegasmall.in

IMAGES Retail™

Future of Businesses

OCTOBER 2017 | VOL. 16 NO. 10 | PAGES 76

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 | **Sandeep Kumar**
Contributing Editor | **Zainab S Kazi**

CREATIVES

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

PRODUCTION

Sr. General Manager | **Manish Kadam**
Asst. Manager | **Ramesh Gupta**

SUPPORT

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

SUBSCRIPTION

Deputy Manager – Subscriptions | **Kiran Rawat**

ADVERTISING

BUSINESS HEAD

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

DELHI:

• **Partha Ganguly** | General Manager

MUMBAI:

• **Sarang Mehta** | Sr. Manager

KOLKATA:

• **Piyali Oberoi** | Vice President & Branch Head
• **Rohan Narayan** | Dy. Manager

BENGALURU:

• **Suvir Jaggi** | Vice President & Branch Head

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

September has always been a very momentous month for us at IMAGES Group. This is the month that we host our flagship event, India Retail Forum (IRF), and its concurrent event, India Omnichannel Forum (IOF), in Mumbai. This 14th edition of IRF was held on 19th & 20th September, at Renaissance, Powai. Those of you who attended the event would have your own memories of this mega retail intelligence congregation.

This year, both IRF & IOF 2017 discussed the promise, and the potential of the retail industry. They delved deep into the foresight of retail leaders to think ahead and their capability to execute. The fora brought together the most thought-provoking leaders as well as the most energetic thinkers of the industry for candid discussions.

IRF 2017 also witnessed the release of our flagship books – India Retail Report 2017-18 & Malls of India 2018. The 2-day retail extravaganza culminated in the IMAGES Retail Awards and the IMAGES Retail Technology Awards, the retail industry's most prestigious honour.

The successful conclusion of IRF & IOF 2017 has just opened a new avenue for us, kickstarting our journey into the world's largest retail democracy. We hope you are already on your way to creating success stories from the experiences shared at IRF 2017. Thank you for joining us in creating a powerful, collaborative atmosphere at IRF 2017. We hope our exploration of the World's Largest Retail Democracy helped add value to your businesses in the immediate future as well as over the coming years.

For those who couldn't make it to IRF 2017, our October issue of IMAGES Retail magazine should help acquaint you with the theme, and session highlights, although, I have to say that compressing two whole days of an incredible amount of action into a few pages may leave much to be desired. For a closer look, do visit www.indiaretailforum.in and www.indiaretailing.tv, to see all the images, videos, speakers' presentations from the event.



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



No.1



Fast



Flexible



Friendly

Explore · Dream · Discover Mobile & mPOS Solutions

Mobile Printer



SPP-R410



SPP-R310



SPP-R200III



SPP-R210

Receipt Printer



SRP-F310III



SRP-350III



SRP-330



SRP-275III



SRP-270



SRP-Q300

Label Printer



SLP-TX400



SLP-TX420



SLP-TX220



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

contents

IMAGES Retail™

OCTOBER 2017 | VOL. 16 NO. 9

12 NEWSMAKERS NATIONAL

INDIAN RETAILERS SET THE PATH FOR GREATNESS

Why the festive season is a harbinger of positivity for Indian retail

16 NEWSMAKERS INTERNATIONAL

BRANDS RE-ALIGN FOR POSITIVE BOTTOMLINES

Foreign brands kept all stakeholders on their toes this September

56 PROFILE

JOHN JACOBS

Sambuddha Bhattacharya, Business Head & Co-Founder, John Jacobs, on how organised eyewear market will draw business worth ₹1700 crore

62 REPORT

THE INDIAN SHOPPER'S MINDSET

The key is to tap into consumer needs and behaviors which transcend platforms

70 RETAIL LEADER

612 LEAGUE'S MANU INDRAYAN

How first-generation entrepreneur, Manu Indrayan, conceived and created 612 League

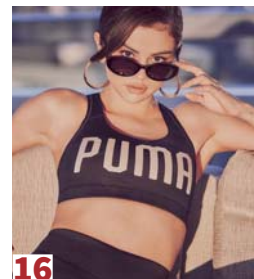
72 INNOVATION

ENGAGING IN-STORE SHOPPERS

How Innovative Indian retailers are responding to consumers need to 'touch and feel'



12



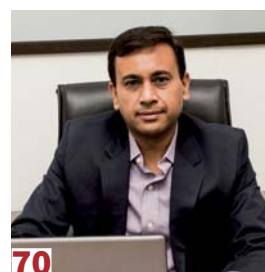
16



62



56



70

[COVER STORY]

IRF 2017: THE GREAT INDIAN RETAIL STORY

[PAGE 18]



IRF 2017 – the only forum which matters in India when it comes to retail leaders sharing game changing insights, and world-class concepts. Get the scoop on The Rising Star Challenge, IRF's exhibition zones showcasing next-gen retail store differentiation and the Mapic International Retail Deck – bringing together influential retail businesses

RISING STAR CHALLENGE HONOURING FUTURE LEADERS

[PAGE 28]



This year, The IRF Rising Star Challenge's theme was: 'Digitally Reimagine an Existing Indian Retail Business Through A Clear Digital Strategy'

EXHIBITION & MORE

RETAIL SUPPORT ZONE, CONCEPTS ZONE, REAL ESTATE ZONE

[PAGE 30]

Exhibition areas at IRF 2017 showcased next-gen retail store differentiation, design and location ideas

MAPIC INTERNATIONAL RETAIL DECK

BRINGING TOGETHER INFLUENTIAL RETAIL BUSINESSES

[PAGE 34]

IRF brings together influential retail businesses: 2,000+ local & international retailers & franchise partners, retail technology & design suppliers, real estate developers & owners, investment & property management companies

AWARDS

IRA 2017 & IRTA 2017

[PAGE 38]



The IMAGES Retail Awards 2017 ceremony – recognising excellence in the business through over 20 honours, while IRTA honoured excellence in digital innovation and implementation in the retail industry



OTTO®

CELEBRATE THE
HAPPY MOMENTS...



INDIA'S MOST
TRUSTED BRAND



2nd -2017



FLAGSHIP STORES

CHENNAI : GN CHETTY RD - 044-45590033 | MC ROAD - 044-42801329 | ECR - 044-42148441 | VALASARAVAKKAM - 044-42632633
MADIPAKKAM - 044-43548333 | CHROMEPET - 044-42875608 | VELACHERY - 044-43836033 | 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
TIRUVALLUR - 044-27666637 | MAYAVARAM - 04364-220677 | NELLORE - 8612301222 | RAMNAD - 04567-225441
TIRUPUR - 0421-4203233 | TENKASI - 04633-280633 | SIVAKASI - 04562-276333 | CALICUT - 0495-4850333 | THENI - 04546-254160

OPENING SHORTLY @ MANJERI (KERALA)

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



Vineet Gautam
Country Head
Jack & Jones

Malad



“It’s the home to my top store!”

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

My Infiniti. My World.

Andheri



— Opening soon —

infiniti

The mall with infinite experiences

Andheri (W) • Malad (W)



www.infinitimall.com

Follow us on:

[/mall.infiniti](https://www.facebook.com/mall.infiniti) [/infinitimall](https://twitter.com/infinitimall) [/infinitimall](https://www.instagram.com/infinitimall)



INDIAN RETAILERS SET THE PATH FOR GREATNESS

– By IMAGES Retail Bureau

Come fall, and leading brands – both Indian and foreign – across all categories are in expansion mode. While some indigenous brands are paving the path to profitability over the next few years, others are course correcting, moving towards a lucrative future. Overall, the festive season is being seen as a harbinger of positive times for Indian retail.



PVR TO OPEN 1,000 SCREENS BY 2022



Leading multiplex operator PVR expects its annual footfall across India to cross the 100 million-mark in the next two years, according to a top company official. It is currently on an expansion spree with plans to have around 1,000 screens by 2022, from the 600 at present.

“We will get to about 1,000 screens by 2022 as per our internal target and we should be able to cross the 100 million-mark in terms of consumer visits annually in about two years from now,” CEO, PVR, Gautam Dutta told PTI.

He further added, “We today cater to 75-80 million consumers annually and we would want to take this number to at least 100 million very soon. We are on that journey.” The Delhi-based company crossed the 600-mark in September and is adding around 75 screens every year with an investment of Rs 2.5 crore on each new screen.

“We are investing around Rs 170 crore every year in building these 75 screens. However, in some formats, the average per screen is higher than Rs 2.5 crore and lower in some,” Dutta told PTI. While the company is extending its footprint in Tier II and III places, it is ramping up its offering in the premium segment in existing markets. PVR is aiming to have 25 percent of its total screen format in the premium category such as Imax, Gold Class, ECX, Imax or 4DX. In 2016-17, PVR earned a revenue of Rs 2,002.01 crore.

BIG BAZAAR TO LAUNCH 100 STORES IN THE NEXT 12 MONTHS



Future Group’s hypermarket chain Big Bazaar is planning to launch around 100 stores in the next 12 months across the country under its expansion plan, a senior official of Big Bazaar said. “Altogether, we have 300 stores in over 100 cities across the country and have plan to launch 100 more in the next 12 months,” Manish Agarwal, Business Head (East Zone) of Big Bazaar, was quoted by PTI as saying.

Addressing a press conference at the inauguration of its second store in the steel city here today, Agarwal said Big Bazaar already has its eight stores in Jharkhand including two in Jamshedpur while more stores will be opened in the state soon. The new store, spread over 32,989 sqft in the P&M Hi-Tech City Centre Mall in Bistupur here will be the ideal shopping destination for the customers, he said adding the new store with fresh design would offer a wide range of products.



CROMA TIES UP WITH SWEDEN'S BLUEAIR FOR SHOP-IN-SHOP EXPERIENCE

 Croma, India's first large format specialist retail chain for consumer electronics and durables tied up with Sweden-based air purifying technology giant Blueair for a shop-in-shop experience across 25 stores in India. According to a ANI report: Blueair is the first company in the air purifying segment to have its own shop-in-shop experience zone at Croma's Juhu outlet in Mumbai. Under the tie-up, Blueair products will be retailed across 25 Croma stores in Mumbai, Delhi, Pune, and Bengaluru. The collaboration is a strategic move to bring the best air-purifying technologies to India through Croma's expansive retail network. The tie-up will empower Indians to evade ill-effects of air-pollution on health by accessing the best technologies in indoor air



purification. "Air pollution is a major environmental and health problem affecting all age groups. The levels of particulate matter (PM) 2.5 have serious health implications as these tend to get lodged in the lung and can even enter the bloodstream. People with

medical conditions such as respiratory problems, and children are the most vulnerable to air pollution. Our mission at Blueair is to help Indian women, children and men confront the health challenges posed by rising air pollution. This strategic tie up with TATA Croma brings us one step closer to our mission

that will elevate people's health and well-being by giving them access to cleaner air," Director West and South Asia Region, Blueair, Girish Bapat was quoted by ANI as saying. "We at Croma believe in helping consumers make the right choices. In a new category such as air-purifiers, consumers need greater hand-holding as the technology is less familiar. The need for engaging with the product and salesmen trained on the technical aspects of the product is far higher. Therefore, we have taken the decision to create an experience zone for BlueAir in selected Croma stores. BlueAir is a Swedish brand of international repute with a track record of serving customers across 65 countries," says, CMO, Croma - Infiniti Retail Ltd., Ritesh Ghosal.

NYKAA AIMS TO BE PROFITABLE BY 2019

Online retailer of beauty brands, Nykaa expects to become profitable by March 2019, helped by a growing offline presence and larger portfolio of premium and luxury products. The company, which was founded by former investment banker Falguni Nayar, expects to become cash-flow positive by March 2018. "We have a very low

burn rate. We haven't engaged in much advertising but transactions have grown steadily with new customers and repeat buyers. We expect our revenues to grow 2.5X-3X this year...by next fiscal, we should be profitable," Nayar told PTI. Nykaa had started as an online platform and moved into offline retail as well. It already has eight stores in Delhi- NCR,

Mumbai, Bengaluru, Amritsar and Pune. "We are aggressively looking at expanding our offline presence. We have eight stores under the 'Luxe' and 'On Trend' categories, which are company-owned," says Nayar. The Luxe stores would have mostly luxury and premium brands, while On Trend stores will carry a portfolio of brands that trend on Nykaa's online platform. By the end of this fiscal, Nykaa is looking at a footprint of 15 stores, she said adding that they are also looking at cities like Hyderabad and Chennai apart from deepening presence in the four cities where it already has stores. Asked about the investment planned, Nayar said Nykaa would invest about ₹10 crore in these stores apart from the costs of the inventory. Nykaa had closed a funding round of ₹104.3 crore in December last year.



SRI SRI AYURVEDA TO LAUNCH SRI SRI TATVA BRAND IN 30 COUNTRIES, OPEN 1000 NEW STORES IN INDIA

➔ Sri Sri Ayurveda, the FMCG brand of spiritual leader Sri Sri Ravi Shankar, plans to launch its products in 30 new countries with a focus on Latin America, including Brazil and Argentina, a top company official was quoted by news agency PTI as saying. This expansion will take the number of countries where the brand is present to 60 from 30 currently. "We will launch Sri Sri Tattva brand of products in 30 new countries with a focus on Latin America, including Brazil and Argentina. We are already present in countries in Middle East, Far East, and Russia, where we will further expand our range," Arvind Varchaswi, MD of the FMCG firm, was quoted as saying.

The company also plans to launch 1,000 new stores in the next few years. Varchaswi indicated that 600 stores will be opened this year. The brand intends to launch about 20-25 products in the next one month in these various categories. It has also launched an apparel range with Indian ethnic wear, which will sell online



and through the app, he said, while unveiling a range of healthy cookies in collaboration with Bangalore-based biscuit maker Unibic Foods India. The company has set up two more factories in Bengaluru for its personal care range.

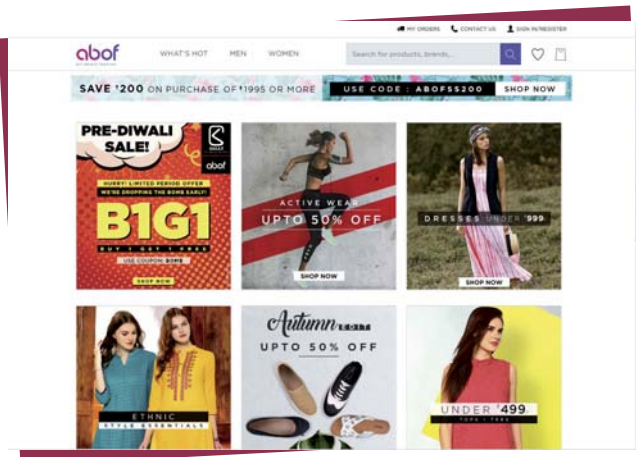
ADITYA BIRLA GROUP TO SHUT DOWN E-COMMERCE VENTURE ABOF.COM

➔ Aditya Birla Group will shut down its online shopping portal Abof.com by the end of this year, weighed down by intense competition from the sector giants Amazon and Flipkart. Launched in October 2015, Abof.com has portfolio across clothing, footwear and accessories besides a collection of the group's own brands like Allen Solly and Peter England, among others. "There are various reasons for the closure. First, the sector is not maturing to the level it was expected, and secondly, the return on investment is long drawn affair and to continue putting money into the resources is not a very intelligent idea," Sanrupr Misra, HR Director, Aditya Birla Group, told PTI.

Other factors, Misra said, was deep discounting and selling products below the cost, which does not add value to the business. Currently, there are about 240 employees working with Abof.com.

When asked about the future of the employees, Misra was quoted by PTI as saying: "We will try and incorporate them in the group's other business as much as it would be possible and

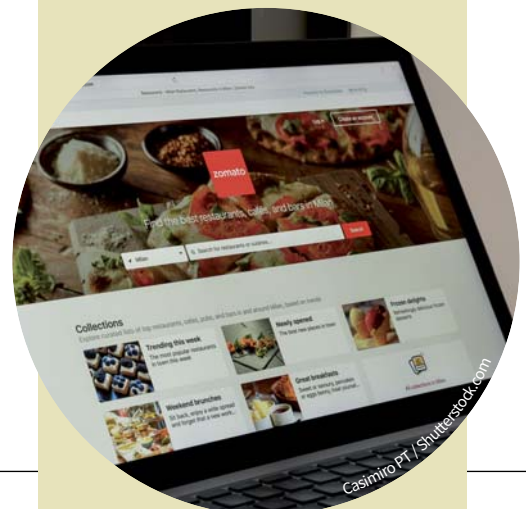
they will be kept in the payroll for four and-a-half months. "Giving them salaries and releasing is the easiest thing to do but we don't want to do that in first place," he told PTI, adding that those who want to stay in the e-commerce space would be helped further in finding a new job with the existing players. Without specifying a particular date, Misra said the process of winding up has technically started and it would take about 4-5 months for the entire process.



ZOMATO INVESTS IN HOME-COOKED MEAL DELIVERY APP TINMEN

➔ Online restaurant guide and food ordering firm Zomato on Monday said it has made an investment into Hyderabad based home-cooked meal delivery app Tinmen. The company did not share the amount of investment it has made. The company has "just made an investment into a startup called Tinmen - an efficient and modest little company which provides easy access to home cooked meals at affordable prices, for thousands of people in Hyderabad," Deepinder Goyal, Founder and CEO, Zomato, said in a blog post.

Zomato is working on a bunch of tech-led initiatives to build better accessibility to great and hygienic food for its users, he added. "In tandem we are also exploring alliances with existing players, big and small, to help surface a larger variety of healthy meal options to our users", Goyal said. Tinmen is already delivering over 30,000 orders a month, and "we see this number steadily multiplying over the next six to nine months", he added.





FRIENDZY
WINTER WEAR BY DEAL



BRANDS REACH FOREIGN SHORES; REJIG ALLIANCES FOR POSITIVE BOTTOM LINES

– By IMAGES Retail Bureau

September was an interesting month for the global retail scenario. With leading fast fashion brands debuting in one of the most promising retail destinations in Asia, to brands re-aligning themselves to reach positive bottomlines, the month witnessed it all. The retail sector remained dynamic. While leading retailers created thousands of new jobs, some slashed their staff strength. The sector was abuzz with new happenings, keeping all stakeholders on their toes.

H&M LAUNCHES DEBUT STORE IN VIETNAM

 H&M has opened its very first store in Vietnam on September 9, 2017. The new store opening was highly anticipated with customers queuing from 10:00 pm the night before to be among the firsts to grab hold of the extensive fashion items on offer. Right before the official opening hour, a pre-opening count down party with live DJ

performances and signature H&M staff dance was enthusiastically enjoyed by all those who'd queued up. Besides this, the brand was giving away a limited-edition H&M Vietnam tote bag with H&M goodies to the first 1,000 customers in line.

H&M's Country Manager for Southeast Asia, Fredrik Famm; Sales Manager for Vietnam, Anne Soderberg; and Store Manager, Nguyen KieuOanh, officially cut the ribbon and

welcomed the first eager shoppers.

"We have been waiting for this day for a long time and the response from our customers in Vietnam was definitely worth the wait! I am proud to welcome shoppers to our very first store and we are pleased to offer our customers added value through fashion, quality, and sustainability at the best price in a sustainable way," he said.



Sorbis / Shutterstock.com

Located at Vincom Center Dong Khoi in District 1, Ho Chi Minh City, the over 2,000 sqm flagship store spans over two levels, houses a selection of latest fashion and accessories for men, women, teenagers and kids, including the H&M Studio AW'17 womenswear. Later in the year, the brand will also bring its global lines such as The Weeknd's Selection and the recently announced ERDEM x H&M designer collaboration followed by the Holiday collection.

JIMMY CHOO PROFITS LEAP MORE THAN DOUBLE TO 174 PERCENT

 Jimmy Choo, the high-end accessories label has posted a 174 percent rise in pre-tax profits to £18.1 million in the first six months of the year thanks to a store revamp and growing demand for its men's range. Pretax profit for the six months to June 30 was £18.1 million, as compared to £ 6.6 million last year. Revenue for the period rose 4.5 percent to £ 201.6 million. Jimmy Choo, Chairman, Peter Harf said the deal opened up exciting opportunities. "The shared vision and distinctive appeal of these two iconic brands will provide an exciting platform to achieve global leadership in luxury retail," Harf said in a statement.



andersphoto / Shutterstock.com

Revenue at the company's Japan unit rose 11 percent at constant currency helped by continued growth in its Men's section. Jimmy Choo, which was bought by rival Michael Kors last month for £ 896 million, said its store overhaul continued to progress. It closed five shops and opened six new ones in the first half. It now has 151 stores around the world, including new flagship stores in London's New Bond Street and Sloane Street, in Milan, Paris, Beverly Hills, Madison Avenue and Harbour City Hong Kong.


AMAZON TO CREATE 2,000 JOBS IN NEW NEW YORK OFFICE

 Amazon Inc., announced last week that it plans to bring more than 2,000 jobs to the city over the next three years, promising to create roughly 6,000 jobs across New York state by 2019. The 359,000 square foot office in Manhattan – Brookfield’s 5 Manhattan West – will employ people in finance, sales, marketing and information technology earning an average of \$100,000 annually. In March, organic grocer Whole Foods Market – which is now owned by Amazon – announced it would anchor the ground-level retail space of 5 Manhattan West. Brookfield also recently worked on the location for Amazon’s new European headquarters in the U.K., at Principal Place, according to a CNBC report. Amazon will invest \$55 million in the building project on Manhattan’s west side, according to a statement from the office of governor Andrew M. Cuomo.



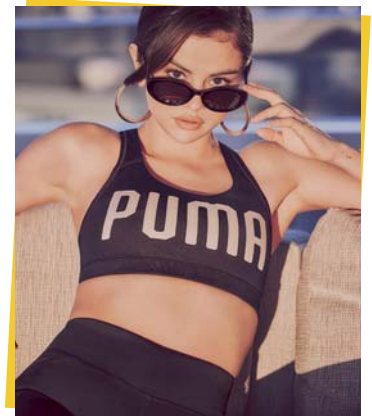
SEASTOCK / Shutterstock.com

PUMA ROPES IN HOLLYWOOD STAR SELENA GOMEZ TO DESIGN AND MARKET PRODUCTS

 Global sports brand PUMA announced a long-term partnership with singer, actress, and producer, Selena Gomez, who will work with the brand to design product and create marketing campaigns. Selena will start working with PUMA immediately and will first appear in the brand’s newest campaign for the Phenom, an upcoming women’s footwear drop.

“Being part of the PUMA family is very exciting for me,” said Selena. “PUMA has changed the game when it comes to the mash-up of athletic wear and fashion. It’s amazing to see this influence on style and culture and I’m excited to be apart of it. I am hoping that we can create something special together. We already have some really cool projects in the works.”

Selena and PUMA are a great match, not only because she fits with PUMA’s brand values, but also because of her powerful influence over young women, her integrity, hustle, and drive to succeed. Her work with the brand will be more than simply appearing in a campaign, she will be an active voice for the brand’s consumers. In addition, this partnership includes PUMA and Selena working with and supporting causes close to her heart.



M&S TO OFFLOAD HONG KONG & 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.



JuliusKielaitis / Shutterstock.com

LEGO TO CUT 1,400 JOBS AFTER SUFFERING FIRST DROP IN SALES

 The Danish toymaker, Lego is planning to cut 1,400 jobs before the end of the year in a bid to scale back the 85-year-old business after suffering its first drop in sales in more than a decade. The report of a 5 percent decline in mid-year revenue came a month after Lego abruptly removed its chief executive, suggesting the company is facing its biggest test since flirting with bankruptcy in the early 2000s.

Lego said that its revenue for the first half of this year fell 5 percent from a year earlier to US \$2.4 billion, its first revenue decline in 13 years. Net profit fell 3 percent to US \$544 million. “Unfortunately, it is essential for us to make these tough decisions,” said Jorgen Vig Knudstorp, Chairman, Lego in a statement. “We are disappointed by the decline in revenue in our established markets, and we have taken steps to address this.” Lego said it will cut approximately 1,400 positions – including up to 600 at its headquarter in Billund, Denmark – the majority of them before the end of 2017. The company currently employs some 18,200 people.



Twin Design / Shutterstock.com

THE GREAT INDIAN RETAIL STORY

IRF 2017: USHERING IN A NEW ERA OF RETAIL

—By **Indiaretailing Bureau**

IRF is truly the only forum which matters in India when it comes to retail leaders sharing game changing insights, world-class concepts, as the breaking ground for India entry strategy for global players, and as the incubation ground for fruitful multi-million-dollar partnership ideas and alliances. This annual event brought together delegates from all nooks and corners of India and the world, 200+ distinguished speakers from across the globe, 100+ exhibitors of next-generation retail innovations, and innumerable opportunities to tap into this high potential market...

On September 19th and 20th, retail and allied businesses from India and overseas gathered at India's largest retail intelligence business event, **India Retail Forum (IRF) 2017, powered by MAPIC.**

The 14th edition of the mega event that is IRF 2017 was chaired by Govind Shrikhande, Customer Care Associate & MD, Shoppers Stop and offered a crisp barometer of the rapid changes sweeping retail in India, the world's fastest growing major market, and also in-depth insights on navigating the future.

"IRF is truly the only forum which matters in India when it comes to retail leaders sharing game changing insights, world-class concepts, as the breaking ground for India entry strategy for global players, and as the incubation ground for fruitful multi-million-dollar partnership ideas and alliances. This annual event brought together delegates from all nooks and corners of India and the world, 200+ distinguished speakers from across the globe, 100+ exhibitors of next-generation retail innovations, and innumerable opportunities to tap into this high potential market," said Govind Shrikhande.

He further stated, "Over the past two decades incredible transformation in Indian consumer markets has been witnessed by the retail industry. We're the world's fastest growing major market, and populated by demanding, aspirational, globally-connected, and 'living-for-the-now' consumers. For brand marketers and retailers, as if that were not enough, there is now the added complexity of digital consumption. I believe that, this is the most opportune moment to harness our passion, and innovation to create an immersive and experiential setting for our consumers





the explosive surge of multi-channel, multi-format retail in the world's fastest growing major economy, India, and what it meant for businesses.

At IRF 2017, retail stalwarts debated and discussed India's predominance as a major market with affluent consumption and the robust indicators shaping the promise of the 'Great Indian Retail Story'.

Sessions, which saw some of the Retail Industry's finest on the dais, were held to discuss how India's high economic growth, strong positioning as investment hub and stable government from a world perspective along with economic and tax reforms, improving market sentiments, an earning and spending young population, burgeoning e-commerce and digitization at domestic level, are the main driving factors in the retail market growth.



and rekindle the 'Romance' in retail. India Retail Forum (IRF) has chronicled and even catalyzed ahead-of-the-curve innovations in consumer experiences and fashioning India's consumption story across retail categories."

Referring to the ongoing shifts in consumer behaviour brought on by technology, Amitabh Taneja, Chief Convenor, India Retail Forum said, "Customers' growing acceptance of different channels and high expectations for seamless shopping & fulfilment experiences are putting unprecedented pressure on retailers to retain its

customers. The once single channel purchase path has been scrambled as consumers are distracted by devices in store, at home and on-the-go. In this always-on, Omnichannel digital age, retailers must create the best experience to meet consumers' needs and capture their hearts, minds and ultimately, their wallets."

So, what are the major macro developments over the past year that IRF 2017 took stock of?

This year, IRF – inside the world's largest democracy of retail – delved deep into

“A strong brand will always garner a larger proportion of the online market share. This is mostly because they have a huge assortment of products and so it is easy for them to branch out into the online space. Then there is the online sale factor. If you take into account full price products, discounted products and products in end of season sales, you will realize that EOSS makes up a large portion of business for a lot of retailers. Retailers use EOSS as an opportunity to clear inventory. The digital influence on the consumer is increasing rapidly.”

– B S Nagesh, Founder, TRRAIN



“More than just selling a product, it is the value that you are aspiring towards, it is this value which will pull the consumer towards your product.”

– Arvind Varchaswi



“The idea is to start the Omnichannel journey, because if you don't, you are never going to reach the destination.”

– Govind Shrikhande



“If you are passionate about the entire retail theatre, the marketing and making of brands, India is a veritable paradise.”

– Philip Auld

INAUGURAL & KEYNOTE

The two-day extravaganza kickstarted with a spectacular session titled ‘Retail’s ‘Tryst With Destiny’ – India – The New Economic Growth Pole For The Entire World.’

The panel comprised of retail stalwarts Govind Shrikhande, Chairman, IRF'17 and CCA and MD, Shoppers Stop; Krish Iyer, President & CEO, Walmart India, IRF Chairman 2016; Harriet Green (OBE, IBM General Manager of Watson Customer Engagement. Watson Internet of Things and Education); Philip Auld, MD, Tata Trent; Arvind Varchaswi, Managing Director, Sriveda Sattva Private Limited; Shashwat Goenka, Retail Sector head, RP-SG Group. The session was moderated by B S Nagesh, Founder, TRRAIN.

Harriet Green said, “I think there are perhaps two shifts that we see in major regions. First is a great need for government education, and private enterprise money capital to come together – which can have great implications on Indian skill, something that has always been India’s strength. There will also be implications for infrastructure, and the coming in of ground breaking technologies. India needs to study a country like Taiwan, and how it’s brought government education and private money together to take the retail sector to great heights.”

“It is also possible, in this world of service to innovate, fail a bit, and then try again, work harder. The innovation and trail culture, which I see in India particularly in the market and the retail sector is very exciting,” she added.

Krish Iyer – who has worked in India, and China talked about the shift in the retail sector.

“We have a long way to go in terms of sustainable growth of 7 to 8 percent. It takes quite a lot in terms of overall capability building. We must understand what is needed and it’s not just the capital. We need infrastructure, yes, but are there enough contractors available to deliver quality products in terms of roads, ports and railways? The answer is ‘No’. All businesses need to do capacity building – in terms of talent, digital, logistics, supply chain. And that, I think, is quite a task. It requires huge amount of focus, effort and capital. While capital is not part of constraint but the talent part is an important constraint to work within the framework.”

Philip Auld, who has been doing business in India for the past five years added, “If you are passionate about the entire retail theatre, the marketing and making of brands, India is a veritable paradise. In India, if a team gets it right, the upside for that company is absolutely huge. Talking about infrastructure challenges, I agree they exist and are a big challenge for retailers who want to come to the country. However, despite these challenges, I think anybody who is considering this big dynamic market needs to simply concentrate on their product. If you have a good product and you can deliver it on time, then there is no better market than India.”

Arvind Varchaswi, who has a unique business model, built around small traders in a traditional manner, stated that India and values are synonymous, along with conducting a business, one must adhere to the values that are attached to Indians.

“More than just selling a product, it is the value that you are aspiring towards, it is this value which will pull the consumer towards your product, your company. Having said that, in terms of the retail, at present definitely we are doing about 7 to 8 percent in terms of the growth. Over 60 percent of our GDP, accounts for retail and also personal consumption. Now, e-commerce has come in and it will bring great synergy into the retail sector. People will choose products online, but would still love to



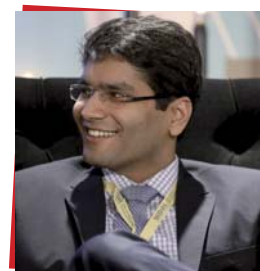
“The innovation and trail culture, which I see in India particularly in the market and the retail sector is very exciting.”

– Harriet Green



“We have a long way to go in terms of sustainable growth of 7 to 8 percent. It takes quite a lot in terms of overall capability building.”

– Krish Iyer



“East is seeing a definite shift towards premiumisation, where people want to consume more than they can afford basis their per capita income.”

– Shashwat Goenka



The two-day extravaganza kickstarted with a spectacular session titled 'Retail's 'Tryst With Destiny' – India – The New Economic Growth Pole For The Entire World

visit stores, touch and feel the product, get that human touch – values. I don't really see India losing out at all in the retail scenario."

According to Govind Shrikhande, the biggest challenge of the journey of Omnichannel is the challenge of the mind. Retailers, he said, must recognize change first and then decide on their action.

"The idea is to start the Omnichannel journey, because if you don't, you are never going to reach the destination. First recognize the challenge, then take the right step to understand where you want to navigate and what are the methods or technologies which you want to adopt and the people you want to meet. After that, hit the ground running and don't stop for anyone," he stated.

Shashwat Goenka chimed in saying that apart from economic growth, various geographies – especially the East – was showing great potential in India.

"We are seeing the highest growth rate for our company in the East as well as highest government cooperation. The youth is coming back to the East, brain drain is converting into brain gain, aspiration has grown, especially for consumers who are exposed to the Western world, to the south East Asian World. These consumers are very demanding. There is a lot more action on the ground, a lot more energy and lot more buzz in the East," he stated.

He added that the East is seeing a definite shift towards premiumization, where people want to consume more than they can afford basis their per capita income. "This has become sort of a status symbol and this is predominantly how society moves up," he said.

However, Krish Iyer had another point of view on consumerism. "I think as a country we are heavily underinvested in health and education. The basic health needs aren't met for a majority of the rural population. So, when you start seeing growth at the bottom of pyramid in terms of per capita income, what comes to the top of the consumer's mind – can I get better health facilities? Can I save a little more for a rainy day? Can I buy a small property? For this tier of consumers, it's not about upgrading to smartphones so that they can start shopping on any pure play site. However, there is a middle medium whose number can grow up to 200-300 million or maybe even 600 million, and this is the big opportunity that retail needs to tap."



“**Splash has been in India for the last eight years. We earlier ran business in India through the franchise model, but last year we decided to take the business head on. I do believe in the volume and the size of India, and if we give the right attention, I think this is going to be the largest market for us. When I came to India, I was told to operate locally, as each state requires separate attention. We went in with the advice, but it didn't work to an extent. Therefore, we replicated the same retail Middle East formula here. We redefined our product strategies, and pricing strategies to be in line with India, and in the last eight months we have seen great traction.**”

– Raza Beig,
CEO, Splash and ICONIC; Director,
Landmark Group, UAE



“It is about owning the customer, bringing in relevant products at a particular time and adopting the right kind of technology and then bringing it to the fore.”

– Samik Roy



“The biggest paradox is when you are a successful iconic business and brand and you know and understand that change is always required.”

– Gaurav Mahajan



“For a homegrown brand, which can't go up against global brands with deep pockets, the idea is to create an emotional connect with customers.”

– Jacqueline Kapur

THE FUTURE TELESCOPE: RETAIL 2030 –

WHAT IT WILL TAKE TO GET THERE AND RULE THERE

IRF this year aimed to be an educational experience for the retail community at large. Its session, ‘The Long-Term View for The Retail Industry of Tomorrow’, centered around the fact that retail chains around the world are facing an increasing margin squeeze – from changing consumer behavior, new store formats, rising complexity, supplier consolidation, and other factors.

The session discussed the new approaches retailers need to take to improve operations and boost competitive advantage. It examined where the retail industry should be focusing in terms of investment in the next 5-10 years.

From real estate, to capturing the luxury consumer to new facets of online retail, to technology enabling the imagination to go further and beyond, an esteemed CEO panel consisting of Samik Roy, Director & Country Head (Dynamics), Microsoft India; Abheek Singhi, Senior Partner and Director, Asia Pacific Leader - Consumer and Retail Practice, The Boston Consulting Group (BCG); Amit Chaudhary, Co-Founder & COO, Lenskart.com; Gaurav Mahajan, President - Group Apparel, Raymond; Jacqueline Kapur, Founder & CEO, Ayesha Accessories; Rohit George, Managing Director, Virtuous Retail South Asia; and Unnat Varma, MD, Pizza Hut (India Subcontinent), Yum Restaurants International got the audience to grips with the long game.

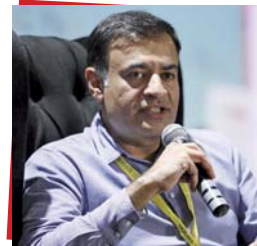
Talking about his brand, Raymond, Gaurav Mahajan said, “My brand is 92 years old, close to a century. The biggest paradox is when you are a successful iconic business and brand and you know and understand that change is always required. The world around us in changing very fast, and the brand needs to keep its feet on the ground and keep reaching to as far as the skies. We have the largest networking franchising lifestyle space in the entire country. We are the oldest and one of the largest. Along with that we are one of the most collaborative brands and a lot of mutual profitable sets of relationship are being created and nurtured by us. We must learn to retain what is good and at the same time, change and reinvent at the right pace.”

Consumer Connect

Ayesha Accessories’ Jacqueline Kapur took the discussion forward saying that she didn’t know what would happen in the next 10-15 years. “For a brand like mine, which is homegrown and can’t go up against global brands with deep pockets, the idea is to create an emotional connect with customers. I don’t know if big retail players can do that.”

Pizza Hut’s Unnat Varma concurred, saying, “Consumer preference is changing. It’s becoming more and more specialized. There will be a demand for more personalised products and specialized products and I truly believe the concepts like Jacqueline is building are not only here to stay but they will thrive. The future belongs to catering to specific consumers needs in all segments. I believe that the future is all about understanding the sub-segment of consumer needs. In the coming five to ten years, super specialized players are going to really establish themselves.”

He said that foodservice category in India has seen a multiple number of small, regional players building scale. “Today, about 70 percent of the organized foodservice market in India belongs to smaller players as they are addressing specific needs of the consumers. Brands should be nimble-footed, they have to adapt with the changing times.”



“Today, about 70 percent of the organized foodservice market in India belongs to smaller players as they are addressing specific needs of the consumers.”

– Unnat Varma



“We believe in the coming five years, we are going to see CAGR of 7 to 8 percent, which means over 400 million sq. ft. of space hitting the market every year and over the top ten cities.”

– Rohit George



“When we realized that 100,000 people are coming to our website every day, we understood that they would not be coming for just window shopping.”

– Amit Chaudhary



IRF 2017's session, 'The Long-Term View for The Retail Industry of Tomorrow', centered around retail chains are facing an increasing margin squeeze – from changing consumer behavior, new store formats, rising complexity, supplier consolidation

“Being an MNC, what we are learning from the Asian part of the world is to have density, have smaller delivery boxes, faster delivery times. Here, the radiation of work is smaller in comparison to other parts of the world,” he added.

Rental & Real estate effect

Hitting a different, yet related, note, Virtuous Retail South Asia's Rohit George said that the biggest impetus for growth of all the retail format is going to be quality real state.

“Today in India there is about 75 million sq feet of retail available space and if you break this 75 million, you will find that actually 30 million is the space for Grade A. We believe in the coming five years, we are going to see CAGR of 7 to 8 percent, which means over 400 million sq. ft. of space hitting the market every year and over the top ten cities. From a supply stand point, the organised retail demand for quality real estate is going to about 30 percent.

Omnichannel Play

Lenskart.com's Amit Chaudhary steered the discussion towards the mainstay of modern retail – Omnichannel – saying, “When we realized that 100,000 people are coming to our website every day, we understood that they would not be coming for just window shopping. We have a conversion rate of three to four percent, so we were wondering where are these 96 percent people going. So, we started an online chat with consumers. We read these chats and we understood consumers wanted touch and feel. They also wanted our category to have space for eye-power. We started an offline model and our conversion rate was much higher – 12 to 13 percent from the same traffic.”

He added that for them, it was about being in the right place, the right category and understanding consumer demand well. “However, as Jacqueline said, there is brand loyalty and affinity and the cost per customer turns into cost per engagement in the due course of time. The moral of the story is that retailers need to explore all sorts of channels and not just stick to one,” he stated.

Data mining in India is, according to Chaudhary in a very nascent phase right now. “We are simply collecting data right now. Consumption will happen in due course and then I think, privacy will come into play, five years down the lane.”

Samik Roy agreed with this, saying that he firmly believed data was the new currency in growing retail economies. “I also believe it is about owning the customer, bringing in relevant products at a particular time and adopting the right kind of technology and then bringing it to the fore. Companies must put the customer at the heart of the business and technologies need to enable this.”

He also said that it was not about copy pasting technologies being used by foreign companies, MNCs, global brands. “The differentiation will come in the culture and the DNA of the company.” The panelists all agreed on one thing – the idea is to create social fabrics, with retail as an intrinsic part. They believed that retailers are curators and need to adapt to the needs and demands of the customers.



“In Tier II and III towns, the advantage with spatial data is that it is uniform. On the other hand, the reason we focus more on metros is because they are far more diverse than small towns. However, what's important in smaller towns is to identify the area which is growing. Satellite data actually captures that. The first activity that happens in growing towns is the build up – roads and new buildings, more and better infrastructure. Spatial data captures these signs and they identify these areas as the right place for retailers to invest in.”

– Peeyush Bajpai,
Director, Micro Marketing
and Economics, Nielsen India

THE PROMISE OF INDIAN RETAIL: FROM VISION TO EXECUTION

Over the past decade or so, retailing in India has been an unequalled opportunity for both domestic and international players. However, even as the market numbers continue to look attractive, very few have been able to crack the code to profitable growth.

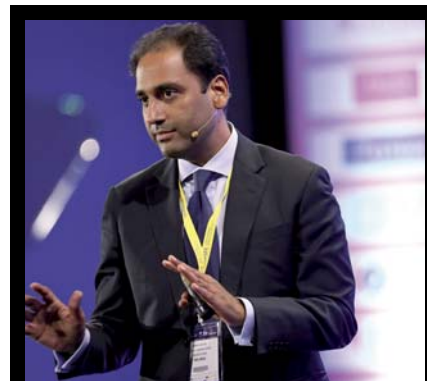
For many, the India retail opportunity has thus far been a long chase with profitability an elusive goal. So, what is it they are missing and how should they re-plan the future to achieve the growth trajectory they aspire?

IRF 2017 took a renewed look at the journey of some bigshots of the retail industry to unravel and then piece together what it would take to grow profitably in this market. The research provided insights into seminal choices retailers need to make to set in place the right building blocks for growth that is future proof.

Esteemed panels at the forum also discussed *'Transforming Customers Into Brand Advocates: Defining The Connected Customer Experience Framework'*. In order to transform customers into brand advocates,

companies must develop a technology framework and strategy that enables the following tenets: Building emotional connections with Millennials through 'purpose' driven branding and activations; proactive notification on offers and packages on their preferred channel; a seamless experience across channels; contextual and personalized service; enabling and empowering your customer associates with a 360-view of the offerings; developing a next-generation customer engagement center that understands customer preferences.

Other sessions included an informative address on store catchment. Titled *'The Geo-Demographic Landscape: Understanding The Catchment Of Your Store'*, the session leveraged the power of geospatial and socio-economic data to understand the catchments around stores. Through proprietary big data insights and solutions, it worked out answers to pertinent questions including 'where to open a store,' 'how many stores to open in a city' and 'who the consumers are in the store that retailers are servicing'.



“If you look at the broad numbers, India still has a very strong GDP growth rate, and the consumption expenditure is ahead of any other market in the world. India makes up for 17 percent of the world’s population, and 3 percent of the global consumption. Per capita has quadrupled over the last 15 years and India has clearly become the break out of this per capita consumption.”

**– Anurag Mathur,
Retail and Consumer Goods Practice
Leader, PwC India**

INDIA OMNICHANNEL FORUM 2017

Addressing the imperative of profitable Omnichannel strategies, was the concurrent show at IRF 2017 – India Omnichannel Forum (IOF) 2017, which featured targeted many discussions. The 3rd edition of IOF 2017 aimed at enriching the overall quality of retail experience in the offline and the online world.

The only destination for Indian Retail Tech-Knowledge IOF 2017, was a focused, one-of-its-kind event for business leaders and IT teams to meet, interact and discuss the future of their business. It was a unique platform for IT solution providers to showcase end-to-end solutions that address every retailer's needs, from emerging, to large, size to e-commerce retailers.



From left to right:

Anil Menon, Head IT, Trent Hypermarket (A TATA and TESCO Enterprise) **John Mullins**, Director - Asia Pacific, IBM Watson Customer Engagement; **Hanumanth Tenneti**, AVP and Head - E-commerce, Sonata Software; **Bhavik Jhaveri**, Founder and CEO, Pretr; **Anil Shankar**, CCA & VP, Shoppers Stop; **Virender P. Singh**, Head of Sales – India & Africa Regions, Intellect Commerce; **Chirag Boonlia**, VP – IT, Virtuous Retail India; **D. Baskaramoorthy**, VP – Sales & Service, Posiflex; **Hemant Sheelvant**, Head - Personalization Technologies in Retail, Robert Bosch Engineering and Business Solutions; **Adam Devey Smith**, Managing Partner, The Oneoff London

Buzzword: Omnichannel

Omnichannel has been the retail industry buzzword for the better half of the last decade. Across boardrooms,

investors calls, business planning meetings, and in-store, the word Omnichannel comes up as a perennial agenda item for most organized retailers

EXTEND REACH. ENGAGE SHOPPERS. EXPAND BUSINESS.



How often do you feel worried that your brick-and-mortar shop is becoming irrelevant? If your answer is - 'often', get ready to be surprised! Even today, approx 96.5% of the retail sales happen at brick-and-mortar retail outlets. The real problem is lack of awareness about you as a brand; and the reason for this is quite obvious - everything they need, is right there in their pockets.

Ironically your biggest foe can now become your biggest friend, thanks to QOIE!

QOIE is a location based information platform, which helps one to shop smart by finding the shops one is looking for and giving them all the information about it with a click of a button in their Smartphone! Your customers spend a sizeable amount of their time, glued to their Smartphone. This will work to your advantage, because every time a customer searches for the category of products that you offer, your store will be presented to him! With all the relevant information presented to the customers like exact location, distance, brands offered, store timing, contact details, discounts being offered and reviews of other shoppers, they will easily be sure about which store they have to visit; and you will never miss a potential customer.



With 400+ national brands, 10,000+ retail outlets listed on QOIE, the platform is boon to shoppers and shopkeepers alike. The ultimate goal of QOIE is to be the most preferred retail search and discovery platform for the entire retail ecosystem-- retailers, consumers, shopping malls, brands & companies that create these brands! Now, the store owners never have to worry about being discovered!

QOIE | SEARCH ONLINE, SHOP OFFLINE



Email id: agarwal.manish@laranyainfoedge.com



www.qoie.in

across the world. But the reality is whether you call it Omnichannel, Multichannel, “experiential retail” or even “new retail”, very few brands and retailers have a cohesive idea of their physical + digital roadmaps and more importantly, what this new way of servicing customers can really do for a retail business when it comes to core retail success measures.

While Omnichannel visionaries paint the future of seamless, high-tech, intra-session, cross-channel journeys across the purchase funnel, most retailers must still grapple with the brass tacks realities of defining their Omnichannel vision and making the right ground-zero decisions to realize it.

Amongst all the noise of new channels, e-tail innovation, in-store technologies, and Omni-vanity metrics, retailers who excel in this new way of selling find a balance between the existential reality of doing Omnichannel vs. getting sucked into a vortex of investments with lacking returns.

Against the backdrop of day-to-day realities of hyper-competition, rising retail costs of business, and productivity, these retailers are able to draw clear lines between must haves, nice to haves, and pies in the sky Omnichannel journeys to focus their retail transformation efforts. These retailers also look beyond the technology and treat Omnichannel as a fundamental change management process in their organizations to achieve the true benefits.

Where Retail Meets Technology

Many retail leaders participated in sessions that covered how leading brands are innovating with Omnichannel commerce and machine learning allowing them to deliver an exceptional shopping experience across every touchpoint.

Panelists deliberated how the lines between channels are more blurred than ever, but consumers expect the same high-quality service whether they're in the dressing room or loading up their online cart. They discussed that it was time to forge strong relationships with customers that would bring them back to the same stores again and again.

Taking the Omnichannel story

beyond stores to shopping centres, an IRF session on ‘What the Future of Retail Holds for the Malls of Tomorrow’ focused on the path for malls to become immersive, digitally synced lifestyle destinations. The discussion took into its fold the fact that many Indian retailers are already showing evidence of smart deployment of technology – be it in in-store displays, intuitive customer experiences, virtual reality, artificial intelligence or even making rapid transitions to online channels.

In conclusion, India's economic outlook over the next decade offers

a promising period of faster growth, acquisition of new capabilities and the creation of more diverse and optimal tools of production.


Bustling with energy and ideas, the country's young and aspiring populace and its growing bulge of digitally savvy middle class is impatient for growth and change. Taking the cue, India's retail industry, which is amongst the fastest growing retail markets globally, is actively scouring for growth potential and new opportunities.

Higher disposable income and an increase in consumer spending, an expanding base of mobile users and e-commerce penetration, positive regulatory environment and a burgeoning middle class presents the retail sector in India with a tremendous potential for growth and for tapping new opportunities.

But even as the future appears rosy, there are many challenges along the way that could derail the sector's onward trajectory on the path of growth and profits. To secure its future and surmount the challenges, the industry needs to focus on building better capabilities, develop appropriate skills and cultivate a winning mindset to create new solutions that will keep the retail sector on the path of sustainable growth.

Conclusion

Omnichannel has become a tidal wave in retail in the past five years, as consumers in mature markets have increasingly used the Web and mobile devices to interact and buy. It is a transformation journey, so the playbook needs to be sequenced in a manner that it helps retailers in creating a futuristic roadmap. A key principal is to keep your retail store's features centered around consumers. Retailers must understand their customers' needs and build channels to help them in their shopping journeys.

Finally, Omnichannel is a journey from bricks to clicks. To ensure that the path to Omnichannel remains smooth, every brand must draw a roadmap so that there is clarity on where the brand's various formats are headed and to ensure that alternate channels don't cannibalize each other's business. 



“We announced our product, Elite POS, at the India Retail Forum. The Elite POS takes a fresh look at what a point of sale terminal should be in terms of how the needs of retailers are changing and how the demands of consumers and shoppers in stores are evolving. These changing demands are driving a lot of changes in terms of what the retailer need to be able to provide in order to maintain customer relationships. We took a lot of these inputs to drive some of the unique changes that we made in the Elite POS. Some of its unique features are: enhanced security; improved performance and design; versatility so the POS can be used as an interactive display or even a self-service device.”

– Aaron Weiss, Vice President and General Manager Retail Solutions Business Unit (GBU)

For In-depth Coverage of IRF 2017 Sessions, Watch Out for IMAGES Retail's November Issue

DOWNLOAD
INORBIT APP



SHOP
ONLINE

www.inorbit.in

**THE BEST IN-STORE
EXPERIENCE MEETS
THE BEST ONLINE
PLATFORM.**

#TrendStarters



LOUIS PHILIPPE

VAN HEUSEN
POWER DRESSING

Allen Solly

VERO MODA

ONLY

JACK & JONES

globus

CHARLES & KEITH

ALDO
Accessories



foresight opticals

MOCHI
SHOES & ACCESSORIES

WILLIAM PENN
THE WORLD PEN STORE

ESBEDA

Joshn



CHEMISTRY

FUSION BEATS



soch

Cottonworld

GO COLORS!
happy legs

Happy Socks
Est. 2008 Sweden



Come Live an Inorbit Experience

RISING STAR CHALLENGE

WINNERS & FINALISTS

Winner:

IIMC, Team Maven

1st runner up:

XIMB, Team Three Musketeers

2nd runner up:

IIMA, Team Strategio

Finalist:

ISB, Team Rookie Crusaders

Finalist:

XLRI, Team One in a Minion

Retail entrepreneurship is not only about making money; it is about doing something bigger than yourself, something that influences the larger ecosystem and challenges traditionally held beliefs. IRF, over the years, has been honouring students who have the makings of becoming smart, successful retail entrepreneurs with its IRF Rising Star Challenge.

The incredible transformation in Indian consumer markets over the past two decades has been stunning in many respects. And for much of that period - 14 years to be precise - India Retail Forum (IRF) has chronicled and even catalysed ahead-of-the-curve innovations in consumer experiences and fashioning India's consumption story, whether it be food, fashion, lifestyle, home and living, leisure and entertainment, and retail spaces. This year, over 300 of the brightest minds from India's finest B-Schools competed to present the smartest ideas in retail at the IRF Rising Star Challenge 2017. Some of India's leading retail business heads including Rohiet Singh, COO, Tommy Hilfiger (India); Mukesh Kumar, Sr. Vice President, Infiniti Mall, Harmeet Bajaj, Partner, Impresario Entertainment & Hospitality Pvt Ltd; and Ankur Joshi, Co-Founder & COO, Ambab Infotech & Pretr experienced - and judged - the energy of these young thinkers as they brought in fresh perspectives and potentially reinvented traditional thought. The theme of the IRF Rising Star Challenge was *'Digitally Reimagine an Existing Indian Retail Business Through A Clear Digital Strategy'*.



The Winning Concept:

**ArEvo –
Reimagining Arvind**

By:

IIMC, Team Maven

Team Members:

- Breety Majumdar
- Harshul Jain
- Saurabh Kapil

What is ArEvo?

ArEvo – Arvind Ltd, flagship of the Lal Bhai Group and India's largest textile company – will be a one stop shop for all the fashion and lifestyle needs. The single digital platform will display a wide range of apparels manufactured by Arvind mills, including its own brands and licensed international brands. Additionally, ArEvo will showcase a rich design catalogue and a wide variety of fabrics to choose from for the customers looking for an online bespoke and made-to-measure tailoring experience. ArEvo will also display the complete merchandise available in the nearest Arvind retail store with expanded product information and current store stock levels of the products.

TOMMY HILFIGER

presents



INDIA RETAIL FORUM
RISINGSTAR
CHALLENGE 2017





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

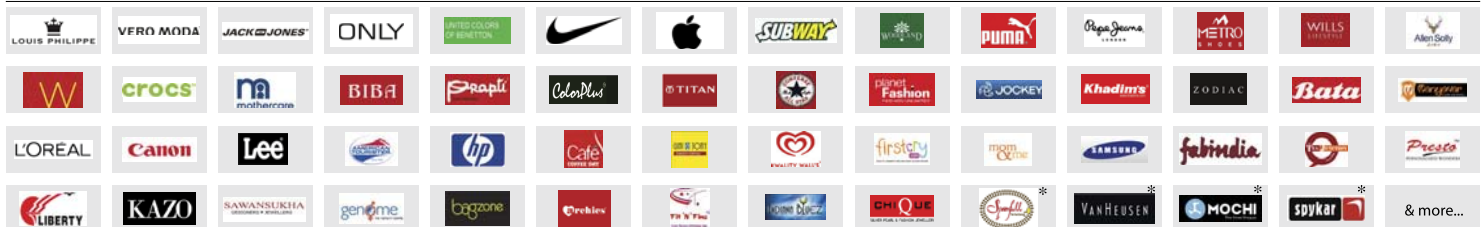
City Centre Siliguri Most Admired Shopping Centre award from Images Group in 2011 & 2015

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



EXHIBITIONS & MORE

Three distinct exhibition areas at **INDIA RETAIL FORUM 2017 – Retail Support Zone | Retail Concepts Zone | Retail Real Estate Zone** – showcased some next-generation retail store differentiation, design and location ideas that can incubate truly market-ahead retail addresses in India.

RETAIL SUPPORT ZONE

India's Largest & Most Comprehensive Exposition for Retail Support Systems, Store Design & Accessories: There are some trends that are no longer in the distant future; evidence of intuitive technologies such Internet of Things and Beacons are already being tested by scores of retailers across the globe.

The age of experiential retail demands stand-alone status for retail design. Physical stores are effectively billboards for brands, and retail designers are today the artists who create more and more intuitive, compelling environments for consumers. Along with physical elements such as props, fixtures and lighting, technology is now embedded in the soul of outstanding store ambiances.

IRF 2017 displayed the most innovative, futuristic store design and retail support solutions and concepts that blend the real with vivid imagination, and the physical with digital.





1. Aayuda 2. Ambab 3. Bensung 4. Bentel 5. Bosch 6. Deki 7. Dell 8. Delopt 9. Future Supply Chain 10. Happy or Not 11. HIK Vision 12. Hot Wax 13. HP 14. IBM 15. Infinitas 16. Intellect Design 17. NEC 18. Minodes 19. Nielson 20. Penser 21. Pincarts 22. POS 23. Posiflex 24. Safexpress 25. SAP-Sonata 26. Skidata 27. Stellar Value Chain 28. Vinculum 29. Wondersoft

RETAIL REAL ESTATE ZONE

Showcase of The Finest of Retail Real Estate Developments for Indian And Global Retailers & Consumer Brands: The evolution and availability of high-grade retail spaces is a key determinant of a retail market's maturity. As India evolves into a technology-influenced, hybrid consumer landscape, the country's shopping centres are now showcases of both modern consumer aspirations and the ongoing retailing revolution. At IRF 2017, the Retail Real Estate Zone acted as a launch pad for India's most exciting, individualistic shopping centres and retail spaces.



1. AIPL 2. Ambience Mall 3. CBRE 4. DLF 5. Home & Soul 6. Infiniti 7. Inorbit 8. JLL 9. Malabar 10. Nexus 11. Omaxe 12. Orion Mall 13. Prozone 14. Select Citywalk 15. SPR 16. Akshay Sky Mall 17. Vegas 18. Virtuous Retail

RETAIL CONCEPTS ZONE

A Display of Next-Generation Concepts in Retail, Products & Merchandise For Potential Partners And Franchisees:

Innovative concepts and ideas can be cited as the underlining strengths of brands/retailers aiming to augment

their penetration among prospective consumers. The task of identification, interaction and collaboration with the right business partners comprises several steps. IRF Retail Concepts Zone served as a gateway to networking with prospective partners, and identifying

and developing expansion opportunities across the country and beyond. It was one of the most well-connected platforms in the country this year, to build sustainable scalability into retail businesses, regardless of the consumption category or vertical.



1. Bally Fabs 2. Chings 3. CMTF 4. Coca Cola 5. Da Milano 6. Deal 7. EPCH 8. INOX 9. Kazo 10. Manjusha 11. Miraj 12. National Jute Board 13. Celio 14. Neerus 15. Prisma 16. Park Avenue 17. Reliance Vision Express 18. Shaze 19. Skechers 20. Soch 21. Sri Sri Tattva 22. SSIPL 23. The Thick Shake Company 24. Westside 25. Usha 26. W 27. Wow Momo 28. Zingeria



Artistic View from across the 60 mt wide Sector Road

Inset : Actual Construction Image As on June 2017 (Ready For Fit-Outs in 2018)

WHERE IT ALL happens...

Located off the main Golf Course Extn. Road in Sector 66, Gurgaon. | 3 Lac Sq. Ft. of total retail area comprising of double height Boulevard themed shops. | A mixed-use development spread over 4 acres. 3 side open property with Multinational brands like Bridgestreet, Inox, etc., already signed up. | 450 ft Grand frontage from the Main Road. | 6 screen multiplex by INOX, 30,000 sq. ft. food court, 9 fine-dining restaurants with attached terraces. | All stores strategically placed around escalators, elevators & sky bridges.

aipl *the centre of everything...*
JOYCENTRAL
SECTOR 65, GURGAON

Total Retail Area : 2,50,000 sq. ft approx

aipl
JOYCITY
Jalandhar

Total Retail Area : 2,26,000 sq. ft approx

MAPIC INTERNATIONAL RETAIL DECK

The 14th edition of IRF was powered by MAPIC. Every year since 2003, IRF has brought together the most successful, influential retail businesses: 2,000+ local and international retailers & franchise partners, retail technology & design suppliers, real estate developers & owners, investment and property management companies.

The IRF and MAPIC retail real estate brand association was able to bring international delegation through dedicated programme of conference and networking events to meet their future local partners.

A dedicated MAPIC International Retail Deck at IRF 2017 was the place to meet new international retailers looking to expand their business opportunities in India. These international retailers included Lina's Paris, llyCaffe, Kiabi, Metersbonwe, NAU! Avva, Collezione, NetWork, and Colin's Kigili to name just a few.

- Established in 1995, MAPIC is a premier event for international retail real estate market. Last year, the total attendance at MAPIC surpassed 8,400 participants, with France, Italy and the UK making up the top three national delegations of the 78 countries represented in 2016.

- On the retail front, MAPIC 2016 welcomed 2,100 retailer delegates. An eclectic mix of (including 500 first-timer companies) and brands included John Lewis, Mars, Yo! Sushi, Tesco, Ikea, Subway, Primark and McDonald's.

- The MAPIC family has grown with MAPIC Russia, MAPIC Italy, and MAPIC China Summit. In 2017, MAPIC continues its journey with IRF in Mumbai.

AVVA



- Typology: Fashion, Ready-to-wear
- Year of creation: 1984
- Country of creation: Turkey
- Number of shops: 91
- Type of location: Franchise Retail Shops
- Already present in: USA, Canada, Russia, Iran, Ukraine, Kazakhstan, Uzbekistan, Turkmenistan, Saudi Arabia, Morocco, Tunisia, Israel, Italy, Macedonia, Australia
- Want to develop in: All over the world

COLIN'S



- Typology: Fashion, Ready-to-wear
- Year of creation: 1983
- Country of creation: Turkey
- Number of shops: 700+
- Type of location: Street, Shopping Malls
- Already present in: Turkey, Russia, Ukraine, Belarus, Romania, Greece, Moldova, Morocco, Tunisian, Algeria, Libya, Jordan, Palestine, Saudi Arabia, Georgia, Azerbaijan, Kazakhstan, Uzbekistan, Kirghizistan, Iraq, Yemen, Lithuania
- Want to develop in: Gulf Countries, India, Indonesia, The Philippines, South Africa

COLLEZIONE



- Typology: Fashion, Ready-to-wear
- Year of creation: 1987
- Country of creation: Turkey
- Number of shops: 175
- Type of location: Street, Shopping Malls
- Already present in: Iran, Azerbaijan, Georgia, Kazakhstan, Kirghizistan, Jordan, Lebanon, Tunisian, Algeria, Saudi Arabia, Iraq, UAE, Qatar, Kuwait, Oman, Bostwana, South Africa, Macedonia, Egypt
- Want to develop in: All over the world

DAMAT**DAMAT | TWEEN**

- Typology: Fashion, Ready-to-wear
- Year of creation: 1986
- Country of creation: Turkey
- Number of shops: 200 stores in Turkey + 200 International stores and corners
- Type of location: High Street or High-foot fall malls
- Already present in: Turkey, Russia, Iraq, China, Azerbaijan, Armenia, Spain, Morocco, Italia, Egypt, Kazakhstan, Romania, Jordan, Turkmenistan
- Want to develop in: African countries, Asian countries, European countries, Americas

DUFY**DUFY**

- Typology: Fashion, Ready-to-wear
- Year of creation: 1990
- Country of creation: Turkey
- Number of shops: 30
- Type of location: Street, Shopping Malls
- Already present in: Turkey, South Africa
- Want to develop in: India

ILLYCAFFE

- Typology: Food & Beverage – Coffee Shop
- Year of creation: 1933
- Country of creation: Italy
- Number of shops: 240
- Type of location: Shopping Mall, High Street, Factory Outlet, Airport-Train Station
- Already present in: 39 Countries in EMEA 39, APAC and North America
- Want to develop in: China, Hong Kong, South Korea, Japan, Philippines, Malaysia, Thailand, Indonesia, Singapore, Vietnam

KIABI

KIABI
la mode à petits prix



- Typology: Fashion, Ready-to-wear
- Year of creation: 1978
- Country of creation: France
- Number of shops: 500
- Type of location: Shopping malls
- Already present in: France, Spain, Italy, Portugal, Russia, Belgium, Malta, Morocco, Tunisia, Ivory Coast, Congo, Saudi Arabia, Poland, Algeria, UAE (Dubai), Senegal
- Want to develop in: Brasil, Cameroon, China, India, Mexico, Iran

KIGILI

KIGILI



- Typology: Fashion, Ready-to-wear
- Year of creation: 1938
- Country of creation: Turkey
- Number of shops: 213
- Type of location: Shopping Malls and High street
- Already present in: Georgia, Azerbaijan, Iran, Iraq, Saudi Arabia, France, Germany (under construction), Macedonia, Kosovo
- Want to develop in: India, China, (Central Asia), Middle East, UAE, Balkans, Turkic Republics

LINA'S PARIS

LINA'S
— PARIS —



- Typology: Food & Beverage – Snacking & Fast food
- Year of creation: 1989
- Country of creation: France
- Number of shops: 45
- Type of location: Shopping Mall, High Street, Factory Outlet, Airport-Train Station
- Already present in: France, United Kingdom, Colombia, Qatar, Lebanon, South Korea
- Want to develop in: Saudi Arabia, United Arab Emirates, North and South America, Russia, China, South East Asia

MAVI

mavi



- Typology: Fashion, Ready-to-wear
- Year of creation: 1991
- Country of creation: Turkey
- Number of shops: 345
- Type of location: Shopping Malls, Primary Street Locations
- Already present in: Turkey, Russia, Europe, USA, Canada

METERSBONWE

Meters/bonwe



- Typology: Fashion, Ready-to-wear
- Year of creation: 1995
- Country of creation: China
- Number of shops: 4000
- Type of location: Shopping Mall, High Street
- Already present in: China, Russia, Indonesia, Nepal
- Want to develop in: Key countries in Middle East Region, South East Asia Region

NAU

nau



- Typology: Eyewear
- Year of creation: 2004
- Country of creation: Italy
- Number of shops: 120
- Type of location: Shopping Mall, High Street, Airport-Train Station
- Already present in: Italy, Spain, India, Iran
- Want to develop in: Middle East, Russia, Eastern and Western Europe

NETWORK

NetWork



- Typology: Fashion, Ready-to-wear
- Year of creation: 2008
- Country of creation: Turkey
- Number of shops: 132
- Type of location: Shopping Malls, High Streets
- Already present in: Turkey, Albania, Azerbaijan, Qatar
- Want to develop in: Middle East, Eastern Europe, CIS

QUEEN'S CHIPS



- Typology: Food & Beverage – Snacking & Fast food
- Year of creation: 2014
- Country of creation: Netherlands
- Number of shops: 80
- Type of location: Shopping malls, High Street
- Already present in: Europe, Middle East
- Want to develop in: Oriental market and soon to the American market

TUGBA DERI

TUĞBA



- Typology: Fashion, Ready-to-wear
- Year of creation: 1982
- Country of creation: Turkey
- Number of shops: 75 own , 102 Franchisee
- Type of location: Shopping Mall, High Street
- Already present in: Turkey
- Want to develop in: Europe , Middle East, North Africa, Iran, CIS Countries



DELIVER

DIRECTLY TO

RETAILERS

Call The Logistics Experts

Lead The GST Revolution

With GST, now you can deliver smaller consignments directly to retailers or customers anywhere in India. Reduce your costs significantly by eliminating the intermediaries from your supply chain. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics network, covering **all 22110 Pincodes** of India.



HONOURING EXCELLENCE IN RETAIL



The 14th Annual IMAGES Retail Awards powered by Vegas Mall, celebrated some of India's most outstanding achievements in retail on September 20, 2017. With a roundup of over 150 nominations, 30 very stylish trophies in 21 categories were awarded to India's most successful retailers who fueled growth and innovation across multiple categories in FY 2016-17. Retail expansion was measured through growth numbers as well as percentage increase in number of outlets and retail space.

The annual IMAGES Retail Awards (IRA), India's most prestigious honour for excellence in retailing, are admired for their credible, transparent evaluation and recognition of retail performance and are considered as a premier benchmark for retail excellence in India.

The ceremony honoured the achievements of India's leading retailers with some high voltage entertainment. The gala evening was hosted by Perizaad Zorabian and Anish Trivedi. A stunning performance by singers and fusion dancers set off the evening's proceedings in exquisitely melodious style.

Nomination & Jury Process: Images Retail Awards 2017

IRA nomination categories and entry details are announced through the IRF website, Magazine ads, a personalized electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness.

IRA team of analysts then made a presentation for the IRA jury - with analysis of performance metrics such as YoY growth in top line sales and retail presence, sales per square foot, same store sales etc. A special note was prepared on effective technology application, marketing effectiveness, supplier relations and employee practices.

The jury comprised of distinguished personalities in the field of research and analysis with thorough insights in to the retail business.

The jury went through the presentation of the nominees and gave scores based on analysis of the nominee's performance during the assessment period. Results of Industry Recommendation and Jury Score ultimately decided the final Nominees. The entire process was approved by knowledge partner PwC.

The coveted IRA trophies went to the best among the top performers in 21 Categories of Retail Awards this year.

This year there has been almost 3 times more response to the nominations for

Images Retail Awards. In all over 300+ nominations were confirmed and 167 shortlisted for prelim jury deliberations.

IRA announced special Jury awards this year for great concepts, ideas and innovation across retail operations. 'How A Great Concept Was Executed to Perfection!' - this is what retailers were expected to present in their nomination with details on the idea, its execution strategy, implementation stages and its results.

Nominations came in from some of the best global and Indian retailers operating in India with details on their unique idea, strategy or innovation enhancing or differentiating merchandise/ service mix and/or in-store presentation or promotion - unveiled between April 2016 and March 2017 - with details on its execution and results in terms of creating differentiation, customer or multi stakeholder engagement, increased sales/ consumption with positive feedback/ coverage/ and recognition.

With 67 confirmations, it was a tedious task to go through each nomination, identify gaps, get corrections/ validations done.

Finally, the jury deliberated on 34 nominations and selected 10 best ideas for presentation to a high-profile jury at the IRF Grand Finale. A 3-minute crisp video presentation by each followed by Q&A with jury and audience.

The best presented ideas won the most coveted title of this year's Images Retail Awards.

Check ahead for complete details on jury members.



IMAGES MOST ADMIRED RETAILER OF THE YEAR: DEPARTMENT STORE

★★ **Lifestyle** ★★



lifestyle
YOUR STYLE. YOUR STORE.

LIFESTYLE currently has 59 stores located in 36 cities across India. In 2016-17, the chain had a 28% growth in retail space over the previous year, while retail turnover grew by 17%. It launched its new Snapchat channel, with its campaign #SnapThisTrend, weaving in the elements of Snapchat and key fashion trends of the season. Using a 4.5+ million strong Facebook channel, 105,000+ strong twitter channel, 80,000+ Instagram channel and the newly launched Snapchat channel, Lifestyle created conversations around these trends with contests, social media activities.

Received by: **Vasanth Kumar**, Executive Director, Max Fashions, Lifestyle International Pvt. Ltd.

Presented by: **Yogeshwar Sharma**, ED & CEO, Select CITYWALK

Nominees: • Shoppers Stop • Trends

IMAGES MOST ADMIRED RETAILER OF THE YEAR: HYPERMARKET

★★ **Big Bazaar** ★★



BIG BAZAAR
Making India Beautiful

BIG BAZAAR currently has 235 stores across India. The chain's total retail space grew by 5% over the previous year in 2016-17. Within a week after the announcement of demonetization, the technology and systems across all Big Bazaar stores in the country were upgraded to enable customers access cash from their debit cards through the stores' point of sales machines that were dubbed as mini ATMs. Future Group launched Future Pay, a digital loyalty, wallet for a cashless, cardless and hassle-free experience while shopping at Big Bazaar.

Received by: **Mayur Toshniwal**, Director Supply Chain, Future Group

Presented by: **Rajneesh Mahajan**, CEO, Inorbit Malls

Nominees: • HyperCity • More Megastore • Spar • Spencer's Hyper

IMAGES MOST ADMIRED RETAILER OF THE YEAR: FOOD & GROCERY

★★ **24 SEVEN** ★★



24 SEVEN currently has 44 stores located in 36 cities. In 2016-17, the chain's sales per sq ft grew by 11% over the previous year. Its new concept stores are totally digitized. Digital screens are being used to communicate new introductions, offers and product highlights by the time of the day. These screens have also become an additional revenue stream through advertising. The new stores have attracted new customer sets including expats owing to the imported assortment. Imported product category is contributing to 19% of overall sales.

Received by: **C K Sharma**, Regional Manager (West), **OP Yadav**, Area Manager (Maharashtra & Chattisgarh), Colorbar

Presented by: **Ujjwal Sinha**, Head Modern Trade, Sri Sri Tattva

Nominees: • Easyday • Ratnadeep Supermarket • Rosebuy Supermarket



IMAGES MOST ADMIRED RETAILER OF THE YEAR: FASHION & LIFESTYLE

★★★ Max Fashion ★★★



MAX FASHION has 174 stores located in 73 cities. In 2016-17, Retail outlets grew by 24% over the previous year. Retail space grew by 24% and Retail turnover grew by 32% over the previous year, making it the most profitable mono fashion brand in the country.

Received by: **Satish Puranam**, Vice President, Business Development & NSO; **Sandeep Narain**, Sr. Vice President, Head Operations; **Jiten Mahendra**, Vice President, Head Marketing; **Vasanth Kumar**, Executive Director, Max India

Presented by: **Suresh Anand & Kawal Kumar**, Directors, Vegas Mall

Nominees: ▪ Blackberrys ▪ Manyavar ▪ Neeru's ▪ Pantaloons
▪ Pepe Jeans London ▪ Tommy Hilfiger



IMAGES MOST ADMIRED RETAILER OF THE YEAR: FASHION & LIFESTYLE ACCESSORIES

★★★ Ayesha ★★★



AYESHA currently has 65 stores located in 16 cities. In 2016-17, Retail outlets grew by 18% over the previous year. Retail space grew by 20% over the previous year. Retail turnover grew by 38% over the previous year. Sales per sq ft grew by 11% over the previous year.

Received by: **Jacqueline Kapur**, Founder & CEO, Ayesha fashion pvt ltd

Presented by: **Suresh Anand & Kawal Kumar**, Directors, Vegas Mall

Nominees: ▪ Bagline Inc. ▪ Vision Express



IMAGES MOST ADMIRED RETAILER OF THE YEAR: FOOTWEAR

★★★ Skechers ★★★



Skechers currently has 73 stores located in 34 cities. In 2016-17 Retail outlets grew by over 100% over the previous year. Retail space grew by over 100% over the previous year. Retail turnover grew by over 90% over the previous year. During the assessment year the brand ventured into a new segment of Run Clubs and opened Skechers GoRun Clubs across the country, accounting for a total of 5 run clubs to encourage the running community of the country.

Received by: **Manish Chandra**, Head Business Development, **George Joe**, Associate Director Retail, **Rahul Vira**, CEO, Skechers

Presented by: **B S Nagesh**, Founder, TRRAIN & **Stuart Rough**, Group Chairman, Broadway Malyan

Nominees: ▪ Metro Shoes ▪ Pavers England



IMAGES MOST ADMIRED RETAILER OF THE YEAR: JEWELLERY

★★ **Tanishq** ★★



Tanishq has 207 stores located in 120 cities. In 2016-17, retail outlets grew by over 8% over the previous year and retail space also grew by over 8% over the previous year. Retail turnover grew by over 23% over the previous year and sales per sq ft grew by 11% over the previous year

Received by: **Vikram Bengre**, Regional Manager, **Srikanth S**, Regional Business Manager, Tanishq, Titan Company Limited

Presented by: **B S Nagesh**, Founder, TRRAIN & **Stuart Rough**, Group Chairman, Broadway Malyan

Nominees: ■ Senco Gold ■ Reliance Jewels

IMAGES MOST ADMIRED RETAILER OF THE YEAR: FOODSERVICE

★★ **Burger King** ★★



Burger King has 88 stores located in 28 cities. In 2016-17, retail outlets grew by over 96% over the previous year. Retail space grew by over 50% over the previous year and retail turnover grew by over 75% over the previous year. Sales per sq ft grew by 19% over the previous year.

Received by: **Yogeshwar Sharma**, Ed & CEO, Select CITYWALK on behalf of Team Burger King

Presented by: **Jonathan Yach**, Director Operations, Virtuous Retail

Nominees: ■ Burger Singh ■ Haldiram's

IMAGES MOST ADMIRED RETAILER OF THE YEAR: CONSUMER ELECTRONICS

★★ **Croma** ★★



Croma currently has 99 stores located in 20 cities. In the last financial year, retail space grew by over 8% over the previous year and retail turnover grew by over 15%. Sales per sq ft grew by 7% over the previous year. Securing the existing base through effective harvesting, on-boarding and engagement strategies led to 52% repeat customer ratio.

Received by: **Niraj Mohatta**, Head, Property, and **Sahil Kansal**, Senior Manager, Property, Infiniti Retail Ltd.

Presented by: **Nisha Sarin**, Head Retail, Omaxe

Nominees: ■ Dell ■ Viveks



IMAGES MOST ADMIRED RETAILER OF THE YEAR: BEAUTY & WELLNESS

★★ Enrich Salons and Academy ★★



Enrich Salons and Academy has 56 outlets located in 5 cities. In 2016-17, retail space grew by over 19% over the previous year. Retail turnover grew by over 14% over the previous year and same store sales growth grew by 15%.

Received by: **Vikram Bhatt**, Director, **Bhupesh Dinger**, Director - Operations, Enrich Salons and Academy

Presented by: **Ravinder Kumar Agarwal**, Managing Director, Dukes – Ravi Foods Pvt.Ltd

Nominees: - Naturals Salons - Lakme Salon



IMAGES MOST ADMIRED RETAILER OF THE YEAR: ENTERTAINMENT

★★ INOX ★★



INOX has 118 multiplexes with 468 screens, located in 58 cities. Last year, retail space grew by 6 % over the previous year and there was 5% growth in sales turnover over the previous year. In FY2017, it served 6.5 million movie enthusiasts across India.

Received by: **Abhishek Maria**, Asst Vice President – Business Development; **Shirish Krishna Handa**, Vice President – Business Development; **Sameer Patel**, Manager - Marketing (Brand Solutions)

Presented by: **Vikram Garg**, Principal, Blackstone, Director At Nexus Mall



★★ PVR ★★

PVR has 126 multiplexes with 468 screens, located in 50 Indian cities. Last financial year, its sales turnover grew by 14% over the previous year. Considering India as a heterogeneous market, PVR has given the Indian audience a grand spectra of cinema formats like, PVR Heritage, PVR Premier, PVR Director’s Cut, PVR Gold Class, PVR Premiere, PVR Talkies, PVR Superplex and the latest additions in 2016-17 were more PVR Icon properties and first PVR ECX property in Delhi, catering to a \$3- \$30 pocket size. PVR has truly ushered the multiplex revolution in India, which is not just limited to the metros. PVR has expanded its reach with an equal penetration in metros as well as in tier II and tier III cities and reached a 600-screen mark this year.

Received by: **Kamal Gianchandani**, Chief of Strategy, PVR Ltd.

Presented by: **Vikram Garg**, Principal, Blackstone, Director At Nexus Mall

Nominees: - Cinepolis - Smaaash



IMAGES MOST ADMIRED RETAILER OF THE YEAR: CUSTOMER RELATIONS

★★ **Landmark Group** ★★



Landmark Group's loyalty club Landmark Rewards has 1.95 crore members and of its total sales, share of loyalty club is a massive 76%. With a new cardless mobile based customer loyalty program, Landmark Rewards offer significantly greater value to customers who shop with Landmark Group. The program was conceptualized with a focus on making enrolment easier for customers while offering a great host of valuable benefits and looks at data to help personalize the experience for each customer. Long term engagement programs are developed to ensure relevance & uniqueness for each customer using data models & segmentation incorporating individual demographics and purchase behavior.

Received by: **Satish Puranam**, Vice President, Business Development & NSO, **Sandeep Narain**, Sr. Vice President, Head Operations, **Jiten Mahendra**, Vice President, Head Marketing, **Vasanth Kumar**, Executive Director, Max India

Presented by: **Bhavik Zhaveri**, Founder Pretr & **Najeeb Kunil & Gautam Vaswani**, Executive Directors, PPZ

Nominees: ▪ Blackberrys ▪ Cinepolis ▪ Future Lifestyle Fashions ▪ Pantaloons ▪ Rosebuy Supermarket ▪ Spencer's ▪ Tommy Hilfiger

IMAGES MOST ADMIRED RETAILER OF THE YEAR: MARKETING & PROMOTIONS

★★ **Jealous 21** ★★



JEALOUS 21

Jealous 21 revolutionized the jeans market for women by launching jeans that fits every body type of Indian women. FreeJeansDay was the first time in India that a brand carried out a unique digital campaign on a large scale where they invited girls to try out their latest collection. This was a unique trial generation initiative that saw massive participation both online and at the store level and achieved over 100% target achievement. The brand created tremendous digital buzz with over 98,00,000 people reached across all social media channels, 16,000 new leads generated and over 5000 free jeans were distributed

Received by: **Shibani Mishra**, Chief Marketing, FIF Brands

Presented by: **Benu Sehgal**, Head Retail and Marketing, Ambience Malls

★★ **McDonald's** ★★



McDonald's ATL activation to drive relevant messaging and create nostalgia with 'McMoments', celebrating the brand's 20 years in India, was tremendously powerful. In-store engagement for menu innovations – a Chinese burger, an international twist to a desi favourite – McAloo Tikki, and making its signature burger – the 'Mac', most accessible to all patrons as the 'Mac Junior' were further rockstars. Within a year, there was 28% incremental growth in cash profits, profitability was up by 41% and most importantly, guest counts were positive after 9 quarters!

Received by: **Gautam Joshi**, Director, Restaurant Solutions Group (RSG) – Operations, at McDonald's India (West & South)

Presented by: **Benu Sehgal**, Head Retail and Marketing, Ambience Mall

Nominees: ▪ Burger Singh ▪ Cinepolis ▪ Cover Story ▪ HyperCity ▪ Jack n Jones ▪ Lifestyle ▪ Max Fashion ▪ Neeru's ▪ Pepe Jeans London ▪ Pizza Hut ▪ Reliance Digital ▪ Spar ▪ Tommy Hilfiger ▪ Urbana ▪ W



17-19 January, 2018
BEC, Mumbai
www.indiafoodforum.com

IF YOU'RE YOU DON'T

BE SEEN WHERE



HIGHLIGHTS 2017

500+
BRANDS

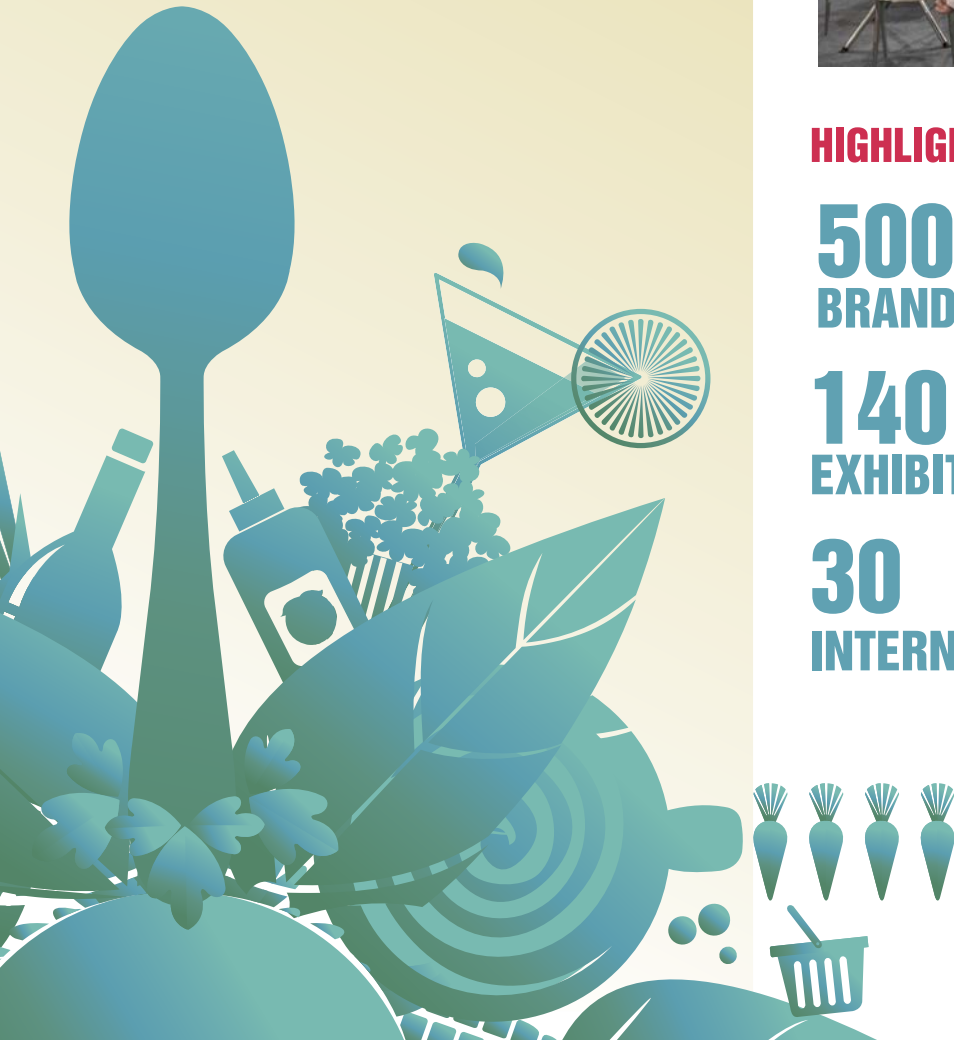
10,000+
VISITORS

140
EXHIBITORS

120
LEADERS &
SPEAKERS

30
INTERNATIONAL EXHIBITORS

BOOK A SPACE TO EXHIBIT
OR
REGISTER AS A DELEGATE



NOT SEEN, SELL.

IT MATTERS

Food & Grocery Forum India is the only business event in India featuring food & grocery retailers, manufacturers, marketers, distributors, networking to develop insights and product innovation.



Who Should Exhibit?

Companies Engaged In Manufacturing/ Marketing/ Distribution Of:

Bakery And Confectionery Products | Spices, Flavours & Food Fragrances | Alcoholic Non- Alcoholic Beverages
 Grains, Cereals, Flours | Health & Nutritional Food Fresh Produce : Vegetables, Fruits | Dairy Products
 Hospitality Equipment & Supplies | Housekeeping & Sanitary Food Safety & Standards Agencies | Store Design
 Non-food/groceries | Fixtures & Fittings | Dressings And Sauces | Supermarket/ Hypermarket
 Edible Oils | Pulses | Dry Fruits | Meat & Poultry | Soaps And Toiletries | Personal Care

Supported By



Munching Partner



Partnered By



Distribution Partner



Charity of Choice



Official Media Partners



Online Media Partner



International Media Partner



CONCURRENT SHOWS



Association & Partnerships

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

For Privilege Membership:
Anil Nagar: +91-9811333099
anilnagar@imagesgroup.in

Organised By



IMAGES MOST ADMIRED RETAILER OF THE YEAR: STORE DESIGN & VM

★★ Being Human ★★



At Being Human, three words – Culture, Conscientious, Eccentric - work with hand painted tiles, old drawers, and warehouse furnishings, as a backdrop for fashion. Floating grass ceilings, recycled old barber chairs for seating within the store, seat covers in denim patch work, recycled cable reel as tables are unique to say the least! The front façade has a grand feeling with tessellation drawer having a vintage brass handle. The result has been deeper customer engagement dwell time in stores

Received by: **Karan Berry**, Creative Head, Being Human Clothing

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

★★ Spencer's ★★



spencer's

Makes fine living affordable

For Spencer's, the objective of creating '2Bme', reflects 'Makes fine living affordable' and delivers an elevated, global experience; full solutions; and great value at every corner. The new apparel line at Spencer's stores has received overwhelming response from the customers who are delighted by 2Bme's offering as well as delighted by the broadened offering of the unique 'shop-in-shop' shopping experience. To draw & delight the customers within the section, specialized VM display units such as Entry Impression, departmental Portals and Discovery zone were created which also worked as Points of Sale. There has been a huge positive customer response to this in-store makeover and this has significantly improved the overall category and store sales.

Received by: **Rahul Nayak**, Executive Director, Operations, Spencer's Retail

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

★★ The Raymond Shop, Jekegram ★★



Raymond

The Raymond Shop, Jekegram, the objective was to create a unified 'Raymond' retail experience by leveraging Raymond's strengths – Heritage, Craft & Style – to offer a unique experience that helps modern Indian gentlemen to express and reflect who they really are by defining style for them. The new store concept caught customers' imagination through a unique design format ahead of its time both in experience and its extensive use of technology. The store has an ATV of Rs 6,500 plus, is setting new milestones of Highest Sales for Day & Weekend and delivering in excess of 105% on monthly targets.

Received by: **Sanjeev Rao**, Director- Business Development, Raymond

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

★★ W ★★



W

W's huge lit-up store facades allow trends of the season to be easily spotted during the evenings and thoughtfully made familiar with people walking past the store. In the store, a nesting table element - highlights the mood with the garments through U-bars and Faceouts which are in sync with the window display of the store. Outdoors have lit-up hoardings clearly making a bold statement. Even a small cash back coupon follows the tone of the campaigns without moving away from its sole purpose to serve the customers.

Received by: **Pulkit Sood**, Head- Business Development and **Jayesh Savla**, ASM- West, TCNS

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

Nominees: Aurelia • Cinopolis • Forever New • Indigo Nation • Lifestyle • Neeru's • Only • Pantaloons • Pepe Jeans London • Scullers • Skechers • Tommy Hilfiger • Van Heusen

IMAGES MOST ADMIRER RETAILER OF THE YEAR: EMPLOYEE PRACTICE

★★ **HyperCity** ★★



HYPERCITY rolled out Hyper Connect Coffee with CEO: Every week selected few employees get to spend time with the CEO and discuss the company policies, practices and business. Hyper Growth – the HyperCity Academy of Training not just develops its associates, it also launched Training Passport to certify learning, Recognition of Prior Learning (RPL) through RASCI, Technology Aided Learning (TAL) on a mobile app. There's more -- Pradhan Mantri Kaushal Vikas Yojana - HyperCity has become the first ever retailer approved to Hire-Train-Recruit its associates under the aegis of RASCI, NSDC and Ministry of Skills Development for this Project! And, HyperCity Retail Awards are awarded every month to employees as recognition of exceptional customer service.

Received by: **Yogesh Bisht**, Vice President, Human Resource; **Ramesh Menon**, Chief Executive Officer, HyperCITY

Presented by: **Nathalie Depetro**, Mopic, Markets Director & **Jerome Calonne**, Kaibi India Development Leader

Nominees: ▪ Bestseller India ▪ Chai Point ▪ Cinopolis ▪ Croma
▪ Landmark Group ▪ Pantaloons ▪ Spar ▪ Spencer's

IMAGES MOST ADMIRER RETAILER OF THE YEAR: TURNAROUND STORY

★★ **Manjusha** ★★



The turnaround of Manjusha started in 2015-16. In that year, the turnover rose to Rs. 47.41 crores, with a profit for the first time. In 2016-17 turnover rose to Rs 83 crores. From being a perennial loss making company, it finally earned a net profit and paid income tax for the first time in 2016-17. All business milestones have been achieved without any financial grant or aid from government.

Received by: **Amit Datta**, Managing Director, Manjusha

Presented by: **Nitin Shankar Nagrale**, Vice President, Materials Management, Foodlink

★★ **Pantaloons** ★★



Pantaloons' turnaround is centered on the 'Value Fashion strategy' that was adopted last year to provide wow fashion at wow prices. It offered aggressive entry price points, exited higher price points and amplified fashion appeal of Value Plus brands. As a result, it achieved exponential growth in own brands – 19% like-to-like volume growth and 42% overall. Own brands sales mix improved by 5% and markdowns reduced by 240 bps despite reduction in prices. The chain also registered highest over revenue growth of 17%, EBIDTA growth of 5% and an improvement of planned inventory by Rs 140 crores

Received by: **Sandeep Mistry**, AVP, Information Technogy, Pantaloons

Presented by: **Nitin Shankar Nagrale**, Vice President, Materials Management, Foodlink

Nominees: ▪ Pizza Hut ▪ The Raymond Shop



IMAGES MOST ADMIRED CONCEPT PRESENTATION OF THE YEAR

★★ **Feedback Mechanism - Enrich Salons and Academy** ★★



Received by: **Vikram Bhatt**, Director and **Bhupesh Dinger**, Director

Presented by: **Damodar Mall**, Chief Executive Officer, Grocery Retail, Reliance Retail Limited & **Roosevelt D'souza**, Managing Director - South Aisa Nielsen

★★ **Self Checkout - HyperCity** ★★



Received by: **Hemant Taware**, Chief Operating Officer; **Manoj Jain**, Vice President, Marketing, Loyalty & VM; **Ramesh Menon**, Chief Executive Officer

Presented by: **Damodar Mall**, Chief Executive Officer, Grocery Retail, Reliance Retail Limited & **Roosevelt D'souza**, Managing Director - South Aisa Nielsen

★★ **Wow! Momo On Wheels** ★★



Received by: **Sagar Daryani** & **Shah Miftaur Rahman**, co-founders of Wow! Momo along with their team

Presented by: **Damodar Mall**, Chief Executive Officer, Grocery Retail, Reliance Retail Limited & **Roosevelt D'souza**, Managing Director - South Aisa Nielsen

Nominees: FMFG @ 2Bme - Spencer's - Digital Fashion Ecosystem - Max Fashion - Digitized 24 SEVEN - Fabindia Experience Centre - Fast Casual Delco - Pizza Hut - IShapeMyWorld - Levi's - Neighbourhood Concept - Adidas Originals

IMAGES MOST ADMIRED CONCEPT OF THE YEAR: RETAIL INNOVATION

★★ **Home Court Concept - Adidas** ★★



Homecourt concept, adidas brings the spirit of sport to retail, creating a place where consumers can feel the energy of the game, the thrill of the event and the frenzy of the fans. The look of the store has four pillars of an arena facade that creates a bold distinctive look for adidas. Like an entrance gate to a stadium, it draws you into the big event; the shoebase at centerfield is the focal point, the heart of the store. It creates a central spot that brings to life the focused energy of the game day; the concourse is one of the key zones of a homecourt store. It is delivering 25% growth in comparable stores post the conversion to this exciting new format. There are now 32+ homecourt stores in the country.

Received by: **Manish Sapra**, Senior Retail Director - adidas India Marketing Pvt. Ltd.

Presented by: **Amitabh Taneja**, IMAGES Group

Nominees: ACE Format Store - SSIPL - Atesber - INC 5 - Glassy Bar and Lounge - Burger Singh - In Store Presentation - Only - Mini TRS - The Raymond Shop - Mobile Kitchens - Kabhi-B - Change in the Store Design - Skechers

IMAGES MOST ADMIRED CONCEPT OF THE YEAR: CAMPAIGN INNOVATION

★★ **Do the Strech - FBB** ★★



fbb
INDIA'S FASHION HUB

fbb- do the stretch used the power of social media to get the nation to #dothestretch like Katrina Kaif. To create awareness about fbb's "Seriously Stretchy" collection and help it stand out, social media was used. Sale of Stretchy Collection grew by a rate of 45% year on year and the denim category grew at 31% year on year. Through the #DoTheStretch campaign, fbb gave away over 2,180 vouchers to their Seriously Stretch Denim Collection, of which over 79% vouchers were redeemed. The campaign reached close to 300 million people, engaging with over 1 million people.

Received by: **Mayur Toshniwal**, Director Supply Chain, Future Group

Presented by: **Nathalie Depetro**, Mopic, Markets Director & **Jerome Calonne**, Kaibi India Development Leader

★★ **Re.1 Campaign - Naturals Salons** ★★



natu'als
India's No.1 hair and beauty salon

The Naturals Salon, Re.1 Campaign let women get their eyebrows threaded and men get haircuts. Introduction to the offer to all stakeholders went through sms, whatsapp, emails, video tutorials & meetings; Intensive training to all the staff one month prior to the activity to manage crowds, requirements and enhanced soft skills; Salon manager met with area managers to understand do's and don'ts at the salon level. Result was upselling up by 65%, post-campaign total walk-ins up by 54% / MTD Sales 56% / Service 58% and Product 42%

Received by: **Siddharth K Iyer**, Brand Manager- Products, Naturals Salons

Presented by: **Nathalie Depetro**, Mopic, Markets Director & **Jerome Calonne**, Kaibi India Development Leader

Nominees: ▪ Beauty & Bling - Enrich Salons and Academy ▪ Project Girl Power - Ayesha ▪ Start up nation - Indigo Nation ▪ Venting Booth & Artistic Facade - Shaze

IMAGES MOST ADMIRED CONCEPT OF THE YEAR: PRODUCT & SERVICE INNOVATION

★★ **My Fit - Van Heusen** ★★



VAN HEUSEN

Consumers are compromising on size and fits, body shapes and customisation. My Fit is a mass customization solution which offers products which fit to individual body type, size, style and taste. My Fit team travelled across cities to train store managers and CCA's on the new IT system of order booking, faster payment systems and new ways of pitching to consumers. My Fit has given 50,000 additional consumers to the brand Van Heusen. My Fit sales analysis is helping retail team tweak store level merchandise planning which resulted in an improvement 9% in L2L growth. 70% of the My Fit sales is coming through non-standard sizes/customized fits/styling option which aren't available in the store otherwise.

Received by: **Archana Tripathi**, Group Manager, Brand New Initiatives, Van Heusen

Presented by: **Bhavesh Pitroda**, COO, Images Group

Nominees: ▪ Employees to Entrepreneurs - Kabhi-B ▪ Encouraging Women Entrepreneurs - HyperCity ▪ M Connect - Manyavar ▪ PantRobes - W ▪ Powerflex Denim - Pepe Jeans London ▪ Smart ATM Concept - V-Mart ▪ Whopper as a Menu Layer - Burger King



IMAGES MOST ADMIRED RETAIL LAUNCH OF THE YEAR

★★ Pizza Hut Express - Westend Mall, Pune ★★



Pizza Hut launched its first express store in October, 2016 at Westend Mall, Pune. The idea was to serve the need of customers through the Express concept with focus on “value and speed”. This was the first time in the country that Pizza Hut had started selling ‘By Slice’ to its customers. To also keep the Operations simple and wastage to a minimal, the entire day is split into two: Peak (Mostly Lunch and Dinner) and Non-Peak (Non Lunch and Non Dinner). ROI: 4 years at a Capex of Rs. 70 Lacs per outlet. As on today, the express concept is delivering a staggering Rs. 22,000 sales per sq ft per year per outlet across 6 units



Received by: **Neerav Sejpal**, Director – Business Development, Pizza Hut

Presented by: **Alexander Koth & Jagmohan Batra**, Minodes

Nominees: ▪ Neeru’s - Raipur ▪ Selected Homme – Palladium, Mumbai
▪ Spar - Hyderabad ▪ Spencer’s – omnichannel at Delhi NCR & Kolkata

MEET OUR ESTEEMED JURY PANEL



Roosevelt D'souza,
MD, South Asia, Nielsen



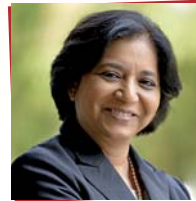
B S Nagesh,
Founder, TRRAIN



Rama Bijapurkar, *Expert-
Marketing Strategy &
Consumer Behaviour*



Pushpa Girimaji,
Consumer Rights
Columnist



Vanitha Narayanan,
MD, IBM



Anand Kumar Jaiswal,
Chairperson – Centre for
Retailing, IIM, Ahmedabad



Amitabh Taneja,
Chief Convenor, India
Retail Forum



Abheek Singhi,
Senior Partner & Director,
Boston Consulting Group



Debashish Mukherjee,
Partner and Co Head,
Consumer & Retail
Industries India and SEA,
A.T. Kearney



Professor Ravi Dhar,
Yale University



Ramesh Nair,
CEO & Country Head,
JLL India



Ireena Vittal,
Expert, India Agriculture
& Urban Change



Bijou Kurien,
Board Member,
L Catterton Asia



Yogeshwar Sharma,
ED & CEO,
Select CITYWALK



Ajay Kaul,
Senior Director,
Everstone Group



Pushpa Bector,
Executive Vice
President and Head
- Premium Malls
Division, DLF Utilities



Jonathan Yach,
Director - Operations,
Virtuous Retail



Rajneesh Mahajan,
CEO, Inorbit

POSIFLEX

For Enquiry

+91 953 543 2110

BIG SAVINGS

COMBO OFFER

QSR, Convenience Store, Speciality Stores/Hypermarket, Supermarket, Food Court



POS COMBO

- ✓ 14" Larger Display (Touch)
- ✓ High Speed Android Processor
- ✓ High Performance Rugged POS
- ✓ Slim & Flexible POS Design
- ✓ 3-in-1 High Quality Rugged Device
- ✓ High Speed Thermal Printer
- ✓ Auto Receipt Cutter
- ✓ USB, Ethernet, WIFI, Bluetooth

STD Price ₹ ~~61000~~

Special Price
Offer
₹ 36999*

Terms & Conditions:

- GST Extra*
- Hardware Only
- Limited Period Offer
- Offer Valid Until Stocks Last or 31st December 2017 whichever is earlier
- All Purchases are valid from Authorized Partners/Distributors Only

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



AND THE AWARDS FOR DIGITAL INNOVATION GO TO...

The IMAGES Retail Technology Awards (IRTA 2017), which were held in Mumbai on September 19, 2017, celebrated some of India's most outstanding achievements in retail and honoured excellence in digital innovation and implementation in the retail industry.

IRTA 2017 is a catalyst for profitable retail. Today, technology deserves a stand-alone status as both a key challenge and facilitator for consumer-facing businesses and IRTA aims to serve as a benchmark in the Indian retail industry by bringing in best practices in honouring the efforts of the retail and technology fraternity.

The categories were carefully designed to ensure that not a single out-of-the box idea went unnoticed. The awards have been rolled out with a focus on the following key aspect of retail operation – customer experience, innovation and excellence in operations.



The Method: All entries underwent an extensive research and evaluation process designed to determine winners in the truest sense of the term.

Call for Entries: The process began with a call for entries starting June 15, 2017. The last date for receiving the entries was September 7, 2017.

Data Collation and Validation: The entries were scrutinized and validated with respect to the applications and data supporting that were received, in accordance with the pre-determined set of rules and regulations.

Jury Process: All entries were first scrutinized by an independent jury that shortlisted the top entries in each category. A final jury then reviewed the shortlisted entries and determined the winners.



IMAGES MOST ADMIRER RETAILER OF THE YEAR: LOYALTY PROGRAM IMPLEMENTATION

★★ **Trent Limited** ★★



Received by: **Anil Menon**, Head IT, Trent Hypermarket

Presented by: **Nathalie Depetro**, Director of Mopic Shows

Nominees: ▪ Fab India ▪ VF India (Lee, Wrangler,Vans) ▪ Raymond



IMAGES MOST ADMIRER RETAILER OF THE YEAR: IN-STORE TECHNOLOGY DEPLOYMENT

★★ **Spar - Kiosk** ★★



Received by: **Saravana C**, Head Applications, Spar

Presented by: **Kapil Chawla**, Industry Leader Retail & Consumer

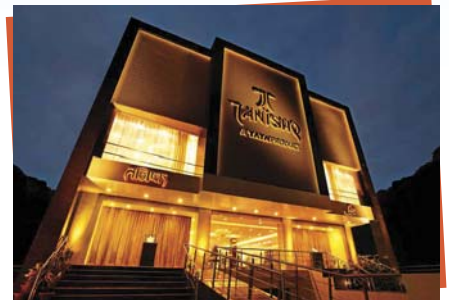
Nominees: ▪ Spar-3D ▪ Spar-Self Assist ▪ INOX ▪ Shoppers Stop



★★ **Tanishq** ★★



Presented by: **Kapil Chawla**, Industry Leader Retail & Consumer



IMAGES MOST ADMIRER RETAILER OF THE YEAR: MOBILE TECHNOLOGY IMPLEMENTATION

★★ **INOX** ★★



Received by: **Jitender Verma**, CIO, Innox

Presented by: **Mike Ghasemi**, Research Director – Idc Retail Insights

Nominees: ▪ McDonalds ▪ Globus



★★ **Raymond** ★★



Received by: **Kunal Mehta**, GM IT - Lifestyle Business, Raymond

Presented by: **Mike Ghasemi**, Research Director – Idc Retail Insights



IMAGES MOST ADMIRER RETAILER OF THE YEAR: DIGITAL MARKETING CAMPAIGN

★★★ **Pizza Hut** ★★★



Received by: **Gaurav Kulshreshtha**, Marketing Manager – Digital Marketing, Pizza Hut

Presented by: **Shrenik Gandhi**, CEO – White Reverse Media

Nominees: ▪ W ▪ INOX



IMAGES MOST ADMIRED RETAILER OF THE YEAR: TECHNOLOGY INNOVATION (>50 CR)

★★ **Travel Food Services** ★★



Received by: **Gaurav Dewan**, COO and Quality Assurance team, TFS

Presented by: **Suhas Mhaskar**, Head Technology Innovations and Special Projects - Mahindra

Nominees: ▪ Burger King



IMAGES MOST ADMIRED RETAILER OF THE YEAR: ENTERPRISE SOLUTION IMPLEMENTATION

★★ **Raymond** ★★



Received by: **Kunal Mehta**, GM IT - Lifestyle Business, Raymond

Presented by: **Vishal Lalan**, General Manager India Operations - Pos Solutions

Nominees: ▪ Blackberrys ▪ Shoppers Stop



IMAGES MOST ADMIRED OMNICHANNEL RETAILER OF THE YEAR

★★ **Spencer's** ★★



Received by: **Lalit Jain**, Head - Properties, Projects & Planning at Spencer's Retail

Presented by: **Bhavik Jhaveri**, Founder and CEO, Pretr & **Ankur Joshi**, COO, Co-Founder of Ambab Infotech Pvt Ltd

Nominees: ▪ Spar



IMAGES MOST ADMIRED CIO OF THE YEAR:

★★ **Jitender Verma**,

CIO, Inox ★★



Received by: **Jitender Verma**, CIO, Inox

Presented by: **D. Baskarmoorthy**, Vice President - Sales - Posiflex India

Nominees: ▪ **Rajesh Verma**, CIO, Blackberrys ▪ **Ranjan Sharma**, VP-IT & Scm, Bestseller ▪ **Sauvik Banerjee**, CTO, Tata Cliq ▪ **Sunil Nair**, Sr. VP-IT, Spar ▪ **Meheriar Patel**, CIO, The Mobile Store ▪ **Anil Shankar**, CIO, Shoppers Stop



IMAGES MOST ADMIRED YOUNG RETAIL PROFESSIONAL OF THE YEAR

★★ **Shashwat Goenka**,

Retail Sector head,

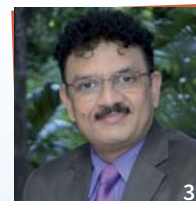
RP-SG Group ★★



Received by: **Lalit Jain**, Head - Properties, Projects & Planning at Spencer's Retail

Presented by: **Amitabh Taneja** & **Gregory Zaraisky**, Chief Executive Officer, Reed Exhibitions India

MEET OUR ESTEEMED JURY PANEL



- Arun Gupta**
Co-Founder & Managing Partner, Ingenium Advisory Pte Ltd.
- Nilesh Sangoi**
CEO, Meru
- Rajat Sharma**
President - IT, Atul Ltd & Director, Atul Infotech
- Suhas Mhaskar**
Technology & Business Leader, CIO, Management Consultant Mahindra Group

LET THE STAR OF YOUR BRAND TAKE ON THE STARS OF RETAIL. NOMINATE YOUR BEST CUSTOMER SERVICE STORY.



Let your best retail associates compete with the country's best at the TRRAIN Retail Awards 2018. The criteria for selection may include product knowledge, commitment, teamwork and of course the most decisive factor, exceeding customer expectation.

RULES:

One entry per brand per category | The story must be forwarded through the offices of the HR Head/CEO/COO
ENTRIES OPEN IN OCTOBER. STAY TUNED TO KNOW MORE ABOUT THE #ACEOFTHEACES.



For queries, call us on 022 28443258/59/60 or write to us at awards @train.org

Visit us: [f](#) TRRAIN [t](#) TRRAINIndia [v](#) TRRAINIndia

PARTNERS :

MEDIA PARTNERS:

ORGANISED EYEWEAR MARKET EXPECTS TO DRAW BUSINESS OF ₹1700 CR IN NEXT FOUR YEARS

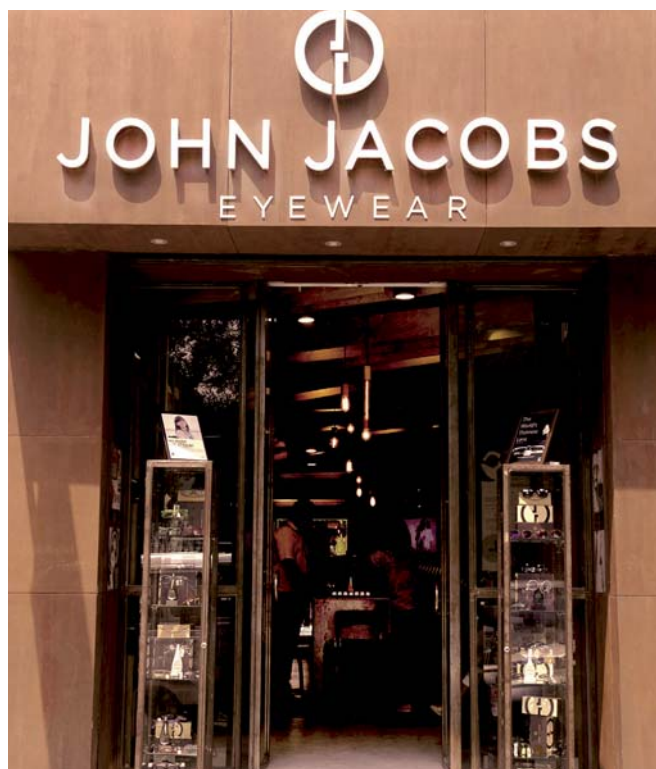
India's eyewear segment, once a near stagnant market, has today been converted into one of the fastest growing retail sectors in the country. In 2016, the Indian eyewear market was estimated to be around ₹8400 crore. Further, the sector is projected to grow to ₹12,600 crore in the coming years. While unorganized stores handle most of the prescription eyewear, the organized market is set to grow much faster at 15 percent CAGR. Talking about the growing organised eyewear sector, **Sambuddha Bhattacharya, Business Head & Co-Founder, John Jacobs**, outlines the category dynamics and reveals how his brand will leverage the growing potential of the segment in India...



The organized eyewear market in India - although much smaller than the unorganized sector - is expected to draw ₹1700 crore of business over the next four years. Almost 80 percent of this market is for spectacles, while the remaining 20 percent are accounted by sunglasses. These figures shed light on the immense potential of the market for a brand like John Jacobs which - through its organized stores - is educating the consumer and bringing in the much-needed transparency that the eyewear industry lacks.

Tell us about the latest in the eyewear industry? Which is the fastest growing category?

The Indian eyewear industry is witnessing a renewed prominence across both the developing as well as developed economies. The increasing proliferation of advanced eyewear models in the former will



What are the challenges faced by the industry?

The primary challenge in the eyewear category is the lack of access to affordable eyewear. The price gap between unbranded and branded eyewear is substantially high due to opaque pricing and mark-ups.

Are Indians brand conscious in as far as eyewear is concerned?

India is changing, and consumers are starting to care about 'modernized' brands - stylish, premium, high-quality, yet sensible: one that resonates with their 'smart quotient'. The new age Indian consumer is confident, value-conscious and aware of global trends. The purchase decision is led by their mind, and not by wallet or potential show-off value.

What is the price range that Indians are comfortable with?

With increasing disposable income and reduced propensity to save, the urban Millennial is spending on exploring the latest in food and fashion from around the world. While the consumer behaviour varies with cities, the preferred price range for branded eyewear is in the range of ₹2,500 to ₹3,000. (source: Technopak Analysis)

create a pathway for upgraded living standards, whereas, in advanced nations, the market is characterized by product innovations, exports, and increased productivity. Global demand of eyewear market will continue to be driven by spectacles, on grounds of the fact that spectacles covered 55 percent of the overall revenue in 2016. The onset of the third millennium has witnessed a plethora of trends and styles, eyeglasses being no exception. The global

eyewear market has been experiencing a reinstatement of the yesteryears, which is evident from the changing consumer inclination toward round glasses, cat-eyed frames and asymmetrically

structured sunglasses. Also, the gradual shift of eyewear as a tool of protection to fashion accessory has led to the industry constantly coming up with new styles and trends in sunglasses.



What is the male/female share in buying eyewear?

Eyewear, like food, now cuts across genders and appeals to both men and women equally. Over 90 percent of John Jacobs Eyewear is unisex and are donned by both men and women with equal panache.

Sunglasses have become a fashion statement today. Give us some insights into this category with respect to the current market scenario?

Judging from the plethora of eye-catching sunglasses that have been getting face time over the last few years, be it on ready-to-wear runways or in the adjoining office cubicle

in metros like Delhi, Mumbai, Bangalore and other Tier I cities experiment with designs. A store must house all the ranges to fulfil the needs of trendy customers especially between the age group 20-28 years.

What is your market positioning and customer profile?

John Jacobs Eyewear has set out building their business with a few well-defined agendas: To offer premium quality eyewear at sensible prices, to kill the opacity in the world of eyewear by bringing in transparency and to bring much needed innovation and freshness in



To offer premium quality eyewear at sensible prices, to kill the opacity in the world of eyewear by bringing in transparency and to bring much needed innovation and freshness in the optical retail experience.

— it's clear that glasses have gone from being a necessity to a chic accessory. A few years ago, people would spend a lot more money on their bags and their shoes. But now eyewear is a great quality accessory. The sunglasses market in India has been given a boost by the development of innovative and improved products as well as designs that not only serve specific needs of customers in terms of protection, but helps them keep up with latest trends. In fact, sunglasses are now being looked at as a fashion device rather than a protective device. Consumers

the optical retail experience.

We offer sensible pricing for their premium designs and quality through its game changing manufacture to retail model. We also take full control and ownership of the supply chain and cut out all intermediate or royalty costs. With our own exclusive stores, we avoid retailer mark-ups – selling products priced at a revolutionary ₹3000 including lenses.

CUSTOMER PROFILE: Our primary consumer is the urban Indian Millennial. The new-age Indian consumer is confident, value-conscious and aware of global trends.

With increasing disposable income and reduced propensity to save, the urban Millennial is spending on exploring the latest in food and fashion from around the world. The consumers now want to match their glasses to occasions, moods, attire and latest styles.

Tell us about the brands, product range and services available at your stores. What is your marketing strategy?

BRAND: Launched in 2015, John Jacobs is a home-grown eyewear brand with one mission – offering

international quality eyewear at surprisingly honest prices, both online and offline. The first and only eyewear brand in India to own the manufacturing-to-retail model, a revolutionary and disruptive model that allows us to price sensibly.

PRODUCT RANGE: Our design philosophy blends centuries-old craftsmanship with modern lifestyles. Using the choicest high-end materials like handcrafted Italian Acetate, pure wood, titanium etc., each collection is inspired by some of the trendiest and designs including classics such as

aviators, classic rounds and hipster frames. Engineered with strength and durability, our eyewear ranges from a variety of eyeglasses and sunglasses to suit each face type at honest affordable prices.

STORE: John Jacobs Eyewear stores, first of its kind in the Indian retail landscape, are becoming well known for hosting interesting in-store events for their customers like the polaroid picture campaign, caricature artists and bringing in high-caliber educated staff on-ground to ensure great consumer experience and interactions.

With this revolution, John Jacobs looks at disrupting the way people buy and look at premium quality eyewear is based on a three-point agenda:

- to offer premium quality eyewear at sensible prices;
- to kill the opacity in the world of eyewear by bringing in transparency;
- to bring much needed innovation and freshness in the optical retail experience both in terms of products and services.

Give us insights into the brand's Omnichannel approach.

Our Omnichannel strategy is a win-win for customers and retailers as compared to a silo-based multi-channel strategy. It acknowledges that mobile and social have



The sunglasses market in India has been given a boost by the development of innovative and improved products as well as designs that not only serve specific needs of customers in terms of protection, but helps them keep up with latest trends.

enabled customers to not only quickly switch between channels, but actually use channels simultaneously. For example, checking out product reviews on their sunglass while evaluating the same on a physical retail store shelf. It ensures that customers receive a personalized conversation with a brand. In a market placed with only multi-brand stores and aggregated online businesses, John Jacobs is pioneering the exclusive



brand store experience, both online and offline. There is a sense of reliability and realism for an engaging experience and intelligent conversation with your audience.

How popular are international brands with Indian consumers? What is the price point that the consumers are most comfortable with when buying eyewear?

International eyewear brands have notable presence in the market, owing to the high demand for premium sunglasses amongst urban Indian consumers. Exposure to global trends, changing lifestyles and higher disposable incomes, have enabled Indian urban consumers to spend on premium and luxury

sunglasses, which are now seen as essential accessories than necessities.

While the new age Indian consumer is confident and aware of these global trends, he is also value-conscious and strives to make sensible purchase decisions. The purchase decision is led by their mind, and not by wallet or potential show-off value. John Jacobs instead exists at the intersection of inspirational, honestly priced yet luxury quality brands; that is international yet home-grown; for a brand that is 'modernized' and real.

What are your future plans and targets in terms of opening new stores and new product offerings and initiatives?

Overall, we see ourselves growing 10X to become a Rs 1,000 crore business by 2020. We'll be at about 50 stores across Tier 1 & II cities in India, and also across a few marquee international destinations. Besides the retail foray, we will also be a sizable online business and our website, IOS App and Android App will have strong stickiness – not just for the product being sold, but the story being told. As the industry moves towards a personal branding space from fast fashion, consumers will continue to love John Jacobs, for our realism and our transparency.

Besides their presence in the Indian market, John Jacobs also sees an ever-growing market for their stylish products internationally as it retails in the UK, Australia and Philippines. The brand is also preparing to enter new markets like the US and Canada to expand its presence globally. **IR**



INDIA FOOD RETAIL TECH FORUM

17-19 January, 2018
BEC, Mumbai

www.indiafoodforum.com

INDIA'S ONLY EVENT FOCUSSED ON



India Food Retail Tech Forum

is a one of its kind forum for business leaders, CTOs, CIOs and technology majors operating in the food retail & food service spaces.

**BOOK A SPACE TO EXHIBIT
OR
REGISTER AS A DELEGATE**

Supported By	Munching Partner	Partnered By	Distribution Partner	Charity of Choice	Official Media Partners	Online Media Partner	International Media Partner

Organised By



Association & Partnerships: 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
aashrafalom@imagesgroup.in

For Delegate Registration:

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

For Privilege Membership:

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

CONCURRENT SHOWS





END TO END TECH SOLUTIONS FOR THE BUSINESS OF FOOD

Who Should Exhibit?

Companies Engaged In Manufacturing/Marketing/ Distribution Of:

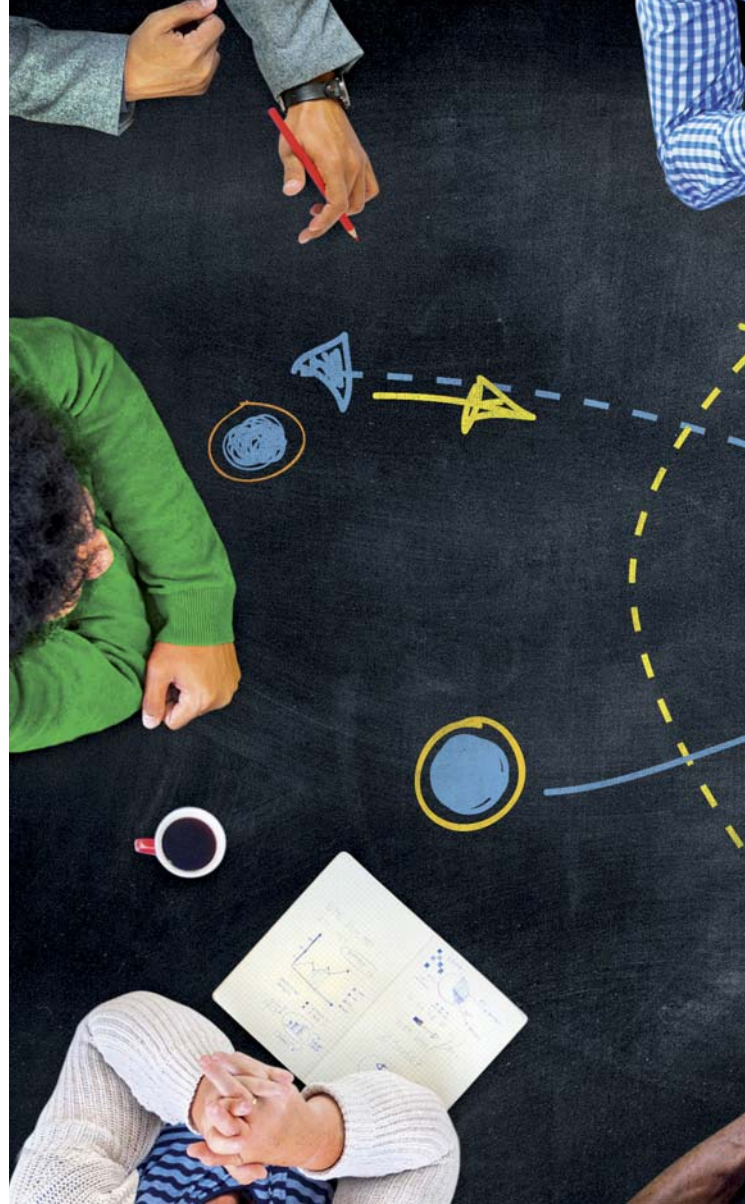
- SECURITY & SURVEILLANCE SOLUTIONS | BARCODE AND RFID SYSTEMS | DIGITAL SIGNAGES
- POS & ERP | ECOMMERCE & MCOMMERCE SOLUTIONS | INVENTORY & SUPPLY CHAIN SOLUTIONS
- CASH HANDLING & CASH MANAGEMENT | PAYMENT SOLUTIONS | WAREHOUSE MANAGEMENT
- MERCHANDISE PLANNING & REPLENISHMENT SOLUTIONS



TAPPING INTO INDIAN SHOPPER MINDSETS

– By Kalpana Sitaraman, Akhil Almeida & Naina Jayarajan

For quite some time now, the transformational growth of e-tailing globally and in India, has led to the death knell being sounded for offline, brick and mortar retailers. While it is resoundingly true that the online challenge has greatly impacted the face of traditional retailing as we know it, the gloomy predictions of the vanishing grocery store or the fashion and apparel stores in the nearby malls have not quite materialized.



An overview of successful tactics adopted by both offline and online retailers

The Indian retail scenario has been the stage for many innovative tactics – as brick and mortar retailers, across a gamut of categories, strive to stay relevant while online retailers struggle to outlive the ‘valuation euphoria’ to actually drive business value.

Yes, the verdict is clear – retailers, both offline and online have to adapt or perish and not responding is not an option; but the key is to tap into consumer needs and behaviors which transcend the online/offline platform debate.

The Context:

Retail marketing objectives – both online and offline, typically center around 3 main areas:

- Building footfalls, and subsequently turnover
- Building a brand image (to ensure loyalty, repeats, bigger ticket sizes and generating WOM)
- Building a customer connect (which will sustain the above)

Most tactics that have worked aim to fulfil one (or more) of the above objectives – using the levers provided by insights on shopper and consumer mindsets.



The verdict is clear – retailers, both offline and online have to adapt or perish and not responding is not an option; but the key is to tap into consumer needs and behaviors which transcend the online/offline platform debate.

and Republic Day Sales) have been used for quite a few years now – and all Big Sale Days are key footfall drivers. Interestingly, if used well, they also tend to be loyalty drivers (as 7 out of 10 people only shop in a single store)!

Retailers continue to reinvent these ‘days’ - newer concepts like Women’s Day and recently, the Big Bazaar GST Mahurat bonanza are being used to tap into prevailing public sentiment, create excitement and transform that into footfalls and billings.

In our experience, we find the most effective tactics (in both online and offline settings) have been those that are rooted in shopper insights on mindsets and its translation into effective shopping triggers or addressing barriers. Based on our body of experience in researching shopper insights across a range of categories, we have identified a few core shopper mindsets that tend to drive shopper behavior in India.

The article is structured as follows: First, we provide an overview of these mindsets; then we focus on how offline retailers are tapping into these mindsets in crafting their strategy; followed by a look at online e-tailer tactics leveraging the same mindsets.

SHOPPER MINDSET FRAMEWORK:

1. THE VALUE-SEEKER

MINDSET: The Indian shopper is a value-seeker, no doubt about it. Characterized for long by the ‘middle-class mindset, the India shopper has been one who values thrift and frugality over flashy displays. While the recent years of growth and economic power have slowly worked to provide access and exposure to both knowledge and purchase of products across price points, the old habits of seeking value are too deeply ingrained to shake-off in an instant. This value-seeking mindset continues to underpin the way Indian shoppers shop, even today.

	TYPE OF PROMO	BUYER BASE UPLIFT
1	Extra Grammage	Buyer Base Uplift by 15-20%
2	Free Gifts	Uplift in Buyer Base by 10-15%; works particularly well in packaged foods
3	Price Off	Uplift of 8-12%; especially Home Care
4	Banded Packs	5% Uplift

Source: IMRB Internal analysis from proprietary data

Meeting the discount-economics head-on! Tapping into this mindset, offline retailers are bringing the same game to the table – with a renewed focus. From the regular Wednesday sales and Big Bachat days to Festival Sale Days, grocery retailers (Big Bazaar, Reliance More *et al*) in particular, have adopted this with enthusiasm. Event Sale Days (Independence

2. THE CONVENIENCE MINDSET

This is a key consumer mindset across India (as it is globally too). With hectic lifestyles balanced between working hard, the demands of an extended family and social setup and inadequate infrastructure (roads, public transport), the Indian consumer is a time-poor, hassled, convenience seeker in almost all aspects of life.

In the retail scenario, convenience has, for long, been defined by the location factor. Across all our research, distance and parking facilities are 2 key factors that emerge on the top in deciding store to shop at - for grocery. The local *kirana* has always been available to provide home delivery and this aspect was replicated by some of the bigger chains to drive business in grocery retail. The other major area of focus has been in financing - a

of products needed for a recipe for gourmet groceries (Spencers). Asian Paints is a pioneer in this field in India - having set up their Experience Stores to help shoppers visualize paints for their homes; this, of course, has now been extended to an online home visualizer too. Besides this, Asian Paints offers color consultancy services and even helps source contractors and other suppliers for the job. Fabindia offers interior



legacy of the value-seeking mindset. Hence, payment convenience - in the form of credit, EMI, tie-ups with finance companies have now all been added to the retailer offerings.

Customising the game beyond mere convenience: Building on the 'convenience mindset' insight, offline retailers are now raising their game to deliver dramatically superior service. Further innovations today, in this area of customization range from customization of fit, personal style recommendations and even personal shoppers in the case of apparel (Raymonds - a pioneer in this field with their made-to-measure) to curation and bundling

design consulting services - a natural fit for their range of furniture and furnishings. Philips Lighting has offerings that can help customize the lighting solution for their customers. In all cases, retailers are going beyond the norm in order to deliver convenience and reduce barriers to adoption.

Similar examples of convenience can also be seen in the provision of after sales service and exchange of old products - two techniques adopted in the Consumer Durables and Appliances and Mobile Phone categories. ITC's Chaupal Saagar (Rural market) took this concept to rural markets - where the appreciation of convenience would be even more heartfelt.

3. THE INVOLVED/ ENGAGED MINDSET:

As consumers evolve and gain access to better quality products and services, their expectations - functional, sensorial and experiential - begin to rise too. In the retail scenario, with increasing disposable income and the rise of the mall culture, the act of shopping itself has become a way of self-indulgence; shoppers expect and respond enthusiastically when the shopping experience is made extremely interactive, involved and engaging. Marketers who tap into this trend reap the benefits.

Raising the bar on the offline shopping experience: One of the biggest advantages of offline retailers is their ability to build and take the shopping experience in their stores to a different level - thus delivering on building both brand image and customer connect. In fact, this is such an important element of the marketing mix that even online retailers are opting for at least an offline/physical presence which will help drive these objectives for them.

Our studies in Modern Trade have frequently thrown up the following insights on what works, spatially, in this format to drive engagement and involvement in-store:

1. Circular forms to break the monotony and attract shopper attention: The retail space is filled with right angles most product packaging is square, shelves are at 90 degree angles and they meet the floor at right angles. Curved, circular, oval shaped visual merchandize

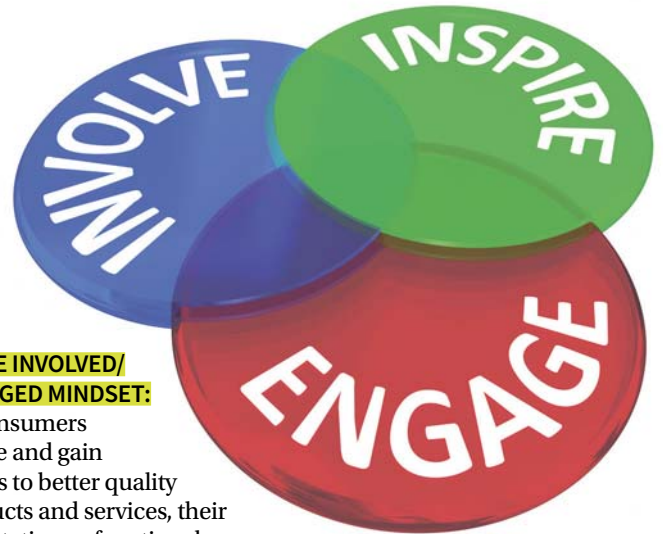
and packaging help grab greater shopper attention

2. Movement catches a shopper's attention: The modern supermarket is quite still. Other than the shoppers themselves, there is very little in the physical store that has motion; Integrating movement into the design of signage and visual merchandize to create more impact in store

3. Sensorial triggers (that encourage shoppers to see, smell, taste, touch and feel) also drive in-store engagement and interactions. Shoppers spend more time, have higher and more engaged interactions with POSM and brand leading to better conversions

Riding on these spatial insights and tapping into the indulgence mindset, offline retailers have come up with a plethora of in-store innovations - **shop-in-shop, pop-up stores, digital interactive experiences in-store, cookery workshops, cosmetic and beauty makeovers** are all innovations that retailers are unleashing in their stores -keeping footfalls ticking and building the shopper connect.

Fashion and apparel retailers are amongst the forefront of this movement as the category lends itself well to upping the experience ante. In **Van Heusen's digital store** in Bengaluru, digitization takes shoppers to new levels of



display, fit customization, style recommendations and virtual trials! **Raymond's flagship store** in Bengaluru is designed to sell apparel only through an iPad and customers may click 'trial' on the iPad for the selection to appear in the desired size inside one of the trial rooms. **Zivame, the lingerie retailer**, is also experimenting with interactive technology for fittings.

The cosmetics category is another area replete with retailing innovations – beauty brands and retailers using multiple tactics from personalized skin analysis and recommendations to workshops and training and in-store beauty stations and makeovers.

In the grocery space too, after the success of FoodHall specialty food outlets, Big Bazaar Gen Next stores are moving it up further a notch. The stores in Noida and Mumbai have interactive digital screens, sit-down checkouts and experience zones for multi-sensorial experiences for food products.

4. THE 'MAKE-ME-FEEL

SPECIAL' MIND-SET: While value and convenience mindsets spoke to the functional needs of shoppers, the other mindsets address the more implicit and emotional

needs of customers. The need to feel special and indulged is a key element in this – in keeping shoppers invested in the brand and the shopping experience. The outgoing nature of the new shopper – seen in the changing attitudes towards brands and shopping experiences below, is proof of this.

	2008	2016
The new Indian shopper is more outgoing		
I prefer to spend a quiet evening at home than go out	29% ^B	23%
And is actively looking for newer experiences		
When I see a new brand I often buy it to see what it is like	40% ^B	44%

Source: TGI; All India, SEC ABC, 15-55, Urban India
Letters in cells indicate significant difference at 95% CL

Treat 'em special: Retailers are tapping into this mindset and developing activations and programs that seek to address this. Apparel retailers, departmental stores now regularly come up with Season Collections – and loyal customers are specially invited to special showings of these clothes. Preview sales are also a tool in the same genre with special discounts sweetening the 'special' effect even further. Retailers and malls often conduct movie promos and interactions with movie stars – increasing the

conversations for the movies and building a brand connect for their own banner.

Channel-specific brand launches and promotions have also been used to further the 'special' feeling.

The initial hoopla and excitement using this tactic came from online-only

deals and promos (Great Online Shopping Festival by Google) as well as exclusive online brand launches and pre-orders. Interestingly though, as penetration of e-commerce deepens and evolves and the e-commerce space gets incredibly crowded, offline retailers actually have an advantage here – of an established brand presence and customer base. Consequently, using offline-retail as a tool for brand launches and promotions is turning out to be extremely efficient marketing. Xiaomi has launched an exclusive 'offline only' Redmi 3S+ - across most large format offline electronics retailers as has Nokia and itel to name a few.

5. THE CONNECTED MINDSET:

The final, inescapable truth – a reality of the world we live in today – it is a connected world; consumers will lead a very large part of their lives online, Omnichannel is a market reality and shoppers will increasingly move

seamlessly between online and offline in their shopping experience. The consumer is connected, always on! And the retailers' answer to this mindset is:

Get online! When you can't beat em, join em!

Brick and mortar retailers have started recognizing the need for an online presence, a digital presence. Most retailers now have their own websites with shipping options; recognizing the online option as a new channel, a new monetizing opportunity. In the electronics and consumer durable space as also with the mobile phone retailing space, showrooming has been a very real drain on offline retail sales – the habit of researching offline at showrooms and then buying online. The only way of countering this has been for the offline retailers themselves to establish and grow their digital presence.

In addition, most retailers – especially of services, have also understood the need to maintain an active social media presence. This is of particular importance to meet the retail objective of building and maintaining a consumer connect. Social media has the power to build or break reputations and any retailer cannot afford to ignore an active social media program.

And in this connected world, as offline retailers aim to deliver a seamless experience across channels, the physical stores themselves are being changed to build this image further. The earlier examples that we saw – of interactive and digital displays at various stores, of virtual mirrors and visualizers all help drive the fact that the offline retailer is moving with the times .



TAPPING INTO SHOPPER MINDSETS: AN ONLINE PERSPECTIVE

Now, what if we change the narration lens from the offline retailer to the online retailer? What is their story from the other end of the spectrum? Here are some of the crucial challenges faced by online retailers and how they are trying to overcome them:

1. THE VALUE-SEEKER

MINDSET: The Amazon Great Indian Sale, the Big Billion Day Sale, the pre-GST Sale, the Republic Day Sale... SALE, SALE, SALE. The end of reason sale aptly summarizes the sale occasions! Various sale propositions have been

2.8x compared to the previous month. And the trend is getting more pronounced with each passing year. Amazon's Great Indian Sale in May 2017 saw spends increase by 1.5x compared to the same period in the preceding week. Flipkart registered an even higher bump in spends, an increase of 5.4x during the Big10 Sale that same month. (Source: Kantar IMRB - eMarketPulse online shopping panel).

The data clearly shows the huge uptake in sales across categories during any sale period. This meets the Indian

are there, ever present, to the rescue. One of the e-tailers making life simple is Big Basket. Their smart basket reminds consumers of what they bought previously and prompts them to buy forgotten items. Now you need not even think. A list is always ready.

buy. Many e-tailers are also trying virtual reality to give a sense of comfort to the consumer on how the product will look like with changing designs and templates- so that they are at peace with their decision.

And at the other end of the spectrum, there are also



the mantra of online retailers to get people on-board the e-commerce bandwagon and increase their share of wallet as also to increase focus on new or languishing categories. Added to these big 'shopping events' are the daily deals that hit shopper mail boxes or notifications that pop up in their apps, every other day. Shopping has become an all year round phenomenon as e-tailers have managed to create more and more new occasions to shop.

For e.g. During the Dussehra/Diwali sales of Nov 2016; spends on the top 3 online portals increased by

value conscious behavior of waiting for a sale period before buying anything.

2. THE CONVENIENCE MINDSET: 'ARE YOU BUSY?' - THE GREAT TIME SAVER

Time is in short supply. In this day and age, all we want to do is cut down on unnecessary time - time on shopping, grocery and actually spend that extra hour to recuperate from a hectic week at work, only to listen to the increasing crescendo of a child's tantrum! Nevertheless, we are all still in search for that little extra time.

Lo and behold, the e-tailers



Amazon Pantry also offers similar convenience to the customer through their offer of 'subscribe and save' whereby a consumer need not even remember there is a baby at home who needs diapers. Much like an auto debit, it will automatically get delivered to them at the right time. And very soon we will forget what a grocery list looked like or even the entire grocery buying experience at a local *kirana* store!

This kind of an innovation is also seen across categories right from egrocery to efurniture. Now you don't need to hop from shop to shop or use your imagination to the fullest to wonder about the dark wood bed fitting in with a grainy texture wardrobe. Instead, e-tailers have started providing services which enable the shopper to actually try the product before deciding to

local drop off points wherein one can collect the delivery if the timings of the delivery do not work. All of these "conveniences" will work very well to improve theetail footprint and convert more people into online shoppers.

A few years hence, all one would need to do is push a button for everything to come to your place.

3. THE ENGAGED/INVOLVED MINDSET:

Till date, the e-tailers were grappling with getting more and more consumers to try them - a challenge that continues to exist. However, as the consumer is evolving and undergoing new experiences in this connected world, their benchmarks are changing. A new breed of consumer is fast emerging who wants to be more engaged and involved in the entire shopping experience. To cater to this



consumer type, e-tailers are offering customization as well as personalization.

Instead of bombarding consumers with notifications, e-tailers are focusing on targeted marketing. They track the purchase patterns and the browsing history to send across relevant notifications to consumers increasing the purchase opportunity. Many e-tailers are also experimenting with chatbots. Recently Titan has launched a chatbot on its portal to increase engagement levels with consumers who want to find products online quickly.

There are other innovations like virtual experience to cater to these kind of consumers. Nykaa offers virtual try outs of cosmetics using a skin palette. On an e-tail portal like Limeroad, one can shop for the entire look or even shop for a celebrity look – there are suggestions offered based on the consumer selection – accessories, footwear etc.

Last year, the travel portal, Ixigo launched an AI powered chatbot - a personal travel assistant. ixibaba will not only tell you everything you need to plan a trip but also give you real time information on weather, travel routes, flight timings, train status and more.

E-tailers and other digital natives have a head start because they have built their business models around collecting data and responding to customer needs. These companies build strong customer loyalty using both traditional vehicles, such as loyalty programs, and new models, like “free” and short-notice delivery, automatic replenishment, and other forms of convenience. The deeper, direct connection enables digital natives to fully understand what customers need and create new ways to serve them, both independently and by working with suppliers.

According to data published by the Boston Consulting Group, brands that create personalized experiences by integrating advanced digital technologies and proprietary data for customers are seeing revenue increase by 6 percent to 10 percent—two to three times faster than those that don't. As a result, personalization leaders stand to capture a disproportionate share of category profits in the new age of individualized brands while slow movers will lose customers, share, and profits.

The high level of customization and personalization is here to stay. It will be the key to differentiating across a plethora of options any consumer has.

4. THE 'MAKE-ME-FEEL-SPECIAL' MIND-SET:

Etailers are also trying to promote the select club among consumers and offer a huge spectrum of services much like the hotel industry does with its card holders. Amazon Prime makes its users feel special with deals only for Prime consumers like Prime days. With services like faster delivery, new shows only on Prime, exclusive deals only for Prime Members, a Prime exclusive is also meant to generate brag value much like the American Express Platinum Card. Players like Ola have launched Ola Select which help jump the queue. There are special events, promotions for those in the exclusive membership circle.

One also sees exclusive tie ups with e-tailers especially for the mobile category. A One Plus 5 was launched and was available exclusively on Amazon. Similarly, Flipkart had exclusive deals with Motorola and Xiaomi. There are a few international brands only available on Myntra.

All these actions intend to make us feel not a part of the cattle class but a part of something special which caters to only us!

5. THE CONNECTED MINDSET: OFFLINE, ONLINE, WHY NOT BOTH

We see a growing trend of online players setting up offline stores to complete the consumer experience and to bring in more consumers in its fold. PepperFry is trying to beat the touch and feel

barrier through their outlets. Myntra has opened its exclusive outlet for its private label. Others like Zivame and Nykaa have opened physical outlets to complement their online stores. The brick and mortar stores like Lifestyle, Max, Shoppers Stop etc are also focusing their strategy on providing the consumer the full experience by adding e-commerce portal to their offline stores. Omnichannel presence will be a must to ensure a seamless shopping experience for all consumers.

In conclusion:

To conclude, as we have seen in fair detail, the debate is not one of online or offline. They are both here to stay. The key to successful retail business is in linking up to basic, intrinsic shopper mindsets that define the Indian shopper. These shopper mindsets are universal; they transcend the online-offline platforms and are instead, drivers of behavior. Success for the retailer (whether offline or online) comes from building on these insights regarding mindsets in crafting programs and interventions and more importantly, offerings that speak to these mindsets. Herein lies the success of the retailer. **IR**

About the authors:

Kalpna Sitaraman, Consultant
Kalpna is a research and analytics professional with more than 20 years' experience.

Akhil Almeida, Vice President
Akhil Almeida is Vice President [Digital] at Kantar IMRB. He currently helps clients navigate the evolving digital landscape and understand its impact on consumer behaviour.

Naina Jayarajan, Associate Vice President
Naina Jayarajan is Associate Vice President at Kantar IMRB wherein she heads the eCommerce practice. Her career spans more than 15 years across.

UNLIMITED OPPORTUNITIES POWERFUL NETWORKING

Six Reasons
Why You Should
Exhibit at India
Food Service Forum

- + GENERATE SALES LEADS
- + ENGAGE WITH CUSTOMERS
- + LAUNCH NEW PRODUCTS
- + APPOINT NEW AGENTS
- + BUILD BRANDS
- + EXCLUSIVE B2B MEETINGS



Innovative brands targetting the HoReCa sector form part of the IFSF exhibition



THE LANDMARKS OF GREAT CUISINE AND THE ICONS WHO BUILT THEM
L-R: Harmeet Bajaj, Partner Impresario Entertainment & Hospitality Pvt Ltd | A D Singh, Owner, Olive Bar & Kitchen |
Rahul Akerkar, Chef & Restaurateur and Founder, Indigo | Anjan Chatterjee, Founder and Managing Director, Speciality
Restaurants (Mainland China) | Ashish Saxena, ED & CEO, TexMex Cuisine (Chilli's American Grill & Bar)

Who Should Exhibit?

Companies Engaged In Manufacturing/Marketing/ Distribution Of:

BAR / KITCHEN EQUIPMENT & SUPPLIES | FOODSERVICE & CATERING EQUIPMENT | HOUSEKEEPING PRODUCTS
ICE CREAM MACHINES | FOODS AND BEVERAGES | CHILLED AND FROZEN FOOD | COFFEE & TEA | FRESH PRODUCE
CONFECTIONERY & DESSERTS | DAIRY PRODUCTS | NON-ALCOHOLIC DRINKS & BEVERAGES | GLASSWARE / FLATWARE
HALAL FOOD | HEALTH & ORGANIC FOOD | MEAT, POULTRY, SEAFOOD | PROCESSED AND CONVENIENCE FOOD
BAKERY/PASTRY PREPARATION EQUIPMENT | ACCESSORIES BELTS / CONVEYORS | DISPLAY & SHOP-FITTING EQUIPMENT
REFRIGERATION EQUIPMENT | ENERGY & BUILDING MANAGEMENT SYSTEMS | FOOD & BEVERAGE MANAGEMENT SYSTEMS
TABLEWARE/ CHINAWARE / CRYSTALS

Organised By



Association & Partnerships

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

For Privilege Membership:

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

CONCURRENT SHOWS



India Food Service Forum is a must attend knowledge event for all connected with India's fast evolving food service industry to address the challenges and opportunities defining the fast growing restaurant and catering industry in India.



17-19 January, 2018
BEC, Mumbai

www.indiafoodforum.com



Face-to-face interactions with industry professionals offer rich market insights

**BOOK A SPACE TO EXHIBIT
OR
REGISTER AS A DELEGATE**

— Supported By —



— Munching Partner —



— Partnered By —



— Distribution Partner —



— Charity of Choice —



— Official Media Partners —



— Online Media Partner —



— International Media Partner —



HOW FIRST-GENERATION ENTREPRENEUR MANU INDRAYAN CONCEIVED AND CREATED 612 LEAGUE

– By IMAGES Retail Bureau

Manu Indrayan, a first-generation entrepreneur, conceived and created 612 League – an ‘Imagined in India, International in Outlook’ brand focussing on pre-teen (tween) children. He realized a gap in Indian kids and tween apparel segment while on a family trip to the US and the entrepreneur in him decided to grab the opportunity...



The complex kidswear segment in India has been witnessing a boom as parents and children becoming more conscious about kids’ fashion and trends. The market – which was worth ₹59,520 crore in 2015 – accounted for 20 percent of the total apparel market of the country. It is expected that kidswear will significantly surpass the growth of menswear and womenswear by growing at a CAGR of 10.8 percent to reach ₹1,65,120 crore in 2025. This is one of the major reasons why the segment has attracted retailers’ attention in recent times.

Manu Indrayan, a first-generation entrepreneur, conceived and created 612 League – an ‘Imagined in India, International in Outlook’ brand focussing on pre-teen (tween) children. He realized a gap in Indian kids and tween apparel segment while on a family trip to the US and the entrepreneur in him decided to grab the opportunity.

Together with his wife Mohita, an accomplished apparel merchandising and marketing professional, he founded 612 League, a brand that caters specifically to children in the age group of six months to twelve years with unique and differentiated wardrobe solutions.

Indrayan looks after the overall strategic and operational parts of the business. Talking about what he enjoys the most of working in the retail sector, Indrayan says, “The retail industry offers an opportunity to be the closest to the end consumer. It is exciting to be

able see the end consumer actually use the products. It also offers a huge opportunity to understand and mould consumer perception through effective marketing and communication strategies.”

On the challenges that he has faced, so far, he states: “Any new venture comes with a set of challenges. Other than the challenges of creating a complete set up with the backend (manufacturing) and front end (retailing), the highly fragmented nature of the Indian retail industry presents a big challenge to reach out to the end consumer in a commercially viable manner. However, by tying up with large format retail stores and creating Exclusive Branded Outlets we have managed to take the brand to all parts of the country.”

“The kidswear industry

in India was not very well categorized a decade ago. The industry even today is majorly dominated either by school uniforms or occasion (wedding and/or party wear) wear. Also, children are still not considered as individual buyers/customers. Not to forget, the market largely is not brand driven,” he adds.

Talking about shopping patterns, Indrayan says that parents in India are used to purchasing a size larger for their kids to extract the maximum worth out of their purchase as possible as children tend to outgrow their size very quickly.

“Breaking these patterns for any kidswear manufacturer or retailer is a huge task. Changing the mindset of people is the main challenge as parents still are the decision maker for kids shopping. However, in the recent years we have seen a positive growth in the industry. People are now more brand and fashion conscious and kids love to participate in the shopping experience alongwith their parents,” he says.


A firm believer in the fact that technology today has a vital role to play in the retail industry, Indrayan says, “Being a kidswear brand, we look for marketing strategies that are both innovative and interactive for kids making the best use of the technology. Adapting to the evolving shopping patterns in India, where even kids are

Adapting to the evolving shopping patterns in India, where even kids are more fashionably aware than one would imagine, we try to connect with the sensibilities of little fashionistas as much as we try to appeal to their parents.

more fashionably aware than one would imagine, we try to connect with the sensibilities of little fashionistas as much as we try to appeal to their parents. So, to cater to our customers who love to be trendy, we look for marketing opportunities that can involve both parents and kids to make their shopping experience fun and wholesome.”

“We had recently launched ‘Wonder Store’ concept through our EBOs in India. First time ever in India and launched by 612 League, ‘Wonder Store is a Virtual Reality shopping platform based on the Augmented Reality Technology that provides a fun filled retailing experience to the customers,” Indrayan reveals.

612 Wonder Store is a gesture controlled, kid friendly kiosk which enables trials of over 300+ products with just a flip of a hand and the option for placing an order. The platform is designed to engage both parents and kids and is intended to give them an option of directly communicating with the brand.

“Our little consumers can mix and match different top and bottom wear to see the best combination for them without actually having to try them,” he concludes. 





INDIAN RETAILERS INNOVATE TO ENGAGE IN-STORE SHOPPERS

– By Pankaj Renjhen

The retail industry is where change is the new constant. Globally, the retail sector has been undergoing a revolution of sorts – driven not only by fast-changing consumer preferences and behaviour but also advances in technology. Foreign and domestic retailers operating in India too have started taking steps to deliver the next unique ‘experience’ to their shoppers.

Resultantly, in-store experiences are gaining importance not only for engaging shoppers inside the store but also to catalyse buying decisions of casual or undecided shoppers. Discounts offered by online retailers and marketplaces may be tempting but human engagement offered by physical retail is compelling and still not out of fashion.

Therefore, a few innovative retailers in India are

responding to this want of ‘touch and feel’, as also adapting store formats to provide that interactive element, which many more consumers now desire. A few examples are below:

- **Raymond’s** flagship store in **Bengaluru** has a double height ‘live facade’ with LED curtains. The store is designed to sell apparel only through an iPad and customers may click ‘trial’ on the iPad for the selection to appear in the desired size inside one of the trial rooms.

- **Zivame** has launched its first flagship fitting lounge in **Bengaluru** to help customers make the right purchase choices after walking in and entering their details on a tablet. The professional fitters then provide them with expert advice on the style and type of options available.

- **adidas**, at its Omnichannel store in **Delhi**, launched adidas Neo, which was earlier only available on the online platform. It aims at introducing niche products like ‘cycling equipment’

which take up large space in physical stores.

- **Pepperfry** launched its concept store ‘Studio Pepperfry’ where interior design consultants showcase designs to customers and also offer product customisation and design advisory services.
- **Being Human’s** store in a **Mumbai** mall has an image of Salman Khan, and technology enables customers to try a variety of apparel on their favourite film star. It aims to help these shoppers in their decision-making process.
- **Big Bazaar Gen Next** stores in **Noida** and **Mumbai** have interactive digital screens, sit-down checkouts and experience zones for multi-sensorial experiences for food products.
- **612 League** stores in **Bengaluru** and **Noida** have implemented a wonder store concept wherein kids can try different clothes virtually through simple hand gestures.

Although, the Indian retail story unfolded slowly over the decades, the pace of change has now accelerated to such an extent that retail outlets need to constantly innovate to remain relevant to shoppers, especially the ones from younger generations. The next decade of retail in India would no doubt belong to retailers who successfully adapt newer technologies and upgrade their in-store experiences quickly. [IR](#)



About the author:

Pankaj Renjhen is Managing Director at Retail Services, JLL India.

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

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

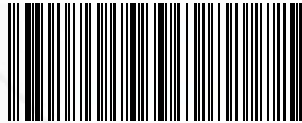
CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING.com



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

[THE AUDIENCE]

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

[ONLINE VIEWERS]

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

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



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



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...

www.orionmalls.com



AWARDED BY FRANCHISE INDIA * OPENING SHORTLY



DRESS UP TO HOLD BACK

DRESS DOWN TO LET GO

GO COLORS!
THE ART OF DRESSING DOWN

Presenting over 30 legwear styles including pants, jeggings, denims, harems, patiyalas and more. Each designed to help you perfect, the art of dressing down.

Over 175 Exclusive brand stores across 45 cities. Present across leading malls.

