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Future of Businesses

FEBRUARY 2018

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[COVER STORY]

# EASTERN EVOLUTION

THE CHANGING RETAIL LANDSCAPE  
OF EAST INDIA

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After a successful January issue on the South India Retail Sector, IMAGES Retail's February 2018 edition comes to you with The Rising East: A Focus Issue on Retail in the East. In this issue, we tell you how the East, once one of India's most mystical and complicated markets, is gaining prominence.

The issue dedicates itself to an in-depth analysis of how the development of new malls, entry of international brands and premium national brands in lifestyle, fashion, health & beauty, mark the evolution of the this once conservative retail market.

The issue will concentrate on the retails icons of East India talking growth, change and industry trends. We also bring you in-depth analysis of region's emerging mall culture, with an emphasis on the best shopping centres and prominent mall developers.

We bring you the success story of Sagar Daryani, Co-Founder and CEO, Wow! Momo, one of the East India's modern trendsetters in retail. In our Retail Initiative segment, we have detailed coverage of Manjusha and Biswa Bangla – two organisations working actively to promote handicraft and handloom while preserving the region's cultural heritage.

Moving from the East to the West – January has always been a significant month for us at IMAGES, the month when we host our flagship event, India Food Forum. The 11th edition of the India Food Forum was held at Bombay Exhibition Centre in Mumbai. The three-day gala event marked the historic presence of experts from entire Food & Grocery, Food Service and Food Retail Tech industry presenting a wholesome spectrum of food consumption and enablers that are shaping the growth of the Indian food industry.

We thank those who attended the event, for those who couldn't make it to India Food Forum 2018; the February edition of IMAGES Retail magazine would help you acquaint you with the theme, session highlights and awards.

As always, we hope you find this issue informed and beneficial. In the end, we would also like to remind our readers about the upcoming flagship event, India Fashion Forum (IFF) on March 13-14, 2018 at Renaissance Hotel, Mumbai. We hope to see you there in large number.



Amitabh Taneja

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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

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## EAST INDIA MALLS: THE SUNRISE SECTOR OF THE INDIAN RETAIL INDUSTRY

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East India mall developers talk about the growing culture of shopping malls, luxury brands and trends that are attracting consumers as well as foreign investors to the region

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## EAST INDIA'S RETAIL CZARS TALK GROWTH, CHANGE & INDUSTRY TRENDS

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# MERGERS & PARTNERSHIPS MARK FMCG SECTOR'S GROWTH STORY

- By IMAGES Retail Bureau

2018 is turning out to be a great beginning for Indian FMCG brands including Sri Sri Tattva and Patanjali, both of whom sealed strategic partnerships with big brands for a more wholesome consumer experience. Here's a look at some of the major collaborations in the sector so far...

## SRI SRI TATVA ENTERS INTO A STRATEGIC PARTNERSHIP WITH BIGBASKET



The FMCG brand Sri Sri Tattva has entered into a strategic partnership with bigbasket to provide healthy produce to the consumers.

On the occasion of announcement at India Food Forum 2018, Tej Katpitia, Chief Executive Officer, Sri Sri Tattva said, "Sri Sri Tattva has always endeavored to ensure that quality products reach the maximum number of consumers across India and also across the globe. It is truly proud moment for us to announce that we will be tying up with bigbasket."

Hari Menon, Founder and CEO, bigbasket, added, "We believe that this relationship is very strategic for us. The reason being that what we see in the food space - be it online or offline - that it is a conscious move by the consumers to look at health as something very important. We are trying to see how to create the organic products in the same price range to the normal vegetables and we believe that we will achieve that. We want to give this movement a huge push through our channel."

"This particular partnership is going to be very crucial for us. bigbasket has been popular channel in the groceries section from quite a long time. We are also concentrating on healthy food from quite a time for our consumers and of course this is one of the vision which bigbasket also has. I really feel that when value resonates, and the foundation and intention are strong, then any sort of partnership that comes together would certainly see a lot of success and we are extremely excited on this," revealed Arvind Varchaswi, MD, Sri Sri Tattva.

He concluded, "Anything that is concentrated and related to the health and giving healthy option to the consumers would be the next wave."

## PATANJALI DEBUTS ONLINE, ANNOUNCES PARTNERSHIP WITH AMAZON INDIA, FLIPKART



Aiming to expand its footprint in the country's FMCG sector, Baba Ramdev promoted Patanjali on Tuesday launched its e-commerce platform under the tagline "Haridwar to *hardwar*" (Haridwar to every door step online). The company has also announced its partnership with leading e-retailers and aggregators to authorise online sales of its products which include Paytm Mall, bigbasket, Flipkart, amazon India, Grofers, amazon India, netmeds, 1mg and Shopclues among others.



Launching the e-commerce platform "www.patanjaliayurved.net", Ramdev added that online sales have yielded good dividend that helped the company's sales cross ₹10 crore mark in December 2017. "We have been successful in delivering orders of Patanjali products to over 10 lakh people per day," Ramdev said here addressing the launch event.



**SRI SRI TATTVA LAUNCHES COMPREHENSIVE RANGE OF COOKING PRODUCTS AT INDIA FOOD FORUM 2018**

➔ Sri Sri Tattva, an Ayurvedic & FMCG brand that promotes health and wellness, has introduced a comprehensive range of cooking products that include Cow's pure *ghee*, organic virgin cold pressed coconut oil, whole wheat *atta*, basmati Rice, 100 percent natural honey, brown sugar, rock salt, a range of *masalas* and spices along with a range of staples and pickles at India Food Forum 2018.

The brand, synonymous with quality and purity, is ready to come onto Indian kitchen shelves with multiple high-quality offerings to contribute to wholesome cooking, pure taste and traditional flavours. Meanwhile, a high standard of safety, health and hygiene maintained throughout the production processes, keeps the purity of the ingredients intact, allowing customers to eat healthy while relishing the taste of Indian spices.

Indian cooking essentials and spices are scientifically proven to possess unique and rare medicinal properties and are also an integral part of ayurveda. It is learnt, these valuable medicinal attributes often are lost during their processing. Sri Sri Tattva through its advanced R&D and methodologies has ensured to retain the original beneficial properties of the ingredients and also keep them free from chemicals and artificial preservatives, hence pure and natural.

Speaking on Sri Sri Tattva's vision, Arvind Varchaswi, Managing Director, Sri Sri Tattva said, "We have earned the trust of our customers through our products with excellent quality and purity. We are positive in inspiring the modern world towards healthy and happy living through our consistent innovation in food and ayurveda."

**BENGAL SIGNS MOU FOR MORE KFC, PIZZA HUT OUTLETS**



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➔ The West Bengal government on Monday said its Food Processing Industries and Horticulture Department has signed an MoU with Devyani International Ltd for setting up more KFC and Pizza Hut restaurants in the state. "This is an expansion plan of Devyani International to open four-to-five KFC restaurants and two-to-three Pizza hut restaurants every year at various locations in the state for the next five years. The total investment by the group is ₹100 crore," a government statement said.

Devyani International Ltd, the Indian franchisee of Yum Restaurants India, represents the KFC, Pizza Hut chains in the country. Headquartered in Louisville, Kentucky in the US, Yum! Brands, Inc. is one of the world's largest restaurant chains with 44,000 restaurants globally in 135 countries. It owns the KFC, Pizza Hut and Taco Bell chains.

**SAFEXPRESS TO INVEST ₹100 CRORE IN THE NORTHEAST**

➔ Safexpress, India's largest Supply Chain and Logistics company has announced the biggest-ever investment by a logistics company in the Northeast region.

Speaking to the media, Rubal Jain, Managing Director, Safexpress said, "We are pleased to announce an investment of ₹100 crore in the region. We whole-heartedly support this wonderful initiative by the Hon'ble Prime Minister, Narendra Modi to boost investment in this region."

"Assam is also a very crucial



location from the point of view of logistics connectivity of Northeast India with the rest of the country. The development of strong ASEAN relationships with NorthEast is a great boon for the entire region and all business entities serving the region," he added.

Vineet Kanaujia, Vice President – Marketing, Safexpress said, "Safexpress has recently built an ultra-modern logistics park at Guwahati. We have invested ₹30 crore in creating this state-of-the-art Logistics Park at Guwahati. This facility spans over an area of more than 1 million square feet, and is located strategically on National Highway 31. This logistics facility is functional 24x7x365 and ensures excellent connectivity of NorthEast with the rest of India."

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# INTERNATIONAL RETAIL MARKET MAKES STEADY MOVES AS Q1 APPROACHES

– By IMAGES Retail Bureau

*As the retail industry approaches the first quarter of the year, the International market is busy introducing new strategies to keep the profit juggernaut rolling...*



## SIAM MAKRO TARGETS EXPANSION WITH THE LAUNCH OF LOTS WHOLESALE SOLUTIONS

 Siam Makro PCL, a part of US \$50 billion Charoen Pokphand Group (CP Group), announced the launch of its India operations in the wholesale cash and carry space. The company has adopted a 100 percent FDI route to establish its operations in India under the name of LOTS Wholesale Solutions.

The company plans to invest over ₹1,000 crores in the first five years and open 15 wholesale distribution centres across northern India. The first two stores of LOTS Wholesale Solutions will open in Delhi NCR in 2018. The intended investment by the company will generate over 5,000 direct and indirect jobs. Speaking to the media, Tanit Chearavanont, Managing Director, LOTS Wholesale


Solutions said, “2018 is a very exciting year for us at LOTS Wholesale Solutions. We are eager to commence our operations and delight our customers with excellence in service, assortment and convenience that is in our DNA. We bring with us 28 years of experience in serving various B2B customers, such as

HoReCa, traders and service customers, through different cash and carry formats – large and small; we are confident that we will surely be able to enhance the modern wholesale sector in totality.”

The company has brought on board seasoned professionals with proven capabilities in key leadership roles. Sameer Singh, who comes with over 18 years of experience in Retail and Hospitality, is Director of Operations and Business Development; Nishant Rayirath, who comes with over 15 years of experience in Wholesale Cash & Carry operations, is Director of Commercial; Jatin Mazalcar, who comes with 16 years of strong background experience in Finance across various industries, is Director of Finance; and Manish Gehlot, who comes with 20 years of industry experience, is Director of Information Technology.



## H&M LAUNCHES LUXURY FASHION BRAND NYDEN TARGETTED AT MILLENNIALS

 H&M will launch an affordable luxury label called Nyden in early 2018. Called Nyden, a hybrid of the Swedish words for ‘new’ and ‘it’, the line will be led by Oscar Olsson, who has worked at H&M since 2013.

Nyden will target the Millennial and influencer generation by implementing collaborations with hand-picked influencers dubbed ‘tribe leaders.’ The first of which will be tattoo artist Doctor Woo, who will work on the brand’s inaugural menswear release alongside Swedish actress Noomi Rapace.

According to H&M, Nyden’s launch is a ‘smaller start-up,’ so the brand has no plans to open Nyden stores suddenly everywhere. H&M’s latest endeavour into the realm of affordable luxury follows the launch of its other new label, Arket, last year.





## DAVID BECKHAM TO LAUNCH L'OREAL MEN'S GROOMING PRODUCTS

David Beckham will launch 21 men's grooming products under the name House 99 on Feb 1 in the United Kingdom, exclusively at Harvey Nichols stores. male grooming products called House 99. This new product line is inspired by David Beckham's iconic style, combined with British barbershop culture and a certain expertise in crafting products for hair, body, beard and even tattoos. Inspired by the various styles of David Beckham, the House 99 brand is a perfect meeting of British barbershop culture and the expertise of L'Oréal Luxe laboratories.

The products for beards, shaving, face, body, tattoos and hair will roll out to other retailers there and in 19 countries starting March 1. House 99, according to Beckham gives a glimpse into what the brand is about. 'House' reflects Beckham's goal to build an inclusive community of grooming aficionados, to share style tips and recommendations to evolve their look and style, while '99' refers to the year 1999, the year he married Victoria, his eldest son, Brooklyn was born, and he won three trophies with Manchester United.



## MARKS & SPENCER HIRES NEW CFO

Marks & Spencer has appointed Humphrey Singer to its board as chief finance officer. Singer, who is currently Group Finance Director at Dixons Carphone, will take up his new role as Marks & Spencer embarks on its five-year transformation programme. His start date is yet to be confirmed.

The news comes less than 24 hours before M&S provides an update on its Christmas trading performance.

Singer has been Group FD of Dixons Carphone since 2014 following the merger of Dixons Retail with Carphone Warehouse Group. He became Group Finance Director of Dixons in 2011, having held several other finance roles since joining the company in 2007. Singer's early career included finance roles at Cadbury Schweppes plc and

Coca-Cola Enterprises UK Limited.

Commenting on his appointment, CEO Steve Rowe said, "As we embark on our five-year transformation programme, Humphrey will be a great addition to the top team. His experience as part of the team that led Dixons through its period of change and migration to multi-channel retailer is most relevant to what we are undertaking here. This, coupled with his retail expertise and eye for detail and cost, will be very important to our team dynamic as we move forward."

Singer said, "Under Steve M&S is changing and there's no better time to be joining the team that is transforming the business."

Singer will replace Helen Weir, who is leaving the British retailer on March 31 after three years in the role.



Steve Rowe added, "I'd like to take this opportunity to thank Helen for her significant contribution to M&S over the last three years and wish her all the very best for the future."

## WALMART RAISES STARTING WAGES FOR US WORKERS, HANDS OUT BONUSES

Walmart, the world's largest private employer, is boosting its starting salary for US workers to \$11 an hour, giving a one-time cash bonus of up to \$1,000 to eligible employees and expanding its maternity and parental leave benefits.

According to a PTI, the retailer said that changes to its compensation and benefits policy will impact more than a million hourly workers in the US. The company employs 1.5 million people in the US. The wage increase, up from \$9 per hour for new workers, comes into play next month. The company is also creating a new benefit to assist employees with adoption expenses.

CEO Doug McMillon said that recently enacted tax legislation gives us the opportunity to be more competitive globally and to accelerate plans for the US. Large employers have been under pressure to boost benefits for workers because unemployment rates are at



historic lows, allowing job seekers to be pickier. The nation's unemployment rate has sat at 4.1 percent for three months now, the lowest level since 2000. The average for hourly earnings rose 2.5 percent in December from a year earlier.

Walmart said that the one-time bonus will be given to all eligible full and part-time hourly US employees. The amount of the bonus will be based on length of service. Workers with at least 20 years qualify for a US\$ 1,000 bonus. Walmart has promised full-time hourly US employees 10 weeks of paid maternity leave and six weeks of paid parental leave. Salaried employees will also receive six weeks of paid parental leave.

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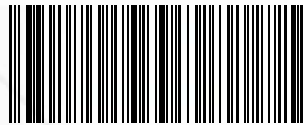
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# TREE OF LIFE AIMS TO BRING EMERGING FOOD CATEGORIES, BRANDS & TRENDS TO THE INDIAN CONSUMER

– By Surabhi Khosla



**The company's ambition is to penetrate India, treat general trade retailers and the Indian consumers with respect and help them to access what they see on TV and abroad in an understandable way...**

**T**ree of Life one of India's premier importers, marketers and distributors of gourmet, ethnic and specialty foods in India is gearing up to celebrate its 10th anniversary in April 2018. The company, which has been in the business of enabling retailers – from the largest supermarket chains to the smallest independent stores – to meet the constantly growing demand for international foods, offers a comprehensive collection of imported, specialty and gourmet food products to an ever-growing audience in India.

With the help of a specially trained in-store promotions team, Tree of Life represents 30 top international and domestic food brands from all over the world, with operations in 45 Indian cities.

In an exclusive conversation with IMAGES Retail Bureau, on the sidelines of India Food Forum 2018, **Harshita Gandhi, Managing Director, Tree of Life** and **Ajay Bajaj, Chief Operating Officer, Tree of Life**, talked about their company, the journey so far, strategic collaborations and the company's future roadmap.

**How did you sow the seeds of your brand, Tree of Life?**

**Harshita Gandhi:** Tree of Life is a distribution house. We represent International and domestic brands with whom we create and then execute their route-to-market strategies. We manage their inventory management, execute marketing strategies and drive numbers for them to form a complete setup. We started 10 years ago when a couple of brands wanted entry into India. We took them on as clients and helped them set up an India strategy. We're running a very unique model across India at this moment.

**What is your brand focus?**

**Ajay Bajaj:** Our focus is basically on treating all brands equally. We don't believe in the idea of giving one category more importance over the others. In our 10 years of existence, all categories and companies are important, as long as they are being accepted in the Indian market, by retailers and consumers alike. We also pay a lot of attention to oldbrands, the same as we would to a new brand.

**Harshita Gandhi:** Since our work is market-based, we pay a lot of attention to consumer and retailer demands and needs. We work with brands, helping them in areas they want to focus more on, and making them strong in that area. From the Tree of Life perspective, we look for new emerging categories or trends or brands so that the consumer gets a true basket of products to choose from. Our main focus is to provide a variety of products to the Indian consumer, aside from what multinational FMCG companies are bringing into the country. That's the main focus of what we try and do – educate the consumer, help their palate, consumption and table evolve.

**Give us a case study.**

**Ajay Bajaj:** I would mention the brand Terra, which is from USA. We launched the brand a few years ago and from Day One it has been accepted to another level by the consumers. The brand is basically healthy vegetable chips, which were available only at the regional level but not at the national level.

We got an overwhelming response by the retailers and the consumers and the growth that we have seen in the brand on a yearly basis has been more than fifty percent on a like-to-like basis, which is phenomenal. There are very few brands that give you that sort of traction. The real success is that the brand will soon be manufactured in India to reach an even larger audience and that we see as a huge feather in our cap in terms of our distribution and marketing abilities.

**What's the market size for imported food products in India?**

**Harshita Gandhi:** We don't like to classify the products as "imported", we see this more of a premium segment. These are all brands that have plans of manufacturing in India or doing something special for India. Most of their products are custom-made for the Indian consumer. I believe that the palate of the Indian consumer is expanding, the kitchen experiences are expanding. There is a tremendous growth in this area which is causing people to experiment at home. It's too complicated to make some fancy items consumers see on TV from scratch and that is where the brands we bring to India come in because they give them at least a stepping stone to the "scratch cooking" scenario. This is what has spurred the growth of what we do. The fact that you are easily available and reachable helps you a lot. We have seen a lot of pull as compared to the push that we had five-six years ago. Today we get calls from different parts of India, such as Rajkot, Guwahati or Coimbatore saying that they want to source X product of Y brand to stock in their stores.

This is because they have realised they are catering to an evolved consumer today. Hence to answer your question the market size is difficult to establish however we have seen high double-digit growth in like to like brands for the last 5 years and the numbers will keep improving.

**What kind of growth has your company seen in the last five years?**

**Harshita Gandhi:** We have been in the business for last ten years. We are involved only from the inventory management to sales point of view. We are not involved in manufacturing in anyway. Our span of expertise lies in making sure finished goods reach the consumer.

Our main function is obviously sales and marketing, that is the crux of what we do. But you can't do sales and marketing without excellent inventory management, supply chain management, and finance and accounts management. These are the areas where we have developed our expertise, our own systems and methods. When we started, we couldn't hire big solution provider companies, logistics companies to aid us in our work, so we solved our own problems without taking help from any third party. This approach has led us into a very strong position today and we have taken a lot

of suppliers with us into this strong place.

We have regional offices in Mumbai and Delhi and our main distribution center is in Vapi. The Gujarat government has been extremely supportive of small business like us. Our head office is centered in Mumbai, and we are hoping to expand into regional warehousing at this point.

Unlike a lot of even FMCG companies, we have an in-housed marketing division. We do all our last mile execution of marketing, be it sampling, shelf sales, execution of visibility, branding etc. This gives us swiftness and cost control. We have a great business development team. They understand the categories and the products really well and can explain it to retailers. All our growth has been in building systems and a company that is poised to take a large leap forward in the years to come.

**What is the process of selection of companies?**

**Harshita Gandhi:** Some of the products that we take on are made in the other countries and some are domestic. We take on very selective domestic produced brands, which are looking for a premium consumer. We further look for a strategic alliance in terms of equity rather than just a pure vanilla

distribution agreement. One domestic brand, Carnival, which is into nuts, dates and dry fruits. We do this together in a joint venture where Tree of Life is the sales and marketing arm. We own the brand together and this is how we will take out our business across the country.

**What's your geographical reach and what are your expansion plans?**

**Ajay Bajaj:** Currently we are in 60 cities. We intend to expand our distribution centers by creating a regional warehousing of our own. We are working through a network of distributors at this moment, but by 2020 we intend to get into distribution too, wherein we would be catering to the sub-distributors, distributors or retailers directly, regionally. **Harshita Gandhi:** It will take us another 20 years to even scratch the surface of India, so we really don't have any plans to go global. In all our dealings we have realised that for international brands, India is 'the' country to be in.



It is possible that some of our clients may have international plans, so we will embrace that and give them a strategy. From Tree of Life perspective, our ambition is to penetrate the country, treat general trade retailers and the Indian consumers with respect and help them to access what they see on TV and abroad in an understandable way. **R**

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# “Retail is No Longer a Store-Count Game”

Today, e-commerce represents a channel that is growing much faster than the brick-and-mortar business. So, it's not about store count but about the extent of the consumer's wallet share that a brand has in a country that matters...

– By Charu Lamba



**W**ith the Centre permitting German sports goods maker adidas to operate fully-owned single-brand retail stores as well as cash-and-carry wholesale business under a single entity in India, the brand – one of the world's most famous shoemakers – plans to open large stores in the country, much like it has in other major markets across the world.

Elaborating, Brand Activation Director, adidas, Amrith Gopinath said on the sidelines of the India Retail Forum 2017, “We recently got the ‘own retail’ license from the Government of India. So, we are now in the process of opening our own retail stores directly for the consumer. But we are moving ahead cautiously. There is no blueprint of opening 100 stores in a year. We want to go slow. We already have a good footprint of 450-odd stores in the country and therefore expansion is certainly happening, but it is going to be a calibrated expansion.”

He further said: “It is not a store count game anymore. It used to be 10 years ago. Today, e-commerce represents a



channel that is growing much faster than the brick-and-mortar business. So, it's not about store count but about the extent of the consumer's wallet share that a brand has within the sports industry in a country that matters.”

Five years from now, I see India going big in sports – not just cricket but also football, hockey and the Olympics and adidas will be at the top of the list of every Indian sporting goods consumer. The country is on a sporting journey and adidas as a brand is going to go move along with India.”

## Omnichannel: The Way Forward

Omnichannel trends have become the ‘burning platform’ for the retail industry. The medium provides consumers with convenience as far as ease of purchase is concerned. adidas (together with Reebok), which has a 40 percent market share



Cyrus Sahukar, Ranveer Singh, Deepika Dipti and Sean Van Wyk at adidas Originals OFDD store launch





in the sportswear category in the country, had introduced their Omnichannel strategy in India approximately two years ago.

“Two years ago, we were the first brand to pioneer the concept of endless aisle. A tablet within our stores allowed customers to identify the availability of sizes and styles which were not available in-store and let consumers order their product online. The customer was given the choice to get the product delivered at the store or at his home. Physical inventory is difficult to maintain in store sometimes and the brand does not want to lose consumers – the main reason why this Omnichannel scheme was introduced,” explained Gopinath.

This facility has been rolled out in over 200+ stores so far and anywhere between 5-10 percent store turnover comes from ‘tablet ordering.’ “Blending of all online and offline channels through an Omnichannel approach is something we are very serious about,” Gopinath stated.

### Buzzword Athleisure

Till about a decade ago, retailers did not feel the need to register the size or the growth percentages of athleisure wear. But today, after intense activity in the past seven years, the category has carved out a separate niche for itself.

Talking about how the brand is cashing upon the opportunity, Gopinath said, “Athleisure has always been a part of brand adidas and it is growing as a category. We have observed an increase in demand and in keeping with the same, we are increasing our portfolio as seasons go by.”

“FOR CONSUMERS INTERESTED IN FOOTBALL SHOES, THERE ARE DEVICES THAT CAN HELP YOU SEE HOW FAST YOU CAN STRIKE THE BALL, WHAT IS THE CURVE AND SPIN ON THE BALL THAT YOU HAVE WITH A PARTICULAR SHOE.”

– Amrith Gopinath, adidas Brand Activation Director

### Going Tech-Savvy

Technology coupled with consumer experience is an integral part of retail today. The idea is to give such good consumer experience – using new-age technology – that consumers keep coming back to a brand. adidas is implementing in-store technology in a big way.

“Globally and in India, we intend to introduce tech-enabled experiences for tech-savvy consumers. For example, there is something called Run Genie that we are going to bring to India soon. It is a pod that you put on to your shoe and when you jog, it analyses the way you run. It tells what kind of foot strike you have and therefore what sort of shoe will be apt for you,” revealed Gopinath.


“For consumers interested in football shoes, there are devices that can help you see how fast you can strike the ball, what is the curve and spin on the ball that you have with a particular shoe. There are also footballs which have chips imbedded in them which analyses the way a person kicks and then recommends the best kind of football shoes for him/her. So, yes, technology is going to be a big part of our selling process. We need to consider how many stores we will introduce these ideas in to start with,” he added.

### Future Goals

At adidas, the strategy is to try and create a sporting culture in India. As a brand – which is the Number One sports brand in the world – adidas wants to create a legacy of sports in India, spread the concept that sports are also a viable livelihood option, a way of life. The brand’s long-term strategy is to get more and more Indians to take to sports, to create sporting culture in this country.

Underlining the importance of sports going ahead, Gopinath said: “We are doing really well in India as of now and have no plans of shutting down any stores in the country. We are one of the most profitable sports brand in India, having crossed ₹1,000 crore revenue milestone very recently.”

As a category, the brand is very bullish on football in India. “We see a bright future of football and adidas Originals in India. It is the second sport after cricket which is emerging in the country. Indian youngsters follow the sport and both international and homegrown football heroes religiously. As a result, our adidas Originals category is growing. At present it contributes a small share to the revenue, but we believe it is going to be a big part of the business in the years to come,” asserted Gopinath.

The brand has opened 16 adidas Originals stores in India, which are doing phenomenally well. 

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# '2018 will be the year *innisfree* expands aggressively in India'

– By Charu Lamba

**Innisfree's VR program delivers a real-life experience of clean and pure energy, features a 360-degree viewing angle and 3D technology, and consists of a user-interactive system that supports reaction against users' sight and action.**

**I**nnisfree, the Korean naturalism brand from the pristine Jeju Island in South Korea, has recently launched its flagship store in Ambience Mall, Gurugram. The opening of this store marks their seventh outpost in India.

The new innisfree store encompasses an exclusive Jeju Island experience with Virtual Reality technology. innisfree's VR program delivers a real-life experience of clean and pure energy, features a 360-degree viewing angle and 3D technology, and consists of a user-interactive system that supports reaction against users' sight and action.

With the launch of innisfree's latest store at Ambience Mall, the brand aims to introduce world-class technology to its Indian consumers to provide a highly enhancing brand experience

that overcomes the limits of time and space.

In an interview with IMAGES Retail Bureau, **Doyoul Lee, CEO, innisfree**, talks about the brand journey of the brand in India, its future plans and a lot more. Excerpts from the exclusive chat...

### **Tell us about innisfree's retail journey in India.**

We launched innisfree in India four year ago and it has been a learning curve for us in terms of understanding the Indian consumer's needs. I feel we have done this well since we have received a very positive response from our customers. Since the response has been so good, we feel comfortable in continuing to launch new SKU's and we do this keeping in mind the likes and requirements of our Indian consumer base.

Last year, we launched the innisfree store at Nykaa.com and we have actually



performed better online than we had predicted. With an overwhelming response from both online and offline channels of sale, we are now considering investing more in and expanding our marketing activities aggressively to increase our brand awareness in the country.

### **How do you perceive India as a market for beauty and skincare industry?**

The Indian beauty industry has several segments within its fold including skincare, cosmetics, hair care, and fragrance. All these segments have witnessed significant growth in the recent years. The industry in India is growing rapidly at a growth rate of 15-20 percent which

is almost twice as that of the US or European market. I personally believe that the Indian beauty market has great potential and therefore we are seeing a number of global players entering India. I do not doubt the fact that the Indian beauty market will eventually grow to one of the most significant markets in the world.

### **Who is your target audience?**

Innisfree's core target audience includes women between 20 and 35 years of age, SEC A+, SEC A and B class. The consumer profile is that of young and smart individuals who believe in nature and in eco-friendly products.

**What makes innisfree stand apart from other beauty and skincare brands in India?**

One of the main factors that sets us apart from other brands is that all innisfree products are naturally sourced from the island of Jeju in South Korea and all products are organic and chemical free. We believe in giving a complete experience to our customers and therefore the interiors of our newest store actually consists of a vertical garden, so they feel fresh even indoors. Since offline stores are our branding space, we try and bring in new and fresh ideas to preserve our brand value

SKU's in our South Korean stores. In India we have 550 SKUs in our new store at Ambience Mall Gurugram, although we are working on bringing in more SKUs to the Indian market with the aid of the customer feedback that we receive.

**Do you have any category expansion plans in the Indian market?**

We have recently introduced perfumes in our Ambience Mall store in Gurugram. Apart from this, the strategy is to study local consumers and their feedback and bring in products they want. We are also planning to introduce baby care products as well.

**Let's talk about your Omnichannel strategy in India.**

We work on the principle that every customer is important to us - online or offline and hence for now, we are working on integrating our offline and online channels of sale to provide our patrons with a seamless shopping experience. In addition to this, we are also extending our online space to meet Indian customers in Tier II & III cities.

campaigns that we conduct. Our Green Life Campaigns have gained quite a bit of popularity including the 'Eco Handkerchief Campaign', 'Empty Bottle Recycle Campaign' and 'Green Christmas Campaign'.

We engage with our customers through our social-networking platforms and continue investing in the brand so that we can reach out to a larger audience.

**What are your India expansion plans?**

By the end of 2017, we had eight offline stores and one online store. We are looking at expanding and opening up to seven new stores in the coming year, including cities like Bengaluru and Chennai. By 2020, we hope to have more than 30 stores in India.

**Your brand is expanding at a very slow pace in India compared to other big-ticket foreign brands. What is the reason for this?**

Being one of the first South Korean brands to enter the Indian market, we took time to study and test our catchment areas closely and understand the needs of consumers. Post this, we launched India exclusive products like kajal, hair oil and Indian skin tone specific shades of foundation and lipsticks. The first year was all about studying the market. The second year - 2018 - will be the year we expand aggressively in India from.

With these changes, we hope that our same-store sales growth reach up to 50 percent growth and in the next five years, I hope to see Innisfree counted among the top three brands in the beauty and skincare industry in India. **IR**



and to enhance customer experience.

Then we have launched the innisfree virtual reality experience through which customers can experience the pure Jeju island virtually and can learn about the ingredients we use in our products.

We also pride ourselves on following, picking up on and creating new trends at a tremendous pace.

**How many SKUs do you have?**

We currently have over 1,000

**What is the average ticket size - both online and offline?**

There is a 50 percent gap between our online and offline ticket size. On an average the offline ticket size is ₹3,000, while online it is ₹1,500.

**Tell us about your marketing and promotion strategies.**

Our marketing strategy is very customer-focused. innisfree is still not a very well-known brand across India and this is something we are actively working to change. We are reaching out to relevant audiences and informing them about our brand as well as the activities and



## “Product Innovation Has Been the Key to Our Success”

- Sagar Daryani, Co-Founder & CEO, Wow! Momo

**Wow! Momo, which began with an initial investment of a paltry sum of ₹3,000, is 155 outlets strong today. The company opened its first store in Kolkata eight years ago and has since expanded at a rapid pace across the length and breadth of the country...**

- By Surabhi Khosla

**Q** SR chain, Wow! Momo has found the recipe for success. The startup, which began with an initial investment of a paltry sum of ₹3,000, is 155 outlets strong today. The company opened its first store in Kolkata eight years ago and has since expanded rapidly across the length and breadth of the country. It's now expanding its reach to Tier II cities.

In an exclusive interview with IMAGES Retail Bureau on the sidelines of the India Food Forum 2018, Sagar Daryani, Co-Founder & CEO, Wow! Momo talks about his expansion plans, category expansion strategies, and his global dreams.

### **Tell us about Wow! Momo. How did you conceptualise the brand?**

We are the country's largest momo chain. We have 155 outlets across 10 cities and we are producing 2 lakh momos a day. We are a proper startup!

We've come up the hard way because a decade ago, there was no talk of startups. When we began eight years ago, we had just ₹3000 and today we are at ₹300 crore annually. Our first few stores were funded by our customers. Now, we are on the verge of a massive growth. What has made us 'wow' is that we've really played with momos. Earlier we only had chicken and vegetarian momos. We've introduced pan-fried momos, chicken momos, burger momos, baked momos, tandoori momos and now we're coming up with a pizzeria momo and a momo roll soon, so I think product innovation has been our key to success

### **How did you come up with name Wow! Momo?**

When people ate the momos we made, we wanted them to say "wow!"; and we ensured

that our momos were good enough and that our product quality brought the customer back to us. And you know what they say - one good customer brings in 10 more customers.

### **The Wow! Momo store in South City Mall store was a game changer for your brand...**

So, it goes like this. Spencer's in Kolkata gave us space for a shop-in-shop store - 19 feet of space. From here we started doing numbers like ₹6-7 lakh a month. We decided to use the money to open an outlet at South City Mall, the best mall in Kolkata at that point in time (now it's gone in for renovation to become even better, I've heard). Our outlet in this mall was what made us a brand. People would come here for movies and would want a quick bite. It became a game changer in the sense



that we used the money we saved from here to open two more stores, we saved money from those stores to open four more and so on.

By 2020, we hope to hit the 350-400 mark in terms of outlets.

**Are you going to take the momo global?**

We're certainly thinking of it. We're exploring places in the Middle East, we're exploring areas in Bangladesh. So, if not now, in the near future, certainly yes.

**What about the interiors of India? Are you exploring those too?**

We've already entered Tier II cities. The first one we've entered is Bhubaneswar, one of the most happening cities of East India and we're doing phenomenally well here. Bhubaneswar, Puri and Cuttack have become a full



segment for us. We have one single kitchen catering to all these three cities.

Other cities that we are exploring are Lucknow and Kanpur. I think Tier II is where the juice is. I don't think it's tough at all to expand into smaller cities. They're all developing now with the advent of the Internet and e-commerce. Raw materials are easily available for businesses to flourish and logistics have really improved. So, if I don't get something in a Tier II city, I can easily ship it from a Tier I city. I think this is the right time to enter Tier II cities, because the entire ecosystem is ready.

**Is there a pricing strategy that you are looking that now that you are entering Tier II cities?**

India is a country where

people have money, they want to spend it, but they want good products in return. Their aspirations are high, but unfortunately, the availability factor is missing. When we opened in Bhubaneswar, we had a km long queue of people waiting to eat our momos. So, the aspiration levels are high, they have the money - you just have to give them the right retail stores, or the right food formats and they are happy to spend.

**How often do you churn your menu?**

For us, taking out stuff from the menu is as important as adding more stuff, because if you keep on adding, it becomes a very wide menu and people get confused. We try and add two new momo variants every year and remove a couple. The

idea is to give the consumer something different every now and then. For example, last mango season, we had mango momos.

**Are you thinking of category expansion?**

Most certainly. This summer we are launching a beverage called Wow! Thunder. We're playing with fountain drinks to create mocktails. So, thinking out of the box is very important for us. Food and beverage together is a great combination for us to work on since it just adds to the EBIDTA margins.

**What are your revenue targets by 2020?**

By 2020, we're hoping to hit a revenue turnover of ₹300 crore per annum, in the range of 16 - 17 percent EBIDTA margin. In 2015, we had raised a funding of ₹100 crore from the Indian Angel Network and then in 2017, we raised another Series A+ funding from Lighthouse Funds of ₹44 crore. We have not diluted much, and we will be going in for more rounds of funding in the future too, but you know, equity is more expensive than debt, so we will try and avoid equity. We have internal accruals, so funding will definitely be in the future as we grow. It's part and parcel of the game as you grow. However, I honestly think that our customers are our lead investors.

**How much of these funds do you spend on digital marketing?**

We have a marketing budget of 4-5 percent, and mostly through social media. We do spend a lot on Facebook, Twitter and Instagram marketing, but we do it differently to attract consumers. We use

## SUCCESS STORY

our social media to make our consumers our brand ambassadors. Honestly, the best form of marketing for us is to open new stores, outlets and kiosks and be more and more visible.

### **What other technology are you using in your outlets?**

We are building a new ERP system with the help of an agency for Wow! Momo, which will connect the point of production to the point of sale. For a growing concern like ours, taking care of the bottom line is very important and for this, number crunching and data is very important. Connecting point of production to the point of sale makes our projection better, it will lead to reduced food costs, reduced wastage as well as extension of profits. When you are growing your management information system reports should be so crisp that they should enable you take decisions on the ground, on time, and reinvent yourself again and again – one of the main reasons why we are investing in this technology.

### **Are you on track for an IPO in the next 5 years?**

An IPO is still five to seven years away for us, but the challenge is not an IPO, it's in doing a blockbuster IPO. We are on the verge of being IPO-ready, but we are not quite there yet. It will take a few more years. The target is to make sure that we don't let our consumers and investors down, and that we give them an epic IPO.

### **Let's shift gears a bit and talk about the Eastern food retail market. What's your view of it?**

I personally feel that Kolkata, which is the heart of East



India, is the food capital of the country. People there understand the taste as well as product quality better. Another thing is that people don't shy away from spending on food and clothes. Most QSR chains in east are the highest in the country. I feel the region was explored a bit late, but the fact that it was explored late is an advantage. A lot of juice lies here. The north, south and the west are all discovered, and every brand wants to come east and try and get mileage and traction and revenues from here.

### **What are the biggest bottlenecks in the East Indian retail industry at large as per you?**

People have a perception that what works in the whole country, works late in the East, so everything comes here a little later than the rest of India. Take for example fashion – a fashion store in other parts of the country would have a more updated

collection than in the east. Indian brands have realised that this is a problem and are now making sure that fresh stocks and designs are available in the east as soon as they are in other parts of the nation. This will get better only through word of mouth in the retail community and people like us who are the torchbearers of retail in the east have to make sure both national and international brands and investors know that the east has the power to pay and buy.

### **What is the future of QSRs in the East?**

East is a market which loves to eat so the future is phenomenal. We see so many brands coming up in this region, raising funds – all of this development is very promising and very inspiring. With the entire HoReCa industry growing at 40 percent, East India is the place to be now since all other regions are tapped.

### **How has GST affected your business? What do you hope the government will do for you and other startups in the region?**

If we talk about the food sector, then we have been very badly hit with the 'no GST' input. For a business like ours which is in growing at a rapid pace, the GST input was around 7 percent, so it makes a profitable business like mine a break-even business since we don't increase prices. So, now the government has reduced the GST and if we increase the price, it won't be consumer benefitting, and that makes us sufferers. The minute we increase prices, the attraction of sales will come down to an extent. I personally feel that the GST needs a relook. I think a 5 percent tax and no input is being a bit harsh on the entrepreneur. You know when you are growing, you want the government to be more supportive. **IR**



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# EAST INDIA IS 'THE' RETAIL MARKET TO BE IN OVER THE NEXT DECADE

▲ Parama Island flyover, popularly known as Maa flyover is a 4.5 kilometer long flyover in Kolkata.. From EM Bypass to Park Circus 7-point crossing

Pic: Rudra Narayan Mitra / Shutterstock.com

***East India, once one of India's most mystical and complicated markets, is slowly but surely gaining prominence. As the Eastern consumer is evolving and demanding better brands and products in keeping with his lifestyle, this once untapped region has become a veritable diamond mine for retailers...***

– By IMAGES Retail Bureau

**C**ustomers in emerging cities of Patna, Bhubaneswar, Ranchi, Asansol, and Siliguri, along with Kolkata, want the best – then be it lifestyle, fashion, or health & beauty. The region, which once hesitated to experiment, is now displaying an impressive upward retail trend with retail pundits dubbing the East the 'retail market of the future.'

The city of Kolkata has come a long way in terms of retail maturity with a plethora of brands, both international and national, paving the way for greater organisation of the sector across the region. Shopping trends in and around the city are witnessing a fundamental shift, from the conventional trader-run standalone shops to more organised and large retail formats.



## Market Overview

East India, one of the most conservative markets till a decade ago, is breaking the shackles across all retail platforms today. Despite being home to a very dense population, the city missed several glorious years in becoming a major retail hub of India. Nevertheless, this market has been on a growth trajectory since the turn of the new Millennium. Analysts have attributed this upward swing to the evolving middle-class, rising disposable incomes and growing aspirations for improved living standards,

especially among the Millennials.

According to a report by the National Council of Applied Economic Research (NCAER), approximately 62 percent of Kolkata households had annual incomes of up to ₹18,000 between 1985-86; while just a decade later, the figure had touched ₹25,000-77,000 for 61 percent of the households. A similar transformation is being witnessed in major cities of Bihar, Odisha and Jharkhand as well. As incomes increase, the consumer shops better, fulfilling basics and turning to luxury needs.

To a market strategist, East is undoubtedly an ideal location for the growth of the retail industry. Besides being the principal retail-and-services market to a vast hinterland, there are cities which can serve as a center of trade and commerce for the region. East's proximity to Bangladesh, a country of 13 crore+ consumers, and to the South-East Asian markets, is another factor for which the region is fast emerging as a vibrant business center. The Kolkata Port and the Haldia Port are also instrumental in acting as gateways to landlocked countries like Nepal and Bhutan.

Emergence of new formats too have played a major role in this progress. Hypermarkets, large supermarkets with more than 5000 sq.ft. of retail space, mini markets/supermarkets, convenience stores with self-service set-ups and value-added services including home delivery, cash on delivery, easy returns and replacements are doing wonders for conservative middle-class consumers in both rural and urban areas of the East.

Prominent retail chains like Bata, Reliancefresh, Spencer's, Aditya Birla Group, Shoppers Stop, Future Retail, V Mart, Pantaloons, Liberty, Provogue, V2, Joyalukkas, Bharti fabindia and Cantabill, have established themselves as premium retail leaders and have been operating

successfully in the region since a decade.

Many local retail chains have also taken advantage of this ascending growth trajectory, and have increased operations to such a level that they have become household names in Bengal and states around the area. These include Arambagh Food Mart, Khadim's and Sreeleathers.

Specialised markets have also cropped up in many areas – the likes of Bowbazar market, Bagri market, China bazaar, Lake market, Burrabazar market, Chandni market. Then there are high streets like Park Street, the Esplanade area, Camac Street, Shakespeare Sarani, Gariahat, all of which are home to a wide variety of retail stores that sell items like stationery, dairy products, electronic goods and appliances, glassware, crockery, wooden furniture, jewellery, musical instruments, fruits, flowers, vegetables, fish, flesh meat, textiles, spices, dry fruits, sugar, salt, groceries, paints, hardware items etc.

As retailers look for scale, sustainability and growth, Eastern India with its huge population base and untapped potential is a budding 'market of tomorrow'. Many a retail brand – both national and international have penetrated the region, building their presence, ready to reap the rich demographic dividend the East has on offer.

### The Rise of Shopping Centres & High Streets

The East Indian retail market has gone through a long-drawn process of metamorphosis and has emerged in its current modern manifestation. The traditional retail through itinerant salesman, and formats of 'haats' and 'mandis' are long forgotten. Semi-established formats like mom-and-pop, *kirana* and convenience stores are rapidly transitioning into established formats like hypermarkets and multi-storied malls offering a range of products and services. These store formats are further blending into one building – the mall. Today, everything that a consumer needs – from groceries, apparels and accessories to food and beverages, multiplexes, electronic goods and even salons and spas – can be found under a single roof, the shopping mall.

In the East, it is the semi premium, large and medium format malls with international, national and regional brands which are holding centerstage, operating successfully. Malls like South City Mall and Quest – built over lakhs of square feet area – are popular not only because of the brands that they host but also for other offerings including dining options, entertainment zones and multiplexes.

In fact, varied entertainment choices have led to an increase in sales in many malls. For example, retail outlets at Forum had witnessed almost 30-35 percent increase in sales after the opening of its multiplex in 2003. At INOX, ticket sales have been averaging at almost 90 percent of the theatre capacity – the highest box



office sales amongst all the multiplexes in the region.

Keeping that in mind Quest has brought brands like Breitling, Canali, Michael Kors, Burberry, Emporio Armani, Paul Smith, Super Dry, Hugo Boss and many more into the region. South City Mall took a very bold step closing down the mall for a year, in spite of being one of the most successful malls in India. They did so to take it up to the next level in terms of look and experience and also for creating spaces for brands like Zara, Forever 21, Sephora, Starbucks as well as a lot of other international brands which are totally new to Kolkata and Eastern India.

The retail business mainly revolves around Kolkata, towns like Durgapur, Siliguri and Haldia also have the potential of becoming busy retail addresses. The Durgapur City Centre by Bengal Shristi Infrastructure Development Ltd., is the cosmopolitan arcade of the city. The centre is a modern, multi-facility, multi-utility, urban plaza, having a confluence of shopping, commerce, entertainment, education, recreation, health, hospitality, medical amenities, and premium residential accommodation. Lush green open spaces, an integrated entertainment multiplex, and various other urban amenities provide a fascinating experience.

Bhubaneswar too is slowly rising up the charts on becoming the second most



popular retail hotspot in the east after Kolkata. The city is fast developing into a bustling center of economic activity. This is giving rise to a new breed of consumers with high disposable incomes, thereby creating lifestyle and aspiration levels at par with other fast-moving metropolitan cities.

Bhubaneswar represents two faces of retailing – one, a traditional store evolving with time, and another, a recently inaugurated mall from a group that is credited with having revolutionized the retail scenario in Kolkata. Multi-brand shopping complexes like Satyam Shivam Sundaram store and Forum Mart have now become the shopping destination not only for the people of Bhubaneswar, but also for people from surrounding areas like Cuttack.

And malls alone have not mono-polised the consumer of the booming retail market in the East. High streets with the best of brands and eateries are luring the consumer at an equal rate.

Large format-shopping areas like 22 Camac Street are the crowd pullers with retail brands establishing their flagship stores of some of the leading retail outlets of India.

Even small towns like those of Bhagalpur, Muzaffarpur, and Gaya in Bihar are slowly opening up to the mall culture, embracing online shopping and giving strong competition to Patna in the retail sector. V Mart and other regional marts are transforming the shopping aspirations of the consumers and are also offering value-added services, enhancing consumer experience with technology.

Apart from this, the burgeoning jewellery manufacturing sector of the East – from traditional gold jewellery to modern diamond designs – is growing at a rapid pace, with the market in Kolkata pegged at an approximate ₹2,500 crore. Around 95 percent of the retailers in Kolkata are manufacturers of jewellery and more than 50 percent of the manufactured jewellery is sold outside the city.



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### Eastern Challenges

While the story of the rising East depicts a rosy picture, there are many challenges that still exist. The retail sector still has a long way to go, with retailers pinning their hopes on central and state aid – both in terms of investment as well as in implementing better policies.

#### Some of the main challenges that the Eastern retail industry faces are:

- Automatic approval is not allowed for foreign investment in retail.
- Regulations restricting real estate purchases, and cumbersome local laws.
- Taxation laws, which favours mall retail businesses.
- Absence of developed supply chain and integrated IT management.
- Lack of trained work force.
- Low skill level for retailing management.
- Intrinsic complexity of retailing – rapid price changes, constant threat of product obsolescence and low margins.

Despite cheap, skilled labour, the East has been suffering due to the unavailability of quality retail space. There is urgent need of industry-friendly policies and new labour laws to facilitate retail

manufacturing and services.

According to the Confederation of Indian Industry report, the municipal tax in Kolkata is so high, that the total expense on commercial, rental premises becomes much more expensive than in other fast-growing cities like Bangalore, Hyderabad, and Chennai. Similarly, in other parts of the region, the rental is very high in comparison to the services provided with transport being the major hurdle. Roads need to be developed in order for logistics to be smoother – transporting goods from warehouses is currently difficult and inconvenient.

Quality retail education is necessary to create a vast pool of qualified retail management professionals who can tackle the challenges of this intensely competitive industry. East needs to develop a comprehensive retail management programme and environment that enables retailers and the youth to critically analyze the retailing process.

While top MBA schools in the region are organising

retail development programmes and courses, this needs to be taken up more seriously. The programme inculcates analytical skills useful for retail decision-making, and provides a foundation for those students who plan to make a career in the field of retailing or related disciplines.

Apart from this, retailers – at personal level – need to overcome the following to succeed in their business:

- Understanding the customer and enhancing consumer experience
- Develop better marketing strategies
- Develop superior pricing strategies
- Be open to and apply more in-store technology
- Develop smoother logistics and information systems

### Conclusion

The last 10 years or more have witnessed a lot of movement in the middle-class segment, especially for professional reasons, including jobs and transfers. The image of East India does seem to have taken a 360-degree spin from being a conventional customer base

they need to have a strategy in place to woo the somewhat shy market if they want to trigger a win-win situation.

Despite all this, East India is gearing to explore retail on a larger platform. The process and signs are already visible. With the help of the government and the industry, modern retail in the East is all set to create huge job opportunities, fulfill aspirations of millions of consumers.

Middle class is being upgraded to higher level, value retail segment will grow at a rapid pace. The luxury segment is also showing increased penetration, while Tier II & III cities are becoming the new growth engines of the region.

An improved communication system, real estate development, urbanisation and the growing service sector all are helping and acting as growth drivers for the region. The East is undoubtedly becoming 'the' market to be in over the next 10 years. 

— With inputs from Sandeep Kumar

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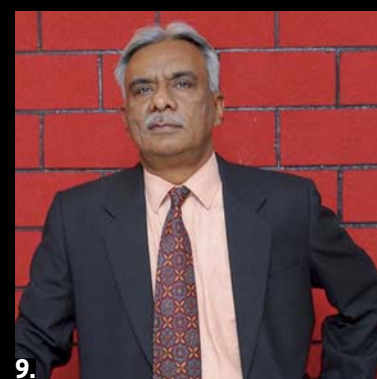
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# EAST INDIAN MALLS: THE SUNRISE SECTOR OF THE INDIAN RETAIL INDUSTRY

– By IMAGES Retail Bureau

**East India's mall developers on the growing culture of shopping malls and luxury brand trends which are attracting consumers as well as foreign investors to the region...**

**R**etail is rising in the East. What was unthinkable up until a decade ago has now become a reality. Today, customers belonging to a diverse milieu are making a beeline for malls – to look, touch, feel, buy, and revel in the experience of a community hub. The availability of high-end national and international products is making the lure of the mall all the more irresistible for the Eastern populace. The desire for shopping is not restricted only to the high and the elite group but has now finally trickled down to the aspiring middle class. The organised sector's growth potential has increased due to changing lifestyles of consumers, high consumer spending capacity of the young population, and sharp rise in disposable incomes. Apart from metro cities there is a radical shift witnessed in consumption pattern in smaller towns with people moving beyond necessities and buying products tagged as lifestyle luxury item. The demand is shooting up as foreign brands are betting on India's \$600-billion retail market.

The Indian consumer market has seen a significant growth post-recession era and as a result, the entire country – including the East – is witnessing huge number of shopping malls and complexes coming up. The investors and developers are lining up, and a huge amount of foreign capital is flowing into the region, giving offline retailers a reason to come up with new stores and implement new technology. And malls are increasingly turning to the social media to step up their game. Although traditionalists may think the Internet is the worst enemy of the mall – a brick-and-mortar bastion – this could not be farther than the truth. Malls are taking the best of both worlds – offline and online – and blending them into a winning proposition to enhance the consumer's shopping experience.

1. **Sanjeev Mehra**,  
Vice President, Quest Properties India Ltd.
2. **Sunil Agrawal**,  
CEO, Prakash Jha Productions
3. **Priyank Singhania**,  
Director, Avinash Developers Pvt Ltd.
4. **Arijit Chatterjee**,  
COO, Junction Mall
5. **Amit Tekriwal**,  
Director, Amit Realty Private Ltd
6. **Shantanu Lahiri**,  
Chief Advisor, JD Hi Street
7. **Bishnu Kumar Agarwal**,  
Chairman and Managing Director,  
Adarsh Heights Private Ltd
8. **Sahil Saharia**,  
CEO, Bengal Shristi Infrastructure  
Development Ltd.
9. **Pururaj Dutt**,  
Vice President- Realty Division,  
Pahrpur Cooling Towers Ltd.



Malls are using social media to engage visitors when they are not in the mall – offers, promotions, contests, polls, customised offers, gift ideas, targeted advertisements based on real time intelligence and location-based marketing and of course information, everything is available to consumers, drawing them to the mall, making them want to visit again. Malls are also increasingly turning Omnichannel, making use of the consumer's smartphone to attract him/her in. In short, smart malls of the East are using digital technology to heighten their unique value propositions.

Despite the upswing in the mall scenario in the East, a lot still needs to be done to ensure that shopping centres prosper in the region. Good government policies, more innovation in terms of incorporating value-added elements, melding retail and entertainment in one giant community hub, and using the digital media to attract footfalls – all need to be worked upon.

More planning, better identification of needs, quality products at affordable prices, a perfect store mix – all these factors still need refinement to ensure the success of malls and the shopping centre industry in East India.

**IMAGES Retail Bureau spoke to major mall developers from the east to find out how the retail landscape of the region is changing, why the growing influence of digital media in retail is not all bad news for malls and how they are transforming the consumer's experience by leveraging technology and multichannel strategies.**



## How are malls changing the retail landscape of the East?

**Sanjeev Mehra:** Malls, as we understand, are the culmination of food, non-food and retail combined with entertainment. Kolkata being one of the oldest cities of the country saw the British make one of the iconic markets known as Sir Stuart Hogg Market – more popularly called New Market – which is a mirror image of the Covent Garden Market in London with its cobblestone walkways. Malls are not new to India, especially in the East, as under one roof you are able to get food, non-food, retail and entertainment.

The growth of cities in

the east into suburbs has increased the demand that retail needs to be available at the consumer's doorstep.

Malls are a must for any developing city and have now become centers for leisure, entertainment and community building. The Eastern part of the country is showing confidence by building malls in Guwahati, Siliguri, Ranchi, Dhanbad, Patna and Kolkata. The dynamics of retail especially in the original market, the brands and the aspiration of the youth drive this generation to create these centers. This is showing very

healthy consumption patterns and the retailers are driving the developers to make centers for them. I believe we are on a very healthy course for developing further retail malls in the coming future.

**Priyank Singhania:** As we move into 2018, most Eastern cities of India display a glorious upward trend including Kolkata, Raipur, Ranchi, Asansol, Siliguri. Luxury buying has transmogrified from an occasional indulgence into a necessity and increasing consumer spending power is aiding this metamorphosis. The end result – the Great Indian Middle Class has been elevated to a higher level. What was unthinkable in the Eastern region a few years ago is becoming a reality, and the credit goes to premium retail destinations malls, which have opened the luxury retail gateway in the region. It is because of these premium destinations that customers belonging to a diverse milieu are making a beeline for malls to look at, touch, feel, buy and then revel in the experience of possessing high-end

international and national products. East is called the retail market of tomorrow with all its potential. The factors that make these malls changing the retail landscape are better and professional mall management, the presence of international brands, and balanced floor plans.

**Arijit Chatterjee:** There is a wave of emerging aspirational brands in East India. The approach is more in the Tier I & II cities because of the change in shopping trends. There are upcoming malls in cities like Bhubaneswar, Guwahati, Ranchi, Jamshedpur, Siliguri etc. The major finding to the trend is the middle class consumers who have been elevated to a higher level. There is a rapid transformation in eastern India market – from a traditional customer base into a fashion conscious, brand-savvy market. The young generation is shopping and demanding both fashion and quality along with value for money. To meet these expectation and demand of consumers – big and small, branded and unbranded,



regional, national and even international brands are gearing up hugely, and very successfully.

**Amit Tekriwal:** Eastern India's aspiration wave and changing shopping trends in the metros, Tier II and III cities of the region have driven the conventional stores to morph into more organized, large-format retail outlets. And, to facilitate this growth of retail, many retail realty projects have sprung up in all major markets of East India. Eastern states of India now display a glorious upward trend. Luxury buying has transformed from an occasional indulgence into necessity and increasing consumer spending power is aiding this metamorphosis. It's because of such development of taste for fashion and brands customers are making a beeline for malls to look at, touch, feel, buy, and then revel in the experience of possessing high end international and national products.

Eastern India is in the cusp of being transformed from a traditional customer base into a fashion conscious, brand-savvy market. Its young generation is shopping and demanding both fashion and quality along with value for money spent from retailers. The consumers' ambitions to reach global standards in lifestyle, coupled with high disposable incomes, are aggressively scripting a radical change in the business viability of organised retailing East India.

**Shantanu Lahiri:** Though little late in the day, the populace of Eastern India has learnt to adapt themselves to the changing purchasing pattern. The retail, wholesale

and the distribution industries are undergoing a period of transformation with broader retail market at a growth of 5-6 percent annually. Therefore, brands are searching for ways to increase their market share and hence profitability. Eastern India is no different to the change. One umbrella solution and experience has always been the key differentiator expected by an ever-changing market palate. Though disruption is the new normal, but retailers will always harp on spaces to offer their product experiences to the prospective consumer, irrespective of the brand. Malls have had their contribution to the economic growth, educative purchasing behavior clubbed with entertainment under one umbrella.

Although there were malls present in the metro cities of Eastern India a little over a decade now, however, Ranchi, Jharkhand's capital, witnessed its first mall in the form of JD Hi Street, which is located right on the city's main road. The entire stretch of the main road is like a pronounced paradise for all kinds of shoppers. JD Hi Street had gauged this changing trend almost seven years ago and decided to come up with the solution for Ranchi-ites as well as tourists in the shape of a mall. JD Hi Street has had the first mover's advantage and were instrumental in bringing in a mall culture to Ranchi. As a result, we have been able to rope in top brands including our anchor store Reliance, Carnival Cinemas, gaming zone amoeba and state-of-the-art culinary offerings on our fourth floor. We have been awarded many times for our experiential offerings especially since



we have addressed the four catalysts: the economy through affordable prices and brands, enabling technologies within the set-up like Wi-Fi enabled Mall, platforms for entertainment across the mall, events for consumer engagement and entertainment. The goal of JD Hi Street is to have maximum engagement and consumers within the mall to enjoy a great experience and ambiance.

**Bishnu Kumar Agarwal:** Eastern India is in the cusp of being transformed from a traditional customer base into a fashion conscious, brand-savvy market. It's the younger generation that is shopping and demanding both fashion and quality along with value for money spent from the retailers. To meet these impossible demands retailers – big and small, branded and unbranded, regional, national and even international – are gearing up huge and very successfully. To cater to these consumers, retailers need to wake up to the importance of managing retailing efficiently and effectively. Retail management saves time and ensures the customers easily locate their desired merchandise at the more organised platform and return home feeling satisfied that they have received what they have paid for. The consumers' ambitions to reach global standards in lifestyle, coupled with high disposable incomes,

are aggressively scripting a radical change in the business viability of organised retailing East India.

**Sahil Saharia:** The consumers' ambitions to reach global standards in lifestyle, coupled with high disposable incomes, are aggressively bringing about a change in organised retailing in East India. Luxury buying has increased manifold due to increased consumer spending power. What was unthinkable in the Eastern region till a few years ago is becoming a reality now, and the credit goes to premium retail like Quest which has brought brands like Breitling, Canali, Michael Kors, Burberry, Emporio Armani, Paul Smith, Super Dry, Hugo Boss and many more into the region. South City Mall took a very bold step closing down the mall for a year, in spite of being one of the most successful malls in India. They did so to take it up to the next level in terms of look and experience and also for creating spaces for brands like Zara, Forever 21, Sephora, Starbucks as well as a lot of other international brands which are totally new to Kolkata and Eastern India.

Along with this, brands like H&M, and Hard Rock Café – which recently opened on the high streets – have already started to bring about a significant change in the retail scenario in the East. Other cities in the region like Bhubaneswar, Ranchi,

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Patna, Ansol and Durgapur are also changing in terms of creating more organised retail space in the form of malls to accommodate the rising demand. The malls are seeing better footfalls and conversions than earlier since

the local population is aspiring to reach better standards of lifestyle due to increased disposable income. This is also leading retailers taking up mall spaces to address the shift of customers from traditional marketplaces to malls.

**Sunil Agrawal:** East has been a little slow in the mall development area but with advent of good malls in Tier II cities of the region is giving a good competition to the other regions across India. Best example is the mall

developed by us in Patna which is attracting most of the national brands.

We are growing steadily and are on the right track to develop more malls in the future.

## Tell us in detail about your social media marketing/digital strategy. What are you doing that's setting you apart from other malls?

**Sanjeev Mehra:** I think it's become apparent that malls have cyber avatars and people want to be in a mall even if they are not physically present to know what is being offered by having an update about the information. The fast word of social media drives to have strategies and hourly updates to know what is happening in

memorable experiences that they share with their loved ones. Hence, it's very important to stay connected with them and keep them updated with every single activity happening at the mall. We have leveraged digital with new features on our website [www.magnetothehall.in](http://www.magnetothehall.in) and on our mobile app. This



the mall. Our cyber patrons are now getting regular information and live updates about where one would get exclusive previews of things happening in the mall. You must also understand that this is a double-edged sword and sensibility and sympathy must be pillars when engaging our patrons.

**Priyank Singhania:** Magneto Mall always believes in offering better services to consumers and give them

feature helps our retailers stay connected with consumers. Our website is interactive, user-friendly, filled with every possible information that would be beneficial for consumer needs. We are also very active on social media platforms, making sure that we draw in huge traffic and engage consumer's online real time. To ensure more consumer loyalty, we have introduced a Magneto Privilege Card.

The Magneto Mall

Facebook page is engaging and useful for our patrons and posting brands offers, events details to stay connected with our customers. Digital video walls and LEDs across Magneto for advertising are used in conjunction with BTL promotions and act as the perfect platform to launch and promote retail offerings digitally, along with on-ground activities.

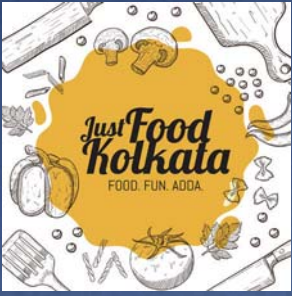
**Arijit Chatterjee:** Digital marketing has become a very important element for any marketing strategy in current phase. We have a dedicated marketing team working on different strategy. The continuous process includes eye-catching content writing, posting regular updates such as retailers offers/information's on Twitter, creating mall events, guest engagement posts etc. We have also started doing interactive posts on Facebook,

running contests on various occasions.

**Amit Tekriwal:** The detailed Social media marketing/digital strategy which we do every month is as follows:

- 1) FB engagements via information, offer, ads, event ads etc
- 2) FB creative and video
- 3) SMS marketing
- 4) e-mail marketing
- 5) FB lead generation
- 6) Contest to win vouchers in eateries, cinemas etc.
- 7) Bokaro Mall website maintenance, surveys & space branding page

Due to our social media campaign we have established the following things which set us apart from others. Brand awareness has increased among the consumers. Even the number of footfalls has also increased in the mall. Our search engine rankings has improved. With

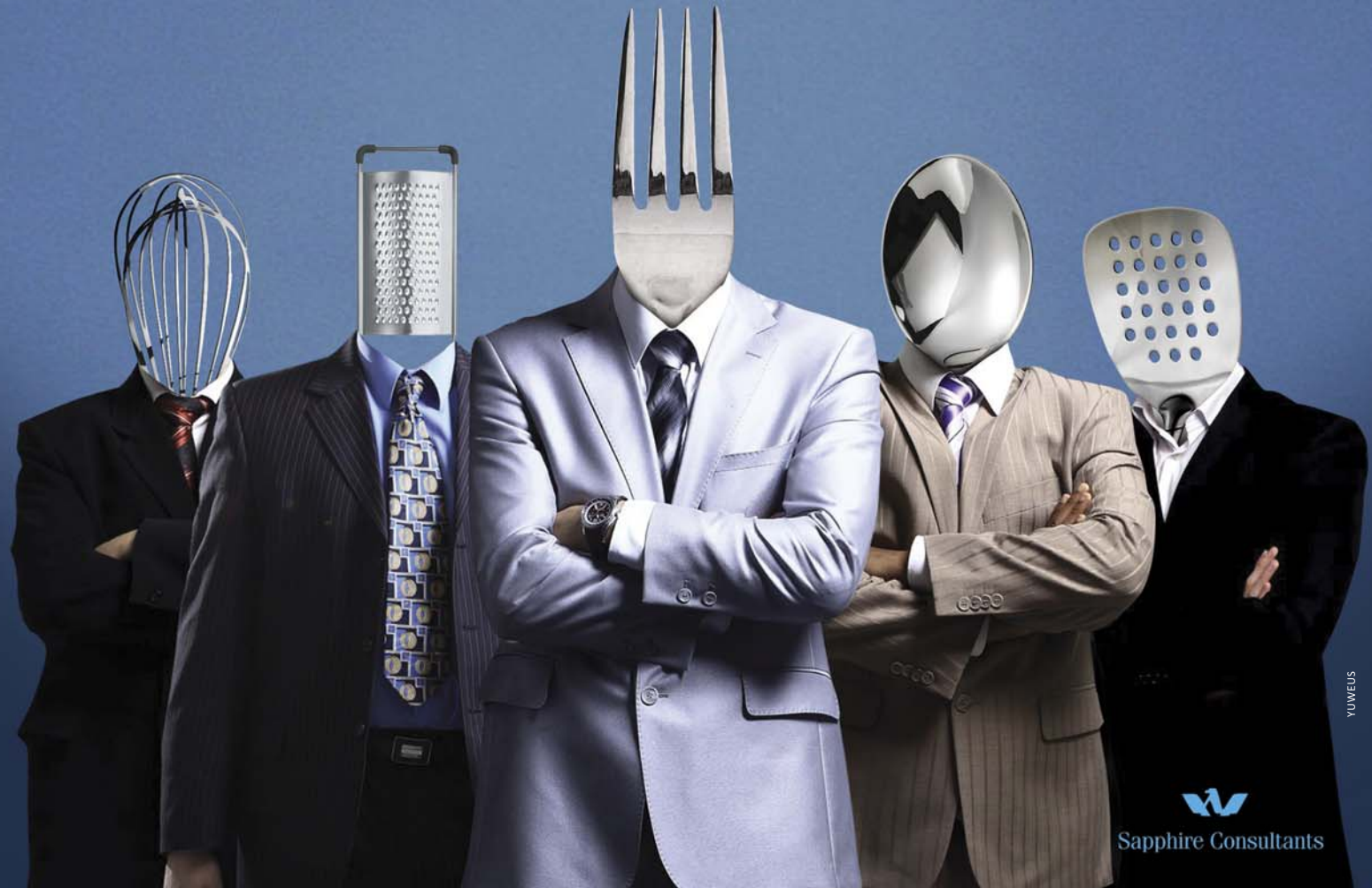


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increased visibility, there is a step growth in the mall retailers business gains and there is more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic and learn about the latest offers and promotion of the retailers. One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them. Cost-effective social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions we decide to invest in are a relatively low cost compared to other marketing tactics.

**Shantanu Lahiri:** Social media is hygiene for any organisation in the day. JD Hi Street has

always been very active on social media for the purpose of dissemination of information and most importantly branding. The mall is a destination by itself and the default advantage is attained by the in-house brands. The digital interfaces are its e-communications, its website, Facebook interaction sessions and contests, professional engagement through LinkedIn, and SMS promotional offers. We have a unique set-up that seamlessly interfaces and connects the consumers with the Brands available in the mall. The various events at the mall create an environment of engagement which are branded through social media engagement programmes. The strategy for social media is kept simple with full focus on the engagement and hence higher reach.

**Bishnu Kumar Agarwal:** Traditional advertising doesn't give you the luxury to reach out to your target audience the way social media ads do. It simply doesn't work that way. When you're doing offline



advertising, you're taking the blind, shotgun approach where your returns are dismal even if you're making big investments. Using social media ads, you reach out to targeted prospects, increase your conversions and ultimately get a higher return on investment. As a mall developer, we are quite aggressive through our social media marketing. We encourage, monitor, reviews, promote sales at retail stores, and promote events in a better way.

**Sahil Saharia:** Our website is user-friendly, interactive, and filled with every possible information that a consumer would need. We are also very active on social media platforms, making sure that we draw in huge traffic and engage consumers' online

real time.

We are leveraging digital and social media channels to connect with shoppers and bring them to the stores in our malls. We run campaigns that inform shoppers about new store openings, special seasonal offers and events happening at the mall. We also encourage our audience to post on our official social media platforms, while they are having a good time at the mall as part of our social media engagement.

**Sunil Agrawal:** P&M Mall is very much active on social media. We update the details of all our events, both upcoming and past, on our social media page. We also address customer satisfaction or dissatisfaction over social media and I think this the best platform to be connected with our customers.

### How are you integrating digital and social media to the overall mall experience? What kind of technologies have you adopted for the consumer's convenience?



**Sanjeev Mehra:** We are in song with all the social media platforms from Facebook, Twitter, Instagram, etc. We have one of the largest followings on social media and we are now working with new agencies which would provide us an app to generate cyber events for our mall. We believe that the social media and the marketing must engage our patrons to enjoy the mall experience. It must not deter our patrons from coming to the mall.

**Priyank Singhania:** Magneto Mall has introduced digital media as a platform to launch and promote brands at the mall. Our website is interactive and user-friendly. We are also very active on social media platforms, making sure that we draw in huge traffic and engage consumer's online real-time by posting regular offers, stores opening, fresh season collection, weekend activities, new movies release and many more activities related



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to mall. Apart from this, we offer personalised services ranging from booking a cab, restaurant reservation to bill payments which are promoting regularly.

**Arijit Chatterjee:** Social media being the most booming platform to cultivate exposers and opportunities in the market for any organisation now days, we uplift and share all the activities organised by Junction to the World via periodic interactive posts, live AV presence of the activities, proper activity and event calendar execution on Facebook. Recently we came up with a fully functional website to avail all the “Junction happenings” at Junction fan’s fingertip so

that customers can sweep off Junction at a glance.

**Amit Tekriwal:** Primarily, our Campaign rotates around FB & Bokaro Mall website. Through FB engagements we from time to time give information, offers, ads, event ads etc. Also Creatives & videos are uploaded on FB for brand & Mall Promotion. One of the most valuable advantages of social media is market insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on customer’s profiles we can see there interests and opinions that we might not otherwise be aware of if your business didn’t have a social media presence. Using social

media as a complementary research tool can help gain information that will aid us in understanding customers, there needs & preferences. These tools give the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue.

us to constantly change the product offerings and update the experiential component for the consumer. This keeps the customer engaged and the brands earn lot of benefit out of this endeavor.

**Bishnu Kumar Agarwal:** I see five stages of the retail customer journey: Awareness,



**Shantanu Lahiri:** The very idea of social media and digital marketing is that of information, emotional connect and branding. JD Hi Street uses mediums as Google, Facebook, Just Dial, LinkedIn, Trip Advisor and other reputation management tools to enable feedback mechanisms. The analysis of these digital analytics helps

consideration, purchase, loyalty and advocacy. Social media is one of the few mediums where you can authentically engage with consumers during each stage. Retailers as well as mall operators must bridge the gap between the online and offline worlds to stay profitable. And social media helps them do it seamlessly and effectively.

## How much are you investing in digital technology?

**Sanjeev Mehra:** I don’t think it’s possible to put an absolute number as there is so much going on. The social media marketing budget is a part of the overall marketing budget. It is dynamic, and one must be cautious as to how much one needs to invest in this sector. A percentage of the revenue generated should be

the key and a benchmark to budget allocation.

**Arijit Chatterjee:** Around one lakh per month for digital marketing.

**Amit Tekriwal:** There is an investment of around 70-75 thousand per month on digital marketing.

**Shantanu Lahiri:** JD Hi Street has earlier understood the need for branding through digital medium; with a mix of conventional and disruptive modes. Generally, our investment in social media is quite high and as much as 1.5 percent of its revenues are invested in digital marketing.

**Bishnu Kumar Agarwal:** We have not fixed our budget – this is completely based on our requirements. We revise the budget as per requirement.

**Sahil Saharia:** We are investing approximately ₹25 – 30 lakh per year towards our retail projects.



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## CHANGING FACE OF SHOPPING CENTRES IN THE EAST

### How are malls changing the retail landscape of the east?

**Pururaj Dutt:** Malls are the latest trends in the east and are emerging as hubs for community gatherings, shopping together and have a plethora of dining out options. We are confident that our mall Genexx Square will become a melting pot for all communities, because of its catchment.

### What according to you are the main challenges mall developers face when penetrating smaller towns?

**Pururaj Dutt:** The major challenge in a small town is determining the right mix of brands which will cater to its population, many of whom are aspiring for a metro city life.

**Sunil Agrawal:** As the small town market is quite unexplored, I feel that international brands are not very keen to enter them. Secondly, even the response of the consumers in these Tier II & III cities is highly unpredictable for any new or upcoming mall. The majority of the consumers are not ready to explore and change their taste of shopping all of a sudden.

### Major challenges of doing business in East India and government intervention that could ease these difficulties?

**Pururaj Dutt:** One major challenge is to get sanctions early. Multiple sanctions are required to set up a mall, and we feel that it would be more fruitful for us if the government could set up a single window which would coordinate between statutory bodies to ease the sanction procedure.

**Sunil Agrawal:** Surely government intervention can ease the task to a greater extent. State governments have been doing a lot for the retail sector in this region. Speedy approvals and clearances from the government are very essential in

completing the projects on time.

### How best can the challenge of retail real estate be won? The strategy adopted by you to expand ensuring that it does not pinch your finance.

**Pururaj Dutt:** Besides proper planning and execution, we are also thinking to bring in a strategic investor with a long-term commitment to the mall.

**Sunil Agrawal:** We believe in USP of P&M Mall and are totally focused in working in that direction. We are not competing with anyone and our aim is to give better service to our customers.

### How will your mall be different from the rest? What kind of entertainment and food zones do you have planned?

**Pururaj Dutt:** Genexx Square is an open courtyard mall. It has four inter-connected blocks with a huge kund-like (small reservoir-like) area which is on its way to becoming an extremely happening spot. We are launching a multiplex and a children's entertainment section apart from an entire range of fast food counters, QSR and fine-dining areas, catering to tastes from all corners of India.

**Sunil Agrawal:** Our upcoming project City Centre Mall, Jamshedpur has an attractive façade. The mall has a good collection of food chains, both national and international. We aim to give Jamshedpur people a feel of a premium mall and we are quite successful in our approach. Having Prakash Jha, one of the most reputed film Director in Bollywood, behind the developing unit, we will also have frequent visits of film stars in the mall. By this move we will be able to differentiate ourselves from others which will eventually increase the popularity and footfalls.

## Do you do on-site digital marketing at events? Do you engage in influencer marketing? If yes, please provide details.

**Sanjeev Mehra:** We do on-site digital marketing events. There have been occasions that we have used digital marketing to boost our events. Platforms like Google and Facebook have been extremely beneficial for larger events at our mall.

**Priyank Singhania:** Yes, we do on-site digital marketing at events with promotion campaigning of brands/products through the medium of the digital wall and LED across Magneto. Along with this we post live events on Facebook to be connected with online followers. We also review all our events and

promotions through our online customer feedback system. We provide this to our third party vendors, who in turn use these social media testimonials to shape the content / products they provide us with.

**Arijit Chatterjee:** We go Live on various occasions, especially during mall events and celebrations etc. Influencer marketing is kept in mind while designing the content for any campaign.

**Shantanu Lahiri:** JD Hi Street has appointed professionals to do their digital marketing. On-site digital marketing of events is done. However, the opinions of every celebrity who visits the malls are their own. We encourage reviews and ratings at various platforms to enable us understand consumers and keep upto their expectations over time.

**Sahil Saharia:** We are periodically organising events to increase footfalls and we encourage event attendees to share their pictures on social with the hashtag. This helps in creating a promotional boost which





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also creates a buzz on the social media. We also use social media groups to reach a section of like-minded

customers. People, especially the Millennials, who follow various influencers across the social media platforms

like Facebook, Snapchat, Instagram, etc. Even in Tier II cities like Asansol, this trend is catching up. We are revving

up our social media strategy, as per the engagement and attention of the customers towards the influencers.

**Major malls across the country are going Omnichannel. Is becoming a ‘smart mall’ (going digital / Omnichannel) on the cards for you in the near future?**

**Sanjeev Mehra:** I think Omnichannel is a necessity for the retailers and if they want to use their physical stores to sell products. I think developers who are partners on revenue shares will require a part of the action. However, the job of the mall is to create relative awareness to ensure the patrons come to the mall and spend their money, which may not have been planned. This incremental revenue is extremely important for the survival of the malls.

Mall has become a family entertainment zone – a place where families eat, shop and indulge in leisure activities, a place where families spend quality time together. Omnichannel requires a huge investment, a well-sequenced roadmap of digital marketing and channel integration initiatives rooted in a deep understanding of customer behaviour and related economics. We are in the process of developing an Omnichannel platform to maximise on footfalls, and

providing a perfect customer experience.

**Arijit Chatterjee:** In near future we have plans of going Omnichannel. We have plans of setting up of interactive mediums of e-portals in mall. This will provide both online and offline shopping experience to customers in mall.

**Amit Tekriwal:** Yes we are evaluating and keeping a close watch on the bigger players to follow them suitably.

**Bishnu Kumar Agarwal:** For smaller centres, in secondary and tertiary retail locations, there is ample opportunity to level the playing field. As social media has very low costs as such, an effective idea need not be an expensive one, just one worth sharing. Lot of businesses in many categories, and shopping centres are still in the experiential stage. They are discovering that social media is not like any other medium at their disposal. There is not a silver bullet of measurement for an activity that crosses advertising, PR, market research, community relations and customer service is not a reason to turn away from social media. It is more of an opportunity to figure out that ‘if social media is growing at a furious rate, what do we need to do to be more relevant to the customers who are using it?’

**Priyank Singhania:** Magneto

**Shantanu Lahiri:** JD Hi Street is a brick-and-mortar mall. Though disruption across the country and in Eastern India has happened, however, for purpose of purchases of materials of fashion, lifestyle, daily needs, apparels have a long way to go in India. Honestly, we feel that there is a trust gap between the consumers and manufacturers/retailers and that is one of the reasons, Omnichannel may not work for the market. There may be occasional spikes in the varied product purchases but there is still time for consumers to get thoroughly into smart-phone shopping, online shopping. Till then, JD Hi Street will practice in giving the best on-site experiences to the consumers, entertain them and offer the best brands to the people of Ranchi. To be specific, Omnichannel expansion of JD Hi Street is currently on the cards.

**Sahil Saharia:** The future of retail is Omnichannel. This modern trend towards an Omnichannel strategy will enable retailers to re-think their business strategy in order to tap the best of both worlds and maximise on footfalls. Omnichannelisation is definitely on the cards as this is essential in order to stay relevant to our customers.

**Sunil Agrawal:** Our approach to Omnichannel is very flexible. We will see how things progress in future and take action accordingly.



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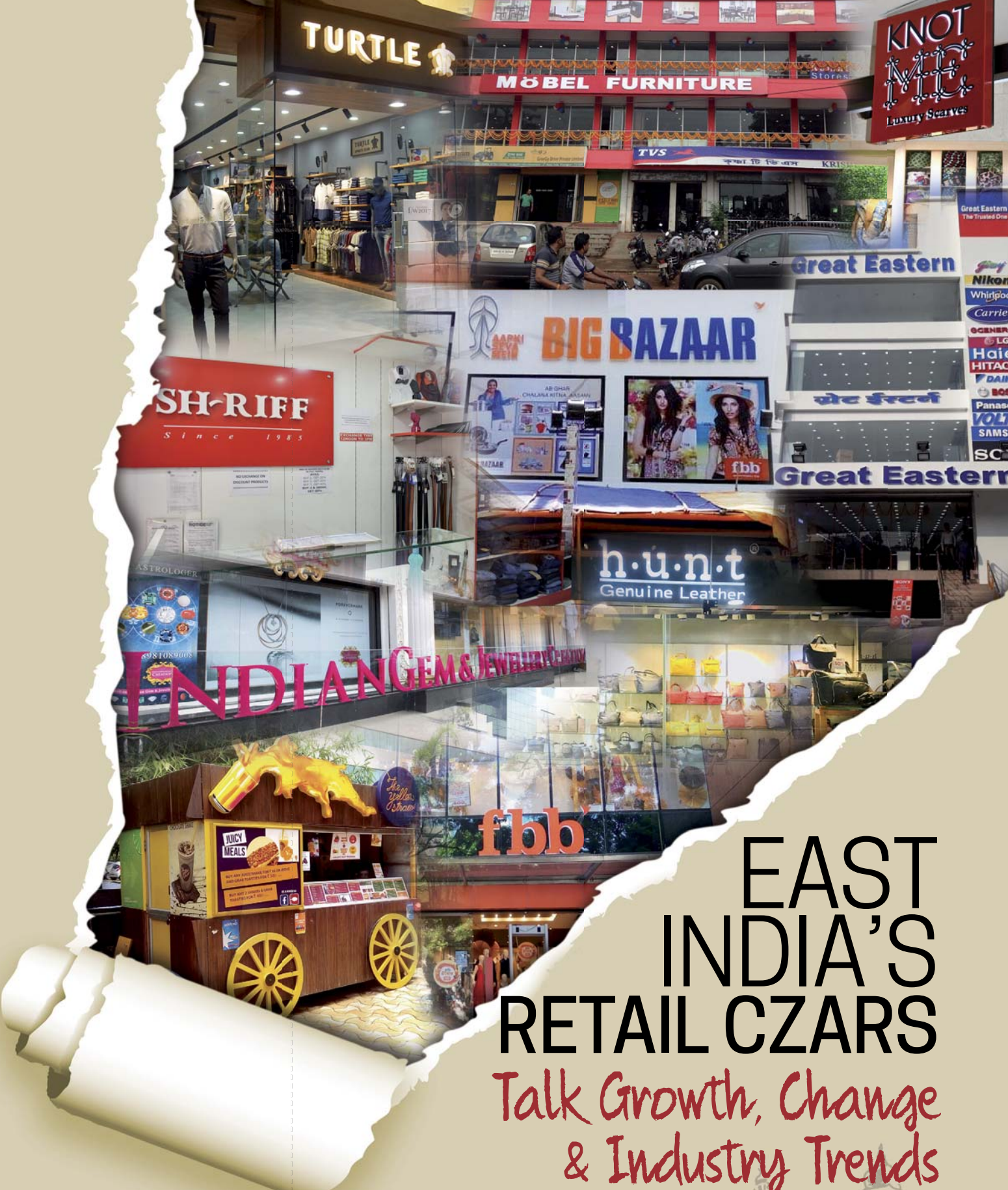


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# EAST INDIA'S RETAIL CZARS

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## **A combined effort by both Central and State governments in terms of appropriate zoning laws, transparency in ownership and availability of loans for retail land are playing a decisive role in making the East the new retail hub of the country...**

– By IMAGES Retail Bureau

**E**ast India is in the cusp of being transformed from a traditional customer base into a brand conscious, product-savvy market. Its young generation is shopping and demanding both fashion and quality along with value for money spent from retailers. Retailers – big and small, branded and unbranded, regional, national and even international – are gearing up to meet these impossible demands retailers, and some very successfully.

To cater to evolving consumers, retailers are waking up to the importance of managing retailing efficiently and effectively. Retail management saves time and ensures the customers easily locate their desired merchandise and return home feeling satisfied that they have received what they have paid for.

The consumers' ambitions to reach global standards in lifestyle, coupled with high disposable incomes, are aggressively scripting a radical change in the business viability of organised retailing East India. Retailers are formulating new and modern strategies and tactics to keep up with changing consumer dynamics and accordingly provide the best for their users.

IMAGES Retail Bureau, spoke to the Retail Czars of the East, who gave us details on their growth, industry trends, challenges and how to overcome these bottlenecks. Here are excerpts from the chat...

### **Industry Overview & Growth**

The retail sector in India is the second largest employer after agriculture. In East, the sector used to be highly fragmented and predominantly consisted of small independent, owner-managed shops. In the last decade or so, the region has slowly eased into the groove of modern trends. Rapid urbanisation has boosted consumer demand in the fields of fashion, F&B, and luxury – which in turn has given an impetus to retail growth.

“Over the past few years there has been a dynamic change in East in terms of retail. All good brands in all different fields have come up and many are in the pipeline. I think retail has a huge scope, to take an example eastern India largest mall South City mall is going under a tremendous renovation. The reason behind this is that all big retail brands are coming there. Even we have one showroom there and soon we are coming up with another one in the same mall. Jewellery retail is different, people prefer to come to the store and check it out themselves before making a decision to buy. In past three to four years, we have seen a drastic change in East specifically in Kolkata with new malls and new brands emerging, which is definitely a positive sign for retail sector, said **Pratik Dugar, Director, Indian Gem and Jewellery Creation.**

“The Indian retail industry has emerged as one of the most dynamic and fast-paced industries with the entry of several new players. The industry has immense potential as India has the second largest population with affluent middle class, rapid urbanisation and solid growth of internet. Smoothly riding the crest of Eastern India's aspiration wave and changing shopping trends in the metros, Tier II and III cities of the region have driven the conventional trader-run stores to morph into more organised, large-format retail outlets. And, to facilitate this growth of retail, many retail realty projects have sprung up in all major markets of East India. The home furniture market of India has observed a steady evolution over the past decade with a shift in customer perception to choose organised brands instead of developing furniture products from carpenters. The increase in knowledge about designs, wood materials and pricing schemes has propelled the Indian customer to choose more branded products,” added **Arun Biyani, Director, Mobel India Private Ltd.**



“SHOPPING IN MOST PART OF EASTERN INDIA IS HIGHLY INFLUENCED BY COMMUNITY AND REGIONAL FESTIVALS, WHICH LEADS TO HIGH CONSUMPTION OF PRODUCTS IN FASHION AND FOOD CATEGORIES.”

– **Manish Agarwal**  
CEO East, Future Group



“WITH THE SPREAD OF ONLINE SHOPPING THE BRAND EXPOSURE AND ASPIRATIONS HAVE CERTAINLY INCREASED ACROSS THE REGION.”

– **Shitanshu Jhunjunwalla**  
Director, Turtle



“RETAIL MARKET HAS BEEN UNDERGOING A TREMENDOUS MAKEOVER IN EASTERN INDIA. THE NEW AGE GENERATION IS MORE INCLINED TO NEW WAYS OF SPENDING THEIR DISPOSABLE INCOME.”

**- Vikram Khinwasara**  
Co-Founder, *The Yellow Straw*



“IN PAST THREE TO FOUR YEARS, WE HAVE SEEN A DRASTIC CHANGE IN EAST SPECIFICALLY IN KOLKATA WITH NEW MALLS AND NEW BRANDS EMERGING, WHICH IS DEFINITELY A POSITIVE SIGN FOR RETAIL SECTOR.”

**- Pratik Dugar**  
Director, *Indian Gem and Jewellery Creation*



Retailers are of the view that Tier II cities are propelling retail growth and crafting success stories. Cities like Patna, Bhubhaneshwar, Ranchi and Raipur are showing extremely robust demand. Currently two popular formats - hypermarkets and supermarkets are growing very fast. From the brick-and-mortar format to brick-and-click and finally click-click formats - all are making their presence felt on the eastern retail landscape, gaining momentum among Millennials.

“Retail market has been undergoing a tremendous makeover in Eastern India. The new age generation is more inclined to new ways of spending their disposable income, which is propelling growth of retailers. The onset of e-commerce has also created great awareness among people regarding brands and stores which are not even present in their cities. Thus, it becomes easier for new brands to set up in new cities,” said **Vikram Khinwasara, Co-Founder, The Yellow Straw**.

“The Eastern region market is still developing - apart from a few Tier I & II cities most other smaller towns still depend on small mom-and-pop stores or they travel to bigger cities for their shopping needs. However, we are seeing more brand penetration in Tier III & IV cities with large formats like Bazaar Kolkata, Pantaloons and Reliance Trends foraying here. We are also seeing some excellent per sq. ft. and top-line revenues being generated from these smaller towns as well. With the spread of online shopping the brand exposure and aspirations have certainly increased across the region. Going forward more physical store presence and online presence will drive the growth and evolution of this market,” stated **Shitanshu Jhunjhunwalla, Director, Turtle**.

“The retail market of Eastern India is a growing market. Since the market is bare in comparison to the markets in the other regions of the country, the rate of growth is witnessing a continuous growth. It has always been a value conscious market and East India appreciates the brands that are value added,,” added **Suvankar Sen, Executive Director, Senco Gold and Diamonds**.

According to **Manish Agarwal, CEO East, Future Group**, “The retail market of the East is very encouraging. The population density in Eastern States of West Bengal, Bihar, Jharkhand, Orissa and North East is quite high. Both urban and rural centers are doing quite well. Shopping in most part of Eastern India is highly influenced by community and regional festivals, which leads to high consumption of products in fashion and food categories. Modern retail penetration is increasing at a rapid pace. Competition in the organised retail space is comparatively low in the Eastern part of the country. Many of big cities of East India like Kolkata, Bhubaneshwar, Patna, Ranchi, and Guwahati are expanding rapidly and most of these cities act like regional centres leading to high resident and floating customers. Few cities like Siliguri, Durgapur, Asansol, Muzaffarpur, Cuttack, Jhamshepur, Dhanbad, Bokaro, Rourkela are also developing and expanding at a good pace. Construction of new homes is also leading to growth in consumption of household products.”





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102 & 103 Lake Mall, 104 Rashbehari Avenue, Kol 29 Ph: 65554863

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B5 City Centre 2, Newtown, Kol 157 Ph: 65365970

15 Unitech Downtown Mall, Block C, Uniworld City, Newtown, Kol 160 Ph: 64550002

F14-16 New Market, Kol 87 Ph: 22522461

37 Avani Riverside Mall, 32 Jagat Banerjee Ghat Road, Howrah Ph: 26785600

G2,3&4 Forum Rangoli Mall, 212 Girish Ghosh Road, Belur, Howrah. Ph: 65555443



“THE RETAIL MARKET OF EASTERN INDIA IS A GROWING MARKET. SINCE THE MARKET IS BARE IN COMPARISON TO THE MARKETS IN THE OTHER REGIONS OF THE COUNTRY, THE RATE OF GROWTH IS WITNESSING A CONTINUOUS GROWTH.”

— Suvankar Sen

Executive Director, Senco Gold and Diamonds



“THE INCREASE IN KNOWLEDGE ABOUT DESIGNS, WOOD MATERIALS AND PRICING SCHEMES HAS PROPELLED THE INDIAN CUSTOMER TO CHOOSE MORE BRANDED PRODUCTS”

— Arun Biyani

Director, Mobel India Private Ltd.



**Aksh Sahni, Business Development Analyst, Grace Craft Pvt Ltd**, said, “As far as the retail industry in East is considered, the middle and lower segments are witnessing growth. The consumer wants value for money. The small growth in the upper segment of the market is pseudo growth in my opinion. I don’t consider that as growth. Factors propelling growth: Influence of progressive cities in the West, North and South while people from the East are majorly on jobs in those three regions. It is the demand of these people who have exposure to their culture that brings new brands and concepts to the East.”

“Purchasing power has increased over the last two to three years. We have opened three stores till now in East India and feel there is immense scope for retail industry here,” said **Deep Agarwal, Director, Knot Me**.

“Eastern India has been the least active region to contribute in the evolution of organised retail. While our peers from south and west were torch bearers, Eastern India remained focused on its traditional forte. In the last few years with the active support and participation of regional government, east is emerging as the fastest growing region in consumer electronics retail. It will continue to propose a strong and steady growth as emerging markets in Odisha and Bihar will shine in years to come,” said **Pulkit Baid, Director, Great Eastern Retail**.

## Challenges & Bottlenecks

Eastern India has all the potential to become an upcoming hub of modern retail. But certain factors, including facilitation of entrepreneurship, creation of quality infrastructure and upliftment of poor are critical if consumers in East India are to take the lead in modern retail.

“Hurdles are never-ending there but the most important thing is we need to learn to cope with them. The introduction of GST in the jewellery section was one of the biggest challenges. The craftsmen who make the jewelry are not educated, they don’t know how to handle the accounts also but over the time they will get used to it,” said Dugar.

“First and foremost, the availability of quality real estate space at reasonable price is a major problem. The second challenge is scarcity of skilled and educated manpower and high rates of taxation,” added Biyani.

According to **Piyush Kankaria Co-Founder, The Yellow Straw**, “One of the biggest problems in this part of the country is the mindset of the manpower which is an important aspect to run the retail outlets. A great product backed with an equally great sales team can do wonders. This can be probably resolved to an extent by extensive and continuous training. Another existing challenge is the mindset of the customers. If we leave aside the new age generation, people are quite averse to experimentation as most of them like to be in their comfort zone. New innovative marketing strategies can help overcome this particular problem.”

“There are two major challenges, First and foremost is the lack of real estate. Good malls or high street shopping areas where market exists is very few and concentrated. This makes store space availability very rare and limited and also increases the rentals costs for the same reason. The other challenge is the lack of trained manpower, especially in the smaller towns. When a brand penetrates the smaller towns – most of the managers and store staff have to be trained or brought from the larger towns. Emphasising on creating more training centres and manpower availability will drive growth in future,” said Jhunjhunwalla.

Knot Me’s Agarwal stated that in Tier II cities, people still prefer purchasing from a general store. They don’t distinguish the product on the parameters of brand and quality. They just go for it on the basis of price due to which the retail industry is growing slowly.

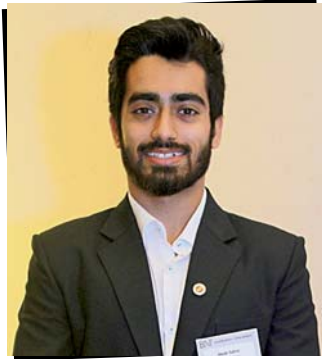


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“FOR THE GOOD MALLS IN THE EAST, THE RENTALS ARE DISPROPORTIONATE TO RETURNS. ANY BRAND THAT OPENS FOR THE SAKE OF PRESTIGE BLEEDS TO SURVIVE. RETAIL IN BIG MALLS ISN'T A MONEY-MAKING PROPOSITION IN THE EAST.”

- Aksh Sahni  
Business Development  
Analyst, Grace Craft Pvt. Ltd.



“THE ABSENCE OF INSTITUTES AND POOR WORK CULTURE FORCES RETAILERS TO COMPROMISE ON THE QUALITY OF THE PRODUCT AVAILABLE AT THEIR STORES.”

- Pulkit Baid  
Director, Great Eastern Retail



“The biggest challenges are the lack of quality infrastructure, retail spaces and manpower. The only way to overcome the bottlenecks is to invest heavily in the infrastructure and training of manpower. The special retail policy by the government should also be there,” added Sen.

“More than problems and challenges, we have a huge scope for improvement as the opportunity that exists in this region is quite large. There is a need for more availability of quality retail spaces, industry-friendly policies and newer labour laws to facilitate manufacturing and services. We need more high-street developments and newer shopping malls to come up. Future Group has always believed in the potential of East and continues to do so. All our retail formats have started from Kolkata and from there we have expanded to other cities of East and other parts of the country,” said Manish Agarwal.

Baid said that the biggest problem in the East was the absence of quality resources. “The absence of institutes and poor work culture forces retailers to compromise on the quality of the product available at their stores,” he stated.

“Looking at the current scenario of East, we expect a sustainable growth for our brand in Kolkata. But at the same time we are also aware about the fact that, if the things do not take a U-turn in Bengal, being the biggest money spinner in Eastern India, especially in terms of corporate houses or business houses putting up substantial money into building up Industries in West Bengal, the objective of achieving a desirable and substantial growth will not be possible. However we are still hopeful of this turnaround taking place in the near future with the government taking up corrective measures in respect to improve the image of West Bengal in the eyes of Industrial giants,” concluded **Devansh Binani, Director, Himalaya Optical.**

## Why the East is Lagging Behind

If you compare the Eastern markets to the retail industry in the North, South and West zones, the East is still lagging, although good brands have started tapping the region in all segments - F&B, clothing, and jewellery being the foremost.

“Everything takes time, but once it catches pace, everything falls in place. If we compare to the markets of Delhi, Mumbai or other cities in West and North, we still have a long way to go. I think East India, over the past few years has done a tremendous job of getting good brands to Kolkata and its nearest cities,” said Dugar.

“The industry should organise training and welfare meets with all the people. The government should make changes in the law, as many of them are old and are not even applicable to modern retail. Laws should be amended according to time and need. We also need to abolish ‘Inspector Raj’ and taxation should be moderate,” said Biyani.

According to Khinwasara, the presence of big brands is something that the Eastern part of the country is lagging behind in. “Most brands turn to East India only after they have established themselves in the West, South and North, which is surprising considering the fact that ease of starting or running a retail business is comparatively easier in this part of the country,” he said.

In Jhunjhunwalla's opinion, the spending power and consumption habits in the East are more conservative. People are more prone to save in comparison to those in other parts of India. “The edge the East has is the consumers are more loyal towards a brand or format and aren't easily swayed by new players. The overall store operations cost is also lower in







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“ONE OF THE BIGGEST PROBLEMS IN THIS PART OF THE COUNTRY IS THE MINDSET OF THE MANPOWER WHICH IS AN IMPORTANT ASPECT TO RUN THE RETAIL OUTLETS. A GREAT PRODUCT BACKED WITH AN EQUALLY GREAT SALES TEAM CAN DO WONDERS. THIS CAN BE PROBABLY RESOLVED TO AN EXTENT BY EXTENSIVE AND CONTINUOUS TRAINING.”

— Piyush Kankaria  
Co-Founder, The Yellow Straw



most towns compared to the other parts of the country, he said.

“Visual merchandising and staff smartness are the two key areas where the Eastern market is miles behind the rest,” added Sen.

Manish Agarwal was of the opinion that East needs more quality shopping malls with flagship stores of popular brands. “We also need more cities to develop and grow. Retail business takes a giant leap where there is a high density of population. Advantages can also be attributed to growing middle class, rising disposable income, growing aspirations for improved living especially among the youth segment. As retailers are now looking for scale, sustainability and growth, Eastern India with its population and untapped market potential has the biggest advantage,” he stated.

“Customers are happy that brands are reaching the East, but they don’t want to pay for brand names. They do not value the intangible input of the product but only evaluate the cost of the material input. As a result, high-end brands do not bring in fresh stocks to this part of the country. The edge which East has over others is the fact that there is a lot of value for money especially since they are manufacturing and selling low-priced products which are in great demand,” said Sahni.

**Aayush Rungta, Director, Hoffmen Fashions** sums it up succinctly saying “Trained manpower shortage is a challenge facing the organised retail sector in East India. The East Indian retailers have difficulty in finding trained person and also have to pay more in order to retain them. The availability of manpower is an advantage, but need of the hour is to have more institutions who can ensure the supply of Trained Manpower.”

## How the Government Can Help

Contrary to popular belief, the East has been the breeding ground for many major retail brands and large format retail players who are present across multiple categories.

“The Government should take necessary steps to prevent the emergence of private monopolies in retail trade. A single large format retailer should not be allowed to capture a large market share. For this it is important to restrict the number of retail outlets that a single private entity can open in a city, state as well as region. The state governments or urban local bodies should levy an access on the VAT on all goods sold by large format retail outlets (including those in the public sector) in order to create a level playing field between the organised and unorganised retailers. In order to prevent the development of big private monopolies it is also important for the Government to ensure its presence in the market. Several government marketing agencies exist, both at the Central as well as State levels, which need to be revived and made to reinvest in modernizing infrastructure,” added Biyani.

“Maybe a better, more relaxed compliance policy as well as licensing structure – these will certainly work towards luring more brands to the East along with providing them with some sort of tax relief or better financial facility. However, this is easier said than done,” said Kankaria.

“The industry and government should provide more real estate opportunities to open more malls, food parks, retail parks around the state with controlled rental costs. They should open retail training centres and institutes which would provide job opportunities within the region. Today a lot of manpower from the east migrates to other parts of India for better job opportunities and money,” said Jhunjhunwalla.

“The industry along with state administration should ease the statutory requirements in carrying out large scale retail operations. They should understand the labour laws and shop and establishment laws for mom and pop stores and large retailers cannot be the same. An accommodating and welcoming approach by the state governments will help give retail in eastern India a much-needed boost,” said Baid.

“There is an urgent need to have a robust business-friendly retail policy. Besides this, we also need training schools would help the retailers to learn the technical aspects of the modern retail,” stated Sen.

“A dedicated committee should be set up by the urban local bodies, with representation from street vendors and small retailer associations, which should be empowered to grant licenses to organised retailers and carry out their businesses from a market place with basic infrastructure. A well planned move should be taken to evacuate the footpaths and settle the street vendors in proper market places,” said **Kavita Samsukha, Proprietor, India Silk House Exclusives.**

“I think putting more disposable income into the hands of the public will be a good step. This will give the customers a medium to afford and spend more in different, more sophisticated categories of retail like those of higher paying cities,” added Sahni.

“The government needs to fire up industrial revolution which will kickstart the growth in the East. It will also boost confidence in the lackluster market of the Eastern region of the country,” stated **Dhiraj Ladha, Director, C K International.**

## Promoting East’s ‘Organised Retail’ Sector

“I am sure the Government is doing its best to bring more good brands in the city and we have seen it over past few months, everything takes time I believe. Retail sector plays a very important part for the consumer market. More the number of shops in the market, there will be more consumers. Building new technological equipped malls and stores would be a fantastic turn around for the eastern region market,” said Dugar.

“As far as the organised retail sector is concerned they should make a careful study before making investments because the need of the hour and biggest challenge is the retail space and the cost of rentals. The new practices that have emerged such as outsourcing service, franchising private labels etc. have great potential in generating employment opportunities. Since the requirements of organised retail sector are huge therefore the entrepreneurs should jump at these promising prospects, their liking or 455 preferences. The analysis also showed that the customers are saving more in the unorganised retail than the organised retail,” said Biyani.

“Organised players need to be acknowledged industry-wise pan India. There needs to be a proper channel through which their achievements can be boasted about and a way through which they can be made to feel at par with other regions of the country,” said Khinwasara.

“We need to open more shopping malls in East India and need to promote modern trade. We also need to make consumers understand the quality difference between a store present in the mall in comparison to that on the high street and local market,” said Deep Agarwal.

“We need to have better real estate availability. There is a huge opportunity for organised retail in the East India,” said Jhunjhunwalla.

According to Baid: “Organised retailers need to wear the local hat to attract the traditional customers of the region and win them over. Modern retail needs to blend seamlessly with traditional retail more in such markets where customers are lured by an emotional connect.”

“Already lot of work has started by the retailers and the association to build more awareness and focus on building organised retail in East. Retailers have very aggressively started exploring and penetrating the Tier II & III cities. We need affordable retail spaces along with more malls and brands. Encouraging entrepreneurship and creating quality infrastructure are an important aspect for the growth of modern retail,” said Agarwal

“East is one of the most unorganised markets of India, but the volume of trade and the size is commendable and is growing at an unexpected rate. There are several factors which need to be taken care of in the field of technology, infrastructure, logistics and skill development. Development at each stage is required to bring the East India Retail at par with the rest of the country,” said Ladha.



“THE GOVERNMENT NEEDS TO FIRE UP INDUSTRIAL REVOLUTION WHICH WILL KICKSTART THE GROWTH IN THE EAST. IT WILL ALSO BOOST CONFIDENCE IN THE LACKLUSTER MARKET OF THE EASTERN REGION OF THE COUNTRY.”

- Dhiraj Ladha  
Director, C K International



“WE ALSO NEED TO MAKE CONSUMERS UNDERSTAND THE QUALITY DIFFERENCE BETWEEN A STORE PRESENT IN THE MALL IN COMPARISON TO THAT ON THE HIGH STREET AND LOCAL MARKET”

- Deep Agarwal  
Director, Knot Me



## The Future

The true demographic dividend of India would remain untapped if the Eastern region is not explored. As retailers are now looking for scale, sustainability and growth, East India with its huge population base and untapped market potential poses to be "The Market for Tomorrow."

Over the past few years, retailers have realised the scope and opportunity of this zone and now they seem to be all set to reap the demographic dividend. While until a few years ago, many retail brands seemed hesitant to step into this market, today they are vying to build presence.

"Cities like Guwahati, Siliguri and suburbs of West Bengal are witnessing a major change and coming 10 years we will definitely be standing at par to international markets too. A lot has been done in the development sector which will eventually help a lot to the retail sector. 10 years is a very long time and if we go at the same pace then Eastern India retail market will definitely be a unique place," said Dugar.

Biyani expressed some concern for the market, saying: "I see it hit by high rentals and low footfalls, one-third of retailers at shopping malls in large cities such as Mumbai, Delhi-NCR, Chennai, Bengaluru and Kolkata are shifting to Tier II and III cities. Development in a Tier II and III city is more challenging as the target audience is in the process of changing its buying and consumption patterns. In a metro, one has competition, and the consumption pattern is already set, so the value proposition is a little different. However, in all cases, the 'experience' one delivers to the customer is what defines one's success."

"Tier II and III cities are untapped markets where it is important for retailers to establish their brands. Both these statements establish the imperative need for creating visible brick-and-mortar presence by brands and retailers. The process has already begun in real earnest by both regional and national players, evident by the presence of brands in different formats. Eastern India has all the potential to become an upcoming hub of modern retail. But certain factors, including facilitation of entrepreneurship, creation of quality infrastructure and upliftment of poor are critical if consumers in East India are to take the lead in modern retail. In ten years, this region should definitely see one of the better rates of growth as compared to any other region because of the limitless possibilities here. People have tremendous amounts disposable income in this part of the country and are willing to spend on new retail chains or brands. It's just the question of availability," said Kankaria.

"I see the penetration in towns other than Kolkata, Ranchi, Jamshedpur, Bhubaneswar and Guwahati increasing substantially. I hope to see at least a mall in all the Tier II & III towns in ten years from now. We would see more national and international players enter the eastern region, recently brands like H&M, Starbucks, Hard Rock Café have entered the eastern region, with brands like Forever 21 and Zara soon to follow, said Jhunjunwalla.

"East India is gearing to be explored on a larger platform. The process and signs are already visible. With the help of the Government, modern retail will create huge job opportunities, fulfill aspirations of millions of consumers. Middle class is being upgraded to higher level, value retail segment will grow at a rapid pace. Luxury segment is also showing increased penetration, Tier II & III cities are becoming new growth engines. An improved communication system, real estate development, urbanisation and growing service sector all are helping and acting as growth drivers in the region. East is undoubtedly 'the' market to be in for the next 10 years. We are very sure that every brand and retailer in East would definitely not miss this golden opportunity to grow," said Manish Agarwal.

"I see mild growth in the luxury segment, but medium and lower retail segment will continue to flourish at a good pace. East India's Retail industry is seeing a massive make-over all around. Many new value retailers can be seen in all the parts, but premium and semi-premium stores are still to focus on the east. In the coming years, they will be focusing on the East as well. East India retail is still struggling for its pace with the rest of India, but hopefully, this will improve in the coming years as many ambitious projects are coming up. Many home groups have started their operations and are doing good and growing fast. The rate of growth and consumption is yet to cope with the other parts of India. We take this as an opportunity, so there is ample space to grow and shine," concluded Sahnii. ■





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We launched QOIE from Kolkata – The city of joy; and expanded further across the Eastern part of India bringing the "Retail Revolution" to other metropolitan cities like Jamshedpur, Guwahati and Bhubaneswar. We adopted to the shopping habits of eastern India to deliver the best shopping experience ever! You will also witness the magic of QOIE in Ranchi, Cuttack, Dhanbad and Asansol soon!

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# A GREAT OPPORTUNITY FOR THE EASTERN **HANDICRAFT INDUSTRY**

– By IMAGES Retail Bureau

*The handicraft sector plays a significant role in enriching the country's economy. Apart from providing sustainable livelihoods to a vast segment of craft makers, the sector generates a substantial amount of foreign exchange for the country through exports. Two organisations – Manjusha and Biswa Bangla – are actively working to promote the sector, while preserving the East's cultural heritage...*



## **MANJUSHA: NURTURING CRAFTSMANSHIP WHILE PRESERVING EAST'S HERITAGE**

*Manjusha, with its pledge to uplift the traditional heritage of the exceptional artisan community of the state, is doing exceptionally well to support and promote the social upliftment of one of the poorest sections of the society...*



**W**est Bengal Handicrafts Development Corporation Limited, a Government of West Bengal enterprise is principally into the promoting and marketing of the handicrafts and handloom products of the artisans and weavers of West Bengal through Manjusha showrooms all over India. Manjusha has 12 showrooms across West Bengal and one in Delhi.

Manjusha, with its pledge to uplift the traditional heritage of the exceptional artisan community of the state, is doing exceptionally well to support and promote the social upliftment of one of the poorest sections of the society. The brand is also nurturing basic craftsmanship without deviating from heritage, as also helping the product reach a national and international level.

In an exclusive chat with IMAGES Retail Bureau, **Amit Datta, Managing Director, Manjusha**, talks about how the handloom and handicraft industry is evolving, and also about the contribution that it can make to the retail industry in East India.



### Tell us about Manjusha.

Manjusha is an organisation under West Bengal Handicraft Development Corporation, and its duty is to promote and market the handicraft and handloom product produced by the artisans and weavers of the state. We have around 5 lakh members in this community, mainly artisans and weavers, who produce traditional goods and we help them to market and sell them. Most of the workers are not educated so we also do capacity building, technical inputs and mainly bank related things for them. Our main mission is to improve the economic benefits of the artisans in Bengal. As far as retail industry is concerned, the handicraft sector in East India is untapped and unexplored.

### How do you promote products made by the weavers/artisans?

We have few listed steps of promoting the thing. Our main focus is to ultimately sell the products that are made by them at good price to the standard customer who understands the value of the product. We have showrooms pan India, so availability is not a concern.

First of all, we get the artisans of the West Bengal under one umbrella trade wise and we give them

capacity building training and input support. We give them design training, fashion training, give them exposures by conducting fairs. This is done so that they can understand the actual need and demand of the market and produce things accordingly. We also support them in obtaining the required inputs in making the handicrafts items. Thereafter, we buy these handicraft items from them. We make sure that the price of the craft includes the total cost of production plus profit. The goods are further taken to our retail counter in showrooms where they are sold in bulk.



We also promote their work by promoting and selling them online. We have our own e-commerce platform [www.manjusha.in](http://www.manjusha.in) where we are doing really good. For us, e-commerce is another forum where we sell handicraft items.

Bengal is famous for the festivals, and people celebrate Durga Puja and Kali Puja on a very large scale where huge *pandals* are set up. Today, festivals are theme-based. To set up these themes, they require a huge supply of

handicraft items. We act as a medium linking these artisans to the event managers. The event company places an order with us and we pass it to artisans. Usually the order is in bulk, so it's good business



on the retail solely. Handloom and handcraft is a very small industry which has been there since a long time but hasn't got the limelight. The industry needs a good exposure. Therefore, we focus more

into activities and we hope to Bengal as the new hub of handicraft and handloom industry.

### What are the reasons that this sector is lagging behind?

The major problem of retail in East India is that the producers are not from this part of the region. The main producers and big players of the industry are based in the western and northern region. We are currently in process of exploring their products need. Soon, we can expect them to move away from their local production point and subsequently come to the eastern half as we have cheap labour and resources here.

### What are the areas in which east has the edge in as far as retail is concerned?

I speak of east by also including the North East. This region has a huge variety in terms of population, culture, passion, languages, dresses, style of living. It is far ahead in comparison to the typical

for both of us. Ultimately our profit is transferred to them as well.

### What are the factors propelling the growth of the handicraft and handloom sector in east?

In East India, basically the retail market, handicraft and handloom sector, the scope is immense. The majority of the market remains unexplored. The craft art of this region in comparison to that in northern and western part of the country doesn't depend

South or North Indian style of living. It is an agglomeration of Hindu, Muslim and Christian cultures. This type of prominence naturally leads to a huge demand of products, and retail flourishes in these areas.

**How can the government help?**

The State as well as Central Governments are doing a lot in West Bengal as far as development and infrastructure is concerned. We have recently put up 'Easto Bangla Haat', for retailers and artisans to put up their retail showcase for the customers. In Siliguri, we conducted an event 'Gateway of North-

East where activities were conducted by the state government to promote retail. These are the starting steps, but the market is big, and opportunity huge. We can hope that in the next two or three years, East India will grow and become a bigger market.

**What is the role of technology in the retail handicraft industry?**

Technology is the key factor in our development. Earlier handicraft artisans used to do all work manually, using hands. We have now replaced this completely by providing them proper machines, tools and design-oriented technology. We are giving them knowledge of



computers so that they can do the designing.

From the marketing point of the view, e-commerce is the most important thing. Store management, inventory management and accounts management everywhere technology has been impactful.

**Where do you see the industry in the next ten years?**

It will be the best market in the country. It is my personal view that retail market in the developed regions is getting saturated, so for the entire retail industry East India is an opportunity.

**BISWA BANGLA: THE NEW FACE OF HANDCRAFTED & HANDLOOM HERITAGE PRODUCTS IN BENGAL**

*Biswa Bangla focusses on back-end interventions to develop new products so that more weavers and artisans can be brought under the project; on reviving the art and products that have almost disappeared...*



**B**iswa Bangla echoes the heartbeat of Bengal – in form of its art, craft and culture. Their products are authentic hand-crafted items that connect customers and connoisseurs to the lives of the people along with the deep-rooted elements of the region.

Biswa Bangla reaches out to thousands of crafts-persons and weavers in the state to develop handicraft and handloom products that stand out in terms of quality and uniqueness. Their 'social business' approach is creating entrepreneurs out of artists and bringing back economic self-reliance to the bottom of the pyramid. This helps sustain the traditional art and craft of the state by creating viable livelihood opportunities. The organization is promoted by the Department of Micro, Small and Medium Enterprises and Textiles of the West Bengal Government. The state government has been working in improving the quality of weavers,craft-persons and custodians of heritage by Biswa Bangla Marketing Corporation.



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In an exclusive conversation with IMAGES Retail Bureau, **Partho Kar, Chief Consultant, Biswa Bangla** talks about the handloom industry, growth and future of the retail in the region.

**Give us an overview of the retail market in Eastern India. What are the factors propelling the growth and evolution of this market?**

East India is progressing fast. Increasing affluence and a huge demographic dividend will drive this market. Increasing footprints of malls in the area will drive retail. With new job creation in the region, demand is growing amongst the aspiring middle and lower middle class. There has been a growth of regional retailers in the area that has performed very well. With increase in warehousing facilities the distribution in the Eastern region will further improve resulting in increasing revenues.

**What, according to you, are the biggest problems and challenges facing the modern retail industry in East India? How can these bottlenecks be overcome to allow the industry to grow to its maximum potential?**

Inadequate infrastructure is the biggest challenge to the modern retail industry

in the East. In addition, the slower growth in income is restricting the growth of retail in the Eastern zone. Most malls are fully occupied and therefore, lack of new space creation is a restriction. These bottlenecks can be removed if the state governments re-look at the land availability and facilitate land acquisition with a focus on promoting large scale retail. High street retail development needs a push.

**In which areas is modern retail lagging behind in the East and where does it have the edge over other markets?**

Due to non-availability of space it will take time for new format retail to create its footprint in the region. It would be a good idea for states to get into discussion with brands like IKEA and help them establish footprints in the region. The Eastern region is relatively cheaper in terms of labour as well as infrastructure costs. In addition, the region has an educated work force that can be trained to excel in retail.

**What steps should be taken by the industry as well as the government to lure more brands and retail investment in east?**

The government should give a special emphasis on retail in the east through easy laws. There needs to be



constant communication between the government and retailers, creation of new spaces dedicated to retail, new parking systems for easy navigation close to retail hubs, creation of entertainment

spaces that will increase footfalls and development of high street retail as a public/private initiative. The mantra is to make it easy for the brands to operate in the region.



**Where do you see East India's Retail Industry in the next 10 years?**

I foresee the retail industry in the East will grow at more than 25 percent CAGR. There would be an increase in luxury retail with increasing affluence. In the coming decade, Eastern India will be the key driver of retail.

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### BP 02 Receipt Printer

**Print Specifications**

Paper width: 58mm/ Roll Dia: 40mm,  
Resolution: 203 dpi/ Printing Speed: 50 ~ 80mm/sec

**Print Dimension (LxWxH)/Weight**

102\*108\*50mm/ Weight 260g

**Media Type/Sensor**

Thermal Receipt Paper

**Application**

LOC ID Print, Courier Receipt, Parking, Retail/  
Queue busting, Traffic Offence Receipt,  
Visitor Management

Bluetooth WiFi USB



### BP03 - R/L Portable Label/Receipt Printer

**Print Specifications**

Paper width: 80mm/ Roll Dia: 50mm (Max),  
Resolution: 203dpi/ Printing Speed: 90mm/s (Max)

**Print Dimension (LxWxH)/Weight**

140mm\*117mm\*60mm/ Weight 450g

**Media Type/Sensor**

Paper receipt, Black mark paper/Label, Label gap

**Application**

Tablet/Mobile Compatibility, Courier Receipt,  
Parking, Queue bust Receipt, Field Sales,  
Visitor Management

USB

LAN

### RP 80- V1 Linerless label/ Receipt Printing

**Print Specifications**

Print width 48mm & 72mm/Paperwidth 58mm&80mm/  
203dpi, Label thickness - 0.06~0.15mm/Roll dia -  
80mm max/ Easy Paper Loading/Print Speed - 350mm/sec

**Print Dimension (LxWxH)**

200\*146\*140mm

**Media Type/Sensor**

Receipt paper/Multiplex Ticketing  
(Black Mark Sensor) / Linerless Label Printing

**Application**

Receipt, Food delivery, Address Label, Product Label,  
Cinema Ticket, Visitor Stickers through Linerless  
Re-Stick Label

*Kolkata is often referred to as the 'City of Joy'. Due to its strong cultural heritage its citizens have an affinity for indigenous materials such as cotton and khadi, thereby creating a strong market for homegrown stores. The mall culture in the city is mainly being driven by the younger population aged 14-30. There are also dedicated shopping zones in the city where people tend to shop.*

- By Surabhi Khosla



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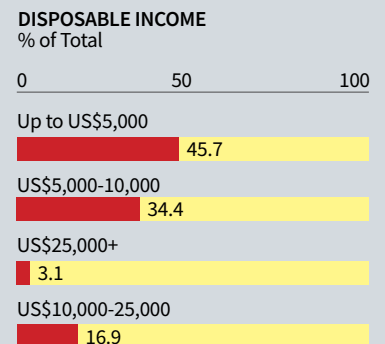
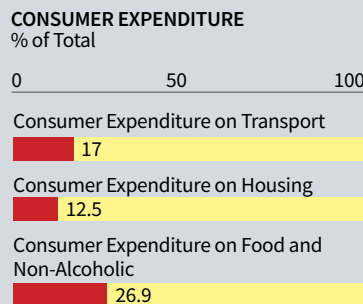
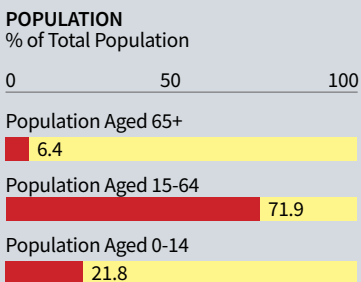
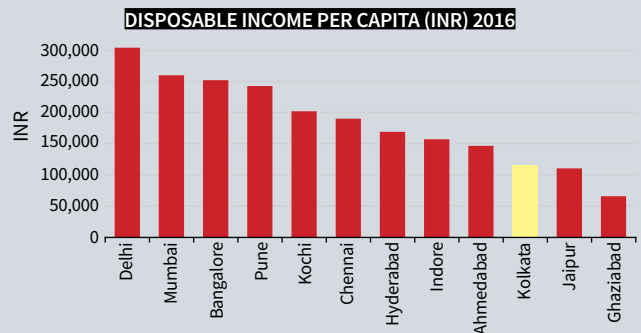
# KOLKATA: TRADITIONAL RETAIL FORMATS REMAIN STRONG

## PART 1: CONSUMER PROFILE IN KOLKATA

- Mostly locals are a mix of Bengalis and Marwaris. The city is also populated by immigrants from nearby states such as Bihar, Assam, Orissa, and all the North-Eastern states.
- Economically, the city's development is not at par with Delhi, Mumbai or Chennai, which results in limited job opportunities and lower per capita income. This results in people preferring high streets and homegrown players.
- People in Kolkata continue to prefer traditional clothing styles and materials. There is a strong and inherent presence of cultural elements in the way the people in Kolkata dress. As a result, the city still houses a number of home-grown shops catering to such requirements.

Key Facts 2016	Kolkata	India
Population (million)	14.4	1,298.2
Per capita consumer expenditure (INR '000)	86.8	69.5
Per capita disposable income (INR '000)	116.5	104.8
% internet-enabled households	23.8%	22.8%
% possession of mobile phone	93.1%	85.5%

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**PART 2:  
RETAILING FORMATS**

Specifically, in Kolkata, high street shopping hubs enjoy dominance. People in the city have pre-determined shopping destinations that are situated in certain areas of the city. In addition, with many shops present in these areas, people are spoilt for choice in terms of product offerings. Kolkata also has strong presence of state emporiums, which remain the key retail format for consumers to shop.

Separately, the mall culture is a new phenomenon and is gaining popularity. Kolkata was one of the earliest Indian cities to have introduced the concept of malls. Malls are now acting as a gateway for premium players such rather than traditional shopping destinations.

Meanwhile, the city's population has not entirely adopted the idea of purchasing products via the online channel. With small independent stores providing consumers with a vast variety of products at affordable prices, there is no price benefit for consumers to shop online for their needs.

**Homegrown Stores & Emporiums Remain Popular**

As mentioned above, Kolkata remains one of the few cities which boasts a strong cultural heritage in terms of clothing. As a result, traditional clothing such as *sarees*, *salwar kameez*, *dhoti* and *kurta* play an integral part across all age groups. Traditional clothing also continues to be common during weddings and the festive season. Given the strong cultural roots, indigenous materials (*khadi*, cotton and silk) in traditional clothing is popular. Additionally, because of the

hot and humid weather conditions of the city, consumers prefer hand-woven light materials such as cotton and *khadi*. Areas such as Dakshinapan and Burra Bazaar are some of the best-known places that offer such clothing, using different materials. For instance, Dakshinapan is a government-aided shopping complex which houses emporiums offering products from different states, offering inexpensive yet good-quality items.

**High Street Shopping Hubs Enjoy Dominance**

People in the city commonly prefer shopping in high street shopping hubs rather than the malls. For non-grocery shopping, middle-income consumers opt for street shopping in popular shopping areas such as Hatibagan, Esplanade and Gariahat market. Similarly, College Street is dotted with numerous book stores and small kiosks selling a variety of new and second-hand books. For grocery shopping, Koley market located in the centre of the city remains one of the popular hubs for wholesale and retail grocery shopping. Other popular grocery shopping destinations include Manikata and Mechhua markets.

**Local Retail Formats Are Very Popular**

Due to the wide variety of offerings offered by street vendors, street food remains highly popular in the city. Areas such as Esplanade and Vivekananda Park are some of the best-known places in the city for street food. In addition, people in the city also prefer buying different cosmetic and jewellery products from these local



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street vendors as it is very reasonable. Areas such as Gariahat and Hatibagan are some of the popular places for shopping jewellery and cosmetic products.

Kolkata is also robust in terms of wholesaling. Located in different hyperlocal zones, wholesale markets sell a variety of products, from grocery to non-grocery items.

Places such as these are widespread across the city, thereby providing consumers with easy access to markets where they can buy different products at wholesale rates. These wholesalers assemble at designated areas on a weekly or daily basis and meet with retailers to sell their products. Such areas are popularly known as *haats*.

**The Mall Phenomenon**

Malls are now gaining popularity among higher-income consumers who are looking for branded offerings. Many premium labels, such as Michael Kors and Burberry, are entering the city through malls such as Quest, thereby creating outlets for higher-income consumers. A similar trend has also been seen in the case of international bars, restaurants and pubs opening their doors in the city, operating in malls.

Multi-brand outlets are much more popular than single brand retail outlets in

the city. This is largely due to the fact that these outlets offer a variety of home-grown and international brands, allowing customers to choose from a wide and diverse range of products. Multi-brand outlets such as Pantaloons, Westside and Brand Factory, which house a number of brands at different price points, are more popular amongst brand-conscious consumers who are also looking for economical options.

It has been seen that multi-brand outlets like Pantaloons, Westside and Brand Factory enjoy more popularity than

single retail outlets such as Reebok or Van Heusen. With limited budgets, consumers opt to visit multi-brand retailers, as they can check out different offerings and compare prices across brands before buying products. In addition, multi-brand outlets run year-round sales and also offer a variety of seasonal discounts, which further increases the footfall.

In conclusion, traditional shopping zones such as Esplanade, Maidan, Chandni Chowk and Burra Bazaar are the major shopping destinations for consumers

and will continue to attract high footfall as customers seek options at reasonable rates. People in the city also like to indulge in bargaining, which further increases footfall in these shopping zones.

The home-grown outlets in the city enjoy high popularity among consumers as they offer different varieties of indigenous materials at reasonable rates. People in the city are quite traditional in their shopping tastes, and hence prefer to shop in these outlets. Malls are mostly limited to buying branded products during seasonal sales. **IR**

*Extract contributed by Euromonitor International from the report 'Retailing in Kolkata' published in July 2017.*

*You can purchase the full report here: <http://www.euromonitor.com/retailing-in-kolkata/report> or contact us at [info-india@euromonitor.com](mailto:info-india@euromonitor.com)*

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**Sapphire Consultants, through Just Food Kolkata, aims to bring in its professional experience and expertise to ensure smooth operations and profitability of food courts, which is very essential for success...**

**S**apphire Consultants, a pioneer in Project Consultancy and Total

Solutions in the setup of malls, hotels and restaurants, have recently launched their Food Court vertical - **Just Food Kolkata (JFK)** - which is depicted to be the next big venture in the F&B sector in Eastern India.

Sapphire aims to bring in their professional experience and expertise to ensure

# JUST FOOD KOLKATA - THE FOOD COURT SPECIALISTS ARE HERE

smooth operations and profitability to Food Courts, which is very essential for the success of a mall or plaza. The brand's constant endeavor is to set higher standards of professionalism in hospitality and real estate consultancy by leading through example and JFK is one of them.

## Making of the Brand

"Apart from traditional fine dining experiences, there are age old streets where, on the two sides one will find food hawkers offering a variety of cuisines, generation after generation. One is mesmerised with the taste, variety and pocket pinch

on offer. We have branded our food court as 'Just Food Kolkata' which will offer a variety of cuisines", said Atul Choubey, Founder, JFK.

## A Brand-New Concept

JFK brought together four highly-experienced hospitality industry specialists to create a new brand of hospitality for the consumers. It proposes a new trend of conceptualization, designing and implementation of the entire set up.

"With an investment of about ₹1.5 crore and around 7,000-8,000 sq.ft space, we can easily setup a fully- equipped 8-12 counter food court with a central kitchen", says Choubey. JFK will also offers an initial six months operation with the further option of total takeover of operations by the investor or retaining JFK on a retainerhip basis. They also want to develop very strong cuisine based brands under the umbrella of JFK, which includes their chain wide 'Satvik' brand program.

## 360 Degree Services

JFK brings to the table a complete spectrum of food court development, operating and technical services for all - the economy, mid-scale and upscale segments. It includes:



**“ WITH AN INVESTMENT OF ABOUT ₹1.5 CRORE AND AROUND 7,000-8,000 SQ.FT SPACE, WE CAN EASILY SETUP A FULLY-EQUIPPED, 8-12 COUNTER FOOD COURT WITH A CENTRAL KITCHEN ”**

- Atul Choubey, Founder, JFK

- Conceptualisation
- Project Planning & Design
- Financial Planning,
- Technical and Pre-opening Services
- Human Resources
- Sales & Marketing
- Development & Implementation
- Operation Procedures
- Quality Assurance Inspections

## Quality is the Key

Be it food or manpower, one can expect the best from JFK. They have a thorough on-going program for training and grooming of quality manpower. The program includes tailor-made training to cover behavioural, technical and supervisory skills, annual training seminar for senior executives as well as continuous training and manpower development program at the corporate level.

JFK conducts Quality Assurance Audit in order to ensure a 'fresh' image for the hotel at all times with assured international standards. The services include quarterly or annual Quality Assurance Audits; onsite consultations and assistance with upgradation plans; ensuring cleanliness, hygiene and proper maintenance and being compliant to mandatory requirements. ■



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CONCURRENT SHOWS



# CHARTING A GROWTH MAP FOR FOOD GROCERY, FOOD SERVICE & STARTUPS

– By IMAGES Retail Bureau

*The theme of the Forum this year – Charting the Growth Map for Food Grocery, Food Service and Food Startups in this Fast, Tech-Savvy, Digitally Connected, Demanding Consumer-Driven Era – is aimed at building the roadmap for food retail businesses to accurately read the underlying opportunities and predict future consumption paths that the Indian consumer will tread...*





India Food Forum (IFF) 2018, powered by Sri Sri Tattva – with a mission to accelerate food retailing excellence by generating ideas, insights, innovation and opportunities for profitable growth – was held at the Bombay Exhibition Centre (BEC), Goregaon, Mumbai on January 17-19, 2018. The 11<sup>th</sup> anniversary of the event presented a platform for the powerful trio of Food & Grocery, Food Service, and Food Retail Tech to present a wholesome spectrum of food consumption and enablers that are shaping the growth of the Indian food industry.

The forum also saw the launch of India's first Food Startup Convention & Awards engaging food entrepreneurs, enablers, investors and food start-ups to support organisations and professionals.

The three-day event comprised of sessions, discussions and presentations with the theme: **'Charting the Growth Map for Food Grocery, Food Service & Food Startups in This Fast, Tech-Savvy, Digitally Connected, Demanding Consumer-Driven Era.'** The fora saw category heads of hypermarkets, supermarkets, progressive grocers, and restaurateurs sharing insights from their experience in developing new categories, from brand/product line extension to adjacent category acquisitions.

Understanding the complexity of different categories in food and grocery retailing is vital for taking the right steps forward to ensure sustainable growth and to discuss this, the summit kicked off with a research presentation titled: **'Winning with Foods Innovation'** by **Manoj Kulkarni, Executive Director, Innovation Practice Leader, Nielsen.** The presentation on consumer perspective on innovation and evolving shopper behavior with regards to modern and traditional trade was extremely relevant to FMCG brands and retailers alike, along with category managers, merchandisers and marketing professionals.

The second presentation on **'Consumer Insights on Evolving Categories'** by **Seshu Kumar, National Merchandising Head, bigbasket,** emphasised on the updates on emerging trends in health, organic, ayurvedic and RTE (Ready to Eat) categories, with deep insights on how the above categories have evolved over the year. The presentation was based on an in-depth survey of the buying behavior bigbasket's 5 lakh customer base.



### /// DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY ///

 The evolution of modern trade has thrown up new challenges for the FMCG and food majors. While they love the space, the visibility and all the benefits that modern trade offers, and also have allocated resources towards this new order through dedicated supply chain management, in-store execution, category innovation and joint business planning with retailers, they are often confronted with issues like margins, space, supplies, promotions etc.

On the retailers' side massive inflow of new products in to the market, retail shelf space allocation is as huge a challenge as it is for new/innovative products to get on grocery store shelves.

In a 25-minute open house, brands and retailers took up issues in each of the key categories of supermarkets and discussed how all stakeholders can work this out to add more action on the shelves – driving in efficiencies, innovations and higher profits for self and customers. The broad

categories which they covered were:

- Staples
- Processed Food Savories, Beverages & Confectionery
- Frozen & Ready to Eat
- Meat, Fish & Live Stocks
- Grocery – Non-Food

The session was moderated by Kabir Gossain, Customer Director - Modern Trade, Unilever and Uday Varma, Director - Commercial & Marketing, Trent. The retailer's panel was divided into three categories – National

Chains, Regional Chains and Brands. The first comprised of Avinash Tripathi, Head - Buying and Merchandising, Godrej Natures Basket; Dr. Dnyaneshwar Phadtare, Merchandising Head – Meat, Fish and Frozen, Hypercity; Maneesh Dumbre, General Manager, B&M- F&V, HyperCity; R Sankar, VP B&M- Food, HyperCity, Solai Sakthivel, Sr. Vice President - Food Business, Max Hypermarket (Spar); Vallabh Soudagar, Vice President-FMCG, Reliance Retail (Value

format).

The regional chains panel included G Koti Reddy, Head - Buying & Merchandising, Ratnadeep Super Market; Kunal Kumar, CEO, Modern Bazaar; Madhumita Mohanty, General Manager & Merchandising Head,

Health & Glow and Food World; Manan Gada, Director, Society Stores; Sunil Sanklecha, Managing Partner, Nuts 'n' Spices; Udit Tekriwal, Founder & Director, Sangam Retails, Gorakhpur.

The final panel of brands had Dheeraj Arora, VP - MT,

Ecom and IB, HUL; Harshita Gandhi, Director, Tree of Life; Kusum Jhavar, Business Head - Fresh & Chill Division, Cambay Tiger; Mayank Shah, Category Head, Parle Products; Raghav Gupta, MD, Aussee Oats; Rohit Dogra, Head - Modern Trade, ITC; Saurabh

Saith, Head of Modern Trade - Bev & Foods, PepsiCo; Shyam Iyengar, Head - Supply Chain Management, Patanjali; Unmesh Khambete, Head - MT, CSD and AFH, Mondelez; Vikas Bansi, Director Sales, Abbott Nutrition Int, India.

- Supported by Food Safety and Standards Authority of India (FSSAI) and leading industry bodies, Trade Associations, Academic & Research Organisations and Food Industry Majors, India Food Forum 2018 - through an innovative format of Conference, Exhibition and Awards - has a powerful and cutting-edge agenda that set the tenor for three days of continuous knowledge sharing and exchange of ideas among industry stalwarts.
- The theme of the forum this year - Charting the Growth Map for Food Grocery, Food Service and Food Startups in this fast, tech-Savvy, digitally connected, demanding consumer-driven era- is aimed at building the road map for food retail businesses to accurately read the underlying opportunities and predict future consumption paths that the Indian consumer will tread.
- India Food Forum has evolved over the last 11 years into India's most robust and influential platform for the Food industry, with the ardent support of the industry.
- This summit presents a powerful trio - Food and Grocery Forum, Food Service Forum, and Food Retail Tech - to tie up the entire spectrum of food consumption and enablers that are shaping the growth of our industry.
- This year the forum saw the launch of India's 1st Food Startup Convention and Awards engaging food entrepreneurs, enablers, investors and food start up support organisations and professionals.



### /// THE FUTURE OF FOOD & GROCERY RETAILING: IT'S ALL ABOUT TECHNOLOGY ///



Anil Menon



Deepak Sabharwal



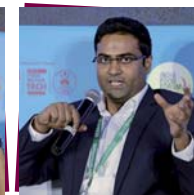
K Radhakrishnan



Kiran Gali



Rakshit Dagg



Shailendra Singh



Sunit Saraswat

The business of food & grocery is under fire. Its over stored landscape is undergoing a fundamental reshaping with large national chains sparking up a supermarket price war and Amazon expanding into the grocery space. The whole food industry - from production and distribution, to retail interfaces and shopping experience - is at a major turning point.

Millennials have become one the largest living generations. Growing up in the digital age, they are now dominating online. For them, shopping for groceries in a

physical store is more of a challenge.

They are moving away from doing weekly shops to a grab-and-go model, have empty fridges and are actively embracing the so-called "restaurant renaissance". In addition, they want instant everything from access to fresh food and locally sourced products, to packaged meals, take-outs and on-demand delivery services.

The food sector is witnessing a tectonic shift in consumer buying habits and expectations, and grocery retail chains are doing their best to meet these.

The next session - **'The Future of Food & Grocery Retailing: It's All About Technology'** - took a closer look on how technology is driving the transformation in the industry and why it is important for grocery retailers to pay attention on it. It also talked about the benefits it can give to the producers and consumers. The one-hour session had Amit Sharma, Co-Founder & CEO, SHOPX talking about the new category of retail 'Digital Offline' in a small presentation.

Saravana C, Applications Head, Spar and Kaushalendra

Singh, In-Store Experience Head, Spar spoke on the topic: 'The Omnichannel Journey So Far'. The panel discussion followed after was moderated by K Radhakrishnan, Co-Founder, Tata Retail - Starquik.com, which had panelists with the likes of Anil Menon, Head - IT, Trent Hypermarket (A TATA and TESCO Enterprise); Deepak Sabharwal, Co-founder & CEO, Earthy Tales; Kiran Gali, Founder & CEO, Number Mall; Rakshit Daga, VP & Head - IT, Big Basket; Sunit Saraswat, COO, Zopnow; Shailendra Singh Head - E-Commerce, HUL.



### /// KEYNOTE SESSION ///

➔ According to the India Retail Report 2017-18, The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. The Indian food retail market was estimated at ₹30,92,311 crore (USD 483.17 billion) in 2016 – a market size of more than half of India's total retail market.

Growing at 14.4 percent annually the market is expected to achieve a size of ₹53,05,488 crore (USD 828.98 billion) by 2020. Food retail market is dominated by raw and processed food items having 90 percent share in the total market; the other 10 percent share is held by food service (HoReCa) segment.

Food titans discussed



what the key growth drivers and emerging trends, the issues and challenges are, how India-origin brands are leveraging traditions and customer emotions, and what are they doing differently to take on global behemoths in a session titled: **'Serving**

**One Billion Plus Consumers: Building the Overall Pie of Modern Retail Food Retail Through Innovation, Ideas-How the Food Industry Will Evolve In The Next Decade.'**

The session was moderated by Sadashiv Nayak, CEO, Future Retail. Joining the

panel were Arvind Varchaswi, Managing Director, Sri Sri Tattva; Hari Menon, Founder & CEO, bigbasket; Jamshed Daboo, MD, Trent Hypermarkets; Piruz Khambatta, CMD, Rasna; Saugata Gupta, MD & CEO, Marico.

### /// THE FOOD CEOS MEGAPOLIS ///



➔ The industry has faced numerous challenges over the last 12-15 months. With customers moving online and becoming more demanding in terms of choice and price, a margin squeeze has been observed. Alongside this came the recent GST implementation, because of which it has become rather difficult for businesses to

sustain themselves let alone think growth.

The CEO Megapolis session debated how given this accelerating rate of change can food retailers stay relevant today and into the next decade.

The session was moderated by K Radhakrishnan, Co-Founder, Tata Retail - Starquik.com. The CEOs panel included Aditya Pittie,

MD, Pittie Group; Amal Kelshikar, GM & Country Head, Abbott Nutrition India; Arabind Das, COO, Godrej Tyson Foods; Kamaldeep Singh, Group Business Head - Food (Grocery) Business, Future Group; Oliver Mirza, Managing Director & CEO, Dr. Oetker India; Prashant Parameswaran, MD, Soulfull /Kottaram Agro Foods; Shivam Gupta, CEO, Cambay

Tiger; Sudhakar Desai, CEO Emami Foods; Tej Katpitia, CEO, Sri Sri Tattva; Yogesh Bellani, CEO, Field Fresh Foods.

CEOs, in an interesting rapid-fire discussion, shared strategies, new approaches to improve operations and talked about embracing technology to catalyse growth and revenue in their businesses to stay profitable.

/// GRAND FINALE ///

The **Grand Finale: Success Stories of Innovations, Great Partnerships and Marketing & Promotion Campaigns in Food Business**, followed the

CEOs Megapolis in which selected brands presented their innovations execution strategy, implementation stages and payoffs/results

The finalists – selected by a prelim jury – presented their innovations, execution strategies, implementation stages and payoffs/results in form of five minutes AV videos



to the Grand Jury present at the venue. The finale was divided into three parts:

- Success Stories of Great Partnerships
- Success Stories of Innovation

- Success Stories of Marketing & Promotions
- Success Stories of Innovation

Wala' and Dheeraj Arora, VP – MT, Ecom and IB, HUL anchored the session while BS Nagesh, Founder, TRRAIN was part of the Grand Jury.

/// ALLIANCE AVENUES WITH FOREIGN PARTNERS TO EXPAND THE FOOD MARKET IN INDIA ///

The second day of the India Food Forum 2018 started with a FIFI session dedicated to International Food Conclave, titled **Alliance Avenues with Foreign Partners to Expand the Food Market in India**.

This session with Trade Commissioners of several countries identified avenues for partnerships in food, beverages and food service industry and looked into how embassies and trade commissions can play a more pro-active role to facilitate

such alliances.

The panelists included Adam Branson, Sr. Agriculture attaché, US Consulate; Hector Cueva, Consulate General & Trade Commissioner, Embassy of Ecuador; Ian Wright, Director General, Food and Drink Federation, UK; Luis Cabello, Peru; Françoise Moreaw Lalanne, Agricultural Counselor, Embassy of France; Parthiban Muthukumarswamy, Agricultural Counselor, Embassy of Canada; Puneet Gupta, Managing Director, L-Comps. They discussed how emerging major

world market, India, offers huge opportunities for manufacturers, producers and providers of products and services from across the globe to sell here or partner with Indian companies to serve the market.

The next FIFI session on **'Buyers of International Food – F&G and F&B Retailers and HoReCa'** had a panel which consisted of Avinash Tripathi, Procurement Head, Godrej Nature's Basket; Chef Hemant Oberoi, Ex-Executive Chef Taj Hotels, Hemant Oberoi Restaurant; Hemal

Future Consumer; Sanjey Bajoria, Managing Director, Bajoria Foods.

The panel discussed the challenges in the buying process of international foods and shopping trends, and how to overcome these challenges. Both the sessions were moderated by Amit Lohani, Founder Director, Forum of Indian Food Importers and MD, Max Foods. The pre-lunch session on Day 2 concluded with an insightful research presentation by Saloni Nangia, President, Technopak, on 'Decoding Key Trends Influencing Food Services', which featured a snapshot of current trends influencing the Food Service industry, internationally and in India. Her talk took into account the trends across the entire food service ecosystem – consumer, restaurants, kitchens, people, equipment, logistics, marketing and communication, digital presence and investments.



Haria, Owner, Indian Dry Fruit Traders; Jahangir Lawyer, Managing Director, Fortune Gourmet; Shefali Gandhi, Chef and Managing Director, Koi Asian Dining; Kirit Jaisingh, Owner and Managing Director, Magsons Goa; Nitin Nagrale, Foodlink; Saikat Sarkar, Head of Bakery Business and Brand Entrepreneur,

### /// OMNICHANNELISATION OF FOOD ///



The first- post lunch session was on *'The Omnichannelisation' of Food - Anywhere, Anytime, Any Taste at your Fingertips... And What the Future is Going to Bring New into These Concepts.*

The panelist included Kabir Suri, Co-founder and Jt MD, Azure Hospitality; Kiran Nadkarni, Founder & CEO, Kaati Zone; Krishnendu Dasgupta, Head - Unilever Food Solutions; Nitin Saluja Founder, Chaayos; Rahul Akerkar, Founder & MD, Qualia Hospitality; Rohit Malhotra, Business Head India, Barcelos; S Venkatesh Iyer, Founder & CEO, Goli Vada Pav; Saurabh Kochhar, Co-Founder and Ex-CEO,



Foodpanda; Varun Tuli, Owner, Yum Yum Cha; Vikram Kamat, MD, VITS hotels & Kamats Restaurants. The moderators were Mohit

Khattar, CEO, Graviss Foods and Rahul Singh, President, National Restaurants Association of India (NRAI) and founder, Beer Café.

The debate centered around "anywhere, anytime, any taste at your fingertips ... and what's the future going to bring new into these concepts".

### /// THE FOOD COURT ERA ///



The session on *'Trends From Food Courts'* followed up next. The key highlights of the discussion centered around

Anurag Katiar, CEO, Degustibus Hospitality; Ashok Kumar Tyagi, ED, Haldiram; Chaitanya Kumar Lingamallu, Co-Founder and CMD, The

Leader, Unilever Food Solution; Shabnam Singhal, Managing Partner, SIRIUS D&E; Tanmay Kumar, CFO, Burger King; Varun Kapur,

day was a two-hour session titled *16 Startups that Changed the Taste of India.* The finalists presented a 3-minute video of their brand, showcasing their concept, execution and results. This was followed by a two-minute interaction with the Grand Jury and the audience.

The session was moderated by Sagar Daryani, Founder, Wow Momo. The 16 finalists were Amritha William, Nutritionist & RD, Inner Being Wellness; Andrine Mendez, Owner, PLiNG Foods; Chirag Gupta, Founder, Zea Maize - 4700 BC Popcorn; Deepak Sabharwal, Co-founder & CEO and H C Yadav, Co-founder and Mentor, Earthy Tales; Gayathri Swahar, Marketing Director, y-cook; Kiran Gali, Founder & CEO, Number Mall; Mallika Muralidhar/ Muralidhar Kadambi, Delcis Foods - JARLIE; Manoj Gupta- ED, Munchons; Ram Mally,



consumer preference on taste, pricing, packaging, timing etc., Investments vs returns and the challenges and scope of food courts in India.

The panelists included

Chocolate Room; Dheeraj Gupta, MD, Jumboking Food; Puneet Gupta, Director, FOOD QUEST; Sameer Lamba, MD, Kwality; Saurabh Khosla, Marketing

ED, K-Hospitality Corp. The session was moderated by Samir Kuckreja, Founder & CEO, Tasanaya Hospitality was the moderator.

The last session of the

VP, Ops & Forum Gadit, Sr. Manager, BD - IPLANSYS; Prashanth Gowriraju, MD, TIMLA Foods - Popi Corn; Rajasekar GB, Director, Schmecken Agro Food Products - Nata De Coco; Rayed Merchant, The Pancake Story - a division

of RMZ Food & Hospitality; Robin Jha, CEO, Tpot; Satish Chamy Velumani, Founder & CEO, Frshly; Vaibhav Mittal, Director and Sunil Kumar, Marketing Manger - Lovely Bake Studio; Yeshwanth Nag, Founder, The Thick Shake Factory.

Three start-ups - **Inner Being Wellness, 4700 BC Popcorn and Earthy Tales**- stood out as they clinched honours to be a part of the prestigious Amazon Launchpad Program. Out of 184 entries received for the competition, 16 start-ups

were short-listed. All geared up to bring disruption to the food sector in India, the three start-ups are excited about this opportunity and be a part of this program to get the opportunity to access millions of Amazon customers nationally and internationally.

/// FOOD STARTUPS & INNOVATION CONVENTION ///



Bhavik Rathod



Dr. C Ananth Ramkrishnan



Dr. Prabodh Halde



Geetika Dayal



Madhavi Das



Rishabh Mariawala



Sagar Daryani

➔ Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and startups in the country. It's been over a decade since startups caught the attention when young, vibrant minds started shunning conventional jobs by pursuing out of the box ideas as their career choices.

While many made big news but only a few succeeded.

However, appetite for such startups is only growing. Food startups and online grocery has been catching the spotlight. While online grocery vertical is garnering its own share of ventures, food ordering and delivery is not far behind.

India Food Forum 2018 launched this maiden initiative aimed at supporting food startups and to have open house discussions and debates about the challenges they face during their journey,

innovation plans, investment and the future.

The inaugural panel discussion of the third and last day of the event was: **'How to Accelerate Your Startup in Which Tips from The Founders, Policy Makers & Investors'** were the major highlights.

The panel included Dr. C Ananth Ramkrishnan, Director IIFP Thanjavur, Govt. of India; Bhavik Rathod, Head, UberEATSIndia; Geetika Dayal, Executive

Director, TIE Delhi NCR; Rishabh Mariwala, Marico, Founder, Soap Opera n More; Madhavi Das, CMSO and Joint Secretary FSSAI); Sagar Daryani, Founder, Wow! Momo. The moderator was Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards. The case studies were taken by Rohan Mirchandani, Co-Founder, Drums Food International and Suhasini Sampath, Co-founder, Yoga Health Foods.

/// 'INVESTORS' ASSESSMENT OF STARTUPS IN FOOD BUSINESS' ///



Aditya Save



Chaitanya Deshpande



Keshav Kamble



Nayan Bheda



Nilesch Amritkar



Pankaj Karna



Prasad P



Samir Kuckreja



The second session of the day titled, **'Investors' Assessment of Startups in Food Business'** was on how investors and are looking at the opportunities and the assessments of the developments so far.

The past few years have seen an exponential growth in such startups with increasing interest of investors. Also,

businesses from different niche have also decided to experiment in this lucrative business. Justdial and Uber too entered this segment with the launch of their food ordering and delivery services.

This session with investors and felicitators will deliberate on how investors are looking at the opportunities and what is their assessment of the developments in the field so far.

The panel included Samir Kuckreja, Founder &

CEO, Tasanaya Hospitality moderated the session and the panel included Aditya Save, Co-founder, Agilio; Chaitanya Deshpande, Angel Investing and Advisor; Dr

Nilesh Amritkar, Member ASCENT Foundation, President, AFST Mumbai and MD, Envirocare Labs; Keshav Kamble, Deputy Director General of Chamber of

Foreign Trade and Industries Forum (CFTIF), Former Jt CEO, KVIC, Ministry of MSME, Govt. of India; Nayan Bheda, founder - Edvantez, Indian School of e-Business

Serial Entrepreneur, Mentor and Advisor; Pankaj Karna, Managing Director, Maple Capital Advisors; Prasad P, Group Executive Vice President, Yes Bank.

### /// STARTUPS ON FIRE ///



Post this, 19 startups took to the stage with two of India's most admired professionals in the food business as moderators to give the world **'7 Reasons Why Food Startups Will Gain Momentum In 2018 & Beyond'**

They brainstormed, discussed new ideas, the scope and challenges of a startup in India, successes and failures of the participants, their innovative ideas, stories and the reasons why they decided to go the startup way.

The second last session of the event was titled, **'How to Partner with Startups & Innovators?'** The panel

included Dr. C Ananth Ramkrishnan, Director IIFP Thanjavur, Govt. of India; Dr. US Annappure. Head, Department of Food Engineering and Technology, ICT; Twinkle Khetan, Co-Founder, The Zoozy Food Truck Company; Vasudevan Chinnathambi, Co-Founder, Ninjacart; Vikram Kamat, MD, VITS hotels & Kamats Restaurant as Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards moderated the event.

In this hour, support organisations to food startups presented their unique stories of working with new



businesses and innovations and talked about how they are staying unique and relevant

in this digital and technology convenience driven consumer landscape.

### /// FOOD SAFETY: FARM TO FOLK ///



The three-day gala IFF event ended with a session on **'Food Safety Conclave- Food Safety: Farm to Folk'**. The panel included Atul K Joshi, Chief General Manager, Quality and Legal Compliances, Patanjali; Ashwin Bhadri,

MD, Equinox Labs; Bhavesh Kumar Joshi, Director, AGMARK; Dr. Prabodh Halde, Convenor, India Food Startups & Innovation Convention and Awards; Dr. Vinod Dhanuka, Head R&D and QA - Reliance Retail; Nayana Daware, Manager

(Legal & Compliance) Aditya Birla Retail; P. Muthumaran, Director, FSSAI; S Swaminathan, Head - Industry Engagement, GS1 India. Subhaprada Nishtala, Hon. Secretary, AFST, Mumbai moderated the session. Food Safety compliance for startup

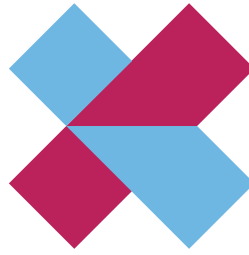
businesses is extremely important. Food production is monitored carefully due to the significance of the consequences of poor food hygiene. While innovating and ideating new concepts, it is vital that startups start out on the right track with complete knowledge of food safety compliance.

In a candid conversation between the policy makers, food regulators and startup entrepreneurs, India Food Forum's last session centered around the ease of doing business and suggested ways to make the regulatory framework more streamlined and how the food operators can avoid tripping up on safety guidelines.



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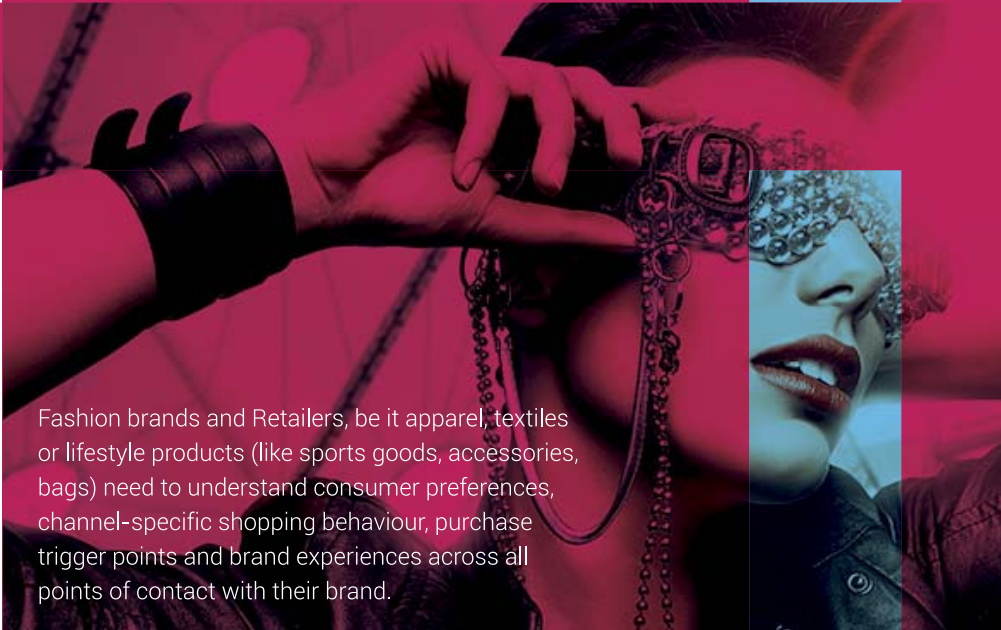
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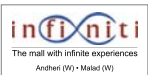
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# INDIA FOOD FORUM 2018 HONOURS INDIAN FOOD & GROCERY RETAILERS AND INNOVATIVE FOODSERVICE CONCEPTS

To honour innovative Indian food service and retail concepts and creative food retailers, food & grocery retail professionals, as well as contemporary foodservice formats, IMAGES Group presented awards on January 18, 2018, at India Food Forum 2018.

## Selection Process

CCGSA nomination categories and entry details are announced through the India Food Service/ Food & Grocery Forum India website, Magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. Awards details and nomination forms can be downloaded from website or Secretariat can be approached for the same.

Nomination forms are checked by the CCGSA audit team for eligibility, completeness and data correctness. Nominees may be asked to rectify mistakes, if found any and also provide supporting documents – wherever required. CCGSA team of analysts then make a presentation for the CCGSA jury – with analysis of performance metrics such as growth in top line sales and retail presence, sales per square foot, average transaction values and profitability. A special note is prepared on innovativeness, marketing effectiveness, supplier relations and employee practices.

The CCGSA jury comprises distinguished personalities in the field of research and consulting with thorough insights in to the business of foodservice/ food & grocery – goes through the presentation and gives scores based on their own understanding of the nominees.

## The Jury

- ▶ **Amitabh Taneja**, Chief Convener, India Food Forum
- ▶ **Ajay Macaden**, Executive Director, Nielsen India
- ▶ **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group
- ▶ **BS Nagesh**, Founder, TRRAIN
- ▶ **Harminder Sahni**, Founder & Md, Wazir Advisors
- ▶ **Sunil Kumar Alagh**, Founder & Chairman, SKA Advisors
- ▶ **Professor Ravi Dhar** Yale School of Management
- ▶ **Harish Bijoor**, Founder, Harish Bijoor Consults
- ▶ **Saloni Nangia**, President, Technopak India
- ▶ **Lara Balsara Vajifdar**, Executive Director, Madison World
- ▶ **Abheek Singhi**, Sr. Partner & Director, BCG
- ▶ **Ajay Kaul**, Senior Director, Everstone Group
- ▶ **Debashish Mukherjee**, Partner & Co Head, AT Kearney
- ▶ **Amit Lohani**, Convener, FIFI
- ▶ **Rama Bijapurkar**, Expert Marketing Strategy & Consumer Behaviour
- ▶ **Anand Ramanathan**, Partner, Strategy & Operations Consulting, Deloitte India
- ▶ **Sreedhar Prasad**, Partner & Head Consumer, Retail & Internet KPMG
- ▶ **Samir Kuckreja**, Founder & CEO, Tasanaya Hospitality Pvt. Ltd.
- ▶ **Nitin Puri**, Senior President & Country Head Food & Agri Strategic Advisory & Research, Yes Bank
- ▶ **Pankaj Karna**, Managing Director, MAPLE CAPITAL ADVISORS
- ▶ **Dr. Prabodh Halde**, President – (AFSTI), Head – Regulatory, Marico Ltd.







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## COCA-COLA GOLDEN SPOON AWARDS

- ▶ **IMAGES Most Admired Food & Grocery Retailer of the Year:**  
Large Format: **Big Bazaar**  
Specialty Store: **Nuts & Spices**  
National Supermarket: **Easyday**  
Human Resource Policies & Initiatives: **HyperCity**
- ▶ **IMAGES Most Admired Category Performer of the Year:**
  - **Nitin Bhujbale**, Category Manager, Beverages, Trent Hypermarket
  - **Saif Kohari**, Category Manager, Processed Food, Savories & Confectionery, Trent Hypermarket
- ▶ **IMAGES Excellence Award: Regional Chains:**  
**Modern Bazaar & Ratnadeep Supermarkets**
- ▶ **IMAGES Most Admired Retailer of the Year: Technology Implementation in Store Operations & Loyalty Programs:**  
**SPAR - 3D virtual show room**
- ▶ **IMAGES Most Admired Brand Retailer Partnership:**  
Winner: **Star Bazaar & Ferrero**  
1st Runners up: **bigbasket & Ayush**  
2nd Runners up: **Spencer's & Kissan**
- ▶ **IMAGES Most Admired Innovation in Food Ingredients, Products & Processes:**  
Winner: **Future Consumer - Desi Atta**  
Runners up: **HUL - Knorr Croutons**
- ▶ **IMAGES Most Admired Innovation in Retail Offering, Formats & Services:**  
Winner: **Wow! Momo - Innovative Formats**  
Runners up: **HyperCity - India's First Self-Checkout Store**
- ▶ **IMAGES Most Admired Marketing & Promotions:**  
Winner: **HUL - Kissan Engagement Platform**  
1st Runners up: **HUL - Knorr Confused Bhook**  
2nd Runners up: **Travel Food Services - Indonesian Food Festival**

## FIFTH HONOURS

- ▶ **Himanshu Taneja**  
Executive Chef, The St. Regis (Hotel, Mumbai)
- ▶ **Vikrant Batra**  
MD, Café Delhi Heights (Café/Restaurant, Delhi)
- ▶ **Shefali Gandhi**  
Chef-cum-Partner, KOI - Asia Dining (Asian Restaurant, Goa)
- ▶ **Shabeer Ali**  
Executive Director, Loyal World (F&G Store, Bangalore)
- ▶ **Dinesh Kumar**  
MD, Brown Tree (F&G Store, Chennai)

## IMAGES FOOD SERVICE AWARDS 2018

- ▶ **IMAGES Most Admired Foodservice Chain of the Year:**  
Cafes and Juice Bars - **Starbucks**
- ▶ **IMAGES Most Admired Foodservice Chain of the Year:**  
QSR Indian Origin - **Wow! Momo**
- ▶ **IMAGES Most Admired Foodservice Chain of the Year:**  
Pubs & Bars - **The Beer Café**
- ▶ **IMAGES Most Admired Foodservice Chain of the Year:**  
Ice Cream & Dessert Parlours - **The Chocolate Room**
- ▶ **IMAGES Most Admired Foodservice Chain of the Year:**  
Dine-in - **Paradise (Casual Dine in)**
- ▶ **IMAGES Most Admired Foodservice Chain of the Year:**  
Dine-in - **Copper Chimney (Fine Dine in)**
- ▶ **IMAGES Most Admired Foodservice Retailer of the Year:**  
**One Specific Outlet - A Reverie**
- ▶ **IMAGES Most Admired Food Court of the year:**
  - North: **Food Quest, Elante Chandigarh**
  - South: **GVK One, Hyderabad**
  - East: **Q Court, Quest Mall, Kolkata**
  - West: **Phoenix Marketcity, Pune**
- ▶ **IMAGES Excellence Award:**  
**Burger King**
- ▶ **IMAGES Most Admired Food Service Group of the Year:**  
**Impresario Entertainment & Hospitality**



## IMAGES FOOD STARTUPS & INNOVATION AWARDS

- ▶ **IMAGES Most Admired Food Startups of the Year:**
  - **Frshly**
  - **The Thickshake Factory**
  - **Jarlie**
  - **Earthy Tales**
  - **NumberMall**

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# A PEEK INSIDE INFINITI MALL'S PRECINCT

– By IMAGES Retail Bureau

***Infiniti Mall, is at the forefront of serving the society, not only in the form of fun, food, shopping and entertainment, but also by taking initiatives on social and noble causes...***

**S**hopping malls today are just not a just a venture representing merchandisers and interconnected walk ways enabling consumers to shop from unit-to-unit, but are the heart and soul of communities. Malls are no longer primarily focused on retail but have become a place where consumers are looking for experiences that go well beyond traditional shopping.

Going by modern trends,

Infiniti Mall is trying to provide extraordinary experiences to its consumers by enhancing their choices of shopping and entertainment. Infiniti Mall, Malad has added brands like Maharaja Bhog, Deal Jeans, Neeru's and The Bombay Store in the lifestyle section while Infinti Andheri opened its first new concept outlet at Pizza Hut, hence adding more to its F&B services.

Apart from the addition to lifestyle brands, Infinti Malad has launched a new entertainment zone – Fun

City. Located on the third floor, Fun City has exciting adventure activities lined up for all age group people.

“Infiniti Mall locations are unparalleled in Mumbai as they are located in premium residential and commercial areas. This has been one of the key reasons for our successful journey. The addition of new brands will allow us to invigorate and heighten the experience at the mall. By adding to the incredible mix of shopping, dining and entertainment options, we already offer

a complete package for a complete, fun-filled day at the mall. This also reinforces our position as the destination of choice for people and families of all ages,” said Mukesh Kumar, Senior Vice President, Infiniti Mall.

Located in the western suburbs of Mumbai, the mall aims to be a place for exciting leisure and entertainment experiences for all ages in the community, including every member in the family. Infiniti is successfully building upon a diverse retailer base considering





“ INFINITI MALL LOCATIONS ARE UNPARALLELED IN MUMBAI AS THEY ARE LOCATED IN PREMIUM RESIDENTIAL AND COMMERCIAL AREAS. THIS HAS BEEN ONE OF THE KEY REASONS FOR OUR SUCCESSFUL JOURNEY. THE ADDITION OF NEW BRANDS WILL ALLOW US TO INVIGORATE AND HEIGHTEN THE EXPERIENCE AT THE MALL. ”

– Mukesh Kumar, Senior Vice President, Infiniti Mall

the growing awareness and brand consciousness among people across different socio-economic classes. Today, the mall is an eclectic universe housing a multiplex theatre, gaming zone, food court, recreational area and a multipurpose hall amongst other state-of-the-art facilities. The mall is also a home to a fabulous new

dining precinct, boasting an array of brand-new dining options that offers the local residents, and the area's vast tourist population.

When it comes to spaces for kids, Infiniti Mall have emerged as an unlikely contender of preferred go-to places. The mall had Nick Channel's most popular characters Ninja Hattori &

GattuBattu flocking in the mall during Its Funotsav, during Diwali activity series.

Infiniti mall always been trying to be a place for everyone and hence continuously focusing on community-led events, multiple CSR initiatives to create awareness and give back to the society in its own way. Infiniti Mall, Malad in association with The Street Store (TSS), had put up a kiosk at the mall premises allowing the mall patrons to donate their unused clothes, shoes and accessories.

More than 150 customers donated and helped TSS in distributing them to hundreds of underprivileged kids. The kiosk in the mall helped TSS to reach out to the people who are willing to make a difference for a needful individual life. Last year, Infiniti Malls, SDA & TSS organised their second Street Store before Diwali and helped 3000 kids to get the clothes on a street near Goregaon.

The mall has always been at the forefront of serving the society in its own distinctive way along with proving fun, food and family entertainment. Infiniti has always supported various social and noble causes through various activities and initiatives. **IR**



intel's 2018 Global Food & Drink Trends are the result

of collaboration between 60 of Mintel's expert analysts in more than a dozen countries around the world. These global conversations have led to the identification of five key trends that reflect over arching 2018 consumer themes including trust, self-care, stress, individuality,

Trend predictions, which continue to be significant influences in many categories and countries. To showcase the relevance of the five future-looking trends, our analyst insights have been supported by evidence gathered from Mintel's proprietary consumer research, innovative developments observed by Mintel's expert team of trend spotters, and international food and drink products collected in Mintel Global New Products Database.



# MINTEL STUDY: GLOBAL FOOD & DRINKS TRENDS OF 2018

- By IMAGES Retail Bureau

**Mintel has identified five key trends that reflect overarching 2018 consumer themes including trust, self-care, stress, individuality, and sustainability. Each of the trends has been chosen because it will have an impact on consumers, manufacturers, and retailers across Europe, the Middle East, Africa, Asia Pacific, and the Americas in 2018.**

and sustainability. Each of the trends has been chosen because it will have an impact on consumers, manufacturers, and retailers across Europe, the Middle East, Africa, Asia Pacific, and the Americas in 2018.

The concepts are current but also incorporate elements that are evolutions of Mintel's 2016 and 2017 Global Food & Drink

### Full Disclosure

Many consumers around the world lack trust in regulatory systems, manufacturers, and even their fellow humans. This compounds a pre-existing wariness about food and drink because of product recalls, scandals, and suspicion about large companies. The convergence of skepticism extends and

enhances the existing consumer interest in the origins of food and drink that has been present (in some markets) for the past decade.

As shown by the growth in natural, ethical, and environmental claims, widespread distrust has increased the need for food and drink manufacturers to be forthcoming about their

ingredients, production processes, and supply chains. This places pressure on manufacturers to offer thorough and honest disclosures about how, where, when, and by whom food and drink is grown, harvested, made, and/or sold. Food and drink transparency can take many different directions, but the various claims



serve a singular purpose: to help consumers feel more confident about the safety and purity of the food and drink that they purchase.

One great example of this is Nescafé Artesano Santuario Risralda. The Artesano line was launched by Nescafé in Colombia in 2017 and is supported by Nescafé Plan, which aims to improve the livelihoods of farmers and their communities and assist with the sustainable management of landscapes. (Source: [www.facebook.com/NESCAFE.CO](http://www.facebook.com/NESCAFE.CO))

### Self-Fulfilling Practices

As more consumers find modern life to be hectic and stressful, flexible and balanced diets will become integral elements of self-care routines.

In 2018, individual definitions of self-care and balance will reinforce the need for a variety of food and drink products that present consumers with positive solutions that can be incorporated into their customised and flexible definitions of health and wellness. This creates openings in the market for a variety of formats, formulations, and portion sizes of food and drink that provide consumers with options that can fit their individual diet plan and their current—or aspirational—mood. Indeed, self-care-focused consumers will be looking for ingredients, products, and combinations that address nutritional, physical, or emotional benefits.



**IN 2018, INDIVIDUAL DEFINITIONS OF SELF-CARE AND BALANCE WILL REINFORCE THE NEED FOR A VARIETY OF FOOD AND DRINK PRODUCTS THAT PRESENT CONSUMERS WITH POSITIVE SOLUTIONS THAT CAN BE INCORPORATED INTO THEIR CUSTOMISED AND FLEXIBLE DEFINITIONS OF HEALTH AND WELLNESS.**



Consumers who are seeking more routine relief from stress will continue to change the definition of “permissible indulgence” from the rare over-the-top feast to more habitual better-for-you and flavourful treats that are indispensable elements of physically and emotionally balanced lifestyles.

For example, Häagen-Dazs Minis variety pack from Singapore contains three Green Tea & Almond and two Mango & Raspberry 40ml ice cream bars for portion-controlled treats.

### New Sensations

In 2018, the sound, feel, and satisfaction that texture provides will become more important to companies and consumers alike. Texture is the next facet of formulation that can be leveraged to provide consumers with interactive – and documentation-worthy – experiences.

From chewy beverages to complex formulations such as creamy ice cream with crispy chunks, texture can make products more captivating for consumers who continue to seek food and drink that is perceived as fresh, functional, filling, or simply fun. To align

with this trend, brands

can emphasise the qualities of existing products as evidenced by a South Korean ad for Ritz Crackers that showcased the noises made when opening and eating the crispy cracker. Texture also can be a key element for introductions such as the May 2017 limited-edition

Firework Oreo in the

US that contained popping candy inside the cream of the iconic sandwich cookie.

In particular, food and drink designed with additional textures has the potential to engage younger i-generation consumers who are hungry for experiences. These teens and young adults (ranging in age from 10 to 27 in 2018, depending on the region), have grown up with technology, which has made interactivity and documentation indispensable parts of everyday life. Teens were the target for the Australian launch of Coca-Cola’s carbonated soft drinks



Fanta Jelly that instructed consumers to “shake the can; wake the wobble” and Fanta Sour Tingle, which promises to awaken taste buds with its tangy flavour. The quest for experiences provides opportunities for multi sensory food and drink that uses unexpected texture to provide the i-Generation, as well as consumers of all ages—with tangible connections to the real world as well as moments worth sharing either in person or online.

### Preferential Treatment

A new era in personalisation is dawning due to the expansion of online and mobile food shopping. Motivated by the potential to save time and ideally money, consumers are sampling a variety of channels and technologies when shopping for food and drink. The latest evolutions in shopping offer consumers prompt and affordable delivery, a curated adventure courtesy of subscription services, ease of automatic replenishment, and simplicity of synchronisation with smart home devices. Busy consumers are drawn to e-commerce sites, mobile apps, voice control, and other online and mobile options because they are

advantageous to their busy schedules and potentially their budgets.

Beyond convenience, technology will offer new possibilities for personalised recommendations of products and individually targeted promotions. For example, The Coca-Cola Company has developed a smart vending machine that enables personalised offers and mobile purchases.

Chinese e-commerce company Alibaba introduced physical Hema markets where shoppers must use a mobile app that provides efficient and personalised shopping experiences. Meanwhile, e-commerce giant Amazon’s acquisition of Whole Foods Market and a partnership

## THE LATEST EVOLUTIONS IN SHOPPING OFFER CONSUMERS PROMPT AND AFFORDABLE DELIVERY, A CURATED ADVENTURE COURTESY OF SUBSCRIPTION SERVICES, EASE OF AUTOMATIC REPLENISHMENT, AND SIMPLICITY OF SYNCHRONISATION WITH SMART HOME DEVICES.

between Walmart and Google will likely provide consumers with targeted promotions, suggestions, and innovations that capitalise on online, as well as offline, shopping behaviours.

### Science Fare

A technological revolution is playing out in manufacturing as some forward-looking companies are developing solutions to replace farms and factories with scientifically engineered ingredients and finished products.

Enterprising companies are building on advancements in technology, including stem cell cultures and 3D printing, to replicate nature

in controlled environments. Developments that engineer food and drink staples such as laboratory-grown meat and animal-free dairy have grabbed headlines in the last five years, but the resulting products are often expensive, and some are still years away from widespread commercial availability.

However, investments, such as those made by General Mills, Tyson, Cargill, Unilever, and tech billionaire Bill Gates, have hastened the pace of development and availability of scientifically engineered food and drink.

US company Beyond Meat notes that when consumers purchase its prepared meals, which are produced in partnership with General Mills, “the consumer is lending Mother Nature a helping hand and positively impacting climate change by conserving water, energy and land”.

Fellow plant-based meat company Impossible Foods gets more specific, defining that its plant-based burger uses 95 percent less land, 74 percent less water, and creates 87 percent less greenhouse gas emissions than the current meat supply chain.

Scientifically engineered food and drink will initially attract consumers who are worried about the environment and are taking steps to be more eco-conscious. In time, the target audience for scientifically engineered ingredients could go beyond environmentally conscious consumers and appeal to consumers who are concerned about ingredient consistency, efficacy, and purity. Technology will begin to disrupt the traditional food chain in 2018 as enterprising manufacturers aim to replace farms and factories with laboratories. [\[R\]](#)





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