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RIMAGES Retail™

Future of Businesses
APRIL 2018
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There are many factors to success in the world of retail – the right product, the perfect store design, a seamless supply chain and the embracing of technology. There is another element which increases a retailer's standing in society, elevates him among peers and changes his impression among consumers – Corporate Social Responsibility, or CSR.

Brands and retailers are accepting and implementing this factor as extremely significant in thriving in the business of retail. They are addressing social, cultural and environmental issues with a seriousness that is endearing them to customers and driving their competition to do the same.

The focus issue of IMAGES Retail's April 2018 issue is the 'Relevance of CSR in the Modern Retail Era.' We bring you insights on why CSR has become such a noteworthy component in the corporate world, and why brands which ignore it do at the cost of taking an image hit.

Aside from this, we bring you the success stories of two startups – Chumbak and Chaayos. We tell you how both brands started from scratch and have risen up the charts, successfully making an impact in the world of fashion and food retail respectively.

We also bring you the scoop on how Myntra has developed its 'Rapid' technology, redefining the world of online fashion retail – specifically at the supply chain end. The story features presentations from retail stalwarts including Ananth Narayanan, CEO, Myntra & Jabong, and Gunjan Soni, Head -Jabong and CMO, Myntra.

Finally, we bring you a round-up of our flagship event, India Fashion Forum. IFF 2018 – the 18th edition of the event – was another feather in our cap, a triumphant event we successfully conducted on March 13-14 at Mumbai. We bring you notable insights from the who's who of the fashion retail industry who attended IFF 2018.

We thank those who attended the event, but for those who couldn't make it, the April edition of the IMAGES Retail magazine will help acquaint you with the theme, session highlights and awards.

As always, we hope you find this issue informed and beneficial.



Amitabh Taneja

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HOW MYNTRA HAS REDEFINED FASHION RETAIL WITH ITS RAPID TECHNOLOGY PROJECT

As the consumer has transitioned, the challenges a retailer is faced with have also evolved. Brands and retailers have scrambled to keep up with the customer, luring him in with the use of advanced technology. E-commerce major Myntra has come up with its own winning method of using technology to provide a smooth and seamless experience to consumers across India



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To honour revolutionary fashion retail brands, trailblazing concepts and remarkable professionals of the Indian Fashion Retail Industry, IMAGES Group presented IMAGES Fashion Awards at the India Fashion Forum 2018

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CSR: MOST EFFECTIVE & STANDARD BUSINESS PRACTICE OF THE MODERN RETAIL ERA

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Firms have started gauging the ramifications of their decisions and activities on society and the environment, some even going the extra mile to give back to their employees, their valued patrons, the community and the world at large. CSR activities by malls and brands today is helping scale customer engagement and brand popularity



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FRESH FUNDING LEADS TO EXPANSION IN INDIAN RETAIL SECTOR

– By IMAGES Retail Bureau

New e-commerce policies, partnerships, investments, funding and acquisitions made headlines as the Indian retail market continued to grow at a steady pace. Here's a look at some of the major activities in the sector in the last one month...

SPECIALITY RESTAURANTS TO INVEST ₹40 CRORE, OPEN 8-12 NEW OUTLETS



Speciality Restaurants Ltd, a leading chain of fine and casual dining in India with brands like Mainland China, Sigree, Machaan, Haka, Cafe Mezzuna, and many others, is planning to invest ₹40 crore in the next two years to open new restaurants and consolidate existing ones, a company official said.

“We will be investing around ₹40 crore over the next two years to open new restaurants as well as consolidating of existing restaurants. We intend to open 8-12 new restaurants in the next 18 months,” Anjan Chatterjee, Founder and Managing Director, Speciality Restaurants told reporters.

The debt-free company, which had currently 125 restaurants and confectioneries, plans to make this investment from its internal accruals, he said at the celebrations of 25 years of its journey. “Apart from presence across India, we have one restaurant in Colombo, two in Dhaka, two in Tanzania, one in Doha, and we are opening one in Dubai next month,” he said.

LENSKART TO INVEST US \$5 MILLION IN 3 YEARS



Online eyewear firm Lenskart plans to invest US \$5 million in the next three years at its manufacturing facility for spectacles frames. According to a PTI report: The company recently started the facility near Gurugram in Haryana that has a manufacturing capacity of 1 lakh frames a month with an investment of US \$1 million. It is looking at ramping it up to 3 lakh frames in 3 years.

“We have set up with facility to be able to innovate on design and manufacture high quality spectacle frames at lower costs. We will invest US \$5 million over the next three years and will be able to manufacture 3 lakh frames a month” Peyush Bansal, Founder and CEO, Lenskart told PTI. Currently, this facility will only meet half of our total frames demand. Rest we will manage through contract manufacturing, he added. “Over the period, we expect cost of these high quality frames to come down by 30 percent,” he said. Bansal said spectacles account for 80 percent of its total turnover and the company sells over 2 lakh eye glasses a month at present. The company expects ₹400 crore turnover from eye glasses in the current fiscal year.

GOVERNMENT PITCHES FOR NATIONAL E-COMMERCE POLICY

→ The Government of India made a case for a national e-commerce policy and a related consolidated legal framework to address the challenges of the sector and realise the opportunities in the global business-to-consumer (B2C) space. “Most important for us at this point of time is that the policy-makers and stakeholders are at the receiving end. We do not have a national e-commerce policy and we do not have a consolidated legal framework to deal with it. So, if we look at the e-commerce, we do need a broad policy that looks at the broad elements, that we will use to realise the opportunities,” Rita Teatota, Commerce Secretary was quoted by PTI as saying.

“Department of Commerce was grappling with the issue of who owns the B2C e-commerce space as within the government, there are multiple policy-makers and regulators like departments of IT, industrial policy, revenue, posts, and RBI. So there are a fairly large number of players in the government itself and all of them need to come on the same page,” she added further. Teatota noted that India first needs to ensure readiness of its own companies for accessing global markets before talking about rule-making on the global front, observing that there are differences in the definition of MSME in the US, Germany and India. India is at 83rd spot out of 144 countries ranked by UNCTAD in B2C e-commerce space. The Department of Commerce wants to look at export opportunities from B2C e-commerce sector, which accounts for US \$500 million or 0.19 percent of India’s total exports.

THREE SIXTY ENHANCES CUSTOMER RETAIL EXPERIENCE IN SOUTH DELHI

→ Luxurious and indulgent leather brand, Three Sixty, continues its expansion by opening an elite new concept store in the posh locality of GK-1 N block. The main focus of the brand is to acquaint the audience with products that will bring life and charm to any corner of their room, making their home truly theirs.

Being a concept store, the brand will include an exhaustive range of leather accessories, like accent furniture that includes bar stools, laundry trolley, bar trolleys, low seatings, tray on stand. Apart from the accent furniture storage boxes, handbags and office desktop, bar accessories & gifting products will also be available at the store, that are not only integral but also add magnificence and pride to your interiors.

Speaking about the launch, Vikash Gupta, Founder & CEO Three Sixty said, “We are absolutely thrilled and delighted by the launch of our concept store in GK1. We have got our customers and prospects closer to our exclusive leather masterpieces at a landmark which is centrally located and easily accessible. People can finally get luxury brand quality leather items at a place close to them.”

MCAFFEINE RIDES NEW MILLENNIAL CAFFEINE WAVE; RAISES \$0.5 MILLION IN PRE-SERIES A ROUND

→ MCaffeine, India’s first caffeinated personal care brand, has raised a sum of \$0.5 million in its latest funding round. The pre-series A investment round was led by Harminder Sahni, Founder of Wazir Advisors, Mohit Bajaj, Let’s Venture and Calcutta Angels. MCaffeine plans to utilize the funding towards product research and development and inventory buildup. In addition to this, the firm will use the capital infusion to expand its product portfolio and go Omnichannel.

“MCaffeine as a brand has the pulse of the new generation. They understand the physical and emotional needs of their market. Moreover, their execution so far has been par excellence. What they have been able to achieve in such a limited time is really commendable. MCaffeine, with a team of passionate entrepreneurs, is sure to succeed in this space and emerge as the favorite personal care brand amongst Millennials,” commented Sahni on the investment.

Tarun Sharma, Co-founder of MCaffeine added, “In just about one year, we have expanded our portfolio from 6 to 16 products. Keeping operational profitability from day 1, we have served more than 1 lakh customers till date. We have received tremendous love from our customers. We plan to touch one million customers this year.”





INTERNATIONAL RETAIL REELS UNDER BANKRUPTCY, TOP-LEVEL EXIT PRESSURES

– By IMAGES Retail Bureau

It was a sad day for kids as one of the world’s best-known toy store chain, Toys ‘R’ Us, declared bankruptcy and announced plans to shut down more than 700 stores in USA, and Canada. Here are the details of international retail activities in the last one month...

AMAZON PRIME CHIEF GREG GREELEY LEAVES COMPANY

Greg Greeley, Vice President of Amazon Prime Worldwide, has announced plans to leave the company after an 18-year tenure with the company. “It’s hard to believe it has been over 18 years, since I joined amazon. It has been an amazing and inspirational experience, but the time has come for me take on a different challenge,” wrote Greeley in a LinkedIn post.



“It was Jeff Bezos’ heartfelt 1997 Letter to Shareholders that ultimately drew me to amazon, and I have not regretted that decision for even a nanosecond. That letter described a unique approach for a public company, and the vision it contained was even more powerful than I fully understood at the time. With a relentless focus on customers and eight clearly defined long-term principles, it has been the foundation for a phenomenal business, and I truly believe, even now, it is still Day 1,” he added further.

“Those who have read that letter know it speaks of employees joining with the desire to build something that matters to customers, something we can tell our grandchildren about,” Greeley added. “That has certainly been the case for me and is

still the case for those joining today. amazon is a company where you really can help invent the future, a company where builders can build, a company where you have a unique opportunity to work hard, have fun, and make history.” Greeley ended his statement by noting his thankfulness to his team members—though the departing executive did not stipulate what the ‘different challenge’ to which he was moving on would be.

TOYS ‘R’ US FILES FOR LIQUIDATION; TO CLOSE ALL US & CANADA STORES

→ Toys ‘R’ Us said in a US Bankruptcy Court filing that it must liquidate, a move that would close 735 stores, leave 33,000 people without jobs and wrap up a 70-year run for a once-beloved holiday shopping spot. With shoppers flocking to online platforms like amazon.com Inc and children choosing electronic gadgets over toys, Toys ‘R’ Us has struggled to service debt from a US \$6.6 billion leveraged buyout by private equity firms KKR & Co LP and Bain Capital and real estate investor Vornado Realty Trust in 2005.



Michael715 / Shutterstock.com

In a statement to the press, Dave Brandon, CEO, Toys ‘R’ Us said, “Going-out-of-business sales would begin at all stores immediately. Gift cards can be redeemed for the next 30 days. Employees will be paid for no fewer than 60 days. This is a profoundly sad day for us as well as the millions of kids and families who we have served for the past 70 years.” The closure in coming months is a blow to generations of consumers and hundreds of toy makers that sold products at the chain, including Barbie maker Mattel Inc, board game company Hasbro Inc and other large vendors such as Lego. Toys ‘R’ Us is also likely to liquidate in France, Spain, Poland and Australia, Brandon said, according to The Wall Street Journal. It quoted Brandon as adding that the retailer also planned to sell operations in Canada, Central Europe and Asia.

DOMINO'S TO CELEBRATE OPENING OF 15,000TH STORE

Domino's Pizza, the largest pizza company in the world based on global retail sales, will open its 15,000th store in the coming weeks and is commemorating the achievement this week in Lewisville, Texas. "This is a huge milestone for Domino's, as we've been opening roughly three stores a day around the world for the past few years," said Patrick Doyle, President and CEO, Domino's. "We've opened more than 4,000 stores across the globe in the past four years, and we couldn't be more thrilled to commemorate our 15,000th store in the world, right here in Texas."

The commemorative 15,000th store, located at 219 E. Church St., hosted a ribbon-cutting ceremony with Doyle, President of Domino's International Richard Allison and Lewisville Domino's franchise owner Robert Gavitt on March 7, 2018. Gavitt will also present a US \$15,000 donation

to the Children's Advocacy Center for Denton County, in honor of the 15,000th store. "Having the Lewisville community be a part of this milestone store means a great deal to me, as does being able to give back," said Gavitt. "The Domino's team and I are honored to support a great local organization that helps children who have been abused, as well as their families."

Gavitt owns 21 stores throughout the Greater Dallas and Austin areas. He began working at Domino's as a delivery driver in 1982 and worked his way up to become a franchisee in 2002. He is not alone - more than 90 percent of Domino's US franchise owners began

their career as part-time Domino's employees. In 2017, Domino's had global retail sales of over US \$12.2 billion, with more than US \$5.9 billion in the U.S. and more than US \$6.3 billion internationally. Domino's operates in more than 85 markets around the world.



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WALMART TO PICK UP STAKE IN INDIAN E-COMMERCE MAJOR FLIPKART

Walmart is in advanced talks to become the largest shareholder in Indian e-commerce giant Flipkart, according to multiple reports this week. The US retail giant could purchase around a 20 to 26 percent stake in the Indian firm and increase its share holding to 51 percent in stages,



Jonathan Weiss / Shutterstock.com

Economic Times reported. Bloomberg separately reported that Walmart was in talks to spend about \$7 billion to become Flipkart's largest shareholder.

The deal could help Walmart enter the Indian retail market and also bolster Flipkart's efforts to compete with Amazon. Walmart could initially buy about 20-26 percent stake and then increase its share holding to 51 percent in tranches, according to the report. Japanese conglomerate SoftBank Corp is one of the largest investors in the Bengaluru-based company.

SELENA GOMEZ COLLABORATES WITH COACH, WILL DESIGN READY-TO-WEAR LINE

Actress-singer Selena Gomez will design clothes for a ready-to-wear line in collaboration with the brand Coach. Gomez had designed a bag with the label last year. The 25-year old has joined forces with the brand again, reports dailymail.co.uk. On her Instagram account, Gomez shared a sneak peak of a silk and lace item with a label that reads 'Coach x Selena'. She captioned it, "Fam, my second collection for Coach is going to include clothes. So grateful I got to work on this with Stuart Wevers. Cannot wait to show you this fall."

IKEA INDIA APPOINTS PETER BETZELAS NEW CEO

Swedish home furnishings company IKEA has announced the appointment of Peter Betzelas the new Chief Executive Officer for its India business. He takes over from the outgoing India CEO Juvencio Maeztu, who moves to a global role as the CFO and Deputy CEO, IKEA Group (INGKA Holding B.V), it said in a statement. Betzel, who was heading the IKEA Group's largest market - Germany, will now take the lead for IKEA's expansion into India beginning with the upcoming launch of the first IKEA store in the country in Hyderabad this year, it said. India is marked as one of IKEA's most important growth markets and the company has committed large investments to India, it said.



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SERENA WILLIAMS TO LAUNCH BEAUTY RANGE

Tennis icon Serena Williams is reportedly launching her own cosmetics line under the name Aneres, which is Serena spelled backwards. Williams, 36, has filed legal documents to trademark the Aneres name for a range of products which is believed to include skincare prep and make-up removing products, colognes and perfumes, make-up kits, bath soaps, lipstick, lip gloss, eye shadow, eyeliner, and mascara, reports tmz.com. She has filed documents to trademark the brand name in the past for a clothing line but has now refiled for her beauty range instead.

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“Plan to Take Sachin Tendulkar’s ‘True Blue’ Global”

– J Suresh, Arvind Lifestyle Brands

Arvind is scaling up brands like Aeropostale, Ed Hardy, Gant and Nautica and has also entered the footwear segment in a big way with the introduction of US Polo footwear, Flying Machine footwear, and Aero footwear...

– By Charu Lamba

India’s leading textile to retail conglomerate, Arvind Lifestyle Brands Limited, is looking to scale brands which come under Arvind’s portfolio this financial year.

Elaborating on the same, J Suresh, MD and CEO, Arvind Lifestyle Brands, told IMAGES Retail Bureau on the sidelines of India Fashion Forum 2018, “Since we have a lot of brands that we would like to scale up, we are not really looking at introducing any new brands in India for the time being. However, if there is a good opportunity in terms of bringing in new brands, we will definitely be open to it.”

He further stated, “We are scaling up brands like Aeropostale, Ed Hardy, Gant and Nautica. Apart from this we have also entered the footwear segment in a big way. We have introduced US Polo footwear, Flying Machine footwear, Aero footwear. So, this is going to be a big area of expansion for us. Then we are also going to promote cricket

legend Sachin Tendulkar’s brand True Blue.”

True Blue caters to men aged between 28 and 40 years, in the price range of ₹1,200-3,500, with the cost of premium evening wear going up to ₹8,000. Once the business is established in India, Arvind also has plans to



go global with the brand.

“We are looking at True Blue as one huge opportunity to take to the international market as it is an India-inspired global brand.

We however, first need to establish it in India before thinking of taking it abroad. It is too early to share the details, yet our intentions are to do that,” he said.



Expansion Plans for GAP

Just like Aeropostale, Ed Hardy, Gant and Nautica, Arvind Lifestyle Brands has big plans for GAP India, which is launching 17 shop-in-shops through multi-brand retailers.

The shop-in-shops will launch with partners Kapsons Group, Iconic India, and All That Jazz and will open in Jammu, Amritsar, Ludhiana, Patiala, Chandigarh, Jaipur, Ahmedabad, Bhopal, Bhubaneswar and Ranchi as well as existing Gap markets of Pune, Noida, and New Delhi.

This is the first time GAP’s shop-in-shop format will be introduced in India.

Talking about the reason behind opening shop-in-shops, J Suresh said, "GAP as a brand has got a universal appeal, which extends to even small towns in India. These small towns were places where we have not been able to open individual stores. We think a shop-in-shop is great format to reach smaller towns."

"Most of our brands have shop-in-shops. The only brand under Arvind Lifestyle Brands; portfolio which does not have shop-in-shops in Sephora," he added.

Measuring Sephora's Success

Arvind Limited tied up with the French cosmetics and beauty retailer, Sephora, owned by Moët Hennessy Louis Vuitton (LVMH), to run its India operations,

and within the category, the position of the brand and within the brand, the position of the products. And the way the products have been placed, educates the customer in terms of buying the product.

Apart from emphasizing on the exclusive brands like Sephora, Make Up For Ever, Benefit, Burt's Bees and Boscia, it also emphasizes on Louis Vuitton brands like Dior and Bulgari, and also selective global partners like Estée Lauder, Clinic and Lancôme.

Sephora is primarily catering to customers that are 18 to 40 years old and are fashion-conscious, beauty-conscious and are moving up the ladder and have enough disposable income to spend.

Talking about the brand's success in India, J Suresh said, "Sephora has been a

combined strength using Omnichannel model, allows consumers to find their favourite store in the area close by, place the order and either have it delivered to their location of choice or pick it up at the store if around.



SEPHORA IS PRIMARILY CATERING TO CUSTOMERS THAT ARE 18 TO 40 YEARS OLD AND ARE FASHION-CONSCIOUS, BEAUTY-CONSCIOUS AND ARE MOVING UP THE LADDER AND HAVE ENOUGH DISPOSABLE INCOME TO SPEND.

The beauty major has presented its complete offering online with special sections for makeup, skincare, fragrances, bath and body, haircare and accessories for women and men's grooming. The e-store presents Sephora's own range of makeup, skincare, bath and body, accessories and men's grooming and several exclusive brands like Benefit,

Makeup Forever, Becca, CoverFX, Smashbox, Stilla, Burts Bees, Boscia, Foreo, Percy & Reed etc.

The new e-store offers complete experience with distinct sections such as Bestsellers, Just Arrived, Weekly Specials, Recommended for You and Editor's picks, making it easy to browse for seasoned and first-time shoppers.

Omnichannel - The Way Forward

With NNNow.com, Arvind Lifestyle Brands has been able to cash into the huge opportunity in the online space.

"We are looking at online as a very critical part of our overall growth process. I think going forward one needs to have their own website to get a complete understanding of customer. Another motive to know the consumer better is of course, to generate higher sales," J Suresh said.

According to the first edition of the Myntra Fashion Report released by the e-commerce major at the India Fashion Forum 2018, by the year 2020 India will have over 700 million Internet accessing population, with almost half of it engaged in online transactions.

The report also endorsed a new trend - that the online consumer profile is now older, with a heavy focus on rural areas, women folk and people using vernacular languages.

According to consumer behaviour research by Google on online fashion, Internet users in India are expected to grow 1.5 times from a third of the population at 43 crore to almost half of the population at 60 crore by 2020. Within this user base, e-commerce transactions will be worth US \$40-45 billion by 2020 and



bagging both the store and e-commerce rights.

With its navigation friendly layout, the revamped store under Arvind Limited enhances the shopping experience of the customers. The customer can walk in to the store and go to the area where they want to shop and find the products.

Lots of emphasis is on category demarcation

wonderful success for us. On an annualised basis we are more or less at ₹200 crore level and we have already opened 16 stores and six to seven more stores are coming up."

Sephora is also available on NNNOW.com - the official site for all brands under Arvind's portfolio. The unification between online and offline stores and their



will be driven by shoppers above the age of 35 with more women shoppers and people from smaller towns.

E-commerce users are expected to increase from the current 80-90 million in 2017 to 180-200 million by 2020, smaller cities are expected to comprise more than 50 percent of the online shopper base by 2020.

However, according to J Suresh, offline still has the higher contribution. "Roughly 11 percent of our revenue comes from online which I feel is fairly sizeable for a large company like ours."

"It is difficult to say how it will pan out but looking at the trends in other countries like China and US. 15-20 percent is what we can see over the next five years. After that, how the market will change, it is very difficult to predict," he said.

Growth Targets

Arvind Lifestyle Brands is well on course to be ₹5,000 crore company by FY19.

"We are reaching ₹4,000 crore of revenue this year and we were ₹3,000 crore of revenue last year. So, we have two more years to add

another ₹1,000 crore, which should be easily achievable. I think we are very much on course to reach ₹5,000 crore," J Suresh asserted.

He further stated, "We have demonstrated that being the fastest growing company in the industry, we have to just maintain the same growth record to reach ₹5,000 crore mark."

IT IS DIFFICULT TO SAY HOW IT WILL PAN OUT BUT LOOKING AT THE TRENDS IN OTHER COUNTRIES LIKE CHINA AND US. 15-20 PERCENT IS WHAT WE CAN SEE OVER THE NEXT FIVE YEARS. AFTER THAT, HOW THE MARKET WILL CHANGE, IT IS VERY DIFFICULT TO PREDICT.

Arvind Lifestyle Brands is depending on brands like Flying Machine, Sephora, Unlimited and GAP to reach the targeted revenue as these brands are performing quite well.

According to J Suresh: "The brand which is performing best under the Arvind Lifestyle Brands umbrella is US Polo, which is now almost touching ₹1,000 crore on company's revenue – much more from the consumer revenue point of view."

He however, added that it had been a difficult and a peculiar year, with things looking up till December, but then the market situation becoming very tough January onward. Despite the tough market conditions from the retail point of view, he was confident that US Polo would deliver a 15 percent growth rate.

"We open around 150-200 stores every year and the expansion plans remain the same for the coming year as well," he revealed.

Listing On The Bourses

Arvind Ltd. has also announced that it will spin off its branded apparel and engineering businesses into separate listed companies to focus on its core textiles business. The textiles and apparel player said the demerged entities will be listed on the bourses. On completion of the process, both the companies will be listed on the BSE and the NSE.

"Last November, we announced the demerger of Arvind Brands from the parent Arvind Ltd. A listing on bourses is expected to happen somewhere around August or September 2018," J Suresh concluded. ■



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How **Myntra** Has Redefined Fashion Retail with its Rapid Technology Project

– By IMAGES Retail Bureau

As the consumer has transitioned, the challenges a retailer is faced with have also evolved. Brands and retailers have scrambled to keep up with the customer, luring him in with the use of advanced technology. E-commerce major Myntra has come up with its own winning method of using technology to provide a smooth and seamless experience to consumers across India...

In every industry, the product might be the star, but the customer is always king. The contemporary Indian customer is hard to please. He is technologically advanced, connected over social media, and has progressively evolving expectations from fashion brands and retailers.

As the consumer has transitioned, the challenges a retailer is faced with have also evolved. Brands and retailers have scrambled to keep up with the customer, luring him in with the use of advanced technology – sometimes customer facing, and at other times, melding into the background to provide a smooth and seamless experience.

One such success story has been Myntra's Rapid Technology Project. Only two years after it started the Rapid Technology Project, Myntra successfully launched products

that had been turned around in less than 35 days, totally masterminded by machines and engineers with absolutely no designing background.

The production process to deliver latest trends to the consumer which used to take 180 days on an average has now been crunched to a time frame of just 30 days thanks to Rapid.

So, What is Rapid?

Myntra's Rapid Project was set up roughly three years ago with an aim to achieve a simple yet revolutionary goal – to deliver fashion fast. This meant the manufacturing process needed to speed up to meet the consumer demands as quickly as possible, while making sure the end product was in tune with latest design trends, of high quality, and

low-cost. And three years later, with the use of AI and high-end graphics processing units (GPUs) teamed with Myntra's exceptional in-house engineering; this was made possible for brands such as Moda Rapido and Here & Now.

At IFF 2018 held on March 13-14, 2018 at Hotel Renaissance, Powai, top level executives from Myntra and

Jabong – **Ananth Narayanan**, CEO, Myntra & Jabong, **Gunjan Soni**, Head -Jabong and CMO, Myntra; and **Anurag Panganamamula**, Senior Director - Rapid gave presentations on and talked about the importance and role of technology in Fashion & Lifestyle Industry, describing the benefits of Vorta , popularly known as Rapid, at Myntra.

The Role of Technology in the Fashion & Lifestyle Industry

Ananth Narayanan, CEO, Myntra & Jabong

In his presentation, Ananth Narayanan talked about the role that technology plays in making the fashion and lifestyle industry easily accessible and popular to the masses. "The fashion industry today is ₹165 billion, growing at about 11 percent. The online industry itself is between \$4 to 5 billion, which is equivalent to 4 percent penetration in comparison to the other parts of the world. In five years, the e-commerce industry will be at anywhere between \$20 and 25 billion. Omnichannel, which is a combination of common experiences, with technology as its backbone, will probably be at its prime in the next five years. There is a reasonable chance that almost half of the organised retail in the country will be somehow be powered through technology in e-commerce, which I think is a very different scene from what it is now. We are in the middle of an exponential curve, and in 10 years from now we will see a major transformation in retail."

He went on to elaborate the three aspects related to

the growth of Indian fashion sector.

"The first and foremost thing is the evolution of the Indian consumer and changes related to this. Second is the role of technology – both in terms of the business and in terms of the consumer and the third is implication for all of us, whether we are in the online-offline in fashion space," he stated.

Market & Opportunity: India today, or over the three years will have more than 600 million genre consumers. Today we are a population of 1.3 billion, 500 million of them are online and access the Internet in some form. At Myntra, we have 11 million customers. In India approximately 60 million people shop online, and five years from now, the number would go to 300 million people who will shop online. Gen Z customers spend most of their time on the Internet through their mobile phone. Their way of understanding the brand is very different and modern. They follow trends on social (digital) platforms



customer wants his order to be delivered. We don't know whether they like deliveries faster than the promised time, on time, or if later works. There are customers who want all three services in one go. Towards this, we use of Artificial Intelligence and Big Data to figure out our customer, to think like him.

Inventory: Fashion is a classic high width, low depth category and it's hard to manage inventory be it in stores or online. However, we use Big Data to understand which stores to place what inventory in.

In our last mega 'End of Reason Sale', we used predictive analysis of our Artificial Intelligence engine to predict consumer demand in bigger cities and shipped products consumers in particular are as usually buy to a storage facility near them. This way, when the consumer invariably placed an order, we managed to deliver products to them faster than any other e-commerce portal can in India. Now at Myntra, even the core of product design is being implemented by technology.

like Instagram, which instantly connects them globally. Therefore, how brands are built today is dramatically different from a few years ago, because they are getting built digitally.

At Myntra, for our last two brand campaigns, we made 1,000 videos. We worked with a Silicon Valley startup to customise and personalise each video. That's how we work towards building a brand digitally.

Service: Today, Myntra delivers to 19,000 zip codes and this in itself, though an achievement, is not a very personalised experience. When an order is placed, we never take into account the time frame – when the

Release of Consumer Insights

Gunjan Soni, Head – Jabong and CMO, Myntra

In her presentation, Gunjan Soni talked about the emerging fashion consumer segments along with the categories. She gave an insight into the mindset of modern Millennials, especially GenZ consumers, the role of women in online fashion shopping, changing cultural discourse in the country and the impact of Omnichannel measures.

“If we put India in the context of the whole world, Indians are always described as people who value family, with a collective sense far more important than the individualistic trend ascribed largely to the western world. What is interesting is that even within India, there is Bharat vs India. As a marketer

this tale of two nations is something that we are very fascinated about, because this is emerging India. We need to understand the universalism of inclusiveness and from a fashion perspective, that means we need to provide consumers with acceptable fashion,” she explained.

The penetration of the mobile phone is a hugely dramatic event for India. Macro changes are impacting fashion sense and abilities. India has more mobile phones than essentials like access to toilets and proper homes.

Emerging Customer Segments: According to Soni, Myntra broadly looked

at two dimensions – the affluence of the segment itself and the attitude of the segment towards fashion. Among the affluent set of consumers (SEC A, B), 15 to 55-year old were the Internet accessing population. Applying the lens of attitude towards fashion Myntra found a few key emerging customer segments:

- Urban Trail Blazer: Movers and Shakers of India
- Gen Z consumer set (College goers/early jobbers fashion and digital enthusiasts)
- Fashionable ethnic homemaker segment
- Brand seeker segment (service professionals)
- Value seeking segments

These fashion segments have a mixed fashion basket – online and offline. Soni



touched upon the two main segments among these – Urban Trail blazer and Urban Value Seeker

She also spoke about the emerging fashion and category trends, which according to her presentation were:

Sustainable Fashion: India is set to become the biggest market for sustainable

Bharat vs India: Technology Acting as a Great Unifier

A tale of two nations

Urban Trail Blazer

Urban Trail Blazer - 14%

Millennials vs Gen Z

Millennial vs. GenZ

Urban Value Seeker

Urban Value Seeker - 35%



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fashion by 2030 with affluent, SEC A1+, 35 to 45 year old consumers driving the trend. Stories woven around the products generate curiosity and interest is set to play a key role in the North and Kolkata markets. Around 3X growth has been observed on eco-friendly/sustainable, handloom fashion styles in the last one year.

Fast Fashion: Tech-led brands are growing at a phenomenal rate of 200 percent YoY. Around 6X growth is witnessed in fast fashion in the last years. Here & Now, was launched in July

and has already become the #2 apparel brand.

Active Wear: 60 percent of this growth contributed by Tier II+ markets which are surprising. Women consumers tend to be the larger contributor in this growth. The 'Active Wear' growth percent outpaces casual and formal apparel growth by 2X and the prime reason is that 35 percent of Myntra and Jabong customers wear sneakers to work. Even the growth of Sneakers showed growth of 3X in the last year.

Premium Goes Online: There

is an ongoing debate on whether the Indian consumer is buying by volume or value. 40 percent contribution is made by North India. Other areas contributing to growth are North East, and Chennai. 4X growth is seen in premium products over the last two years. Acceptance of buying higher price points is increasing and online platforms are becoming a luxury destination for shopping.

Beauty & Personal Care: Around 3X increase in the category is expected by 2025. Natural ingredients, basically

herbal water-based products are becoming popular. Men's grooming market will grow faster than the industry average. Beauty and personal care grew 3X in last one year and is expected to grow 5X over next.

Gunjan Soni summarised her presentation by saying: "All the segments are growing and within that, if you see the growth of the online segment in particular, we see it almost becoming 3.5X in the next two-three years. This means that almost 50 percent of organised branded shopping will start to happen online soon."

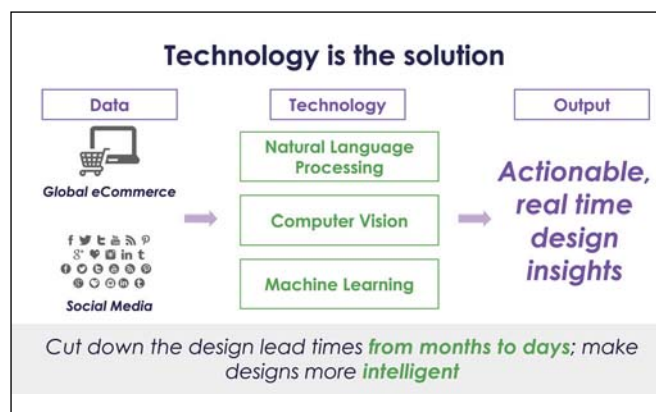
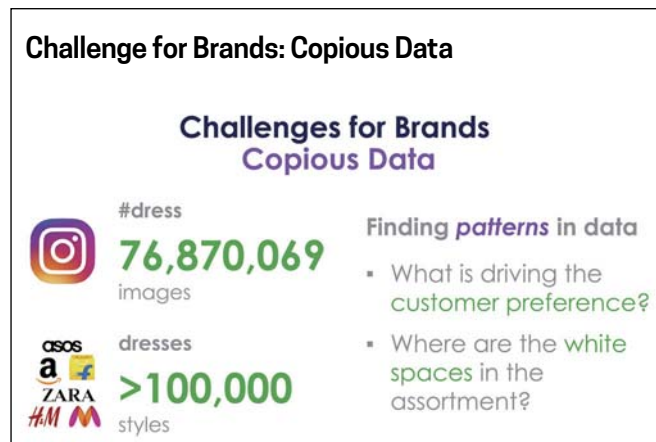
Technology in Fashion Design

Anurag Panganamamula, Senior Director – Rapid

Anurag Panganamamula, spoke about Vorta Intelligent Fashion, referred to as Rapid at Myntra and its impact in transforming the fashion business.

Rapid Technology is into solving tech problems for the world of fashion retail – from getting customer insights to sorting the supply chain in delivering fashion to the customers.

According to Panganamamula, social media is changing the worldview of the customer. "A brand is no longer the place where a customer looks for fashion trends. Social media has collapsed the world of fashion retail into e-commerce sites globally, with comments from fashion bloggers, and celebrities. This has really expanded the dimension of the customer. Customers display their preferences in the varied form of the platform," he said.



"Then we have to take into account how fashion is created in this day and age. There has to be a constant sense of newness, where everyone wants to have the best looking, most fashionable clothing / accessory item on the block. Trends emerge overnight and disappear as quickly, so the ability to react to the trend is as important as the ability to spot a trend," he explained. "The entire catch is in the data. Imagine you are a designer designing a dress. If you search on Instagram for example, type #dresses, and you will find more than 77 million tagged images

and styles. Scroll down and you will get the top ten e-commerce websites which sell these dresses. The problem is that a human being can look at maximum as 1000 images in order to look for a style. But what about the rest in millions which remains unexplored?" asked Panganamamula.

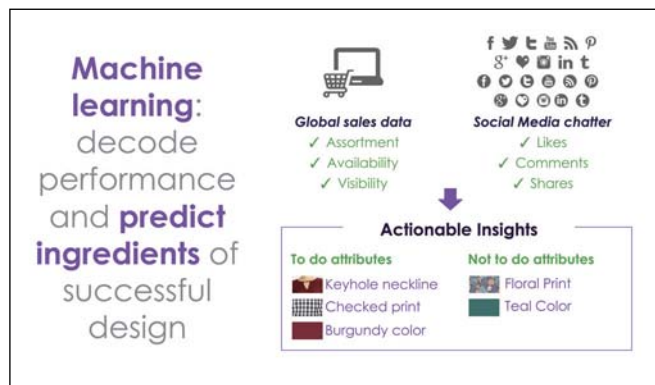
"It is very important for brands to understand what to do with this huge amount of data and shift those parts which will help them understand customers. Here's where technology comes in. Technology like Natural language processing, Computer Vision, Machine Learning, when used properly can cut down the design lead times from months to days; make designs more intelligent," he stated.

Natural Language Processing: With NLP one can decode social media and fashion blogs and get related information. This will help in figuring out fashion related

words, combined with the right fashion trends. It is not like a normal Google search where you search dress and you get a result. It is very contextual. It is like a human being reading a fashion blog and making an opinion about it. This helps you in understanding the trends along with the sense of why they are in news. This can be done by scale machines.

Computer Vision: Enables extraction of attributes from images and interpret them at scale. Basically, this helps in understanding the product on levels of categorization.

Machine Learning: This decodes performance and predicts ingredients of a successful design. When we have millions of images in front of us in the form of a huge database, machines help us in understanding what's hot and what's not. Machine learning can take a variety of signals and information on social media

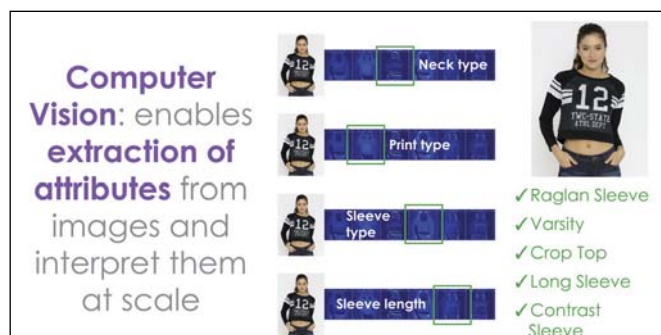
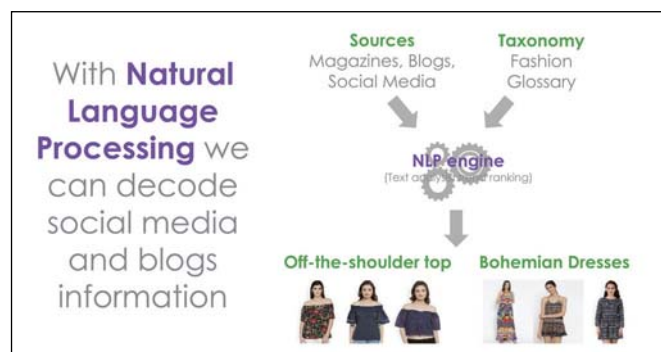


and decode data. It can look at likes and comments – good ones and bad ones too – and understand whether Style A is more liked than Style B. It can look at global e-commerce sales data and decide based on assortment, visibility, discounts they are offering. It aims to give the consumer the best possible recipe.

Myntra collaborated with MVP and launched

is rated as phenomenal growth.

Myntra has constantly evolved and enriched the algorithm and approach towards fashion retail with these technological initiatives. Today, the e-commerce giant is able to analyse shopping and browsing behavior of more than 35 million customers every month.

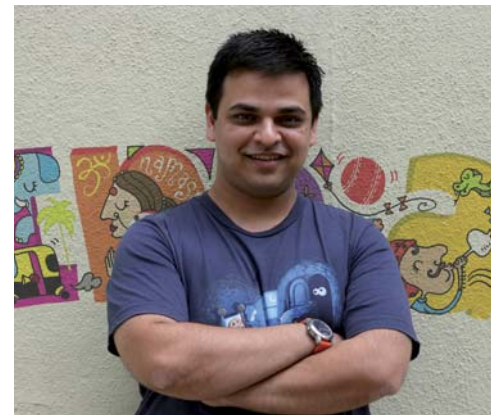


two brands using these technologies – Moda Rapid and Here & Now.

- **Moda Rapid:** Launched in 2015, Moda Rapid is Myntra's most profitable brand; scaling 200 percent+YoY growth
- **Here & Now:** Fastest growing brand on Myntra and the second largest apparel brand in less than 7 months of launch, which

The e-commerce major is currently looking at more than 14,000 social media and blogs to understand what is latest in the trend, to see what consumers want. They are tracking 4 million styles and have redefined more than 200 drops across Moda Rapido and Here & Now over the last two years. This has helped them in creating 1,200 designs every month with a small team of four to five designers. IR

Courtesy: Myntra presentation slides at IFF 2018



Design-Led Lifestyle Brand Chumbak Targets 50 Stores by FY19

– By Sandeep Kumar

Chumbak – with a USP of product assortment entirely created on fun and colorful design philosophy – retails over 100 categories through 22 stores, pan India. It also retails successfully through its web store, which has evolved into a highly interactive and fast-growing online business...

When Chumbak's founders, Shubhra Chadda and her husband Vivek Prabhakar, decided to take the plunge – leave their cushy jobs and sell their house to start a retail business – little did they know that eight years later, their quirky odds and ends business would become a brand to reckon with.

Launched in 2010, Chumbak has come a long way from its first office-cum-storeroom at the seventh floor of a rented apartment in Bengaluru. The brand started by selling collectibles and accessories. In the absence of stores, they leaned on new-age retail formats including kiosks and pop-up stores, at airports and theatres. They even dabbled in the odd niche design store.

Today, Chumbak has grown into a full-fledged lifestyle brand, which sells everything – from apparel to personal care and even home decor.

In an exclusive interview with IMAGES Retail Bureau, **Vivek Prabhakar, CEO and Co-Founder**, talks about the new-age kitsch brand, the factors leading to the brand's rapid growth, why they branched out into categories, and expansion plans for FY 2018-19. Excerpts from the chat...

Tell us about Chumbak. What is your USP, what makes you different from other brands selling the same kind of products?

Chumbak was founded in 2010 as an idea for creating a range of fun souvenirs for India and Indian consumers. The idea was a simple and straight forward thought of giving something trendy and stylish to the local audience and also to offer something uniquely Indian to tourists travelling to India. It started with our love for unusual, Indian designs though little did we know what was to follow.

What started as souvenirs stocked in multi-brand outlets soon transformed itself into a business spanning 22 stores across the country. The products became so popular that suddenly, we were not only present in large format stores and operating pop-ups and kiosks but were in a position to open and operate full-scale experience stores across popular malls as well as high streets in India.

Today, Chumbak is a 'design-led lifestyle' brand for products across apparel, home and accessories.



We retail over 100 categories through 22 stores, pan India. We also retail through our web store, which has evolved into a highly interactive and fast-growing online business with a heavy focus on building a powerful brand and providing memorable buying experiences through engaging content.

The USP of Chumbak is our product assortment which has been entirely created on our fun and colorful design philosophy. From creating products for your Home and Wardrobe, we have something for everybody and for every occasion and need.

What is your location strategy? Do you prefer to open new stores in malls or high streets?

We go wherever our customers go. Right from malls to high streets, the idea is to ensure that we have the right brand adjacencies and at the same time are in a location in the mall or the high street where our TG is extensively moving around. There is no specific preference as it also depends on the cities that we move into.

Tell us about any in-store innovative experiences that Chumbak has introduced for its customers?

From looking at in-store engagement with our customers through activations such as 'Wheels of Fortune' to store opening

'USP OF CHUMBAK IS OUR PRODUCT ASSORTMENT WHICH HAS BEEN ENTIRELY CREATED ON OUR FUN AND COLORFUL DESIGN PHILOSOPHY. WE HAVE SOMETHING FOR EVERYBODY AND FOR EVERY OCCASION AND NEED.'

experiences that include fortune cookies being given out on opening, the idea of engagement at the store is to ensure our customers find enough reasons to return to the store and find random surprises that will make them happy and satisfied.

How do you as a brand work towards shortening the supply chain in as far as the customer goes?

We ensure that across all our core categories, we have a very quick turnaround in ensuring that our best sellers are never out of stock. We also closely monitor new categories or designs that are becoming best sellers and work with our suppliers to ensure they are always on the shelves.

Tell us about your pricing strategy as per category in India?

I wouldn't call us a bridge-to-luxury brand as our price points across the board that start from ₹195 for knick-

knacks and go up to ₹5,000 to 10,000 in categories like furniture. With apparel, we begin with categories like tops which start at ₹695 and go up to ₹1495 and all our categories are fairly competitive price-wise. The idea is to create categories and price points that appeal to the entire audience of women between the ages of 18-35.

How do you face competition from other rival brands that have introduced smart casuals at very low prices?

Our USP will always be our designs and our colours which will be available across silhouettes and price points that allow our customers a unique statement. This allows us to compete effectively. We see very strong repeats in the brand and customer loyalty helps drive the story around the brand.

What is your Omnichannel strategy?

We have recently implemented our ERP across the brand that now allows us to build our Omnichannel presence to connect our stores and chumbak.com. This reduces 'loss of sale' at our stores due to inventory issues and helps push our online store more aggressively across our network of stores.

What are you doing to woo Millennials?

Our entire brand is built around Millennials. Our first approach is to build a buzz around the brand and social media plays a major role in that. We create events and customer engagement activities across the brand on our social media platforms. Chumbak has been one of the few brands in the country to make its Instagram page

shop-able. We conduct events that live up to the mindset of the Millennials as our entire communication strategy is focused on to the interests of our audience more than just trying to sell them our products.

Recently, Chumbak opened its first outlet in Kolkata (East India) at the South City Mall. What are your expansion plans in the other zones across the country?

Our focus will be Bengaluru, Delhi and Mumbai as we continue to grow deeper in these cities. Our next leg of expansion which will happen in cities like Chennai, Hyderabad, Kolkata, Pune, Ahmedabad as well as other Tier I cities. We are looking to close FY 2019 at close to 50 stores.

What are the challenges - as per you- that the Indian Fashion Retail industry is facing today?

Some of the bigger challenges are of finding a foothold in a market driven by pricing due to the power exerted by the large marketplace partners which are forcing the hand of large international brands to also follow suit. Understanding the consumer from a region and segmentation perspective becomes very important as carpet bombing them cannot be the norm anymore.

The balance between online and offline for every brand is becoming key as brands look to drive brand engagement through the online store and higher buying engagement in terms of average spends at stores that are pushing all major fashion brands in the country to ensure they are present across both channels. ☐



Vineet Gautam
Country Head
Jack & Jones

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CSR: Most Effective & Standard Business Practice of 'The Modern Retail Era'

– By Sandeep Kumar

Firms have started gauging the ramifications of their decisions and activities on society and the environment, some even going the extra mile to give back to their employees, their valued patrons, the community and the world at large. CSR activities by malls and brands today is helping scale customer engagement and brand popularity...

Corporate social responsibility (CSR) is an expansive term used to describe a company or an organisation's efforts to improve society in some way. It doesn't matter whether the company is private or government, a shopping mall or a retail store, a bank an NGO or even a multinational company. CSR efforts can range from donating money to nonprofit groups to implementing environment-friendly policies in the workplace.

With the introduction of mandatory spending on Corporate Social Responsibility brought on by the Companies Act 2013, companies in India and across the world have shifted focus from anticipating change and understanding the impact of this change to actually being the change.

Firms have started gauging the ramifications of their decisions and activities on society and the environment, some even going the extra mile to give back to their employees, their valued patrons, the community and the world at large. CSR activities by malls and brands today is helping scale customer engagement and brand popularity.

A handful of international and national companies have developed solid reputations for being do-gooders and turning their success into an opportunity to help others.

Abhishek Bansal, Executive Director of Pacific India Group, highlights the importance of CSR activities saying, "Social responsibility is important to a business because it demonstrates to consumers that the company takes an interest in wider social issues that have no direct impact on profit margins. These issues may be local, national or global, but a concern for the health and wellness of others that does

not involve sales can be seen as commendable, if handled well."

Harshwardhan Singh Chauhan, Central Marketing Head at DLF Shopping Malls, adds, "We at DLF Shopping Malls believe that the awareness levels around social responsibility within the corporate sector need to be taken a notch higher. Large corporate must undertake dedicated, mission-mode philanthropic activities in a targeted and result-oriented manner, in order to make a lasting difference. As a responsible corporate, we have been continuously evolving at the CSR front and devising action-based solutions to help and support the society and fulfill their unrealized aspirations for a better life. Our interventions in the areas of health, education, and employment linked skill development are playing its part in this endeavour to create sustainable economies and transform stagnant lives into active partnerships."

Says **Mukesh Kumar, Senior Vice President – Infiniti Mall,** "It is the pathway to everything good that a business could want like customer loyalty, brand awareness, and buying experience."

Why CSR: The Benefits

CSR has become one of the standard business practices of the modern retail era. For shopping malls and retail brands, being committed to CSR means stature and an enhanced overall reputation - a powerful statement of what they stand for in an often-cynical business world. The aim is to achieve a positive impact on society as a whole while maximising the creation of shared value for the owners of the business, its employees, shareholders and stakeholders and consumers.

Improves Public Image

Brands and malls that demonstrate their commitment to various causes are considered more philanthropic and generous

than those whose CSR endeavors are pretty much non-existent. Public image improves due to its interactive programs which increase footfall. It is a known fact that consumers feel good shopping at institutions that help the community. Usually malls conduct events and support non-profits through monetary donations, volunteerism, in-kind donations of products and services, and strong partnerships.



- On Independence Day, Ambience Malls, Gurugram and Vasant Kunj, along with Smile Foundation, initiated a CSR campaign called 'AuctionAtAmbience' for the welfare of deprived children. The money made from this activity was given to the Smile Foundation.
- Viviana Mall, organized 'The Pawsome Show' to generate awareness about pets who are abandoned by their owners once they grow old and the Indian dogs who are ignored and preference being given to international breeds. Many dog rescuers and pet lover's unfolded emotional stories of dogs rescued; the challenges they have to go through in the society, scarce availability of medical facilities, etc. The 'Pawsome Show' not only touched the emotions of the thousands of audiences at Viviana Mall but also gave an opportunity to the unsung heroes in our society who pledged to give a better life to these abandoned pets to share their experiences. Many pets were adopted during the adoption drive organised at the event.
- Select City Walk, Saket in collaboration with regional Ngos frequently organizes similar kind of session for the street dogs and on weekdays, so that new born puppies are adopted by the dog lovers so that they can get a home. Events and sessions like these got maximum coverage from the media.
- Another fantastic initiative which got a huge coverage was the 'Noise Free Garba' celebration at the Viviana Mall. The Garba and Dandiya during the festival were played in an eco-friendly manner using headphones. The mall welcomed Garba fans to be a part of the pollution free campaign by participating and playing silent Garba in the mall. Thousands of visitors enrolled to participate in the silent Garba.
- Retail Employees' Day (RED) is one such practice that is executed by the Indian retail industry. December 12th is celebrated as RED, dedicating the entire day to appreciate the efforts and hard work of the employees. Over 350 organisations and over 80 shopping malls across India celebrated the day in 2017 by organising various employee recognition and engagement activities such as cultural programmes, free make-overs, team lunch and out with the families.



Increases Media Coverage

It doesn't matter if a brand is doing a lot to save the environment and give back to society if nobody hears about it. The amount of good work a company can do in its local communities as part of CSR gets the maximum reach and benefits only if it gets coverage by the media. It helps in building the brand and also makes it popular among the target audience. It also develops a healthy relationship with the media. Media visibility is only so useful in that it sheds a positive light on the shopping mall and brands.

Boosts Employee Engagement

“CSR activities strengthen the bond among employees. People develop a habit of working together as a single unit to help others. In fact, they start enjoying work together and also become good friends in due course of time. They also develop a sense of loyalty and attachment towards their organisation which is at least thinking for the society. Corporate social responsibility also goes a long way in building a positive image of the brand,” says Bansal.

Happy employees always equal better output.



Employees like working for a shopping mall that has a good public image and is constantly in the media for positive reasons. When brands and malls show that they are dedicated to improving their communities through corporate giving programs (like matching gifts and volunteer grants) they are more likely to attract and retain valuable, hardworking, and engaged employees.

Attracts and Retains Investors

Investors who pour huge capital into malls and brands want to know that their funds are being used properly. Not only does this mean that corporations must have sound business plans and budgets, but it also means that they should have

a strong sense of corporate social responsibility. When companies donate money to nonprofit organisations and encourage their employees to volunteer their time, they demonstrate to investors that they don't just care



about profits. Instead, they show that they have an interest in the local and global community. Investors are more likely to be attracted to and continue to support companies that demonstrate a commitment not only to employees and customers but also to causes and organisations that impact the lives of others.

Encourages Professional & Personal Growth

Brands and malls with an active CSR culture can easily promote volunteerism among employees and encourage them to donate to non-profits. When employees contribute their time and money to worthy causes, they develop professionally and personally. By helping those in need and volunteering as teams, employees learn to work better together on important projects. Employees also experience a sense of pride when they know that they work for a company that cares about the community and encourages them to be passionate about worthy causes.



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CSR activities at the MNCs/Corporate/ Brands

★★★ Landmark Group ★★★

Landmark Group have always believed in creating exceptional values for all the lives they touch. From supporting initiatives that make a difference to where it counts most including diabetes research and creating much-needed awareness among 100 million people to empowering 1.5 million children through school outreach program as well as improving the quality of education in developing countries. The group has passionately created over 23 initiatives reaching over 332 million people through their wonderful family of brands. With an aim to build a happy and healthier society for all including our 98 million customers and 58,000 employees across 20 countries. They also believe that making a positive change in individual life will ultimately touch the lives of the millions.

Beat Diabetes Launched in 2009, the Beat Diabetes initiative focuses on spreading awareness about the prevention and management of diabetes across the GCC and India. The initiative conducts year-round programmes, community events and media campaigns,



to help manage and prevent diabetes. It has reached over 100 million people to date, covering around 20 million people each year, with over half a million benefitting from the free blood glucose tests alone. Key yearly activities include 'Take the Test' or free blood glucose testing; 'Get Active' community-centric fitness events; Eat Healthy cooking sessions and the Super Kidz programme, to name a few. The initiative's activities culminate with the Beat Diabetes Walk organised across five territories every November, to mark the World Diabetes Month.

Safe H2O Access to clean drinking water is necessary for health and to reduce waterborne fatalities across communities. 'The Safe H2O' programme was initiated and implemented by the



employees of the Landmark Group in Bengaluru, India. Under the programme, employees help identify government schools and *anganwadis* close to Landmark stores that need access to pure and safe drinking water. Water filters are then installed in these areas and monitored every month by the employees. The programme has helped provide 250 maintenance-free water filters to over to 113 government schools and *anganwadis* in 18 cities across India, thus giving 31,000 children access to safe drinking water.

Mid Day Meals Through the mid-day meal programme, Landmark Group attempts to provide better nourishment to children in school across India. By offering one wholesome meal a day, we



strive to give children the motivation and sustenance they need to pursue their education and enjoy a better future. The Group supports Akshaya Patra Foundation, a non-profit organisation based in India, and provides meals to more than 15,000 children everyday across 49 schools in Bengaluru, Hubli, Guntur and Visakhapatnam.

Social Health Education

Popularly known as SHE, promotes awareness of women's healthcare and hygiene in the low-income neighborhoods of Bengaluru, Chennai and Delhi in India. The initiative conducts healthcare sessions covering subjects such as basic hygiene, reproductive health and childcare. In the last two years, over 5,700 women have benefitted from the initiative.

★★★ Patanjali Ayurved ★★★

Patanjali personifies the essence of Corporate Social Responsibility because they believe profits of Patanjali Ayurved Ltd are not for any individual but are for the betterment of the society. The main area of CSR activities are education and health. Patanjali provides modern education through Gurukul system for girl child and poor students. The major activities include Acharyakulam, Kushthroggi and Patanjali Gramodyog.



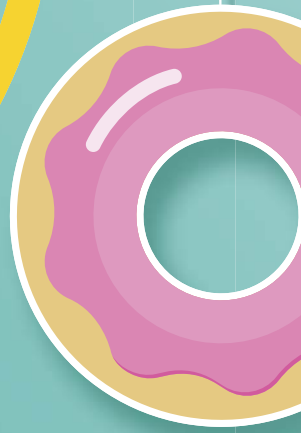
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★★★ Sri Sri Tattva ★★★

Sri Sri Ravishankar Vidya Mandir Trust, with coordination with Art of Living Foundation, generously contributes towards the welfare of society. They regularly hold medical camps in rural areas, especially in villages that are homes to the workers. They also support various

educational programs in the urban, slums and selected tribal belt. The main projects include Capgemini SSRVM CSR Connect Project, Capgemini SSRVM - Project Akshara, Capgemini & SSRVM session for menstrual cycle awareness.

Capgemini SSRVM CSR



Connect Project The School Adoption Program is a CSR initiative of Capgemini, the global leader in consulting, technology and outsourcing services, in association with Sri Sri Ravishankar Vidya Mandir Trust of The Art of Living. The project commenced in 2014 and 30 Municipal/Zilla Parishad schools have been adopted in Thane, Navi Mumbai and Pimpri/Chinchwad in the state of Maharashtra. The project aims at enhancing the learning environment of these schools at the physical as well as psychological level. The physical environment and availability of basic amenities like sanitation, safe drinking

water and a safe setting (internal as well as external) is one of the most vital factors that impact the ability to teach and hence learn in a school. The list of activities undertaken by this project includes Provision of proper sanitation facilities, minor civil works, provision of Water Filters, benches, e-learning facilities, Computer Lab and Training, Library books, First Aid kits etc.

Capgemini SSRVM - Project Akshara Under the Akshara Project notebooks are being distributed to over 40 TMC schools covering over 9000 students. The project on an all India basis is covering over 400 schools in 9 cities.

★★★ Major Brands ★★★

The main goal is to aid institutions which work towards the betterment of the underprivileged or specially-abled. Subsequently to enhance their quality of life and mainstream them into the corporate workforce. Currently, Major Brand is working on two themes our association with some these organizations consists of two themes, mainly Child betterment and Women's Emancipation through Skill Development. For child betterment & education, Major Brands partnered with Karuna Sharan Welfare, a non-profit organisation that strives for the relief and development of destitute, abandoned, orphaned, underprivileged and abused children without any caste or religious discrimination with an aim to shelter, educate and equip them for a brighter and independent life. Presently Karuna Sharan provides a home for 50 boys, a KG-10th-grade education in a quality English Medium School and a sports Program. The brand is also partnered with Muskaan Foundation, an organisation that works with children with



Multiple Disabilities and Visual Impairment (MDVI). MDVI children require a variety of services, other than schooling, such as physiotherapy, occupational therapy, speech therapy, sensory integration therapy and vision rehabilitation program.

★★★ Nestle ★★★

The focus area of Nestle is firmly embedded in their purpose. The three main ambitions include individuals and families, communities and the planet as a whole, and the efforts in each of these

areas are supported through their public commitments. The commitments are:

Nutrition, Health and Wellness

- Launch more nutritious

- foods and beverages, especially for mothers-to-be, new mothers and children
- Further decrease sugars, sodium and saturated fat
- Increase vegetables, fibre-rich grains, pulses, nuts

- and seeds in our foods and beverages
- Address under-nutrition through micro-nutrient fortification
- Simplify our ingredients list and remove artificial colours



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Rural Development

- Roll out of rural development



baseline assessments to understand the needs of farmers

- Improve farm economics among the farmers
- Improve food availability and dietary diversity among the farmers

Water

- Work to achieve water efficiency and sustainability across our operations
- Advocate for effective water policies and stewardship
- Treat the water we discharge effectively



Environmental Sustainability

- Provide climate change leadership
- Reduce food loss and waste
- Preserve natural capital, including forests

Employees

- Enhance gender balance in the workforce and empower women across the entire value chain
- Roll out the Global Youth Initiative across all our operations
- Provide training on Corporate Business Principles, Nutrition and Environmental sustainability
- Advocate for healthy workplaces and healthier employees

★★★★ P&G ★★★★★

P&G's flagship Corporate Social Responsibility Program **Shiksha- Padhega India, Badhega India**, is an integral part of our global philanthropy program - Live, Learn & Thrive. *Shiksha* has till date helped 280,000 underprivileged children access their right to education. The program has built & supported over 140 schools across India, in partnership with NGOs like Round Table India (RTI), Save the Children (STC), Army Wives Welfare Association (AWWA) and Navy Wives Welfare Association (NWWA), amongst others. *Shiksha's* vision is to help India get to 100 percent *Shiksha* someday, and it is working towards this vision in partnership with these NGOs. Another initiative **Parivartan - The Whisper School Program** has been protecting millions of adolescent girls in India from getting trapped in traditional practices of using unhygienic cloth for sanitary protection, by providing timely menstrual education. The program has been improving the lives of over 2 million girls annually across 15,000 schools in India. The objective of the program is to help adolescent girls embrace womanhood positively and enable them to adopt the right feminine hygiene practices to stay healthy in school. *Parivartan* ensures that adolescent girls do not miss school on account of periods and initiates a series of cascading effects leading to an equal gender status in the state.



★★★★ SSIPL ★★★★★

The SSIPL Foundation is an independent entity working in India to affect positive social change through targeted corporate philanthropy. Though still in its nascent stage, it has been contributing to welfare and development activities in the fields of Education, Health, Safe Drinking Water, Empowerment of the Physically Challenged, Neighborhood Community Development and Environment by donating, in cash or kind, to various charitable trusts like Pall Can Care, Heartcare Foundation of India, Shri Niwas Sewarth Nyasa and Guru Vishram Vriddh Ashram (Sheows), Sagroli Sunrise, In Rio, letsenable.com, Shradhan and Sewa Singh.

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"What is seen is sold" high quality visibility always attracts attention. In today's busy retailing, it's very critical to making busy customer stop at your shop. Use of self-service kiosk in retail can increase revenue by cutting down on staff costs, decrease pressure on staff, decrease waiting times for customers and serve at unsociable hours.



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Multiplex



Food Court



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QSR



Malls



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- ▶ Attractive design coalesce easily with the modern interiors
- ▶ Promote and provide access to store website
- ▶ Provide access to far more products than a physical store can stock
- ▶ Enable online transactions
- ▶ Gathering feedback and suggestions
- ▶ Enrol customers in loyalty programs
- ▶ Reward redemptions
- ▶ Act as a store/merchandise directory
- ▶ Promote other store/outlet locations
- ▶ Information on hot selling items and prompt them to buy
- ▶ Booking options, product locator, assist customer in making buying decision
- ▶ Promotional opportunity – Display offers and promotions
- ▶ Reduce waiting time best solution for Queue Busting
- ▶ Cross or Upselling features

Display & Touch

LCD: 21.5" & 32.5" TFT,
Touch- Projected Capacitive

System Configuration

Intel Processor range varies form Quad core to i3 or i5, RAM 4GB to 16GB expandable, Storage 64GB SSD to 1TB HDD

Other Features

WiFi, Bluetooth, Dual Camera, NFC, Card Payment, 2D QR Code Scanner, Inbuilt Thermal 3" or 4" Receipt Printer

Dimension

Pedestal: 60.68 cm (L)x 60.96 cm (D)x 144.5 cm(H) WP: 41.17 cm (L) x 27.38 cm (D) x 77.83 cm (H)

★★★★ Raymond Group★★★★

The Raymond Group has always strived to contribute to different sections of the society. Beyond business, the objective of Raymond's social initiatives are conceptualised to create inclusive growth for the lesser privileged sections of the society. The major



activities include

JK Trust Gram Vikas

Yojana The mission of is to significantly improve the quality of life in rural areas through a Cattle Breed Improvement Programme (CBIP). The surplus milk production achieved through this programme has helped to reduce infant mortality and malnutrition amongst children, creating employment and thus alleviating poverty in 11 states of India.

JK BovaGenix This first-of-its-kind breeding program utilizing in-vitro fertilisation

of selected indigenous cattle breeds was launched on 20th July, 2016. JK BovaGenix aims to achieve 1,000 IVF pregnancies within a year of its commissioning and scale it to 10,000 by 2020. This pioneering initiative is conceptualised to produce genetically superior cattle breeds at a rapid pace, thereby enhancing the milk yield in a short period of time.

Community Initiatives Skilled Tailoring Institute

A unique employment linked CSR initiative of Raymond is the Skilled Tailoring Institute by Raymond (STIR) conceptualised to train

unemployed youth, women, minority community and lesser privileged sections of the society in the art and science of tailoring. It has three centres situated in Kolkata, Jaipur and Lucknow.

Raymond Rehabilitation Centre

The centre focuses on welfare of underprivileged children over the age of 16. The three-month vocational courses comprise of basic training in electrical, air-conditioning and refrigeration repair, tire puncture and repair, plumbing etc which enables students to be independent and financially self-sufficient.

★★★★ Aditya Birla Retail Limited★★★★

The Aditya Birla Group is working in 5,000 villages, reaching out to 7.5 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development focusing on Health-Care, Education, The Girl Child, Sustainable Livelihood, Women Empowerment, Infrastructure and Espousing Social Causes. ABRL CSR activities are spread across 17 states pan India.

Healthcare

- Over a million patients treated at 5,000 medical camps and our 20 hospitals annually.
- More than 1,200 children underwent cleft lip surgery.
- 50 deaf and mute children (0-5 years) underwent the cochlear implant surgery. This was a life-changing experience for the children as they can now speak and hear.

- Over 5,000 physically challenged persons have been provided with artificial limbs making them self-reliant in Karnataka (Harihar - 3,000 persons) and at Lucknow (Jagdishpur). This is done in collaboration with *Bhagwan Mahavir Viklang Sahayata Samiti*.



- Helped immunise 70 million children against polio over the last 7 years. For the last 3 years, they have been working with Rotary International on non-resurgence of polio.
- Mother and Child Health



- Care projects serve 1 lakh women and their children every year.
- Village Social Entrepreneurs Project in health care covers around 3 lakh people at 100 locations in 4 states (Andhra Pradesh, Kerala, Haryana and Uttar Pradesh).
- Across the group, under the Revised National Tuberculosis Control Program (RNTCP), ABRL caters to 5,000 patients and administer the drugs under DOT (Directly Observed Treatment).
- HIV Aids awareness programmes have reached to 30,000 people annually.
- Installed 50 Reverse

Osmosis Plants (RO) which provide drinking water to villagers near our units.

- In their endeavors towards open defecation-free villages, ABRL has helped set up over 22,000 toilets, partly leveraging government schemes for the social sector. In 50 villages, spanning over 2,000 households in Jammu & Kashmir, they have provided 2,010 toilets.

Sustainable Livelihood Programmes

- Vocational Training Centres and the Aditya Birla Rural Technology Park accord training in sustainable livelihood projects to 95,000 people.
- Through the Aditya Birla Skills Foundation, 5 large Multi Skill Multi Sector Training Centres have been set up in Raipur, Udaipur, Vadodara, Bhopal and

Nagpur, creating an annual capacity of approximately 2,000 urban poor (18 - 30 years). Short term (2 to 3 months) different skills training programmes are being offered to the youngsters at these Centres ranging from hospitality

to computers to electronic and electrical repair to cosmetology.

- Established Applicators Training Programme in Rajasthan, which provides special training to masons and others in the construction sector. So far,

over 8,000 people of which 2,000 are women have been trained.

- In a collaborative project with CII and Sector Skills Council - Pradhan Mantri Kaushal Vikas Yojana (PMKVY), the group runs 6 centres. Up until now 2,200 youngsters have benefited. These youngsters are trained in automobile repairing, electrical services, IT-enabled services, beauty and wellness, BPO, retail sales, garment designing, courier services and logistics.

Model Villages

Aditya Birla has been engaged in creating model villages in rural India. 300 villages have been chosen for this transformation - whereby, in a five-year time-frame, the villages will be self-reliant in every aspect, moving out of the "below the poverty line" status. So far, more than 90 villages have already reached the level of model villages. These are located in Tamil Nadu, Karnataka, Chhattisgarh, Maharashtra, Gujarat, MP and Rajasthan.



★★★★ Shoppers Stop ★★★★★

Shoppers Stop have been commencing eco-friendly initiatives since 2007 with the mission to conserve energy and formulated 'Energy Management Policy'. The evaluated opportunities available is to advocate '3 R' mainly-Reduce,Reuse and Recycle. Solar Pipe system was installed at the Mumbai Store to maximises the concept of Renewable Energy by reflecting, intensifying sunlight & even normal daylight, down through a pure silver base mirror-finish aluminum tube.

Waste and leftover materials post Project execution were reutilized for creating infrastructure at government schools of underprivileged children. Wastage Reduction in Landfills was made that created facility for students. Introduction of 'Back To Earth' merchandise range in home products made of eco-friendly material, chemically untreated cotton, bamboo, jute & dead wood. Each vendor provides certification for using dead wood to manufacture goods and also plants trees maintaining nature.



★★★★ Colgate-Palmolive ★★★★★

Colgate-Palmolive long-term sustainability strategy is focused on three areas: People, Performance and Planet. Colgate has programs in place to promote oral health in communities, to reduce energy use and to increase efficiency.

People

- Continuously improve employee health and reduce health risks by 15 percent
- Encourage healthier living for Colgate People
- Ensure a safe and healthy work environment with

a goal of zero lost-time incidents

- Expand 'Colgate Bright Smiles, Bright Futures' program to reach 1.3 billion children
- Partner with animal shelters



to help over 2 million dogs and cats find a home. Learn more about Hill's Food, Shelter & Love program.

- Reach 60 million people annually with handwashing education
- Expand "Colgate Cares Day" globally to be a leader in volunteerism

Performance

- Reduce our manufacturing water intensity by half compared to 2002
- Replenish water withdrawn in highly stressed regions
- Increase supplier participation in our water

stewardship program

- Partner with local and global organisations to bring clean water to underserved areas
- Promote water conservation awareness to all our global consumers. Learn more about our commitment to saving water
- Responsibly source forest commodities to reach zero net deforestation.
 - Promote the use of renewable energy and reduce absolutely greenhouse gas emissions from manufacturing by 25 percent

CSR Activities By Premium Malls

★★★★ Ambience Mall ★★★★★

Mend a Heart – a CSR initiative by the Ambience malls to help the unprivileged by raising funds for them; On Independence Day, Ambience Malls, Gurugram and Vasant Kunj, along with Smile Foundation, initiated a CSR campaign called 'AuctionAtAmbience' for the welfare of deprived children. The money made from this activity was given to the Smile Foundation.



★★★★ Viviana Mall ★★★★★

Pankh- Wings of Destiny

The mall launched 'PANKH'-Wings of Destiny (a joint initiative with TRRAIN and Youth4Jobs Foundation) center for training and shaping careers of Persons



with Disabilities (PwD's) within the premises of the mall. PwD's are employed through the mall's and Pankh's strong network of retailers driving inclusion in their organisations. The Pankh centre is the mall's second initiative inside the mall premises to support

equal access & opportunities for persons with disabilities to further empower them and give direction to their career.

Training for Visually Impaired

Viviana Mall in association with XRCVC assist visually impaired persons to learn, understand and use new technology. Special training workshops are arranged to enhance skill sets suitable for banking and government jobs. This year, the mall had arranged a special training for visually impaired persons so that they even try and use to the online transaction that has suddenly become the wave in order to go cashless. Special trainers gave hands-on training to visually impaired persons regarding UPI digital payment channels at the mall.

World Disabled Day Viviana – XRCVC Resource Centre felicitated achievements



of differently abled on the World Disabled Day. The mall organised a fun evening for differently-abled kids and provided them a platform to showcase their dancing, singing and other hidden talents on the world disabled day to spread the message that 'They are not disabled but they are specially abled'.

Independence Day To make the Independence Day special, Viviana Mall organised a bouquet of events - blood donation camp, cancer awareness drive and paint the wall contests to make this Independence Day more noble and expressive.

On the occasion of Women's week in March 2018, Viviana invited Women Acid Attack survivors to create awareness and campaign of stopping acid sale and acid attacks. Laxmi Agarwal, the Indian campaigner with Stop Acid Attacks and a TV host, who is also a survivor of acid attack was the guest of honor for the event at the mall. Acid attack survivors from NGO Acid Survivors & Women Welfare Foundation (ASWWF) not only walked the ramp with confidence and style but their fighting spirit struck emotional chords of everyone at the ExtraordiNAARI event.

On the occasion of Women's week in March 2017, Viviana invited Ms. Hemangini Patil, Deputy RTO of Thane to felicitate women achievers. Belinda Pereira, an inspiration for serving the under-privileged bagged the coveted 'ExtraordiNAARI' 2018 title.

★★★★ Infiniti Mall ★★★★★

Infiniti Malad held anti-drug awareness program in association with Mindspace and Mumbai Antinarcotic Department. The program was a much needed 'wake-up call' to warn people about the harmful effects of drug abuse. The program also had a focus on parents as a way of preventing children from resorting to the use of drugs. The mall along with Mumbai Traffic Police organised awareness program about Traffic Rules and regulations for the citizen.



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Key Features

- > 4 Sided Open Corner Plot
- > 1 KM Long High Street Retail
- > Multiple Entry and Exit Points
- > Opposite to Upcoming Medanta Hospital
- > Catchment of More than 8 Lac* People



OUR ASSOCIATE PARTNERS



★★★ Pacific Mall ★★★

During their summer festival event, special celebrations sessions were arranged for children who are part of the NGO's and schools that the mall regularly partners with. In our last summer camp, around 45 Kids from 'Chahat Special School' came to the mall to inaugurate the event and spend the entire day learning and doing fun activities at the mall. Pacific regularly provided space to NGO's and another special group at the Mall to conduct awareness campaigns and other initiatives, like blood donation camps, health camps to name a few. Among others, they partner with Tihar Jail to sell products manufactured by in-house prisoners and with Goonj to donate clothes and other

essential items. They also conduct periodically Disaster Management Drills involving all concerned authorities i.e. Police, Fire, traffic, MCD. Hospitals etc. and also frequently work with the Police and Traffic teams to conduct various awareness campaigns. At Children Day, Pacific Mall celebrated by inviting 35 Children aged 7 - 15 years from NGO Khushiyan were invited to be a part of their special day. As part of on-going annual reach-out campaigns on New Year celebrations, Pacific Mall spreads joy by visiting the nearby slum areas to distribute food packets to the needy.

Pacific Development Corporation Limited with its motive "PACIFIC- Let's

Create Together" believes in the involvement of the society at large to create and build future India and deliver the quality services to the countrymen. We strive to take care of the interest



of all the stakeholders of the company, whether it is regulatory authority or customers or shareholders or the locality or environment where it operates or residents.



Pacific partners with non-government organisations (NGOs) and various societies to make a difference among local communities where it operates and works towards removing malnutrition, improving healthcare infrastructure, supporting primary education, rehabilitating abandoned women and children, and preserving Indian art and culture.

★★★ High Street Phoenix ★★★

The mall hosted Palladium Anniversary in September, wherein they portioned out 5 percent of Palladium brand sales on that particular day and the proceeds are then handed over to an NGO's like Light of Life Trust that works towards the betterment and transforming the lives of the underprivileged kids. Similarly, for all the kid's related events and parties such at the time of Christmas, Halloween and Easter that we host at Palladium, the tickets sales proceeds are donated to such NGOs.



★★★ Inorbit Mall ★★★

Inorbit conducted 'The Tree of Smiles' campaign at all the five locations. In this campaign, Inorbit gives its shoppers an opportunity to play Santa for underprivileged kids. Through this campaign, patrons can buy gifts like stationery; toys etc. and drop it in the giant stocking set up at the mall. Once the collection drive is over the gifts are handed over to an NGO.

★★★ LuLu Shopping Mall ★★★

Under LuLu Smiles, the mall has been doing a lot of CSR activities on health awareness and social campaigns, mainly blood donation camps, eye check up, vaccination camps, BMD screening and diabetes check-up and consultation on World Diabetes Day.



★★★ PhoenixMarket City ★★★

The CSR activities for 2017 were

- Phoenix Festival of Giving organised by Smile Foundation.
- Green Peace – Environment Day
- Cook for a Smile – In association with Smile Foundation
- UNICEF Awareness Drive
- Green Peace – Waste to Food
- World Yoga Day – In association with Reebok



★★★ DLF Malls ★★★

Aravalli Utsav at DLF

CyberHub A ten day long initiative by DLF to spread awareness on the importance of Aravalli Ranges was organized in the month of February 2018. One of its kind documentation to build awareness among the citizens from all walks of life such as students, photographers, birders, environmentalists, conservationists, researchers and policy makers, as well as the general public on the significance of Aravallis in their life.



Aravalliscapes-Photo

Exhibition A photo exhibition of over 130 unframed images was curated by renowned Indian photographer Aditya Arya. This is a documentation of the landscape over a period of one year by eight photographers: Ankur Dutta, Aoun Hasan Naqvi, Bhavesh Bhati, Manu Yadav, Mohit Agrawal, Prakhar Pant, Srishti Bhardwaj, and Sandeep Biswas. It is a tribute to the Aravallis that have withstood the onslaught of nature's own extremities and is an initiative carried out under the aegis of the India Photo Archive Foundation.

3D Experiential Zone

Aravalli Utsav also provided an experiential zone that will take people through the world of Aravallis. A first of

its kind setup, in Gurugram, was displayed throughout the event wherein the public gets a chance to explore the three-dimensional environment of the Aravallis.

Walk and Talk at the Aravalli Biodiversity Park (February 24, 2018)

The visitors registered for a free walk through the Aravalli Biodiversity Park to explore the flora and fauna in their natural surroundings.

Pledge Wall A unique pledge wall was installed for visitors to pledge about one thing they would change their lifestyle to protect the environment.

Protecting our shared environment is of fundamental importance to all of us at DLF. Aravalli Utsav is not merely an exhibition of photographs, but photography as a means of social change, of spreading



climate and ecological awareness. DLF has taken this initiative as a part of our social responsibility towards the younger generation we cater to. The need of the hour is to encourage dialogue and discussions so that people own up to their responsibilities towards the environment," said Sriram Khattar, CEO, DLF.

National Girl Child Day Week Celebrations 2018

To counter the decline in the sex ratio, programs and campaigns aimed at the empowerment of women and girls were initiated by the government across the country. In one such measure, January 24, 2008 was declared as the 'National Day of the Girl Child' to celebrate and honour girls across the nation. A series of program was conducted under the banner of 'The Vanishing Girl Campaign' in Delhi for the week of January 18th – 24th to celebrate the National Day of Girl Child and raise awareness about the practice of gender-biased sex selection. The objective was to raise awareness of the practice of gender-biased sex selection and invite one million people to pledge to stop sex selective abortions and discrimination of girls in their families. A kiosk tentatively planned at the DLF Shopping Mall throughout the week (January 18-24) between 12- 5 pm. People were asked to sign the pledge to save the girl child. People were encouraged to participate in a social media campaign with selfies with their daughter or taking the pledge. The team members spoke with the individuals on topics related to rising in gender discrimination and sex-selective abortions, lack of equal opportunities for women and girls.

★★★★ Nexus Mall ★★★★★

The key activities conducted by Nexus Mall were:

- Celebrated World Autism Awareness Day which comprises of skits, awareness talks & performances by special kids. Ahmedabad One, in association with “Saransh Foundation” utilized the day for spreading awareness

- amongst its customer range & showcasing some performances by the talented special kids
- Summer Workshop for Underprivileged children at Ahmedabad One
- Cleanliness Awareness Day at Ahmedabad One
- Distributing clothes to Underprivileged children by



Elante Mall in association with NGO ‘Serve Humanity, Serve God’

- ‘World Environment Day Awareness Drive’ by Ahmedabad One
- ‘No Tobacco Day Awareness Drive’ by Ahmedabad One
- ‘World Deaf Day Awareness

- Drive’ by Ahmedabad One
- Westend Tiger Trail- One of its first kind initiatives to promote & support Tiger conservation in India by bringing together Wildlife Photographers, Wildlife Conservation Activities, Kids & Customers together under one activity
- ‘International Day’ of for disable people by Ahmedabad One
- ‘Rural Women Empowerment’ by Ahmedabad One in association with Samvedana, to showcase and educate the women on how the products reach the customers through a retail format
- Seawoods Grand Central Mall to open art gallery- Part of ‘Nexus One’ community initiative programme to promote local talent.

★★★★ Garden Galleria Mall ★★★★★

Tree Plantation Initiative Gardens Galleria Mall as the name suggests, is themed around the concept of planting mini garden all over the place where people can rejuvenate themselves & connect with nature at the same time. The concept in itself is an innovative approach & a world-class initiative that needs attention.

Robinhood NGO Activity This Independence Day, Gardens Galleria stretched a hand towards the underprivileged segment of the society by distributing food & sweets to the people, in association with Robinhood NGO.

Rally for Rivers: In support

of the global initiative, Rally for Rivers launched by Isha Foundation, Gardens Galleria came forward by creating awareness among

people about the issue. From broadcasting the informative videos on main screens of the mall to engaging people & educating them about the

same by different activities, the mall did its bit.



Pink Prabhath Gardens Galleria stood tall, supporting the fight against Breast Cancer through an awareness initiative, Pink Prabhath, by Bliss Foundation & supported by Max Hospital. The programme included many activities like yoga, zumba, aerobics, skipping, painting & interaction sessions that helped people know about symptoms of Breast Cancer & how can it be prevented. Many Breast Cancer survivors also participated in the activity & showed their support. **IR**

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Revlon Has an Edge Over Indian Brands in Terms of 'Technology and Understanding Trends'

– By IMAGES Retail Bureau

Revlon believes that its global brand recognition, product quality, R&D, innovation and marketing experience will enable it to create an eminent position in the leading global consumer brands segment in India



Revlon, with the distinction of being the first international color cosmetics brand to be launched in India in 1995, was started with an alliance between Modi-Mundipharma PVT Ltd. (a joint venture between the Umesh K Modi Group of India and Mundipharma Group of Switzerland) and Revlon of USA.

The company's vision was to establish Revlon as the quintessential and most innovative beauty company in India. Today, the brand is a global-standard cosmetic, hair color, hair care, body sprays, fragrances and skincare company.

In an exclusive conversation with IMAGES Retail Bureau, **Rajiv Kumar Bobal, Director Sales and Marketing, Modi-Mundipharma Beauty Products Pvt Limited**, talks about the company's India journey, its expansion plans, and the growth he has observed in the beauty industry in India. Excerpts...



You were aggressive in opening EBOs in 2017, what has been the total count last year? What are your plans for 2018?

We had plans to open 80 stores by the end of 2017 and we reached our target and went ahead to launch 83 stores in total. Our new target is to reach 140 stores by the end of 2018.

How much will these EBOs contribute to your total India revenue?

India as a country is taking retail forward. As of now we are just planning to increase EBOs and achieve 15 percent growth and we hope to reach upto 20 percent by 2018 end.

What are the preferred store types for Revlon in India – full-fledged EBOs or kiosks? What is your location strategy – malls or high streets?

We don't have a fixed strategy. Or main motive is to make the brand visible. Cosmetics fall under the category of impulse

purchase. A woman sees something new, she will buy it. Visibility is key for us then be it in a high street or a mall, EBOs or MBOs.

What is the growth in the beauty industry in India, a country where beauty may not be priority for a lot of people?

This was true some years ago, but of late, beauty has really evolved as an industry. People are experimenting a lot with new brands that are coming in. There used to be typically three or four beauty brands in India earlier. However, about five years ago, beauty brands from developed economies started foraying into India. Then more recently, brands from developing countries like

available to the consumer in the market.

Tell us about your Omnichannel strategy for India.

We are opening up a lot of avenues of sale and doing great business in e-commerce as we go along. We are planning to upgrade the online side of the business, come up with various offers and combos for consumers. Omnichannel is at the top of our minds. It is a strategy that we are evolving constantly. The priority for now is to open more EBOs, establish a regular store growth pattern. Once we do this, we will certainly come in tune with the world as far as Omnichannel is concerned.

the quality of products that Revlon offers is the main reason that the consumers prefer us. We have done a lot of research on this and we understand the kind of quality and safety in products that the consumer demands. Our stringent American regulations in terms of quality control work in our favour.

Apart from that, we upgrade products are per latest trends, fashions and colours which are in vogue across the globe. We also innovate a lot to create new and higher quality products. Most of our products are ahead of our competitors because we use superior technology.

What are some product innovations that Revlon is bringing into India?

There are two things that we are doing - firstly, we are using latest technology to develop new products and secondly, we are also experimenting with shades to suit the Indian skin tone and climate. Since almost 70 percent of the products are manufactured in India, as per our American guidelines, we make sure that we come up with shades which are in tune with Indian demands.

Some of our latest products will showcase the above:

1. Revlon ColorStay Exactify Liquid Liner - The recently launched ColorStay Exactify Liquid Liner has the innovative and easy to use Exactify Wheel Tip that promises a comfortable, smooth and exactifying line that stays upto 24 hours.
2. Revlon ColorStay 2-in-1 - Another of our breakthrough and revolutionary product is the two-in-one case of a compact-cum-concealer -- a first for a cosmetic

brand. They are so precisely shade matched that women automatically prefer this.

3. Revlon Ultra HD Gel Lipcolor - When it comes to hydrating, high-definition and lightweight lipcolor, the final word is the gorgeous-looking Ultra HD Gel Lipcolors. There's simply no match to these darlings!

Tell us about Revlon Lounge, the exclusive beauty lounge that was launched in January 2018.

Located and spread across 660 sq.ft. in Phoenix Mall Pune, it is the largest and one-of-a-kind exclusive beauty lounge with plush space which boasts of a 'Shampoo Station' for complimentary hair colour activity. It also has a designated space for makeovers. It also boasts of a luxurious experience with a specialised gondola right in the middle of the store to choose from a variety of hair colour. All display unit and visuals come with a back light and as per Revlon standards, the lounge has a complete range of products to choose from. We are in talks with other mall developers to roll out such lounges across all metro cities by 2018.

What kind of competition do you face from homegrown brands?

Indian brands are very differently positioned from us. We have an edge over them in terms of technology and understanding of trends. Consumers want to follow global trends - something we understand better because of our American heritage. We then adapt these trends to India. The way we behave is very different from homegrown brands to be honest. **IR**



Turkey have started coming into India as well.

The industry is growing, there's going to be a lot of tough competition going ahead, and of course there is going to be a lot of choices

What does Revlon India do to attract and retain consumers in a market which is brimming with cosmetic brands - both foreign and homegrown?

I think first and foremost,

The Next Level: iD Partners With MTV Roadies Xtreme

BY AMIT CHOPRA

Directors of M&B Footwear, Bhai Ajinder Singh and Inderdev Singh Musafir, see twice the opportunity for footwear in India. As a result, the company's brand iD has stepped into the future with MTV Roadies Xtreme to pave the way for functional and fashionable possibilities.

M&B Footwear is a vertically integrated footwear manufacturing and distribution company, with in-depth experience of handling a myriad of national and international brands. The company started operations in the year 1993, and it is amongst the few Indian footwear companies to have achieved multi-fold growth in a short span of time.

M&B has two state-of-the-art manufacturing facilities with an annual capacity to produce over 2 million high quality leather shoes and sandals. The core strength of the company lies in its vast sales and distribution network – extremely important since its brands and products are available across 4,000 premium retail stores across India.

iD, M&B's Indian footwear cult fashion brand, is a flagship project which aims to create unique and exciting stylised products. The brand has a unique following amongst the youth. Every product is distinct compared to what is available today in the cluttered footwear market. Special surface treatments on leather, investment on exclusive moulds and dyes make it both exclusive and unique within its segment.

The core consumer group of iD falls between age group 18- 25 years who are college-goers and young professionals, who have a knack to do things differently, go beyond conventional boundaries, follow new fashion trends, love music and participate in off-beat events.

iD has recently associated with youth-based popular reality television show, MTV Roadies. The reason behind this association is obvious, says Musafir.

"Since the show has enjoyed much success among the youth, there is a natural alignment of iD brand with Roadies or you can say both complement each other in terms of TG (target group) and attitude. Roadies is amongst the few reality shows which has a huge viewership across all digital platforms. Today in India, more than 8 million youngsters follow Roadies on social and digital platforms and these youngsters are common TG with the iD brand. These youngsters have a different approach towards today's life. They like to cross conventional boundaries, which is a core and common value between iD and Roadies, therefore Roadies gives a direct connect to iD brands core consumer," he explains.

This association is one of the many strategies the brand has adopted to expand its presence in the country. Apart from this, iD shoes are available both online and offline channel of sales, which include all big departmental stores, footwear special stores and



About Inderdev Singh Musafir:

While some may look at skipping rungs on their ascent to the apex of the business ladder, Musafir has always learned valuable lessons from each step he ascended, making sure he was fully prepared by the time he completed the climb and reached the top. This meant absorbing everything those at the top could teach him. He acknowledges that at M&B footwear he has access to the finest business leaders in the world.



Bhaiji Ajinder Singh



premium footwear stores. The brand is also looking at getting into an aggressive distribution strategy across India.

The brand usually aligns all its marketing activities as per the current market response.

"We are already investing heavily on ATL and BTL activities to increase brand awareness.

Digital marketing is a focus medium of advertising for us largely due to changes in consumer behaviour. The youth of today is spending a good amount of time on smartphones and internet to keep themselves up-to-date with current trends, and actively participate in voicing their opinion on social media even if it is rebellious, and these are the core customers of the iD brand," says Musafir.

The brand is very active on all digital and social media platforms like Facebook, Twitter, Instagram and YouTube. Within just one-and-a-half-years, iD has more than 3,00,000 followers on its Facebook page, which is a testimony of its brand liking amongst youth.

"Similar to MTV Roadies, we have plans to align the ID brand with other such marketing activities/integrations on TV and Social/ Digital platforms. ID's new TVC is already running on MTV and other Viacom and Social Media channels to promote the brand, and this will continue till December 2018," Musafir further explains.

Expansion Plans

Currently iD footwear is available across 300 stores which include all major modern retails chains and key account stores such as Metro, Lifestyle, Central, Shoppers Stop and selective regional chain stores and MBOs.

We started with Southern and Western parts of India covering Karnataka, Andhra Pradesh and Telangana, Tamil Nadu, Kerala and Maharashtra, and now we plan to expand the iD footprint to the other markets of India within this year, says Musafir. However, he adds that it is tough to forecast as to which region will contribute more on numbers, though the south market has shown some very encouraging numbers.

"As per our understanding and learning from the past two decades, we have come to the conclusion that every region within India has its distinguished preferences and demand, and if we can align ourselves to this, there is a huge sales potential in each segment. We are targeting exponential growth in the next three years as currently iD shoes are only available in selective zones and we have yet to cover the major markets of India," he says.

The brand is also working on expanding the iD portfolio into apparels and accessories such as belts, socks, wallets, bag-packs etc. The hunt is on for suitable channel partners to build the iD brand across all fashion product categories.

By the 2020 we are targeting to open a minimum of 50 standalone iD flagship stores across all major cities of India. These stores will be a showcase of iD's DNA and in turn will facilitate the launch of the India's first cult fashion brand in other international markets.



Now, at the top of its game, Chaayos is revolutionising the way Indians drink chai. With over 12,000 customisation options, the brand gives Indians a chance to order their favourites while personalising their brew, all the while luring and retaining consumers...

– By Surabhi Khosla



Chai, India's unofficial national beverage, is a cure for ails, a drink for all seasons and is taken very seriously in the country. So seriously in fact, that some companies are taking it out of your homes and making it their business to give you the best cuppa you've ever had.

One such company is Chaayos. Founded in November 2012 by IIT alumni Nitin Saluja and Raghav Verma, Sunshine Teahouse-owned Chaayos is India's fastest growing 'chai café chain'. Operating a *chai* chain is not everyone's cup of tea, but this startup does it with panache. Chaayos offers consumers more than 25 varieties of *chai*, some of them quite new-fangled, in keeping with its tagline 'Experiments with *Chai*', apart from providing snacks to enthusiastic tea lovers.

"It was out there, everybody was drinking *chai* multiple times a day and there were hardly any good options to drink a great cup of

“A Progressive Brand Needs to Be Where Its Customers Are”

– NITIN SALUJA, CO-FOUNDER CHAAYOS

tea outside of home and that's why we came up with Chaayos and instantly customers started to love us," says Co-Founder, Chaayos, Nitin Saluja,

The *chai* chain spotted the right opportunity, the right gap and started brewing its way to the top. They understood what their consumers wanted – a piping hot cup of tea – and made it their business to provide it to them.

Now, at the top of its game, Chaayos is revolutionizing the way Indians drink *chai*. With over 12,000

customisation options, the brand gives Indians a chance to order their favourites while personalizing their brew, all the while luring and retaining consumers. And it's not just the middle-age tea drinking Indian that they are attracting.

"Personally, I am of the opinion that kids in India take to tea at a very early age. This coupled with the fact that *chai* is a beverage that people drink multiple times a day makes for a winning proposition for us. Our primary consumer group starts from the age of 21, when people get into their

first jobs. Having said this, at our *chai* cafés, we see a lot of kids from 9th to 12th grade come in and sip a cup of *chai*," says Saluja.

The brand also has a rapidly growing home delivery segment, wherein they deliver fresh *chai* in disposable *kettlis*, which keep tea hot for an hour-and-a-half.

"As a progressive brand, you need to be where your customer is. As a progressive brand, you need to be able to service your customer whenever your customer needs you. This is the thought that led us to start deliveries. A lot of people thought it was

THE CHAI FUNDING TALE

- ▶ Chaayos originally raised an undisclosed amount of funding in March 2014. The funds were used for opening more stores in Delhi-NCR.
- ▶ In December 2014, the *chai* café received ₹2 crore funding from Zishaan Hayath of Powai Lake Ventures.
- ▶ In May 2015, they got \$5 million in a Series A funding from capital firm Tiger Global Management, the first investment in a non-technology consumer startup in India.
- ▶ In October 2017, the startup raised \$2 million from existing investor Tiger Global Management in an internal round of funding.



a ridiculous idea since they figured by the time the tea reaches them, it will be cold. But it's been 2.5 years now and we are still delivering – people want their fix delivered to their homes and offices,” says Saluja.

“Chaayos’ delivery has been as big a hit as the café itself and we now get 20 percent of our revenues from the delivery arm of the business,” he adds.

Brewing the Best

The brand follows standardised processes built for scale from first day of operations. Continuous process improvement to

“IT WAS OUT THERE, EVERYBODY WAS DRINKING CHAI MULTIPLE TIMES A DAY AND THERE WERE HARDLY ANY GOOD OPTIONS TO DRINK A GREAT CUP OF TEA OUTSIDE OF HOME AND THAT’S WHY WE CAME UP WITH CHAAYOS AND INSTANTLY CUSTOMERS STARTED TO LOVE US”

deliver better service time and standardised quality, rigorous training and certification structure, and procurement of raw materials from the best sources in India to ensure a brilliant cup of *chai* are some things Chaayos religiously follows to ensure that the kitchen maintains food and beverage quality and consistency.

Being a leader of *chai* café market, Chaayos has continuously improved customer experience by investing heavily in product development, technology and service.

The company has recently developed and installed a machine called the ‘*Chai Monk*’ in its outlets with an aim to maintain consistency in taste and quality and reduce manual dependence. The ‘*Chai Monk*’ will take customised orders and every order will be made fresh following the specific requests of the customer.

“We have been investing very heavily for the past five years into training our

executives and this is where, frankly, the majority of our resources go. Training I strongly feel is the name of the game, especially since we need to ensure that our executives follow the right processes. At the end of the day, the *chai* that a consumer likes should taste the same across outlets,” says Saluja.

Numbers Game

If a customer wants to take you home, then s/he should be able to do just that, is what the management at Chaayos believes.

“We came out with a set of products in early 2014 to retail from Chaayos cafés, chaayos.com and exclusively on amazon,” says Saluja.

Having said that, he adds that the brand is taking it slow in as far as expansion is concerned.

“I don’t think we are very keen on growing very fast. We don’t want to spread ourselves too thin so, we take one step at a time. We are 55 stores in 3 cities primarily. We are present in Delhi-NCR, Mumbai and Chandigarh. We have two outlets on highways as well now. The

funding we get – and we just raised \$2 million from Tiger Global Management in Oct 2017 – is going to be deployed towards opening more outlets. However, we don’t have a fixed expansion target for 2018 yet. We don’t have any revenue targets either. We just continue to focus on same store growth and as long as same stores continue to grow, we are a happy bunch,” he states.

Despite the growth, the brand has been hit by the removal of input tax credit.

“The removal of Input Tax Credit, especially since GST has been reduced from 18 percent to 5 percent has certainly put a strain on the overall unit economics. It has now become a cost from what it used to be earlier – a pass-through spend. I am certain the dust will settle over time, but I would be delighted if Input Tax Credit on rentals is brought back,” says Saluja.

Aside from this he is confident that both Chaayos and the Indian food service industry are poised for great growth and will be much bigger entities over the next five years. [R](#)

IFF 2018

USHERING IN A NEW ERA OF FASHION RETAIL.

- By IMAGES Retail Bureau

India Fashion Forum is the only forum which matters in India when it comes to fashion brands and retailers sharing game-changing insights, world-class creative, innovative ideas and campaigns along with the intellectual collaborations which is taking the industry forward...

On March 13 and 14, 2018, fashion retail, its allied brands and experts - from India and overseas - gathered at the India Fashion Forum (IFF) 2018, at the Hotel Renaissance Mumbai. The 18th anniversary of the mega event presented a platform for India's leading fashion incubators, creators, influencers, marketers and retailers to share learn and gain insights, ideas, innovations and intellectual collaboration within the various sections of the industry.

Rated as a forum for expanding business and reaching out to the pre-modern fashion and lifestyle audience, IFF 2018, was a usual exciting blend of conference sessions, workshops and masterclasses, zoned exhibitions and industry awards mark the trends and success in the business of fashion in India.

The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs Roundtables, presentations, Knowledge Series sessions and workshops. Four themed exhibition platforms - TrendView, L Cube, Customer Experience Forum, India Brand Show - showcase the most market-ahead fashion ingredients, design innovation, technology, retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.

The two-day event's theme was: **"Intelligent Engagement, Powered by Design, Retail as an Experience, The Tech of Everything"** as the Four Power Centres of the Smart Fashion Movement.



*Intelligent
Engagement*

*Design for
Experience*

*Business
of Retail*

*The Tech of
Everything*





Michael Yacobian

Michael Yacobian's Masterclass

The summit kick started with a Masterclass conducted by **Michael Yacobian**, a retail expert with 30 years of experience with Nordstrom, Bloomingdale's, Lord & Taylor, Chanel, Gucci, Ralph Lauren, Staples, Casual Male XL, The Collective and Lord & Taylor. He has to his name, an achievement of more than \$1 trillion in sales along with a vast experience of opening 75,000 stores and training over 3 million associates and managers under his guidance.

The masterclass assisted retailers by explaining how to attract, develop and retain the modern Omnishopper by creating and experiencing an in-store and online buying environment. The proprietary customer interaction skills and knowledge acquisition programs are designed to increase the quality and frequency of the Omnishopper's in-store interaction driving conversion and the basket size.

Yacobian also spoke on how buying environments easily transfer to online and mobile channels by creating interactions that more closely humanize and nurture the digital shopper in a controlled and consistent manner keeping them engaged and interested.

"The natural emotion to buy exists in all of us and it is where we as retailers win. The emotion to buy is inexhaustible; it keeps coming to us which is the most beautiful part of our business. Every hour and day we get the opportunity to impact the consumer experience and actually it is easy to stimulate," Yacobian pointed out.

Predicting the Buy Button in the Consumers' Plan

The second session '**Predicting the Buy Button in Consumers' Plan**' was conducted by **Ganesh Subramanian**, *Founder & CEO Stylumia*, who spoke on how to predict the buy button in the consumers mind and how to use the analytic and data to go one step further to make the consumer visit again by understanding what the customer actually wants to buy.

He talked about neuro prediction which helps in understanding the consumer's mind to click the right 'Buy button.' "Understanding and predicting a consumers' potential act needs an understanding of the human attention. Fashion is a visual medium and technological advances can help us understand and predict the seemingly unpredictable," he stated.



Ganesh Subramanian

Key Sessions - Day 1

Next up was the IFF Inaugural Session with Anish Trivedi, *MoCIFA President & CEO, Alenka Media, and Chairman, Banyan Tree Communications* presenting the IFF introduction speech.

J Suresh, *Chairman of India Fashion Forum & MD & CEO, Arvind Lifestyle Brands Ltd.* welcomed the delegates. "The fashion industry is going to be driven by ABCD - ABCD' of success which were Analytics (the industry getting to know their customers more), Buy Now (the industry cutting down on cycle time), Compliance (in terms of environmental and social norms) and of course, Digital. All of these are going to play a big role in terms of making the fashion industry successful."

Dave Thomas, *MD, Adidas Group India*, spoke on 'Transformation Through Innovation' explaining how adidas and Reebok in India, as well as globally, has gone through a tremendous transformation over innovations in the past three years.

Ananth Narayanan, *CEO, Myntra & Jabong* talked about the role that technology plays in making the fashion and lifestyle industry easily accessible and popular to the masses.

"The fashion industry today is ₹165 billion, growing at about 11 percent. The online industry itself is between \$4 to \$5 billion, which is equivalent to 4 percent penetration in comparison to the other parts of the world. In five years, the e-commerce industry will be at anywhere between \$20 and 25 billion. Omnichannel, which is a combination of common experiences, with technology as its backbone, will probably be at its prime in the next five years. There is a reasonable chance that almost half of the organised retail in the country will be somehow be powered through technology in e-commerce, which I think is a very different scene from what it is now. We are in the middle of an exponential curve, and in 10 years from now we will see a major transformation in retail," said Narayanan.

Following the inaugural session was the '**Intelligence & insights from International Fashion & Lifestyle Brands & Retailers**' which began with the success journey of **Raza Beig**, *Director, Landmark Group and CEO - Splash and ICONIC, Dubai Splash*. He spoke about his journey as a trader, buyer, designer and finally a retailer, thereby creating a brand over 25 years in love with fashion. He also shared his insights and experiences in store operations, buying design, merchandising and marketing.



Top: L to R: BS Nagesh, Santosh Menezes, Ravi Dhar, Sarada M Muraleedharan, J Suresh, Dave Thomas and Ananth Narayanan.

Below: L to R: Bijou Kurien (standing), Jesper Nielsen, Tushar Ved, Raza Beig, Martyn Clark, Joseph Leftwich and Martin Nordlund.

INDIA BUSINESS OF FASHION REPORT 2018

The 15th edition of the India Business of Fashion report, which was a collaborative effort of the IMAGES Group, WGSN, Technopak, NIIFT, JLL, Arvind and many several other fashion columnists, was released by Sarada M Muraleedharan, Director General of NIIFT at IFF 2018.

The report highlights were: Menswear holds the major share with 41.7 percent of the Indian apparel market with womenswear at 37.5 percent and kids at 20.8 percent respectively. Apparel and accessories contribute approximately 8 percent of the total merchandise retail market of US \$710 billion. Ethnic wear is the single biggest category in the womenswear segment with a share of 71 percent.



The session also witnessed the successful journey of **Tushar Ved**, President, Major Brands, who has managed multi-brands in different countries, **Jesper Nielsen**, Founder, Amazing Jewellery, who created the H&M and Zara of fine jewellery and **Martyn Clark**, Global Head-Retail Operations, Dyson, whose Fashioning Retail Innovation has made an impact on the new generation customers.

A panel discussion featuring fashion industry stakeholders sharing country/region specific insights,

drawing parallel lines to identify areas of possible synergies and cooperation for market expansion and driving cost and operational efficiencies concluded the session. This session was anchored by **Bijou Kurien**, Strategy Board Member, L Catterton Asia Holdings which also included **Martin Nordlund Jenen**, Partner & Director, Monili Jewelers Dubai and **Joseph Leftwich**, Director, Retail Management Consultants, UK.

The post-lunch session began with a panel discussion on **'Luxury Fashion in India-**

Consumer Expectations and Evolution', moderated by **Mevin Murden**, Luxury Brand Management Faculty-Istituto Marangoni, Mumbai. The other panelists included **Abhay Gupta**, Founder & CEO, Luxury Connect; **Dinaz Madhukar**, Executive Vice President, DLF Luxury Retail & Hospitality; **Kalyan Kumar** - Chief Merchandising Officer, Jabong; **Rajendra Kalkar**, President-West, Phoenix Mills; **Sachin Jain**, President, Forevermark India (A part of De Beers Group of Companies); **Samrat Zaveri**, MD, Shaze Luxury Retail.



Abhay Gupta



Dinaz Madhukar



Kalyan Kumar



Mevin Murden



Rajendra Kalkar



Sachin Jain



Samrat Zaveri

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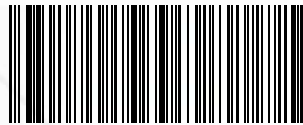
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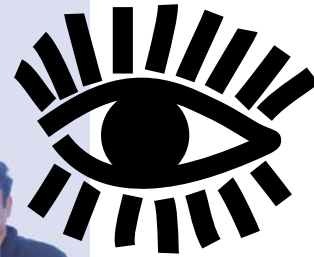
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Top: L to R:

Amit Kumar, Manohar Kamath, Rajesh Vishram Narkar, Vijay Jain, Vineet Gautam and Atul Bajaj.

Below:

Priya Sachdeva and Puneet Dudeja

Consumer Experience Forum

A Customer Experience Forum- Powered by Myntra & Jabong- was held concurrently in the same venue. It too contained various sessions, the first being **'Mega Consumer Insights and Innovations'**. **Gunjan Soni**, Head Jabong and CMO Myntra spoke on the subject **'Key Consumer Insights'** where she talked about the emerging fashion consumer segments along with the categories. She gave an insight into the mindset of modern Millennials, especially GenZ consumers, the role of women in online fashion shopping, changing cultural discourse in the country and the impact of Omnichannel measures.

"If we put India in the context of the whole world, Indians are always described as people who value family, with a collective sense far more important than the individualistic trend ascribed largely to the western world. What is interesting is that even within India, there is Bharat vs India. As a marketer, this tale of two nations is something that we are very fascinated about because this is emerging India. We need to understand the universalism of inclusiveness and from a fashion perspective, that means we need to provide consumers with acceptable

fashion," she explained.

Anurag Panganamamula, Senior Director, Rapid at Myntra, gave a presentation on **'Technology in Fashion Design'**, where he spoke about Vorta Intelligent Fashion, referred as Rapid at Myntra and its impact in transforming the fashion business.

"A brand is no longer the place where a customer looks for fashion trends. Social media has collapsed the world of fashion retail into e-commerce sites globally, with comments from fashion bloggers, and celebrities. This has really expanded the dimension of the customer. Customers display their preferences in the varied form of the platform. Then we have to take into account how fashion is created in this day and age. There has to be a constant sense of newness, where everyone wants to have the best looking, most fashionable clothing/ accessory item on the block. Trends emerge overnight and disappear quickly, so the ability to react to the trend is as important as the ability to spot a trend," he explained.

A panel discussion on innovation and insights delving into India's largest majors across technology, customer segmentation and building brands concluded the CX1 session. The panelists

included **Atul Bajaj**, ED - Product, Merchandising & Supply Chain, Puma India; **Amit Kumar**, COO, Globus; **Manohar Kamath** - CXO and Head - Myntra Fashion Brands; **Vijay Jain**, CEO and Founder Director, ORRA; **Vineet Gautam**, CEO, Bestseller India. **Rajesh VishramNarkar** - Vice President -Brand Management, Myntra was the moderator.

The Consumer Experience session on **'Omnichannel Transformation, Cutting Through the Hype'** came next. The session drew powering lines across the Omnichannel journey of 40+ brands and 2,500+ EBOs, which are directly related to the lives for 4 million consumers in top 50 cities. The session aimed to help CIOs and CEOs de-mystify the hype around the buzz word, Omnichannel along with the understanding of the digital transformation.

Mukul Bafana, CEO, Arvind Internet anchored the session which included panelists with the likes of **Atul Madan**, Director Retail, SSIPL; **Sandeep Kapoor**, CMD, Sri; **Dilip Kapur**, Founder President, Hidesign; **Gautam Saraogi**, CEO, Go Colors; **Lalit Agarwal**, CMD, V-Mart; **Rajesh Kadam**, COO, Inc.5; **Sanjay**



Vakharia, Director & COO, Spykar Lifestyles; **Unmed Singh**, Head Marketing, ITC - LRBD; **Vineet Gautam**, CEO, Bestseller India.

The third Consumer Experience session 'WGSN' discussed retail trends, priorities and insights and key drivers that are set to impact retail strategies combined with **'Retailing in an Age of Artificial Intelligence'**. The speakers were **Puneet Dudeja**, Sales Director, South Asia, WGSN and **Priya Sachdeva**, Business Director, South Asia, WGSN.

The next Consumer Experience session was conducted by **Sathyannarain Muralidharan**, Head of Field Marketing - India and South East Asia, FRESHWORKS. He spoke about the importance of keeping customer delighted and engaged, irrespective of the channel - online or offline as the fashion and retail market is witnessing an exponential rise in the click & mortar direction.

The last Consumer

Experience session of the day titled **'Decoding a 360-degree Perspective of the Customer Journey'** focused on understanding the drives, changes excelling the customer relationship with the brand connecting with the customer. The panel talked

about the changing dynamics of the new digital customer ecosystem and leveraging data to create a single customer view related to customer experience, impact, the mentality of the shopper determining strategies for driving sales.

Bhavik Jhaveri, Founder, *Ambab Infotech* moderated the panel which included **Anil Patel**, Founder & CEO, *Hot Wax Commerce*; **Hrshikesh Pore**, VP – Omnichannel, *Metro Shoes*; **Kunal Mehta**, GM IT – *Lifestyle Business, Raymond*;

Ranjan Sharma, CIO and Head of Supply Chain, *Bestseller*; **Sachin Oswal**, Head, *Omnichannel Retail, Shoppers Stop*; **Sathyanarain Muralidharan**, Head of field marketing – India and South East Asia, *FRESHWORKS*; **Shirish Kalamkar**, Head IT, *Major Brands*; **Tejinder Singh**, COO, *Arvind Internet*.

The first day of the event concluded with a session where brands (finalists) presented two-minute AVs in different categories including Retail Concepts, Collection Concepts, Most Effective Marketing & Promotions Campaigns and Most Exciting Innovations.



L to R: Anil Patel, Hrshikesh Pore, Dinesh Gupta, Kunal Mehta, Ranjan Sharma, Sathyanarain Muralidharan, Shirish Kalamkar, Tejinder Singh and Bhavik Jhaveri.

Key Sessions – Day 2

Day 2 IFF began with **Fashion Retail Quiz** conducted by **Siddhartha Basu**. The participating teams were adidas, Best Seller India, Fila, Infinti malls, Inorbit Mall, Tommy Hilfiger, and Calvin Klein. This was followed by the masterclass by faculties of NIFT and US Universities including that of IOWA State

University, University of North Texas and Oklahoma State University. included duel performances by India's most vibrant partners (brands/retailers) presenting a five-minute AV on in-store technology adoption, **'Omnichannel; Technology Implementation' and 'Customer Experience Technology Implementation.'**

The nominees were Arvind Internet, AND, Levis, Myntra, Pantaloons, Raymond and SOCH. Arun Gupta, MD, Ingenium Advisory; Mohit Vohra, Managing Consultant, PwC; Subrata Dey, EVP & Global CIO, Godrej Consumer Products formed the jury panel.

Business of Fashion for Investors

The next session on **'Business of Fashion for Investors'** talked on the top line, waistline and bottom line of the hemline on investment perspective.

The panel included **Sanjay Vakharia**, Director & COO, *Spykar Lifestyles*; **Nikhil Mohta**, Director PE, *ICICI Venture*; **Manu Indrayan**, Co-Founder & CEO, *612 League and Sneha Jain Paul*, GM, *Vedant Fashions-Manyavar*. The session was moderated by **Waqar Naqvi**, Business Director, *Wazir Advisors*.

CX C-Levels Session

This was followed by two Consumer Experience C-Level sessions, the first of which was powered by Arvind Internet.

The session **'Developing a Retail Practitioner's Playbook to Building Customer-Centric, ROI-Driven Omnichannel Journeys'** was anchored by **Mukul Bafna**, CEO, *Arvind Internet*.

The panel members included **Anupam Bansal**, ED, *Liberty Group*; **Apeksha Patel**, CEO, *DEAL Jeans*; **Arun Naikar** - Head



University, University of North Texas and Oklahoma State University.

The sixth Consumer Experience session titled **'Most Effective Tech Implementations of 2017'** followed next, which



L to R: Aju Antony, Sandeep Mistry, Sugam Asani, Gautam Kotamraju, Atul Bajaj, Ganesh Subramanian, Satyen P. Momaya, BS Nagesh, Julie Woodhead, Kunal Mehta, Preeti Gupta, Rajesh Jain, Piyush Chowhan, Amit Chaudhary and Anil Sharker.

E-Commerce, Fabindia; **Bhavishya Kelappan**, Business Head - Mia (Tanishq); **Dinesh Gupta** Div CIO, ITC (LRBD); **Dr. Mahendra Singh Bhadouria**, Sr VP & Head Sales & Operations; **Mohit Bhayana**, Head Retail & Customer Service, Marks & Spencer; **Manohar Chatlani**, MD & CEO, Soch; **Manish Sapra**, Sr. Retail Director, adidas Group India; **Mridumesh Kumar Rai**, President, Sara Group; **Sandeep Goenka**, COO, Bagzone Lifestyles - Lavie.

The panel talked on why technology is not the only necessity for brand to embark on a successful Omnichannel journey. They were of the opinion that true retail transformation needs enablers above and beyond technology.

They collectively opined that brand success was a summation of the following:

- Incorporating a conducive organisational structure and capabilities
- Choosing the right technology partner for your growth
- Using analytics and insights to take the right decisions
- Defining success through KPIs, Operational measures and incentives

The next Consumer Experience C-Level session was titled **'Fashion 2.0: Winning in Fashion with intelligence.'**

BS Nagesh, Founder, TRRAIN and **Ganesh Subramanian**, CEO, Stylumia co-moderated the session. The panel included **Aju Antony**, CEO, Prestige Fashions; **Amit Chaudhary**, Co Founder, Lenskart; **Anil Shankar**, CCA & VP - IT, Shoppers Stop; **Atul Bajaj**, ED - Product, Merchandising

& Supply Chain, Puma India; **Gautam Kotamraju**, Business Head, Cult Gear; **Julie Woodhead** (Former Buying Head Arcadia Group, House of Fraser); **Kunal Mehta**, President, The Mandhana Retail Ventures (Being Human); **Piyush Chowhan**, CIO, Arvind Lifestyle Brands; **Preeti Gupta**, COO, Enamor; **Rajesh Jain**, MD & CEO, Lacoste India; **Sandeep Mistry**, Head - IT, Aditya Birla Fashion & Retail (Pantaloons); **Satyen P Momaya**, CEO, Celio India; **Sugam Asani**, Brand Head - Jack & Jones.

Fashion Licensing

The post-lunch session of Day 2 began with a session titled **'Fashion Licensing - Driving Growth Globally and in India.'** This was the first year that such an initiative was being pioneered by IFF, which brought together an eminent panel of international and domestic luminaries drawn from licensing, fashion and retail, sharing their views and insights on key trends, synergies and how licensing can enhance the fashion business.

The opening statement was given by **Maura Regan**, Executive VP, LIMA and **Jiggy George**, Head, LIMA India and Founder & CEO, Dream Theatre, moderated the discussion.

Nicolas Loufrani, CEO, Smiley Company; **Sanjeet Mehta**, ED & Head- Disney Consumer Products -The Walt Disney Company; **Girish Kumar**, Trading Head, Shoppers Stop; **Vivek Bali**, COO, Sephora India; **Rajesh Narkar**, Brand Director & VP, Myntra Fashion Brands; **Shweta Pandey**, Director-Counsel, Head Legal & Member, Board of Directors formed the panel.



L to R: Rajesh Jain, Anuj Batra, Abhishek Gupta and Dave Thomas

Fashioning Lifestyle for a Fitness Economy

The last session of the mega event titled **'Fashioning Lifestyle for a Fitness Economy'** discussed how sports and fitness can change people's lives as well as a country's economy.

The presentation was made by **Dave Thomas**, MD, adidas Group India which was followed by a panel discussion moderated by **Rajesh Jain**, MD & CEO, Lacoste with **Abhishek Gupta**, SVP - Marketing, Edelweiss Business Services; **Anuj Batra**, President, Alcis Sportswear; **Dave Thomas**, MD, adidas Group forming the panel.

Conclusion

After two days of intense discussions by industry bigwigs, a productive exhibition and some incredible fashion shows, IFF 2018 achieved what it had set out to do - provide a future road-map for the Indian fashion industry, with the understanding that fashion retail has to evolve into an experience that straddled both the offline and the online worlds with digital led personalisation and real time tracking of trends to bring fast fashion to consumers in India. 

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- Consumer Experience Forum
- India Food Forum
- India Food Service Forum
- India Food Retail Tech Forum
- Food Startups & Innovation
- India Shoes & Accessories Forum
- India Brand Show
- TrendView



Images Fashion Awards 2018 Honour Pioneering Brands, Innovative Campaigns & Concepts

The 18th edition of India Fashion Forum (IFF 2018) was held on March 13 to 14, 2018 at Hotel Renaissance, in Powai. The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends through various interactive sessions.

In its 18th edition, IFF – a global identity of Indian Fashion industry and a mega intelligence event on the supply side of fashion retail economics – offered an in-valuable platform for networking, influencing business ideas and exploring growth opportunities for fashion retailers in India.

The theme of IFF 2018 – “The Smart Fashion Movement” with 4 calibrated platforms viz Intelligent Engagement, Powered by Design, Retail as Experience and The Tech of Everything – strongly communicated the biggest determinants of success in the business of Fashion Retail that can turn a brand’s story around. IFF 2018 culminated in a gala event in the form of the Images Fashion Awards (IFA), 2018, celebrating excellence in the field of fashion retail. The coveted IFA trophies for 2018 was given to India’s most forward-looking, innovative

and exciting fashion brands, retailers and professionals for achievements in the year 2017-18. The evening was attended by over many of India’s most prominent organisational, business and category heads from the country’s leading fashion and retail companies. Emceed by Sophie Chaudhary and Aneesh Trivedi, the ceremony recognised the achievements of outstanding fashion brands and retailers across various unique categories.

The jury comprised of distinguished personalities in the field of research and consulting with thorough insights in to the business of fashion included BS Nagesh-Founder, TRRAIN, Abheek Singhi, Sr. Partner & Director, BCG, Ajay Macaden, Executive Director, Nielsen India, Ajay Kaul, Senior Director, Everstone Group, Anand Ramanathan, Partner, Strategy & Operations Consulting, Deloitte, Ankur Shiv Bhandar, Founder & CEO, Asbicon Group, Bijou Kurien, Board Member, L Catterton Asia, Debashish Mukherjee, Partner & Co Head India, AT Kearney; Harish Bijoor, Founder, Harish Bijoor Consults, Harminder Sahni, Founder & Md, Wazir Advisors, Lara BalsaraVajifdar, Executive Director, Madison World, Sunil Kumar Alagh, Founder & Chairman, SKA Advisors, Rama Bijapurkar, Expert Marketing Strategy & Consumer Behaviour, Professor Ravi Dhar, Yale School of Management, Sreedhar Prasad, Partner & Head, Consumer, Retail & Internet KPMG Chhavi Bhargava, Chief Marketing Officer & Chief Commercial Officer, South Asia. The Tech Awards Jury were Subrata Dey, Global CIO, Godrej Consumer Products Ltd., Arun Gupta, MD, Ingenium Advisory and Mohit Vohra, Director – Technology Consulting, PwC India.



BUSINESS AWARDS

IMAGES Most Admired Fashion Brand of the Year:

- ★ Men's Westernwear



Tommy Hilfiger

- ★ Women's Westernwear



Vero Moda

- ★ Kidswear



Pepe Jeans London

- ★ Jeans & Casualwear



Tommy Hilfiger

- ★ Active Sportswear



Puma

- ★ Women's Indianwear



W

- ★ Footwear



Bata

IMAGES Most Admired

- ★ Fashion Retailer of the Year: Large Format Store Chain



Max

- ★ Affordable Fashion Retailer of the Year:



Pantaloons

- ★ Rising Star of the year - Womens Westernwear



Easybuy

- ★ Rising Star of the year - Womens Indianwear



Shree - The Indian Avatar

- ★ Fashion Company of the year:



House of Anita Dongre

- ★ Fashion Forward Retailer of the Year:



1 India Family Mart

PRESENTATION AWARDS

IMAGES Most Admired Profitable Design Concept of the Year:

- ★ Retail Design & VM



adidas - adidas Homecourt Store, Express Avenue Mall, Chennai



The Raymond Shop - Mini TRS

- ★ Fashion Line



Wills Lifestyle, The Elements Collection

IMAGES Most Effective Marketing & Promotions Campaign of the Year:

- ★ Sports Culture Promotion



adidas - Sports Culture Promotion

- ★ Focused Sales Campaign



Brand Factory - Free Shopping Weekend 2.0

- ★ Fashion Line Campaign



FBB - Fashionable Kurti Collection

- ★ Celebrity Campaign



Manyavar - Naye Rishte Naye Vaade Campaign

IMAGES Most Effective Tech Implementation of the Year:

- ★ In-store Technology Adoption



AND

- ★ Customer Experience Tech Implementation



Myntra

- ★ Omnichannel Technology Implementation



Arvind Internet Arvind Lifestyle Brands Ltd.

IMAGES Most Valuable Fashion Startups of the Year:

- ★ Awardee



6 Degree

- ★ 1st Runner Up



Melorra

- ★ 2nd Runner Up



Wishbook

IMAGES Most Admired Fashion Innovation of the Year:

- ★ Fashion Value Chain Innovation



LIVA by Birla Cellulose

- ★ Technology Led Innovation



Intelligent Fashion by Myntra

IMAGES Fashion Success Story of the Year: Mall + Retailer Collaboration

- ★ Awardee



Infiniti Malad



Spykar

- ★ 1st Runner Up



High Street Phoenix, Mumbai



adidas

- ★ 2nd Runner Up



Palladium Mall, Mumbai



Genesis Colors

IMAGES Most Admired SoloX Fashion Professional of the Year:

- ★ Awardee



Jacqueline Kapur
Co-Founder & President, Ayesha Accessories

- ★ 1st Runner Up



Sandeep Kataria
CEO, Bata India

- ★ 2nd Runner Up



Sarfraz Syed Ahamed
Founder & CEO, LKS Fashion House



J P Shukla
CEO, Nysaa Retail - 1 India Family Mart





Felicity Mall, A One-Stop Shopping Destination for Nellore

– By IMAGES Retail Bureau

The mall encompasses a variety of retail of retail outlets featuring different brands, apparel, food court, games and movies...

Built and designed over a space of 3,20,000 square feet with two basement parking spaces, MGB Felicity Mall, the first of its kind in Nellore, is the biggest mall of Andhra Pradesh. The mall encompasses a variety of retail of retail outlets featuring different brands, apparel, food court, games and movies. In an exclusive interaction with IMAGES Retail, **Machani Gangadhar Gopala Krishna, Joint Managing Director, MG Brothers Real Estate**, spoke about the success and overwhelming response and joy that Felicity Mall is giving to the shoppers of Nellore.

He said that the prime focus of Felicity Mall is to provide good customer experience.

“We ensure that our staff is courteous in order to welcome patrons. We also emphasise on conducting traditional and situation-based events, a completely new innovation for the people of Andhra Pradesh. We have been conducting ‘Shopping Carnival’ in which additional benefits are passed to customer,” he said.

“We aim to please with the provision of many more amenities including baby strollers, wheel chairs for consumers who need them. Special attention is also given to mall hygiene. We also have a mall radio which plays music and other important announcements throughout the day,” he added further.

Integrating Technology & Omnichannelisation

Felicity Mall has a dedicated software which manages and generates all reports (DMR). This exclusive software is also used to monitor the energy consumption in real time and analyses



the losses to control. Mall generated solar energy is also tracked through separate software in real time.

“We also have a software to better facilitate parking in the mall. Through this, counting, categorization and stay-time of the vehicles can be tracked in real time,” Gopala Krishna stated.

The mall management is in favour of Omnichannelisation of malls. “Since most of the tenant operating is operating on the revenue share basis, maximum amount of business, service and profit can be made in this case.”

Felicity Mall currently has 68 brands and we look up to add few more to the list,” Gopala Krishna stated.

The mall also has a robust entertainment segment including Bowling and Cricket, which is extremely popular. There is a kids’ entertainment zone on the ground floor. Apart from this, the mall is planning to invite Smaaaash and Ski India to set up shop.

With the launch of many stores, the mall seems to be taking the impeding e-commerce threat in its stride. The management is confident that brick-and-

mortar is the future of retail, self-assured that physical, in collaboration with digital – phygital – is the way forward.

“A mall is happening. It’s vibrant, full of activities and attracts a lot of consumers. We have already conducted 34 events since the launch of the mall and rolled out a 128-event day calendar for the current year. We are confident this will attract visitors. We are also very active on social media – mainly Facebook and Instagram. These mediums are big parts of our marketing strategy and we attract a lot of consumers over the digital medium,” Gopala Krishna said.

He however, categorically added that at present they did not let retailers promote their e-commerce portals inside the mall to ensure that the mall managed to retain the maximum number of consumers, and up the revenue.

Currently, the mall has entered into various revenue sharing models with different retailers depending on the brand and business which varies from 10 to 20 percent. For some of the anchor stores, it works on MG+RS (Minimum Guarantee + Revenue Share) which values between 4-5 percent apart from minimum guarantee rental. In total, we have revenue sharing with 14 retailers in the mall,” Gopala Krishna explained.

He added that fashion was the biggest player for Felicity Mall and that since the mall’s launch, the fashion category has generated more turnover than any other, even food.

The mall is concentrating on polishing the food segment with the introduction of national and international culinary stores, mixed with the flavor

of local city. This is attracting a large number of visitors to the mall from all segments of society and Gopala Krishna is confident that Felicity Mall is on its way to becoming ‘the’ destination for brands to set up shop in the food court.

“For us, fashion is the bigger player. Since the launch, fashion has generated more turnovers over food. Fashion did around ₹60 crore business for us, whereas food’s contribution was ₹22.25 crore in the same time. The entertainment section contributes 3 percent of the overall mall turnover,” he said.

CSR: Taking Responsibility Seriously

With the introduction of mandatory spending on Corporate Social Responsibility (CSR) brought on by the Companies Act 2013, companies in India and across the world have shifted focus from anticipating change and understanding the impact of this change to actually being the change.

CSR activities by malls today is helping scale customer engagement and brand popularity and Felicity Mall is not staying behind.

“We have conducted eight activities related to awareness of Breast Cancer, Girl Child, Note Book Distribution to Poor Students, Blood Donation Campaigns, Save Water Campaigns, and Medical Camps. CSR initiatives are important to us. We receive a large number of footfall when we conduct them as messages through the mall reach patrons fast. Also, it is our responsibility to preserve the natural resources like water and energy, therefore we do regular activities to create awareness to utilize them in limited manner,” he concluded. ■



Retail Mix & Revenue

Felicity Mall has the best brand mix collection keeping in mind customer requirements. The brand boasts of being a one stop destination for shopping, dining and entertainment.

“We have introduced many new brands both international and national in the city. Big Bazaar is our anchor store, and Max and Trends are the mini anchor tenants. We also have major food outlets such as McDonald’s, KFC and Dominos in the mall along with entertainment and gaming area. In total,

Felicity Mall: Vanilla Retailers

- US Polo
- Indian Terrain
- Van Heusen
- Louis Philippe
- Allen Solly
- Pepe Jeans
- Jockey
- Park Avenue
- Khadims
- Mufti
- Wrangler
- Soch
- Go Colours
- Intimacy by Naidu Hall
- CMR
- Reliance Foot Prints
- Popular Shoe Mart
- Sangeetha Mobiles
- i Store
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