

**10.**  
NEWSMAKERS NATIONAL

**Offline Expansion & Personalisation Trends on the Rise in Modern Retail**



The Retail Industry is on an investment spree this summer, fully focused on expansion. Take a look at the latest from the industry in the last one month

**14.**  
NEWSMAKERS INTERNATIONAL

**Expansion, M&As by Retail Giants Lead to Robust Retail Outlook**

As per a CBRE report, retailers today are being smarter than ever before about opening new stores and merging businesses, precipitating in a heating up of expansion and M&As

**18.**  
RESEARCH  
**Phy-gital Experiences: A Convergence Between Digital & Physical Worlds for the Hyper-Connected Consumer**



Retailers who are seamlessly using Phy-gital technologies to create a balance of physical and digital touchpoints, and who are providing standardised services by creating a phy-gital ecosystem are expected to survive the competition and thrive

**38.**  
CENTRESTAGE  
**Croma's Gadgets of Desire Focuses on Experiential Shopping**

Designed to be compact as compared to regular Croma



megastores, 'Gadgets of Desire' offers customers the entire range and capabilities of a full-fledged Croma store through the 'wider-than-store' service

**42.**  
EXCLUSIVE  
**Hari Menon Aims for the Biggest Share in India's Grocery Basket**

bigbasket, which currently holds 37-40 percent share in the grocery delivery industry, followed by Amazon, Grofers and Flipkart,



has started bracing itself to face competition – which is expected to intensify soon

**58.**  
WHAT'S HOT  
**LuLu Fashion Week 2018: Highlights and Winners**

The presence of 41 Indian and global brands, and celebrities and artists from the Malayalam film and TV industry made LuLu Fashion Week the biggest fashion event of Kerala in 2018

**[COVER STORY]**



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## THE FUTURE OF RETAIL IS PHY-GITAL

In order to accommodate the evolving demands of the ever-connected consumer, traditional retailers need to consider the power of digital transformation and use it liberally to enhance in-store experiences. In short, the brick-and-mortar store needs to go Phy-gital

**[SPOTLIGHT]**



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**SHOP WINDOWS THAT STOP: THE ART OF VISUAL MERCHANDISING**

VM is a multi-sensory tool used by retailers to catch the attention of customers and attract them into a store. Brands are taking their retail game to the next level with techniques, luring in shoppers and then making them stay, and most importantly, spend

**62.**  
IN FOCUS  
**LIMA: Giving Retailers a Chance to Create Differentiation for the Consumer**

Maura Regan, Executive Vice President, LIMA talks about the origins of LIMA 30 years ago and how it was started with the goal to professionalise and elevate the industry of brand licensing

**66.**  
EVENT: CX FORUM 2018  
**Changing the Way Retailers Communicate with Millennials & Gen Z Shoppers**



For retailers, transforming consumers into brand advocates is extremely important and almost all successful retail chains today are developing a strategy that focuses on consumer experience – both in-store and online.