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Future of Businesses

JULY 2018

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- Sumit Dhingra, CEO
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- Vinay Chatlani, CEO
Soch Apparels

"As practitioners, the Arvind Internet team understood the nuances of our retail operations and got our omnichannel business kick started in a matter of weeks. The go-to market implementation was quick, smooth, hassle-free. And we started seeing significant upside in business from the second month only."

- Richa Bhatnagar, Business Head
Blackberrys

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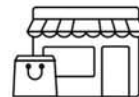


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IMAGES RetailTM

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THE RETAIL
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Editor-in-Chief | **Amitabh Taneja**

Editorial Director | **RS Roy**

Publisher | **SP Taneja**

EDITORIAL

Managing Editor | **Surabhi Khosla**

Assistant Editors | **Sandeep Kumar, Charu Lamba**

CREATIVES

Art Director | **Pawan Kumar Verma**

Dy. Art Director | **Deepak Verma**

Layout Designer | **Naresh Mahaur**

PRODUCTION

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Asst. Manager | **Ramesh Gupta**

SUPPORT

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SUBSCRIPTION

Deputy Manager – Subscriptions | **Kiran Rawat**

ADVERTISING

BUSINESS HEAD: DELHI

Anjali Sondhi | Director

anjalisondhi@imagesgroup.in | +91 9810204297

DELHI:

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MUMBAI:

• **Sarang Mehta** | Sr. Manager

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• **Monark J. Barot** | (Asst. Manager)

For advertising queries, please write to salesretail@imagesgroup.in

CONSUMER CONNECT

Anil Nagar | Vice President

anilnagar@imagesgroup.in | +91 9811333099

MEMBERSHIP TEAM:

Priti Kapil | **Sarika Gautam**

Images Multimedia Pvt. Ltd.
(CIN: - U22122DL2003PTC120097)

Registered Office:

S 21, Okhla Industrial Area, Phase II, New Delhi 110020

T: +91 11 40525000 | F: +91 11 40525001

E: info@imagesgroup.in | URL: www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial

Estate, Marol, Andheri (East), Mumbai 400 059

T: +91 22 28508070 / 71 | F: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main

Road), HAL 3rd Stage, Bengaluru 560 075

T: +91 80 41255172/41750595/96 | F: +91-80-41255182

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near

Sabyasachi Store, Kolkata 700 029

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Today's consumer is educated, well-travelled, evolving and demanding more from brands than ever before and as a result, retailing today is undergoing a revolutionary change. It has become all about re-structuring, re-formatting, re-skilling and re-connecting with consumers. With the advent and progress of technology, the task of enhancing customer experience has become easier.

Unfortunately, despite the fact that software and devices are easily available and affordable for many, technology is a very complex unit. To overcome this obstacle, retail firms throughout the world are on the prowl for men and women who excel in the field, who will help them acquire and seamlessly integrate this technology in their company, to ease the buying process for consumers. This specialist is the Chief Information Officer or the CIO – the technology backbone for every retail organisation. The CIO focuses on aligning a business's evolving goals with appropriate information technology. He engineers teams which create, and ultimately implement, technology which the company will use both internally as well as externally. He also aligns the in-store and e-commerce strategies, thereby developing a wholesome Omnichannel strategy for brands.

The July 2018 edition IMAGES Retail brings its readers a list of Indian Retail's Top CIOs. The cover story will walk you through their journey, work, top innovations, challenges faced, achievements, as well as their predictions on how retail will change, technology-wise, in the next 10 years.

This edition also does a deep dive into Odisha's retail market, which is gaining prominence as the new hub of retail in East India. We also bring you detailed coverage on the biggest retailers across verticals and mall developers to get the lay of the Indian retail landscape.

As always, we hope you find the issue informative and beneficial. Do log on to our website, www.indiaretailing.com to read great features and analyses on the stage of the global retail industry with an emphasis on India.



Amitabh Taneja

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raviteja@cmrcentral.in

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Retailers and brands are embracing technology in a big way to drive a seamless user experience in an effort to blend in with the increasingly digital world and provide convenience and benefits to the consumer. Indian Retail Industry's top CIOs and CTOs, the visionaries responsible for the technological direction any organisation takes, share their thoughts on the future of retail technology, their focus points as well as the challenges they face while implementing them...

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THE RETAIL DESTINATION OF THE FUTURE

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Ayesha Accessories Eyes Expansion in Tier II & III Markets, Abroad

Fashion accessories have a big future in India and Ayesha Accessories, which was started by Jacqueline Kapur nine years ago, has carved a distinct niche for itself in this mainstream segment, which no longer falls under the aegis of unorganised retail...



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Monsoon Showers Good Fortune on Organised Indian Retail

- By IMAGES Retail Bureau

The past month has proved to be a great one for Indian retail as bigger companies have worked to bring popular new international brands into India, while Indian companies have worked towards launching new private labels ...

Myntra Launches 'Roadster Go', Its Speed Shopping Store



Myntra's franchise partner has launched a first of its kind fashion retail store in the country for the private brand, Roadster, called 'Roadster Go'.

Loaded with some of the most advanced technologies yet in Indian fashion retail, Roadster's second offline store in Bengaluru takes a quantum leap in offering a hi-tech Omnichannel experience for its customers - making it smarter, faster and seamless. Spread across 1,900 square feet, the store located at Mantri Mall

in Malleshwaram is 100 percent RFID (Radio-frequency identification) enabled to offer shoppers a fusion of an online-offline shopping experience. In a first in the country, customers will now be able to pick up their favorite products without any assistance, discover their real time online price, as well as do a self-checkout in 30 seconds.

Digital Kiosks - RFID enabled digital screens at the store offer shoppers detailed information about a particular product when held up against it. Shoppers will be able to discover all the product features on models wearing them (studio images) including fabric,

washes, suitability to body type, color matching, availability of size and more.

Buying at Real Time Online Prices - The Roadster Go stores will enable shoppers to take advantage of in store touch and feel experience while making purchases at real time online prices.

Endless Aisle - All Roadster Go stores will have integrated inventory and the concept of Endless Aisle, enabling customers to browse the collection



online at the store, check out product details and availability, and have the goods delivered to their doorstep or collect them in-store.

Self-Checkout- Customers can experience a 30 second self-checkout by placing all the products in the RFID tray which will capture the product details and display the bill on the screen instantly which can be paid using a debit/credit card upon confirmation. The entire process is quick and seamless.

Speaking on the occasion, Ananth Narayanan, CEO, Myntra-Jabong, said, "Roadster is today the fastest growing casual wear brand in the country, witnessing a 100 percent YOY growth. The launch of 'Roadster Go' is set to redefine the overall offline fashion shopping experience and marks the beginning of a new era in the Indian fashion retail industry. It also goes on to demonstrate Myntra's technology prowess and the unique ways in which it addresses customer and franchise needs and preferences. We are looking at helping curate 50 Roadster Go stores across the country by 2020."

A S Retail & Hospitality Pvt Ltd. Launches Hardware Brand Raiser

➔ A S Retail & Hospitality Pvt Ltd., one of the largest channel partners and distributors of Retail and Hospitality POS solutions, has launched a new hardware brand Raiser at Rotechcon 2018 in Mumbai. The launch included an unveiling of essential hardware products for a Retail and Hospitality POS service such as POS hardware (Touch & non-touch), MSR, Display solutions, Cash Drawer and Pole display. The brand plans on launching more exciting products through the year, not just to add to the range, but also to offer the store-planners variety as well as effective choice.



Amit Singh, CEO of AS Retail & Hospitality and Raiser Brand Owner said, "We have been in the market as solutions provider for over 15 years now. Our fruitful journey as well as the 'Make in India' push propelled us to select the best of the best and offer a product-line that works best for the end-consumer. Our interaction with the end-users, our observations and research enabled us to collaborate with manufacturers like Advantech, as well as product designs that match the needs of the industry. Our experience in the Retail world gives us the knowledge and access to a network of suppliers and distributors necessary to successfully introduce this new hardware brand."

The name of the brand is inspired by the performance needs of the endusers' objectives: responsive, aesthetically pleasing, industrious in performance,

synergetic with business and consumer goals, ergonomic in design, rugged build quality. The logo representation of the brand evokes mobility and strength. The red colour of brand indicates the mood of industrious functionality. All the models carry the same brand name and perform to the expectations.



Future Lifestyle to Buy 29.9 PC Stake in Koovs for ₹140 Crore

➔ Future Lifestyle Fashions, part of Kishore Biyani-led Future group, said it will acquire 29.9 percent stake in London-listed e-commerce fashion firm Koovs for approximately ₹140 crore. The board of directors of the company has approved the proposal to invest an amount up to GBP 15.3 million in one or more tranches by way of acquiring of or subscribing to the equity shares of Koovs plc.

According to a PTI report: Koovs will first issue Future Lifestyle Fashions with 57.8 million shares, representing 24.8 percent stake, raising GBP 5,787,660 of cash, it said in separate filing. Koovs also announced the formal opening of a bookbuild to raise up to GBP 10 million of fresh funding at a price of 15 pence per share.

Koovs Chairman Lord Alli has committed to invest GBP 1.5 million in this round, according to the filing. Alli said this deal marks a giant step forward in the Koovs' journey to win the e-fashion market in India. However, the deal is subject to regulatory and procedural approvals.



American Eagle Outfitters Launched in India, Plans 25-30 Stores

➔ Aditya Birla Fashion and Retail (ABFRL) has brought famous international denim brand American Eagle Outfitters (AEO) to India. The brand's first store was launched at DLF Mall of India, Noida. ABFRL plans to open 25-30 AEO stores over the next three years in the country. According to the ABFRL, the brand will be positioned in the mid-to-premium segment.

"The brand is targeted at customers aged between 15 and 27 years and this is a very big market size," ABFRL's President International Business Sathyajit Radhakrishnan was quoted by news agency IANS as saying.

Italian Luxury Watch Brand Meccaniche Veneziane Enters India

➔ The Italian luxury watch brand Meccaniche Veneziane has forayed into the Indian market through an exclusive marketing and distribution partnership with ExcedoLuxuria. This alliance establishes ExcedoLuxuria as the exclusive retail store and online partner for the Meccaniche Veneziane brand and its range of vintage inspired timepieces across the India subcontinent.

"Meccaniche Veneziane delivers style and functionality combined with passionate Italian design. It is a niche brand positioned as an affordable luxury lifestyle product and will appeal to the new generation of watch enthusiasts," said Rahul Kapoor, co-Founder, ExcedoLuxuria.



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Strategic Partnerships Dot the International Retail Horizon

– By IMAGES Retail Bureau

International retail majors are ploughing ahead in the mergers field, forging new relationships and expanding their business to new countries, all the while keeping customer experience in mind...

Google to Invest US \$550 Million in Chinese E-Commerce Player JD.com

➔ In an apparent move to rebuild its presence in the country, tech giant Google is set to invest US \$550 million in cash into Chinese e-commerce player JD.com. “As part of a strategic partnership, Google will put US \$550 million in cash into JD.com. In return, the tech giant will receive more than 27 million newly issued JD.com Class A ordinary shares at an issue price of US \$20.29 per share,” CNBC reported citing Google as saying on Monday.

testing / Shutterstock.com



Both the companies aim to work in partnership to develop retail infrastructure that can better personalise the shopping experience and reduce friction in a number of markets, including Southeast Asia. The goal here is to merge JD.com’s experience and technology in supply chain and logistics — in China, it has opened warehouses that use robots rather than workers — with Google’s customer reach, data and marketing to produce new kinds of online retail, according to TechCrunch. JD.com is China’s second largest e-commerce player and is valued at around US \$60 billion, based on its NASDAQ share price and the firm has partnerships with the likes of Walmart. It has invested heavily in automated warehouse technology, drones and other “next-generation” retail and logistics.

H&M’s Afound to Opens First Store in Stockholm and Malmö

➔ Afound has announced the opening dates for its first two stores, which will be located in Stockholm and Malmö. The Stockholm store opened on June 14 at Drottninggatan 53, while the Malmö store opened on June 16 at Södergatan 28. Online sales via the www.afound.com digital marketplace were also launched parallelly with the opening of the two stores.



The Stockholm store is located on Drottninggatan – one of the highest footfall shopping streets in the Nordic region. Shoppers move from an opening and welcoming street-level entrance down to lower, larger floors offering an inspiring selection for both men and women. The store in turn is in the heart of Malmö in a historic stone building that previously housed a book store, with generously sized street windows and a retail area spread over two floors. Both stores present a curated range of brands in a modern, inspirational setting.

“The idea was to create an innovative marketplace in the off-price sector with a relevant, curated and inspirational offering for our customers. We have focused strongly on the experience in both the physical and the digital store. Some people might call us an outlet, but our vision is for the customer to experience a style and deal-hunting paradise,” says Mattias Ekberg, Creative Director, Afound.

Gap Inc. Appoints New Global Head of Gap Brand

➔ Gap Inc. has announced the appointment of Neil Fiske as President and Chief Executive Officer of Gap brand. Fiske will begin his new role on June 20, 2018, and will serve on the company’s senior leadership team, reporting to Art Peck, President and Chief Executive Officer of Gap Inc.

“Neil brings significant retail and apparel experience to Gap Inc. and a track record of transforming and repositioning brands,” said Peck.



Peck added further, “He is an experienced leader who deeply understands the mechanics of this business, the value of an Omnichannel strategy, and the need to build a progressive and relevant brand. I believe Neil is the right leader to strengthen Gap brand.”

“Gap is a truly iconic brand that is loved by its customers across the globe, and I am excited about the significant opportunity ahead for us,” said Fiske.

Kroger, Nuro Partner to Pilot Autonomous Delivery

➔ The Kroger Co. and Nuro has announced a new partnership to redefine the grocery customer experience for Americans by piloting an on-road, fully autonomous delivery experience. Together, America's largest supermarket retailer Kroger and Nuro, maker of the world's first fully unmanned road vehicle, are working to make the convenience of grocery delivery accessible and affordable for customers everywhere. Through this innovative partnership, customers can place same-day delivery orders through Kroger's ClickList ordering system and Nuro's app. During the test, orders will be delivered by Nuro's fleet of autonomous vehicles.



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This is the first application and deployment of Nuro's hardware and software. The pilot market will be announced soon and is expected to begin this fall. Kroger's expansive retail footprint of 2,800 stores in 35 states combined with Nuro's technology platform will change the status quo of grocery delivery through convenience at a low price. This allows customers to get what they need, when they need it, wherever they are. "We are incredibly excited about the potential of our innovative partnership with Nuro to bring the future of grocery delivery to customers today," says Yael Cosset, Kroger's Chief Digital Officer.

Cosset adds, "As part of Restock Kroger, we have already started to redefine the grocery customer experience and expand the coverage area for our anything, anytime and anywhere offering. Partnering with Nuro, a leading technology company, will create customer value by providing Americans access to fast and convenient delivery at a fair price."

"Unmanned delivery will be a game-changer for local commerce, and together with Kroger, we're thrilled to test this new delivery experience to bring grocery customers new levels of convenience and value," says Dave Ferguson, Co-Founder, Nuro. Ferguson adds, "Our safe, reliable, and affordable service, combined with Kroger's ubiquitous brand, is a powerful first step in our mission to accelerate the benefits of robotics for everyday life."

L'Oréal China, Alibaba Team Up on Green Packaging

➔ L'Oréal China and Alibaba Group signed an agreement committing to using environmentally packaging in order to reduce waste in China. The agreement, which will be rolled out over the next five months, includes a pledge from L'Oréal to switch to FSC-certified sustainable paper, zipper paper, zipper paper cartons, or paper adhesives to decrease the use of plastic materials for its brand portfolio, according to the joint announcement.



For Chinese multinational retailer Alibaba, the move highlights their strategy called new retail. As entrepreneur and author Ashley Galina Dudarenok explained, Alibaba seeks to redefine commerce by enabling seamless engagement between the online and offline world. Alibaba's consumer-facing marketplace Tmall formed a partnership last month with the Marine Stewardship Council. Tmall's goal is to have 20 percent of their sales carry the MSC label by 2020.

The new partnership with L'Oréal China provides customers with high quality products and helps create

"green, healthy, and sustainable social values," said Jet Jing, the Head of Tmall. "The upgrade of consumption is both an upgrade in quality of life as well as consumer awareness." In May, Alibaba's smart logistics arm Cainiao formed an alliance with 13 L'Oréal brands where participants commit to sustainable measures such as the use of biodegradable packaging materials. That same month, L'Oréal and sustainability consulting firm Quantis co-founded the Sustainable Packaging Initiative for Cosmetics (SPICE), aiming to reduce the environmental footprint of cosmetics products.

Also, in May, Cainiao announced plans to replace traditional paper stickers on 40 billion parcels by 2020 through the use of e-shipping labels, a measure that could save more than 3 million trees. Last year, as L'Oréal China celebrated its 20th anniversary, the company said they had made progress in several areas of sustainable development. "Substantial efforts have been made to reduce packaging weight," the company reported. That meant a reduction in plastic used, changes in the composition of plastics used, the use of refillable glass containers as well as the elimination of paper instruction leaflets.

Carrefour and Tesco Announce Long-Term Strategic Partnership

➔ Carrefour and Tesco have announced their intention to form a long-term strategic agreement. This agreement will cover strategic relationships with suppliers as well as the joint purchase of own-brand products and non-market goods. It will be governed by three-year operational cycles.



The agreement will enable both groups to improve the range and quality of products at even lower prices for the benefit of customers, thus increasing the competitiveness of both brands."



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Retail Guru Michael Yacobian on Converting a Selling Environment into a Buying Environment

– By Charu Lamba

Today's Omni-shoppers are quick to shun the face-to-face interaction and dislike the feeling of being 'sold to'. Instead, they enjoy being 'helped to buy', a behavior that Michael Yacobian has grasped and developed solutions for...



About Michael Yacobian

Michael Yacobian is the CEO of Yacobian Top-Line Solutions. He has a deep understanding of the retail enterprise and has advised executives at some of the largest retailers as they led their organisations through dramatic growth. For over 25 years, Yacobian has provided innovative and integrated performance solutions that drive productivity and customer satisfaction. He was employed at Nordstrom, Ralph Lauren and Bloomingdale's.

The retail consumer is evolving every day. High disposable income, high spending capacity, more exposure to foreign products and the 'shop-anytime-you-want' attitude has ensured that the customer stays the king - always. With time, the consumer preferences space has exploded. Constant connectivity, instant gratification and limitless resources have led to a massive change in shopping behavior.

Today's Omni-shoppers are quick to shun the face-to-face interaction that had once been the very foundation of traditional shopping. They prefer Omnichannel purchase options with round-the-clock accessibility. They dislike the feeling of being 'sold to'. On the other hand, they enjoy the feeling of 'buying' and more than that, they enjoy being 'helped to buy'.

Retail guru, Michael Yacobian – CEO of Yacobian Top-Line Solutions – who has over 30 years of experience working with the finest retailers of the world, has grasped this concept extremely well and has over the year, developed solutions to convert 'a selling environment into a buying environment'.

'Buying Environment Behaviors' is one such solution which is exclusive to Top-Line Solutions. It helps in shaping all physical and digital brand interactions with the customer to 'buy'. Using Buying Environment Behaviors by stores usually results in more and larger transactions.

"I don't believe that the customer has evolved. I think the customer is pretty much the same. They just have different capabilities. I think it's the ways in which the customers can access the market and the product has changed dramatically. The difference today is that consumer is more empowered, more control of the shopping experience. Retailers need to adopt a transformational approach and content that is easy to understand, internalise and apply in all retail channels – brick-and-mortar, online and mobile. This is where we come in," explains Yacobian, sharing details on how his company works in helping transform the way brands behave with the consumers completely in an exclusive interview. Edited excerpts:

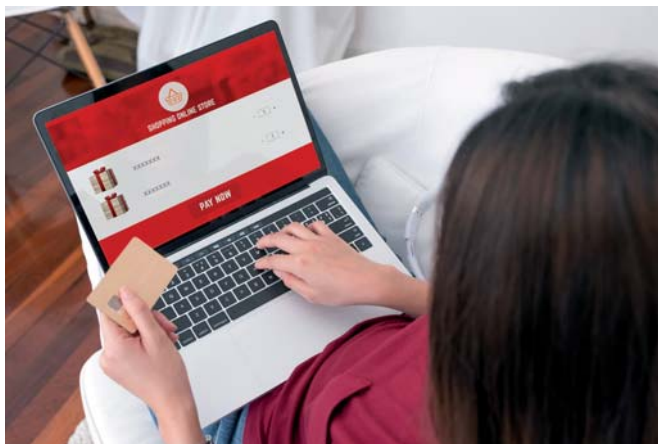
Tell us about Yacobian Top-Line Solutions.

Yacobian Top-Line Solutions is a business that works within the retail industry, providing sales management training for associates all the way up through single levels of the organisation. Our focus is to allow a company to be able to create the brand that they believe they are. We design in-store and online experiences for customers. We also create methodologies which company employees can learn and apply to ensure that this experience is delivered to the consumer in full.

What was the idea behind launching Yacobian Top-Line Solutions?

The concept and idea of launching Yacobian Top-Line Solutions came from the history of years working in the retail industry. A lot of retailers don't have great training facilities for employees. Higher ups in the organisation – who have no real connect with front end executives – create policies which may not be very practical. As a result, a lot of employees fail to connect with the audience, leading to poor sales figures. This is where my company and I come in. We create content that effectively helps in-store employees connect with buyers.

Yacobian Top-Line Solutions started working mainly in the luxury apparel business. We have worked with retailers like Brooks Brothers, Ralph Lauren, Chanel and Gucci to name a few. We've also worked with large format stores like Bloomingdale's and Nordstrom and I'm proud to say that we've had some great success with both large and small specialty organisations.



What do you mean by 'converting traditional selling environment into buying environment'?

A selling environment is typically what retailers, trained associates have – they train executives to sell. But customers don't like to be sold to. What they like to do is buy and when brands sell, there is a conflict between the customer's intent and the seller's intent. However, when the brands create a 'buying environment' then they are more in sync with the consumer and the consumer also feels it.

Tremendous amount of training, learning and application, meetings everyday, preparations everyday, knowing your consumers - these are the kind of things that buying environments promote and selling environments don't.

Brands like Nordstrom and Apple have done extraordinarily well in this area because the consumer believes that when they enter these stores, they are going to receive better and quality interaction from associates.

Elaborate on the integrated performance solutions introduced by Yacobian Top-Line Solutions.

Along with the content and the training, which is more qualitative in terms of its measurement, we have created a unique technology that can measure consumer behaviour. This technology has helped in transforming brands because it helps them in ascertaining skills of retail associates and determining how much time they spend working productively.

Employee skills, product knowledge, and performance are particularly relevant to sales generated, and hence to cash flow. Periodic assessments are typically performed to monitor the progress and growth of the business and to identify areas of strength and flag potential weaknesses.

Such assessments typically take the form of sales data outlining generated revenue, for example, gross receipts or the net profit of a particular employee or store. A system for measuring and analyzing performance data including collecting data indicative

of performance and analysing the data to compute an aggregate synopsis of performance of an employee provides quantitative data for providing employee specific feedback and direction to the employee for improving performance.

The technology also guides the brand on allotting work – it can figure out effectively which team needs to work on which skills to deliver more effective customer engagement at certain times.

Can you share some case-studies highlighting how the solutions shared by Yacobian Top-Line Solutions transformed a brand completely?

In terms of brand evolution all the specialty businesses that we have worked for over the years have transformed on the basis of their product – product presentation, product availability were all important. The sales associates were basically in-store to fetch the product for consumers. Then along came the idea of sophisticated learning, application and weaving this learning into business models. If you walk into the same specialty brands today, you will find they are more dedicated to learning, development and application of their brand experience through their retail executives.



I was very excited about working for Staples, Inc. Staples is an American multinational office supply retailing corporation, which currently comprises over 1,500 stores in North America. Headquartered in Framingham, Massachusetts, Staples does business extensively with enterprises in the United States and Canada. It sells office supplies, office machines, promotional products, technology, and business services both in stores and online.

The brand has 30,000 employees and we transformed them at an astronomical pace. We implemented a system called VIBE – Valuable Inspired Buying Environment – a technology-driven solution, which had all the same skills that are customised for the environment. In its 25-year history roundup, Staples stressed on the fact that VIBE was what drove its performance improvement.

In the end, it is all about the power of the experience through people delivery. This is an untapped resource for every retailer and I am confident that we are going to find more and more retailers investing in their people to deliver an extraordinary experience to the customer. **IR**



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Swedish furniture major IKEA, which is opening its 400,000 sq.ft debut outlet in India on August 9, 2018 features 7,500 furniture and home furnishing products and a 1,000-seater restaurant - which is the brand's largest in over 400 stores it has globally.

Henrik Österström, Country Food Head, IKEA India says, "IKEA aims to create a better everyday life for the people. It is with this vision that we created our home furnishing business idea, which is to offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. But then, you may ask why do we also serve food? The reason for our association with food goes back quite some time. As far back as in 1959, when we opened the first store in a small village in south Sweden, our founder



“IKEA Betting Big on its Food Business”

– Henrik Österström, IKEA India Food Head

As far as back in 1959, when IKEA opened its first store in south Sweden, Founder Ingvar Kamprad, realised it was difficult to do business with hungry customers. His observation is valid even today...

– By Charu Lamba

Ingvar Kamprad had said that it is difficult to do business with hungry customers. His observation is valid even today when we have huge showrooms in various markets across the world.”

He further adds, “Back at that time, our founder realised that people used to leave the store after shopping for some time. They did not come back because they went out to eat something. So, the

idea was born that we need to have our own restaurant to keep the people in the store and to give them something nice to eat.”

IKEA Food represents 5-6 percent of IKEA business

“IKEA AIMS TO CREATE A BETTER EVERYDAY LIFE FOR THE PEOPLE. IT IS WITH THIS VISION THAT WE CREATED OUR HOME FURNISHING BUSINESS IDEA, WHICH IS TO OFFER A WIDE RANGE OF WELL-DESIGNED, FUNCTIONAL HOME FURNISHING PRODUCTS AT PRICES SO LOW THAT AS MANY PEOPLE AS POSSIBLE WILL BE ABLE TO AFFORD THEM.”

totally. The brand has 390 restaurants all over the world and sell food to approximately 650 million customers every year.

“Another reason for having a restaurant in IKEA is that a part of our range is to strengthen the Swedish-ness of IKEA and we do it with our food. This also helps us to be part of a family and divide the profit evenly. Then of course, we ought to have something for our visitors who come to our store. Many of us love to



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have local food, so in every store we serve both local and global cuisines. We also aim to support low prices of food, selling at the lowest price possible,” asserts Österström.

“Then there are other reasons like building trust for the brand among customers, co-workers and suppliers. A great food experience helps build trust in the brand, overall. Our plan for India is similar to what we have all over the world, and that is we have two different kinds of places for experiencing our food. The format that we stick to is to have a big restaurant and a café as well. Having this kind of a format fulfills two purposes – you can go for a quick bite at the café when you are leaving the store and also sample some local food and Swedish specialties at the

restaurant. All of the products at our restaurants are organic and certified too.”

Food Range

The Swedish brand’s restaurants, which are an integral part of the store, are known for their meatballs. The meatball meal comprises of 20-25 percent of the total IKEA restaurant business. However, in India, the furniture giant will replace their traditional Swedish meatballs with chicken and Vegetable Balls.

Österström says, “We are not serving traditional meatballs like we do in the rest of the world. We are only serving Chicken and vegetable Balls in a traditional way with mashed potatoes, cream sauce and lingonberries.”

Other highlights of the menu from their Swedish cuisine include salmon, cinnamon buns, croissant, blueberry jam and cloudberry. Apart from Swedish delights, the menu has been localised for their Indian audience. IKEA will serve various local dishes like *Hyderabadi Biryani*, *Dal Makhani* and Indian breads to name a few.

“We will never force anyone to eat Swedish food, there will always be an option of either eating global or local food,” says Österström.

IKEA has also reduced sugar content in the drinks deliberately.

“We do this like a challenge – serve healthier and more sustainable food for all our range. One example is that instead of the ice-cream that we serve in many countries, we are serving frozen yogurt with a lower sugar content,” he states.

“As far as our food suppliers are concerned, IKEA is not only looking for the quality and organic food, but also keeping environment and social responsibilities in mind. Animal welfare, carbon footprint and the labeling of packaged food are important concerns that we are looking at,” he adds.

Pricing Strategy

IKEA plans to keep the price of dishes at these restaurants low. “The prices of the dishes available at the restaurant will be affordable. We plan to have the lowest prices of comparable products. Our local range will be open to price comparison whereas the global range is an exclusive range which the consumer won’t be able to find anywhere else,” says Österström.

Globally, the restaurant business accounts for 5.4 percent of the total revenue of IKEA whereas in India, the furniture giant is expecting the restaurant to contribute 10 per cent of the total revenue. According to Österström, the cost of food for two at the IKEA restaurant is somewhere around ₹250.

A majority of products will be sourced from India, which means some dishes may even be priced below ₹100.

The Future

After the Hyderabad store, IKEA will open its second store in Mumbai in 2019, followed by stores in Bengaluru and Delhi-NCR.

“After opening the restaurant in Hyderabad, we are planning to more or less copy paste the same concept with a few differences in other cities. We will have approximately 1000-seater restaurants in all our stores in India over the coming few years,” he says.

“We have the opportunity now to test and learn well from Hyderabad, including from the total food concept in the store and then of course we will adapt to local preferences wherever it is possible. At present, IKEA has no plans to introduce cafés in the rest of India,” he concludes. [IR](#)

'At MFB, We Want to Bring in Brands Which Have Potential in India'

– By Surabhi Khosla

Myntra and Jabong combined now account for a little over 1 percent of India's \$100 billion fashion and apparel industry with more than \$1.2 billion in gross merchandise value (GMV) growing at over 50 percent in the last fiscal year...



Manohar Kamath (5th from left) and Ananth Narayanan at Roadster store launch in Bengaluru

The Indian 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 and 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.

One company which has pioneered the growth of fashion in India and is here to stay is Flipkart-owned Myntra. Myntra and Jabong combined now account for a little over one percent of India's \$100 billion fashion and apparel industry with more than \$1.2 billion in gross merchandise value (GMV) growing at

over 50 percent in the last fiscal year. It's private brand business, Myntra Fashion Brands (MFB), is gaining in scale and **Head MFB, Manohar Kamath** is bullish on maintaining growth and expansion rates.

In an exclusive interview with IMAGES Retail, Kamath talks about MFB's plans to open more Roadster experience stores and bring in more international brands like Mango and Esprit to India. Edited excerpts:

Tell us about your journey with Myntra.

I joined Myntra a year-and-a-half ago and I lead MFB, which is a private brand business for the company. It's a very exciting business, nothing like what I have been exposed to in my 24-year stint before I came on board here. We use a lot of technology. Our mission statement is 'democratizing fashion through technology and

making people look good.' The MFB journey is to make this mission statement a reality, essentially by making fast fashion a way of life in India. MFB typically delivers 1,600 fashion styles every single week on the platform for the consumer.

Which region makes up the largest consumer base for MFB?

Fortunately, we are a pan-India company. We serve 19,000 pin codes, which means we have stores in 19,000 areas. We have almost 40 million consumers. We typically have a mix of 45 percent contributed by Tier I cities, while Tier II & III cities contribute 55 percent for us – where there is no space for malls, but people want access to brands.

You've recently tied up with Mango to relaunch the brand in India. Any more brands that

Myntra is bringing in to India?

Not just Mango, we also brought in Esprit post that. We are looking to strategically collaborating these brands for both online and offline retail. We strongly believe that currently we are the best partners for any international brand looking to foray into the Indian market and also gain scale because of 2 reasons:

- Online fashion is growing very fast. The rate of growth for online fashion is 5X of brick-and-mortar.
- Our ability to provide the right direction to the brand in India mostly because of our data-centered approach, our ability to understand the customer and targeting right.

For now, I will not reveal the names of the brands we are in touch with, although I want to assure audiences that we will not just launch any brand. We want to bring in brands which

we believe have potential in India and which has not been marketed well. One reason for relaunching Mango was that their first stint didn't do well, but we believed that they could do much better in a market like India. Between Myntra and Jabong, we own nearly 50 percent of the online fashion place and we want to use this strength and advantage to help deserving fashion brands.

How does launching brands like Mango and Esprit offline aid brand Myntra?

It's a combined effort – at a point in time, we will move on to deliver a combined Omnichannel experience for the consumer, so we are establishing brand touchpoints. With these partnerships we are defining how the brand is built in India, from store openings to selection. We launched the first Mango store in Kolkata because the most search results for Mango came from that city.

We are doing this for private labels too – for example we've opened an experience store for Roadster in Bengaluru. However, our stores will not look like any ordinary store. Technology is the major driver of these stores. There will be a clear difference between a brick-and-mortar store and a brick-and-mortar store run by Myntra.

Do you plan to open any more Roadster stores soon?

Yes, we will come out with a couple of more Roadster stores in sometime, within the next few months and those will be very engaging technology experiences. The technology that we are planning on unveiling is



Roadster by Myntra

- The Roadster Life Co., one of the top selling brands of Myntra has made its appearance in the offline retail space. The first-of-a-kind experience and retail store in India has been conceptualised, designed and executed by Restore, led by Co-Founder and Director, Lisa Mukhedkar with Paolo Chiorino, the lead designer.
- With a first-of-a-kind experience, the shoppers can now seamlessly shift between online and offline. The shoppers can experience Roadster apparel and browse for more choices at the same time.
- An intelligent integration of the two worlds will also provide pairing suggestions, recommended looks and trending designs. In short, the best of both the online and offline world at the shopper's fingertips.

under wraps for now, but it will be worth the wait, I promise.

Are you planning on launching private fashion labels this year?

Yes, we have identified three-four areas, where we will launch private labels in 2018.

Do private labels have the power to drive e-commerce towards profitability?

Private brands for anyone are a great help because of multiple reasons:

- They help bridge the white spaces which are not catered to by the brands which are already available
- They build exclusivity

bringing people back to your platform

- They build loyalty among customers, and build repeat customers who keep coming back for that private label
- If it is done well, a private label is a profitability driver. It can become a super-duper success. Conversely, and here is an area retailers need to be very careful at – it can be a huge drain as well. This depends on how well the brand is placed and marketed and of course, how good the product is.

What kind of technological innovations have you initiated in the last one year?

Technology is happening in real time. The Myntra team is constantly working to improve our app experience, and also on personalising content for the user. We are working towards giving the user his store on the app. This means we shall map data to make a store on our app for the user, which will house all goods of his choice. When the user logs in, he will first see this store.

There is technology involved in our supply chain – robotics to increase speed and efficiency.

Apart from this, there is technology in our brick-and-mortar store front, from proximity marketing to RFID to VR experiences.

Then there is the whole area of Artificial Intelligence. We use an inhouse program called Vorta Intelligent Fashion, referred to as Rapid at Myntra. Here, we work with machines, learning how to analyse data. With the use of this technology, we can sift data on social media sites, look for the latest trends, correlate them what consumers want and then give them something fashionable, trendy and in vogue.

Machines easily sift through this huge amount of data and will us better understand our customers. Technology like Natural Language Processing, Computer Vision, and Machine Learning, when used properly can cut down the design lead time from months to days and make designs more intelligent.

We have two brands which are fully made out of using this technology – one is called Moda Rapido, which is a ₹100 crore brand, with 20+ percent IBIDTA and the second one is Here&Now, which has become the No 2 apparel



Speaking on the sidelines of India Fashion Forum 2018, Gunjan Soni, Head of Jabong and Chief Marketing Officer at Myntra said, “Jabong is making a lot of waves when it comes to the luxury segment and in April we expect to launch both a luxury store and a designer store in line with the expectations of our consumers. The launch of the stores is in line with our belief that the Indian customer is ready to experience both these segments online. The luxury store will see several innovations because if we are bringing luxury online, we actually want to create an experience that is different.” She further added, “Luxury as a category will be available on both Myntra and Jabong, but these specific stores will be launched only on Jabong.”

brand on our platform within seven short months of launch.

How much do you typically spend on building technology in a year?

We are a technology

company, and we have huge teams which are dedicated to taking us into the future in as far as technology is concerned. Most of the technology that you see used by Myntra is developed inhouse – almost 98 percent,

including our app. We want to give shoppers the best there is to offer.

Talking about shoppers, who’s your main TG?

Our audience today is anywhere between 16 and 35 years of age. The core of the customer, may be from 18 – 28, a healthy mix of men and women.

Do you plan on capitalising on luxury fashion?

In most developing countries, luxury shopping typically

evolves after GDP growth of 8.5 percent, over four to five years. After this, luxury really sells, and we are ready to tap this segment. If you have seen Jabong, we already have a luxury platform there. We have Ralph Lauren, and Hugo Boss. We hope that there is political stability for luxury shopping to take off.

In a country like India, where e-commerce is associated with deep discounting, how does luxury shopping fit into this scenario?



TRACING MYNTRA’S HISTORY



- Myntra was started in 2007 by three IIT-Kanpur alumni – Vineet Saxena, Ashutosh Lawania, and Mukesh Bansal. The company began as a B2B platform for personalised gifts and remained a market leader in the area for three years
- In 2011, Myntra converted to a marketplace model and began selling fashion and lifestyle products and moved away from personalisation
- By 2012 it had on its platform, products from over 350 Indian and International brands. It also began launching brands. Some of the more memorable launches were Fastrack Watches and Being Human
- In 2014 Myntra was acquired by Flipkart in a deal valued at ₹2,000 crore (US\$300 million). The online marketplace however, continued to function and operate independently as a standalone brand under Flipkart ownership, focusing primarily on “fashion-conscious” consumers
- In the same year, its portfolio swelled to include 1,50,000 products of over 1,000 brands. The portal by now servicing close to 9,000 pin codes in India
- In 2015 former Ananth Narayanan came on board as became the Chief Executive Officer of Myntra
- In May of the same year, Myntra decided to go app-only. The move resulted in a reported 10 percent decline in sales. In February 2016, the app-only model was scrapped and Myntra announced a comeback of its website
- In July 2016, Flipkart-owned Myntra on Tuesday announced that it has acquired Jabong from Global Fashion Group for \$70 million, a move that marked further consolidation in India’s booming e-commerce industry. Myntra-Jabong generated \$1.2 billion in gross merchandise value in the financial year and Myntra reported an 80 percent annual growth in December 2016
- In September 2017, Myntra negotiated the rights to manage Esprit Holdings’ 15 offline stores in India
- In October 2017, Mango opened its first store in partnership with Myntra in Delhi
- In April 2018, Myntra acquired consumer IoT wearables startup Witworks

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new U	JACK & JONES	aurelia	firstcity	U.S. POLO ASSN.	VAN HEUSEN	Reebok
BUCKLE UP	Wrangler	ARROW	SNEAKERS	TRENDS	global desi	Singer Pattern
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E-commerce is not only synonymous with deep discounting. It's about value. At a point in time as a customer, you will have seen the value coming to you and then you will start experiencing a change in your shopping behavior.

E-commerce is ready for this change in consumer behavior and they will be the first guys who will be able to create a look and sell it to the consumer in entirety, much like how international shopping behavior works right now. In the end, it's all

about value creation. Today, we have created value with pricing. Tomorrow, we will create it with other factors, including luxury.

Online vs offline, what's the future of retail?

Both will grow. Online will grow faster and according to me, at some point in time, both will converge into one happy family - Amazon buying Whole Foods, Walmart buying into Flipkart Group.

You've just turned EBIDTA positive. What's next?

Turning double digit EBIDTA positive. We're part of Myntra and we would like to contribute towards Myntra becoming profitable, not just the MFB division becoming profitable. That's the direction in which we are moving.


What's the revenue target this fiscal?

We are looking at about US \$1.8 -1.9 billion revenue this fiscal.

How has GST affected your business?

Anytime there is a major financial restructuring or process change, that is bound to impact for some time, because everybody is learning, coping up and readjusting. Now, we have crossed all the hurdles posed by GST, and we are moving forward.

What are your expansion plans?

For us, expansion is about how we are going to scale differently in terms of products and experience and we are moving positively in the right direction. 

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Brands in Mall





TECHNOLOGY:

The Greatest Differentiator in the Retail Industry

– By Sandeep Kumar & Charu Lamba

Retailers and brands are embracing technology in a big way to drive a seamless user experience in an effort to blend in with the increasingly digital world and provide convenience and benefits to the consumer. Indian Retail Industry's top CIOs and CTOs, the visionaries responsible for the technological direction any organisation takes, share their thoughts on the future of retail technology, their focus points as well as the challenges they face while implementing them...

The retail industry is competitive, it's relentless and the success of brands and retailers depends on how firmly they deal with their competition. One way to stay ahead of the curve is the incorporation of technology in a brand's operating model.

Technology is changing the shape of the global retail industry as also the way many retailers and businesses operate. In retail, technology gives brands the platform to better satisfy their customers by helping them concentrate on consumer needs.

According to a Walker study, customer experience will overtake price and product as the key brand differentiator by 2020 and 86 percent of consumers will pay more for

a better experience. The challenge in serving the modern customer for most retailers, therefore, lies in bringing about the right balance between technology and humans.

Retailers with the foresight to understand the potential of technology without getting lost in its complexities, and merging it with human interaction, have always been able to grow faster and bigger. Simply put, technology is beginning to play an increasingly important role in the management of complex retail operations all over the world. To stay ahead of the game, retailers are taking the help of different technologies to lead the way in changing two aspects: their points-of-sale and their points-of-supply.



As retail markets continue to grow and become complex, it is becoming increasingly tough for businesses to keep a track on new developments and then to figure out how these developments can be combined into their operating models in order to come up with a winning proposition – both for themselves as well as their consumer. This is one of the many reasons that retailers need technology.

Other important factors for retail brands to transform their IT capabilities include:

- Increasing the company's ability to respond to the evolving marketplace through enhanced speed and flexibility
- Collecting and analysing customer data while enhancing differentiation
- Working effectively; retailers need one system working across stores (or even across national borders) to make sure the most effective use of stock and improve business processes

Technology in Retail

High tech innovations help retailers stay competitive in key categories including consumer convenience, price, size and speed. High tech

shoppers' in-store experience.

For example, in-store sensors and beacon technology can record behavioral and demographic data to a business's cloud computing system, offering insight into the customers' psyche. This data can then guide product, layout and display strategies. The data gathered systems can analyse customer browsing and buying patterns, which then be used to personalise in-store experiences for consumers. IoT beacons can also help customers quickly find items in a store and notify them of offers and discounts via their smartphones.

On the executive level too, technology plays a positive role in strategy and decision making, saving time and adding convenience and profits to the business.

Personalisation & CRM Through POS Systems:

Thanks to modern technology, cloud-based POS systems aid business owners in the automation of daily tasks. These include payment and checkout like interactive signage, employee attendance, self-service applications like customer check-in. POS systems also help in the overall optimisation

of processes like tracking inputs from different access points, implementation of a reservation system (in case of a restaurant) and developing a customer loyalty program.

These smart register terminals provide reports, calculate discounts, offer coupons, capture and match tally of customer profile information with ease to avoid chaos at the billing counter. They use a signature-capture technology for credit card transactions which retains receipts electronically.

Use of POS technology has served towards making the payment process easier and contactless. RFID and NFC technology provide customers with the bonus of making a purchase using their smartphones and smartwatches.

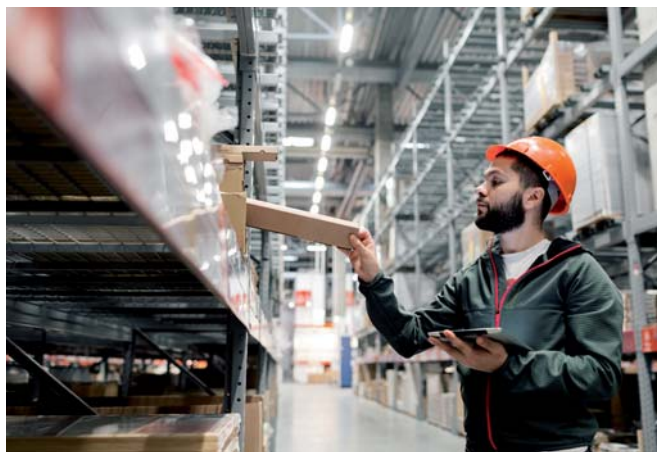
It is important for retail businesses to streamline these processes to develop a system which is informative and error-free.

Inventory Management:

According to stores.org, "Retailers will continue to explore ways to use IoT in the coming year for everything from keeping better tabs on their inventory to managing losses from theft and connecting with shoppers.

tools help in manufacturing products in bulk, ensuring fulfillment of consumer demands with greater speed and ease both at the warehouses/ stores and on the sales floor.

Technology also balances inventory assortments, manages ordering and tracks pricing. Customer tracking tools increase customer satisfaction and promote loyalty by enhancing



With the help of technology, managers can track inventory in an organised manner through its purchase cycle and offer real-time information and updates about the product to consumers. Technology is also already helping in informing managers of the status of the store stock – whether it needs replenishing or not.

Features like ‘Electronic Data Interchange (EDI)’ help in maintaining direct computer-to-computer transactions from the store to the vendors’ databases and ordering systems. The wireless hand-held inventory units keep a check on the entire database at the headquarters by downloading and help in downloading the data regularly.

The Universal Product Code (UPC), is used for product identification system using bar code and unique numbering for organising the goods category wise. Automatic replenishment manages restocking of what’s been sold. Customer Relationship Management (CRM) software allows retailers to track customers.

Price Auditing: Despite being a time consuming and costly process, price auditing is

another important aspect for retailers which ensures that the consumers are not being charged extra or less. Auditing has been streamlined to a large extent by the introduction of technology as products can now be scanned at the time of purchase. This creates more accurate pricing, saves store employees a lot of time and creates better trust between the store and the customers.

Impact of Technology on the Retail Industry

The dawn of e-commerce had dealt a huge blow to the traditional retail – that is until retailers discovered the advantages of Omnichannel retail. With the advent of new technology, retailers



“RETAILERS WILL CONTINUE TO ADOPT EMERGING TECHNOLOGIES IN 2018 TO CLOSE THE GAP BETWEEN THE DIGITAL AND PHYSICAL WORLDS, AND TO LEARN MORE ABOUT CONSUMERS.”

– Sunil Nair,
SPAR India (Max Hypermarkets)

are now raising the industry from the simple concept of buying and selling and taking Omnichannel to another level altogether.

“Retailers will continue to adopt emerging technologies in 2018 to close the gap

“INDIA IS ONE OF THE BIGGEST CONSUMER MARKET IN TERMS OF MOBILE DEVICES. COUPLED WITH AN EFFICIENT DISTRIBUTION AND LOGISTICS SETUP, THE RETAIL INDUSTRY IS SET FOR EXPONENTIAL GROWTH.”

– Chetan Chaturvedi,
Reliance Market Retail Ltd.

Retailers will use data and AI platforms to better engage customers with personalized shopping experience both online and in the store. More retailers will use AI-based capabilities and technologies to better match shoppers with products. They will be able to access personal shopping history, demographics, page views and clicks then use AI to offer better recommendations and individually tailor their marketing,” says **Sunil Nair, Sr. Vice President IT & Business Solutions, SPAR India (Max Hypermarkets).**

Indians as customers are more digitally aware now than ever before, and this number will increase over the next few years. More Indians getting into the digital space would mean more opportunities and challenges for us retailers in terms of getting through to the right audience in a manner that converts them into loyal customers. Upcoming technologies are going to make way for the Indian Retail Industry to make a digital breakthrough and provide exactly what the digitally-aware customers would want,” he adds.

“India is one of the biggest consumer market in terms of mobile devices.

between the digital and physical worlds, and to learn more about consumers. Mobile will become an increasingly important part of the retail equation as stores also evolve. And throughout the industry, retailers will attain more data about their shoppers and use artificial intelligence to enhance their marketing and merchandising. Personalisation in retail will play a important role in 2018.

When the brand speaks from the heart, the world listens

The red carpet journey of celebrations began with the conceptualization of the brand in the early days of 1999. Ever since then **Manyavar has emerged to be one of the leading and finest brands in men's ethnic wear.** Treading the curvy paths of success, Manyavar can be credited with prominent campaigns that resonate the thoughts of a culturally enriched, egalitarian society.

Enriched with the traditions and culture of a diverse society, Manyavar has crafted stories of happiness and smiles. The blushing bride at the sight of her perfect groom, the loving son labouring over the Sunday meal with his mother at the helm, Manyavar's campaigns are truly a living tale of elegance and liberality. The brand's journey began with the first campaign **Perfect Groom** and weaved an aspirational story of love, emotion and bonding. Having savoured the sweet taste of success on that front, Manyavar took a second leap of faith. While keeping the spotlight on groom, the brand insightfully let the wing man bask in some reflected glory; *kyun ki Yaar ki Shaadi hai!* Indian wedding is about hues and vivacity and every wedding has its own colour. The **Rang Jama De** campaign brought in a bouquet of colours and explored stories which transcended boundaries to immerse the nation in a feeling of camaraderie. Far-reaching in its passion, Manyavar was able to travel to the heart of Indians everywhere, and emerge as a household name. Through the campaign **Everyone's Invited**, *Dadaji se lekar chota*



Tinku became a part of the Manyavar family. Every occasion, every celebratory feeling thus became intertwined with, Manyavar.

Gradually ascending the stairs of success, the label launched the nation's revered youth icon Virat Kohli as the brand ambassador. Bringing in a new wave of change through campaigns like **Adha Adha** which strongly shunned the traditional arrangement of burdening the bride's family with ceremonial expenses to embracing diverse festivities of India in **Har Tyohar India Ka Tyohar**, Manyavar campaigns reverberated the voice of the youth. While the nation celebrated the brand's take on social conflicts, Virat took over the commentary box in the **70 Not Out** Independence Day campaign and soaked the nation in spirits of nationalism.

Continuing in high spirits, the brand's claim to fame came in with the launch of Mohey and the year's most popular and widely spoken advertising film **Naye Rishte Naye Vade**. Featuring country's leading icons Virat Kohli and Anushka Sharma in a contemporary wedding scenario, the film adds a quirky twist to the mundane traditional vows,



and beautifully blends a modern flavour to it. With the finest feather to its name, it received more than a million views within 3 days of launch. The social media statistics have accounted for **10 million views till date and 21,000+ shares on social media.** It was also critically acclaimed by notable media icons like **Prithvi Nandi, Karan Johar** and **Prahlad Kakkar**. Speaking in lines of relationship and bonding, Manyavar's present campaign **Parivar Ravivar** is all about doing nothing on a Sunday and spending beautiful moments with your family because *apno ke saath kuch na karna bhi bohut kuch hota hai.*



WHAT STARTED AS A HUMBLE BEGINNING HAS NOW CULMINATED INTO A CELEBRATORY JOURNEY WITH 400 STORES ACROSS 160 CITIES IN 5 COUNTRIES SPANNING INDIA, USA, BANGLADESH, NEPAL AND UAE. GOING AHEAD, MANYAVAR ENVISIONS LEADING THE CATEGORY TOWARDS A GLOBAL PERSPECTIVE, BEYOND CULTURAL AND ETHNIC SENSIBILITIES.

“ WITH THE AVAILABILITY OF NEW TECHNOLOGIES EACH CONSUMER TODAY CAN BE VIEWED AS A UNIQUE INDIVIDUAL WITH CLEARLY IDENTIFIABLE PREFERENCES. ”

– **Abhishek Lal,**
adidas Emerging Markets

Coupled with an efficient distribution and logistics setup, the retail industry is set for exponential growth. The real time analytics could bring in efficiencies in inventory management, product placements, supply chain, deliveries, and even product development for the right consumer market. The two hot technologies that are becoming very popular are ‘Robotics & Drone Deliveries’ in Retail are yet to get a serious consideration in Indian market,” says **Chetan Chaturvedi, CIO, Head – IT, Reliance Market Retail Ltd.**

“With the availability of new technologies each consumer today can be viewed as a unique individual with clearly identifiable preferences. Therefore, Indian retail needs to move from one-size-fits-all approach to a highly-customized, consumer-centric approach. The way retail is currently structured, this requires a both a big paradigm and structural shift,” adds **Abhishek Lal, Sr. Director E-commerce - Emerging Markets, adidas Emerging Markets.**

“AI has become one of the biggest technological developments in recent years. With its ability to help turn large and diverse data sets into enriched information

“ AI HELPS BRANDS WITH PREDICTIVE FORECASTING, CAPACITY PLANNING AND MERCHANDISING. CONSUMERS ENJOY THE BENEFITS OF BETTER PRODUCT AVAILABILITY. ”

– **Manoj Patel,**
Deputy CIO, House of Anita Dongre Ltd.

that can help improve speed, cost and flexibility across the value chain. In fashion, AI helps brands and retailers with predictive forecasting, capacity planning and merchandising. Consumers enjoy the benefits of better product availability,” says **Manoj Patel, Dep. CIO, House of Anita Dongre Ltd.**

“ IOT CAN HELP OUT IN BUILDING VIRTUAL ASSIST TO “TRY ON” MAKEUP LOOK BEFORE ACTUALLY BUYING THE FINAL PRODUCTS. WE ARE WORKING ON THAT. ”

– **Tarun Bali,**
Quest Retail Pvt. Ltd. The Bodyshop

these devices to gather more information about consumers in the store and convert that into data that can also be used online and through mobile. They will pilot more IoT programs to enhance store entry, customer interaction, improve merchandising and offer more rapid checkout. We are in the process of

“ THERE IS USE OF SENSORS WHICH CAPTURE IMAGE / VIDEO / PRODUCT INFORMATION WHICH ARE CRITICAL ELEMENTS FOR RETAILERS. ”

– **Piyush Chowhan,**
Arvind Fashions Ltd.

them as shoppers in real time. IOT can help out in building virtual assist to “try on” makeup look before actually buying the final products. We are working on that,” says **Tarun Bali, Head IT, Quest Retail Pvt. Ltd. The Bodyshop.**

“IoT is key for this consumer facing industry



How IOT is Shaping the Industry

“Retailers will make greater use of beacons, sensors and the Internet of Things devices to drive the in-store experience in 2018. IoT will be the tool that can finally bridge the gap between the digital and physical worlds as it finally offers the ability to obtain and use data in stores. Retailers will be able to use

implementing IOT for Inventory management, improving in-store experience through personalised marketing and Energy management,” explains Nair.

“IoT adaptation varies from company to company. For beauty and cosmetics retail, it would help in recognizing customer sentiments through camera sensors, analysing in-store traffic and converting

and it would create a huge impact in our customer offerings. There is use of sensors which capture Image / Video / Product information which are critical elements for retailers. Organizations need to store IoT data and use in for better operating decisions,” **Piyush Chowhan, Chief Information Officer, Arvind Fashions Ltd.**



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RETAIL TRENDS OF 2018

1. EVOLUTION OF SMART SENSORS:

In comparison to brick-and-mortar stores, online e-commerce portals discovered the value of in-depth shopper analytics much earlier. The physical stores realized the importance of this data quite late, which was always available at their door step all the time. With help of technology, retailers are keeping a record of shopper likes and dislikes, subjectivity and inability to scale. Unlike online platforms where it is easy to keep a record of consumer behavior through cookies and IP addresses, in physical stores sensors implement a systematic way to collect data. Some sensor technologies include:

- **Video:** Video is the most fundamental and original sensor technology which has been in business since a long time. Video sensors – in addition to visible light from the camera – convert the footage into data. Recorded videos are stored and viewed later with qualitative reasoning to determine the nature, choice, taste of a consumer. Reactions and exact movements of consumers, as well as the time they spend in front of different products available at the stores are also recorded. This helps in getting a precise idea of traffic in front of products, engagement measurement, shoppers' path analytics as well as other valuable demographics. It also provides video management for loss prevention and enables qualitative understanding through video observation.
- **Wi-Fi:** Wi-Fi also acts as a distinctive sensor aspect as far as smart sensor technology goes. Most mobile devices regularly emit a WiFi signal, even



when not connected to a store's Wi-Fi network. Essentially, the phone sends out a blip every so often seeking networks to potentially connect with. Those blips contain an identification marker, allowing a Wi-Fi access point to associate that marker to a unique mobile device. If connected, the sensor can leverage web browsing behavior to enhance inventory management. In reverse scenario, the sensor determines whether it has seen the marker before, signaling the device as a returning guest.

- **Beacons:** A beacon is a tiny and inexpensive wireless technology that helps in continuous broadcasting. Beacons look to connect with a specific mobile app on the shopper's phone which recognizes the beacon and its signal. Sometimes mobile apps need to be opened and running on a shopper's phone, while at other times, the beacon can "awaken" the app and connect. If and when the connection is made, the app sends data to the cloud, allowing the retailer to garner shopper insights like store visits, location within the store. Beacons are completely dependent on a shopper's opt-in with an app and are very accurate.
- **Bluetooth Low Energy (BLE):** Bluetooth LE has a medium range – generally more than a video camera and does not require line of sight. They are small and inexpensive and are quite accurate when deploying a sufficient number of sensors. However, for purposes of employee exclusion, a store must deploy dedicated Bluetooth sensors that are not multi-use for other applications, like shopper engagement.
- **Radio Frequency Identification:** RFID has proven to be a fantastic solution for inventory management, which allows retailers and brands to control their entire end-to-end processes, from factory to shipping dock, from warehouse to store. RFID tags containing a unique identifier are attached to every SKU of merchandise, and RFID readers are deployed, either fixed in the ceiling or perhaps handheld, and often also integrated into POS terminals. RFID provides

a solution to all sorts of questions which is frequently asked by the staff at the backend. The key benefits are to provide precise and accurate item location tracking, auto identification with no manual help needed.

2. MOBILE TECHNOLOGIES:

Thanks to mobile devices like smartphones and tablets, consumers today have a ready access to all kinds of digital information when and where they need it be it shopping, dining or



travelling. Retailers are bound to create delightful, customised and Omnichannel shopping experiences for buyers. For business leaders staying on top of the latest developments and overall, mobile and technology trends plays a very important role. Some of the mobile tech trends in retail are as follows

3. OMNICHANNEL EXPERIENCE:

Omnichannel experience is no longer just a buzz word. It is the need of the hour, the one thing which will pretty much ensure success for a retailer. Consumer demands are very specific these days and to fulfill them a brand has to be Omnichannel in its approach. It has become critical for retailers to build a seamless and an easy shopping experience, not just to acquire, but to retain customers as well. Around 45





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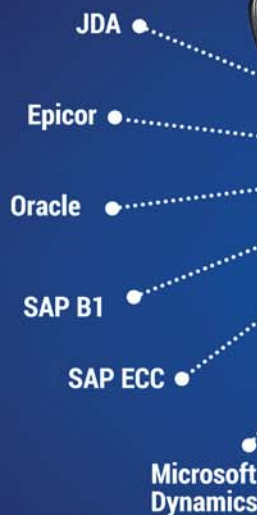
Thin Offline or Completely online Store Operations

Billing (Sales Incentives) linked to biometric attendance

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percent of Millennials make purchases through e-commerce platforms like Amazon, and Flipkart. This is a sure sign of the fact that they spend plenty of their time on their mobile devices, checking out offers and other details.

4. M-COMMERCE:

M-commerce has been a major contributor in the revenue generated by the global app economy, an economy whose number is expected to reach a whopping US \$6.3 trillion by 2021. For retailers it has been proven by research that mobile app drives more engagement. A normal person spends an average of seven to nine hours on the phone in a day. As a result, mobile apps



dominate the overall Internet traffic and generate around 3X more conversions in comparison to the web. Mobile users are used to simple UI and faster loading speeds, owing to the experience they get on the extensively used social media and messaging apps, something which bigger retail chains are striving hard to provide. Brands are using M-commerce to pamper their customers with personal service that inspires loyalty and appeals to shoppers' emotions.

5. MOBILE PAYMENT AND DIGITAL WALLET:

When it comes to mobile apps, digital wallets and in-app payments have made life easier for the user. They provide a



convenient yet secure checkout option by moving away from hard cash to virtual money. App payment in retail has witnessed non-stop growth and rise since its commencement in 2015.

6. LIVE CHATS:

Live chat assistance can help retailers in providing solutions to consumers



with real time assistance. Live chat app solutions have the highest satisfaction level for any customer service channel, with a 73 percent approval rating.

7. IOT AND CLOUD:

The Internet of Things(IoT) connects the physical world to the Internet so that one can use data from devices to increase productivity and efficiency. Consumers have a plethora of connectivity options available in the market at minimal costs.



All kinds of things are being used in IoT applications including consumer products such as refrigerators, security cameras, and cable set-top boxes; industrial systems such as conveyor belts and manufacturing equipment; and commercial devices such as traffic signals and smart meters. IoT continues to evolve and expand in terms of the number of companies, products, and applications that illustrate just how

beneficial it is becoming to connect our devices, appliances, homes, and vehicles together.

8. MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE:

Artificial intelligence (AI) helps machines and devices learn from experience, adjust to new inputs and perform human-like tasks and intelligence. From Chess-playing computers to self-driving cars and Bots assisting people in their work in retail outlets, AI has been the major change for a lot of industries in the past decade. In retail, AI can be used to train computers to accomplish specific tasks by processing large amounts of



data and recognizing data patterns. It is used in e-commerce platforms, chatbot services and social media apps. Similarly, machine learning uses pattern recognition to predict data based on algorithms. AI is being deployed by businesses to create websites, social media posts, run email marketing campaigns, optimise content for different consumer segments. It is helping brands become more agile in their communications, as well as more responsive to consumer demands, as and when they change.

9. SUPPLY CHAIN INTEGRATION:

A supply chain is a collection of suppliers required to create product for a company. Each supplier is an important link in the chain that adds time and monetary costs. Supply chain management is the collection of methodologies, theories, and practices that go towards keeping a supply chain running and improving its efficiency for the benefit of most,

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if not all of the links. The major stages of supply chain integration mainly are customer analysis, supplier partnering, inventory management and control, demand and lead time management, materials management, manufacturing and remanufacturing analysis, storage and transportation thereby resulting in order fulfillment. ERP plays a major role in completing this chain in order to fulfill orders in bulk. ERP systems track business resources—cash, raw materials, production capacity—and the status of business commitments: orders, purchase orders, and payroll. The applications that make up the system share data across various departments (manufacturing, purchasing, sales, accounting, etc.) that provide the data.

10. AUGMENTED REALITY AND VR:

AR in retail isn't all that new, with brands using it successfully since 2013. It is popular and successful as it delivers a simple, intuitive, high-value user experience for consumers. The simple way to understand is that with AR, one can easily with the help of his smartphone and can find out exactly how far s/he is from a shopping mall or a restaurant. The adoption of AR acts as an invaluable tool for retailers by providing insight and information supporting consumer buying decisions. Using AR



TAKING SMART ADVANTAGE OF NEW TECHNOLOGY

- IKEA's Place augmented-reality app lets you see how more than 2,000 furniture items would look, and fit, in your home
- Amazon and Google enable shopping through their voice assistants, and major retail players, including Target, are doing the same through partnerships with these platforms.
- Walgreens along with Aisle411 and Google Tango teamed up to create a new mobile app that can grant shoppers the wish to search, locate, pay and leave instantly. By using Google's virtual indoor 3D mapping technology, Aisle411 created a mobile shopping platform that lets consumers search and map products in the store, take advantage of personalized offers, and easily collect loyalty points.
- IKEA is also known for enticing consumers with IOT mobile strategy which allow users to see how certain products would look in their homes.
- Sephora were the one of the first user of AI when they introduced chatbot dispensing beauty advices for their consumers. Starbucks is one of many apps integrated into Amazon's Echo, allowing users to place and pay for their orders with Alexa.
- McDonald's partnered with Piper, a Bluetooth low-energy beacon solution provider, to greet customers on their phones as they enter the restaurant. Through the app, consumers are offered coupons, surveys, Q&As, and even information about employment opportunities.
- Companies like SkyBell, Deako, June, Particle, Hologram, TP-Link are offering products equipped with latest technology to make things easier for the retailers and consumers.

applications to layer digital information — text, images, video and audio-on top of the physical world — represents an easy route to deeper engagement, both in-store and at-home. In addition to this VR not only create a simulated environment around but also provide other tactile sensations to give the consumers an absolute life experience.

11. BIG DATA AND BLOCHCHAIN:

Simply put, Big Data drives towards a better customer experience. The customer experience is more important than ever as retailers struggle to differentiate themselves in an increasingly challenging market. But how retailers implement that customer experience is shifting from a purely person-to-person approach, to



something much more automated – but when done right, those automation tools supplement and enhance the human approach, delivering a vastly superior, and much more personal, customer experience. Blockchain makes retailers more efficient. While most people associate Blockchain with cryptocurrencies and Bitcoin, its greater potential is in back-end applications that improve retail operations. Bajaj Electricals Ltd. has eliminated the manual steps involved in the company's bill discounting process with the use of blockchain/hyperledger and the entire transaction has become paperless

We bring you a peek at how top CIOs view the future of technology in retail. Indian retail's IT gurus give us a lowdown on how prepared the Indian retail industry is to manage the impact of new technology, while talking about their personal favourite tech ideas.

OUTDOOR MEDIA THAT GIVES YOU MEASURABLE RESULTS. NOW POSSIBLE!

Yes, you read it right! With latest advancements in technology, it is now possible to accurately track real-time vehicle movements, traffic congestion and other environment factors, coupled with advanced heuristic algorithms, project an approximate number of impressions. Thus, it is now possible to know how many people actually end up seeing your fleet advertisement.

Vehicle branding is a great and cost-effective way to create a huge impact on thousands of your potential customers every day. For this reason, many global brands don't just aim to improve the look of a car, a van or a truck, but strive to use that vehicle as a media channel that can send a clear message to a specific target audience.

Vehicle branding is a moving billboard and, if used correctly, can give you brand awareness, unlike any other advertising medium. It grasps the interest of the

DO THE RIGHT THING FOR YOUR BRAND

- Choose the most capable vendor, not the cheapest one
- Use specialised materials, even if it costs a little more
- Track your results

audience, instantly, up-close and personal. This medium is increasingly popular in USA, Europe, South America and South East Asia.

"More than 25% of the Fortune 100 companies use this medium in some way or another including branding employee buses and delivery trucks. Brands have come to us after a bad experience from local players and they are now spending more than they spent initially to rectify the previous mistake."

- Salil Musale, MD, Autographix Fleet

In India, we have always looked at vehicle branding as a BTL mode of advertising used by

smaller brands. It is considered to be a cost effective way to advertise cheaper products. As brand managers, this medium is the last option, only if there is a spill or extra buck in the marketing budget.

Many brands turn to locally available vendors that use non-automotive grade vinyl for this medium. As these are not specialised materials, they come at a fairly economical cost compared to automotive grade vinyl. But along with these costs come irregular color outputs, sun fades, peeling sides and the list of issues goes on.



If not executed on a clear surface, the very things that would have made your brand has the capability to destroy your brand image. Imagine Coca-Cola's iconic red color looking different on every branding material or a luxury brand like Dior has faded visuals in their advertisements. Horrific, isn't it?

There are exceptions too! Red Bull changed the game with branded moving cars all over the city. Parle's famous Fruity Vans created a lasting impact too. Brands like these have leveraged the

WHY CHOOSE AUTOGRAPHIX FLEET?

- Quantified ROI - More than 80%
- Automotive grade vinyl that keeps paint intact after removal
- Specialised materials and designs as per client's requirement
- Real-time tracking of vehicles
- Pan India support

power of the medium and achieved spectacular results.

So, how can you get the best vehicle branding for your brand? The answer is Autographix Fleet, a Mumbai-based branding expert and a leader in vehicle branding across India. Having worked with top brands like Tata, Audi, Volkswagen, Capgemini and Hafele from across segments like retail, e-commerce, logistics and many more, Autographix Fleet has transformed the outdoor advertising landscape with specialised materials for vehicle branding and real-time tracking of vehicles.

And with a track record of delivering up to 80% ROI to brands, Autographix Fleet has fast emerged as a name that not only understands the domain of vehicle branding, but also promises maximum bang for your marketing bucks.

"Society has been availing vehicle branding wrap services from Autographix Fleet for the last 2 years in order to increase brand awareness and visibility. As per the response, we are now planning to use this medium for product launches which will help us with real-time tracking and communication. Through these branded vehicles, we see a great opportunity to promote our brand among a larger audience."

- Ashish Garg, Brand Manager, Society Tea



Get in touch with Autographix Fleet on +91 9987056778 or write to fleet@classicstripes.com
Log on to www.autographix.com



SUNIL NAIR Sr. VP, IT & Business Solutions, SPAR India (Max Hypermarkets)

What according to you are the three biggest/most important changes happening in the world of technology?

AI (Artificial Intelligence)-The more data an AI system has, the quicker it can learn and the more accurate it becomes.

Virtual Reality- VR will have more control over how their customers experience the shopping experience in ways they never could before in a physical store.

IoT - Internet of Things which encompasses smart, connected products like smart phones and smart watches is a major contributing factor in this exponential increase in data.

How do you think these changes will impact Indian retail?

Retailers will continue to adopt emerging technologies to close the gap between the digital and physical worlds, and to learn more about consumers. Mobile will become an increasingly important part of the retail equation as stores also evolve. And throughout the industry, retailers will attain more data about their shoppers and use artificial intelligence to enhance their marketing and merchandising. Personalisation in retail will play a important role as well. Retailers will use data and AI platforms to better engage customers with personalised shopping experience both online and in the store.

What are the 3 game changing technologies in the space of customer experience?

IoT/ Blockchain/ Crypto currencies

What are the top priorities for you in the coming years you as CIO of the company/ brand?

Mobile First: To design the offerings around how customers use their devices and the retailer's app or mobile site.

Checkout experience is the key: Retailers need to deep dive on improving the checkout experience, including POS promotions and in-store fulfillment. It all comes down to creating lasting experiences for our customers.

Machine Learning: Machine Learning can help them automatically discover hidden opportunities, accelerate tedious processes, and identify which data insights matter.

Top 3 challenges retailers will face from a Technology point of view in India?

Multichannel Buying Experiences: Customers are moving seamlessly between online and offline experiences, and are open to retailers who can best facilitate these transitions.

Seamless Experience: During the transitioning between online and in-store experiences, customers not only want the same products to be available, they also want their experience to be seamless.

Customer Loyalty: Customer experience is the biggest contributor towards brand loyalty, with a negative experience being the most significant factor in affecting a customer's likelihood to make a repeat visit.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

Retailers will make greater use of beacons, sensors and the IoT devices to drive the in-store experience in 2018. IoT will be the tool that can finally bridge the gap between the digital and physical worlds as it finally offers the ability to obtain and use data in stores. Retailers will be able to use these devices to gather more information about consumers in the store and convert that into data that can also be used online and through mobile. They will pilot more IoT programs to enhance store entry, customer interaction, improve merchandising and offer more rapid checkout. We are in the process of implementing IoT for Inventory management, improving in-store experience thru personalised marketing and Energy management.

What would success look like for you in a couple of years in terms of the company and technology?

- To provide a delightful seamless experience across different channels, by understanding our audience and adapt to being more relevant, engaging & useful.
- To be able to meet the expectation of our customers.
- To address privacy of our customers and provide them a delightful experience.

Your top 3 favourite retail technologies, which you would like to introduce in India?

- Introducing technology systems & processes that would help reduce this percentage would be a break-through for costs and aid in profits for the retail industry.
- Technology that analyses the customer journey & behaviour across different channels to map out a complete consumer personality.
- Moving away from smartphones & tapping into smaller, wearable gadgets that connect to IoT and provide access to information & services.

SAUVIK BANERJEE Chief Technology Officer, TataCliQ

What according to you are the three biggest/most important changes happening in the world of technology?

- Deep learning and its impact of large Data warehouses and Data Lakes
- Neural network driven machine learning
- Digital streaming platforms and the Analytics of video streaming

How do you think these changes will impact Indian retail?

Indian retail cannot move forward without a online offline mode. Data mining and Analytics via Deep and machine learning will play a key part on Indian consumer experience.

What are the 3 game changing technologies in the space of customer experience?

Clevertap's Mobile Customer's Marketing and targeting/Mad Street Den Vue. AI platform for personalisation and recommendation/SAP's recast AI framework

What are the top priorities for you in the coming years you as CIO of the company/brand?

Customer engagement with data mining, customer experience with nimble high touch systems and processes and a agile develops team to cater to the exponential load of the Indian high traffic and its demand.

Top 3 challenges retailers will face from a Technology point of view in India?

To get rid of their legacy systems/Embrace the technology driven new age process/To make people get into brick and mortar retail and increase footfall with the growing e-commerce industry.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT is shaping up more as a 'sensor' Analytics vertical. It will play a massive role in supply chain and logistics.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Radian 6 from Salesforce/Adoption of IBM WATSON/ SAP's Hybris reintroduce back in India



KUNAL MEHTA GM IT – Lifestyle Business, Raymond Limited

What according to you are the three biggest/most important changes happening in the world of technology?

Virtual Reality & gamification/Robotics/ Big data and analytics

How do you think these changes will impact Indian retail?

Virtual reality & gamification will change the in-store customer experience and engage with the customer in a more productive manner. Robotics is being used by organisations more and more to reduce costs, manpower and improve productivity across their back end operations. Big data & analytics help in communicating with their customers better.

What are the 3 game changing technologies in the space of customer experience?

AI/Big data and analytics/ Real-time communication and personalisation.

What are the top priorities for you in the coming years you as CIO of the company/ brand?

To provide Omnichannel service, in-store customer experience and AI benefits to the customers.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT is still in its initial stages in India. However, we have already starting using it in areas such as equipment maintenance and are increasingly looking at opportunities relating to consumer experience and connect.

What would success look like for you in a couple of years in terms of the company and technology?

The biggest success would be to lay a foundation for the business which is agile, robust and cost productive. Importantly to have a highly integrated systems architecture which ensure allows the business to take quick decisions, reduce costs and try new technologies at a faster pace and stay connected to customers.

Your top 3 favourite retail technologies, which you would like to introduce in India?

AR/Blockchain/ AI





ANIL MENON Head – IT, Trent Hypermarket Private Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

Security/Cloud/Digital/AI/IoT

How do you think these changes will impact Indian retail?

Yes they would be disruption in terms of customer experience, right mix at store, clear customer behavior pattern which will streamline organisation wide ways of working on focus points. Logistics & time to market with right product will get a boost.

What are the 3 game changing technologies in the space of customer experience?

AI/IoT/ Mobility

What are the top priorities for you in the coming years as CIO of the company/ brand?

Security/ IoT / AI(CX)/Digital

Top 3 challenges retailers will face from a Technology point of view in India?

Strong connectivity/ Tech stack selection/ Seamless data flow in the diversified environment

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company

IoT is used are at different levels mainly stores equipment (low breakdowns) , customer flow pattern and real time empowering stores and other stakeholders with information.

What would success look like for you in a couple of years in terms of the company and technology?

Customer experience, Right product at the right place and Logistics streamline.

Your top 3 favourite retail technologies, which you would like to introduce in India?

AI/ML/Blockchain



RANJIT SATYANATH CIO, Infiniti Retail Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

AI/ Hyperloop/Blockchain

How do you think these changes will impact Indian retail?

All three will change everything about the existence of retail and also will play a major impact on how to interact with businesses.

What are the 3 game changing technologies in the space of customer experience?

AI/Mobility/ Analytics

What are the top priorities for you in the coming years as CIO of the company/ brand?

To enhance Customer Experience by leveraging Digital Opportunities.

Top 3 challenges retailers will face from a Technology point of view in India?

Thinking like a Tech company (and not a retailer)/ Keeping pace with Customer expectations w.r.t Technology/Deploying Tech at the speed of business

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT has potential but deploying it is more painful and time taking compared to other technologies. Securing it is another challenge. We are currently evaluating a host of technologies and have deployed a few.

What would success look like for you in a couple of years in terms of the company and technology?

To increase the in-share of customer wallet and profitable business growth.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Blockchain/3D Printing/Drone Delivery



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ABHISHEK LAL Sr. Director, E-Commerce, adidas Emerging Markets

What according to you are the three biggest/most important changes happening in the world of technology?

AI/Explosive growth in Virtual Reality/Machine Learning

How do you think these changes will impact Indian retail?

With the availability of new technologies each consumer today can be viewed as a unique individual with clearly identifiable preferences. Therefore, Indian retail needs to move from one-size-fits-all approach to a highly customised consumer centric approach.

What are the 3 game changing technologies in the space of customer experience?

Data/ Predictability/Personalisation

What are the top priorities for you in the coming years you as CIO of the company/ brand?

The top priority is get to know as much as possible about consumer preferences and then subsequently engage with consumers keeping in mind their preferences.

Top 3 challenges retailers will face from a Technology point of view in India?

Retailers believe technology is a quick fix solution to all problems. Whereas in reality technology is just an enabler. Therefore the first challenge is that the current organisation structure and strategy does not enable effective deployment and use of technology. Also, there is an assumption that tech shift will happen in the future, whereas in reality the shift has already started happening and we all are in the midst of it. Hence the second challenge is speed and agility in adapting to technological change. Furthermore, technology is usually expensive to deploy and even more expensive to change. Hence, the third challenge is choosing the right technology mix.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Single Consumer View across all channels, personalised and adaptive communications whether in-store or on e-mail and Virtual trial rooms enabled both in-store and on mobile devices.



CHETAN CHATURVEDI CIO, Head - IT, Reliance Market Retail Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

Mobility with higher bandwidth/Machine Learning/Real time Analytics & Business Intelligence

How do you think these changes will impact Indian retail?

India is one of the biggest consumer market in terms of mobile devices. Now if we provide mobile connectivity with much higher bandwidth and robust availability, millions of whole sellers & distributors will have access to the merchandise & free market. The retail industry is set for exponential growth as real time analytics could bring in efficiencies in inventory management, product placements, Supply Chain, Deliveries, and even product development for the right consumer market. The two hot technologies that are becoming very popular world over namely Robotics & Drone Deliveries in Retail are yet to get a serious consideration in Indian Market.

What are the 3 game changing technologies in the space of customer experience?

Smart Mirrors/ Augmented and Virtual Realities/ Mobility

What are the top priorities for you in the coming years you as CIO of the company/ brand?

Enable the business to reach out to mass middle India through technology - increase productivity of sales force and bring in efficiencies of scale - Cost effective Deliveries and distribution.

Top 3 challenges retailers will face from a Technology point of view in India?

Integrated supply chain/ Automated Warehouse management/ Robust & High speed Network

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

Not exactly, IoT but we have a lot of networked and mobile devices for order management, store operations, and Point of Sale.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Checkout free stores/IoT,/Virtual and Augmented Reality

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PIYUSH CHOWHAN CIO, Arvind Fashions Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

Change in customer behaviour because of 'Digital Disruption/ Adoption' of AI and ML/Advent of NLP/ Vision and Video technology

How do you think these changes will impact Indian retail?

These technologies will help in enhancing the customer experience using AI. The business are becoming Omnichannel to provide unified experience to the customers.

What are the 3 game changing technologies in the space of customer experience?

Natural Language Process/ Artificial Intelligence/ Internet of Things

What are the top priorities for you in the coming years you as CIO of the company/ brand?

To build AI and Analytics solutions.

Top 3 challenges retailers will face from a Technology point of view in India?

Seamless Omnichannel Experience/ Able to build a Micro-services architecture/ Ability to adopt Agile ways of working

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT is a key for consumer facing industry and it would create a huge impact in our customer offerings. There is use of sensors which capture Image/Video/Product information which are critical elements for retailers. The organisations need to store this IoT data and use it for better operating decisions.

Your top 3 favourite retail technologies, which you would like to introduce in India

RFID for Inventory Customer Identification using Video/Image in-store personalised offers for offline stores.


BHAVIN KOTHARI Vice President, IT, Lifestyle International Pvt Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

AI/ML/Voice Assistance/Facial recognition

How do you think these changes will impact Indian retail?

Indian retail market is volatile and uncertain. Though AI plays an important role in handling this, continuous learning and creating solutions automatically through ML will definitely be the game changer.

What are the 3 game changing technologies in the space of customer experience?

AI - ML/Facial Recognition/Conversational Commerce

What are the top priorities for you in the coming years you as CIO of the company/ brand?

To provide frictionless customer experience both on online and offline platform.

Top 3 challenges retailers will face from a Technology point of view in India?

Skill shortages/Shorter Shelf life of technology/Higher Cost of Technology

What would success look like for you in a couple of years in terms of the company and technology?

The market is big and every brand/retailer will have their own share provided consistency remains in each aspect.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Facial Recognition / Conversational Commerce / Real Time Video Analytics



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SANJAY SURI Chief Technology Officer, Nykaa.com

What according to you are the three biggest/most important changes happening in the world of technology?

AI/IoT/Cloud Computing

How do you think these changes will impact Indian retail?

The rapid adoption of mobile devices, wider access to internet and all pervasive social media has made the Indian consumer very demanding. The difference in engagement and the point of transaction is blurring. Businesses are expected to offer instant gratification at all touch points and personalisation at all levels to keep the user loyal. Another factor which is of paramount importance for businesses today is to offer a superior experience over and above the product assortment and competitive prices and convenience. For this the retailers will have to go in depth and understand customer habits to create a truly personalized discovery experience. Again, technology is the only enabler for that. India is still a country of brick and mortar. Hence creating a seamless Omnichannel experience becomes key.

What are the 3 game changing technologies in the space of customer experience?

Conversational commerce delivered via ChatBots/ Personalised Search and product recommendations at scale/ Augmented and Virtual reality experience.

What are the top priorities for you in the coming years as CIO of the company/ brand?

- Building a high caliber team with a strong culture of innovation.
- Identifying technology partners who can meet our quality and strategic requirements and understand Indian consumers.
- Always keep engineering bandwidth to deliver on innovation projects and open up new business areas while supporting the massive growth we experiencing.

*Your top 3 favourite retail technologies, which you would like to introduce in India?**

Conversational commerce delivered via ChatBots/ Personalised Search and product recommendations at scale/ Augmented and Virtual reality experience.



ARUN KUMAR Director IT, Benetton India Pvt Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

AI/ML/AR

How do you think these changes will impact Indian retail?

These technologies will help retailers to understand the customer behavior better and trend predictions will become more accurate.

What are the top priorities for you in the coming years as CIO of the company/ brand?

To implement and make use of these technologies to serve customer better.

Top 3 challenges retailers will face from a Technology point of view in India?

To find a right vendor equipped with right technology and business understanding. To ensure adaptation of these technology and make best use of it.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT is playing a very significance role in retail industry. There are hundreds of data points which support the retailers to understand the customer behavior, the product movement, efficient supply chain, better inventory management and many more use cases.

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TARUN BALI Head IT, Quest Retail Pvt. Ltd., The Bodyshop

What according to you are the three biggest/most important changes happening in the world of technology?

Evolution of Smart sensors/ Artificial Intelligence inspired by neuroscience/ D printing

How do you think these changes will impact Indian retail?

Retail being so dynamic and technology consuming industry touching everyone in-person irrespective of profession, knowledge, age, and gender. Diversified customer's demands, shopping habits and real time feedback and suggestions evolving and influencing business every minute. A part from specialised products and service offering retailers are under constant pressure to deliver wow experience and value added service using augmented reality, IOT's, gamification and smart analytics to connect & engage them continuously. Adaptation or non-adaptation of new age technology will certainly going to impact every business positively if chosen or negatively if opted out now.

What are the 3 game changing technologies in the space of customer experience?

Augmented reality, Self-assisted Kiosk and checkouts Chat and Voice bots

What are the top priorities for you in the coming years you as CIO of the company/ brand?

I am working on building one eco system for 360 degree customer view, recognizing their needs precisely on time complemented by relevant in stock products. In current digital age world customers are bombarded by same set of products which either they have bought or already out of stocks. This is just adding doubts on the technology capabilities if not used with common sense.

- I am extending post shopping product rating and review system for in-store shoppers to generate additional contents and conversations to reach out every customers irrespective of shopping channel they are connecting that too organically.
- Developing Bots to assist customer digitally in selecting products regime In-Store and Online.
- Creating new age secure infrastructure to protect from external threats and internal data leakage.

Top 3 challenges retailers will face from a Technology point of view in India?

- Slow rate of technology adaptation within employees
- Management, governance and control on multiple application environments and integration.
- Exponential data growth, high velocity of change management and data security and privacy protection.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT adaptation varies from company to company. For beauty and cosmetics Retail domain it would help in recognising customer sentiments through camera sensors, analysing in-Store traffic and converting them as shoppers in real time. IOT can help out in building Virtual assist to "try on" makeup look before actually buying the final products. We surely working on that.

What would success look like for you in a couple of years in terms of the company and technology?

Success of Brand complemented with technology would be worth if we will be able to make customer satisfied & happy whether it's about keeping relevant inventory what he /she is looking for or Omnichannel anywhere anytime shopping preference or quick resolution of the complaints and queries raised by him/her. Technology should be able to capture and track every movement and conversation, recognizing bottlenecks in customer journey and proactively or reactively eliminating the hurdles timely and consciously. This would certainly make customer brand loyal and extremely happy. Only irate customers can be brand loyal if their concerns and requirements addressed properly and quickly.

Your top 3 favourite retail technologies, which you would like to introduce in India?

- Image recognition and self-assisted checkouts
- Virtual shopping through Augmented Reality.
- AI assisted real time product recommendation for In-Store shoppers without any digital divide. It should not be limited to online buyers.

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RANJAN SHARMA CIO and Head of Supply Chain, Bestseller India

What according to you are the three biggest/most important changes happening in the world of technology?

Big Data and Deep Learning/ Cognitive/Process Automation

How do you think these changes will impact Indian retail?

Improve engagement and interaction with customers and increase people efficiency

What are the 3 game changing technologies in the space of customer experience?

AI backed by ML/ Cognitive/Bots

What are the top priorities for you in the coming years you as CIO of the company/ brand?

Identification of customer and improving interaction and engagement with them. Bring in the advantages of e-commerce to offline stores and improve people efficiency with the help of Bots, AI, ML and image/Video analytics.

Top 3 challenges retailers will face from a Technology point of view in India?

Change management/up skilling of business and IT resources/Disruption at the infrastructure layer

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

We are now being surrounded by sensors all across us. We are currently using IoT to capture customer walk-in into the store and are now working towards better customer engagement using the same.

What would success look like for you in a couple of years in terms of the company and technology?

Success for the organisation would be achieving its mission and vision. We would want technology to help organisation achieve the same and create more business avenue.

Your top 3 favourite retail technologies, which you would like to introduce in India?

RPA/ AI/ ML/Cognitive/ NLP



GURPREET SINGHA BHATIA CEO, Reliance Vision Express Pvt Ltd.

What according to you are the three biggest/most important changes happening in the world of technology?

Artificial intelligence/Digitisation & integration of supply chain/ Ever reducing delivery time for customers aided by technology.

How do you think these changes will impact Indian retail?

In e-commerce, the customer wants faster deliveries and some retailers are able to rise to this requirement. Importance of an integrated Omnichannel strategy has been understood and is visible in the market. Technology will facilitate all this services.

What are the 3 game changing technologies in the space of customer experience?

Customer service has become hygiene for the industry. The next challenge for Indian retail is to customize experience, which can be solved to a larger extent by AI. Also quick delivery time to ensure quicker customer gratification will be a game changer for many retailers. Smoother and cohesive supply chains are any retailers imperative.

What are the top priorities for you in the coming years you as CIO of the company/ brand?

To ensure that all digital channels are explored and come up with a robust digital infrastructure that will optimize the brands interaction with her customers.

Top 3 challenges retailers will face from a Technology point of view in India?

To ensure, Internet reach in the entire country. Also, underlying an apprehension to the usage of technology in daily lives by customers could be immediate concerns.

What would success look like for you in a couple of years in terms of the company and technology?

The optical industry has just become interesting and is growing in leaps and bounds. I am confident Vision Express will come out ahead of all in a few years.

Your top 3 favourite retail technologies, which you would like to introduce in India?

AI augmentation in apparel stores/Unmanned checkouts.



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MANOJ PATEL Deputy CIO, House of Anita Dongre Limited

What according to you are the three biggest/most important changes happening in the world of technology?

AI and automation/IoT/Blockchain

How do you think these changes will impact Indian retail?

AI with its ability to help turn large and diverse data sets into enriched information that can help improve speed, cost and flexibility across the value chain. More retailers are using the IoT to connect with consumers, which will ultimately revolutionize the way we shop.

What are the 3 game changing technologies in the space of customer experience?

Omnichannel customer experience/Mobility commerce/24-hour customer service via chatbots

What are the top priorities for you in the coming years you as CIO of the company/ brand?

Omnichannel, Intelligent Apps and Analytics (Footfall counting machines, Intelligent mirrors etc.) Digitisation, AI

Top 3 challenges retailers will face from a Technology point of view in India?

Omnichannel fulfillment / Brand Sensitivity/Inventory Intelligence

What would success look like for you in a couple of years in terms of the company and technology?

We are quite positive about the approach. Company is ready to invest on technology which gives ROI and as we are in fashion industry technology helps in engaging customer knowing their behavior etc. There are lots of things that can be done through technology and satisfy customer needs and serve them at their doorsteps.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Augmented Reality Apps/ Visual Analytics/ Facebook Facial Recognition



DHIRAJ JAIN Global Vertical Head, Retail and Consumer Goods, Tech Mahindra

What according to you are the three biggest/most important changes happening in the world of technology?

Blockchain/Cybersecurity/AI/ML/ IoT/ Robotics/Analytics.

How do you think these changes will impact Indian retail?

Consumers demand hyper-personalisation and instant gratification. Brand loyalty is a lost concept for most brands in the retail space and the only way to regain that loyalty is through compelling experiences across channels.

What are the 3 game changing technologies in the space of customer experience?

Computer vision / Cashier-less self- checkout/ Evolved supply chain

Top 3 challenges retailers will face from a Technology point of view in India?

- Speed – The time-to-market taken for identified technology transformation programs will have significant impact on the business outcomes
- Cutting through the noise – Picking the right opportunities having the quickest and highest Return of Investment will become a very critical factor in gaining mindshare and recall.
- Delivering compelling experiences to differentiate and regain loyalty of consumers will be critical to create a competitive retail brand.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

Tech Mahindra's expertise in IoT makes us an ideal partner for Enterprise customers across all domains in their Digital Transformation journey. IoT has the potential to transform every aspect of retailing right from Smart Stores that manage energy, customer experience etc. to Smart Supply chains that manage warehouses, last mile delivery etc.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Computer vision/Artificial Intelligence/Blockchain

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White Goods



Food &
Beverages



Telecom



Jewellery



Department
Stores



Super/
Hypermarket



Flower Shops


AASHRAY THATA Co-Founder, PostFold (A unit of AA Brands Pvt. LTD)

What according to you are the three biggest/most important changes happening in the world of technology?

Cloud Computing/Artificial Intelligence/Virtual Reality

How do you think these changes will impact Indian retail?

They will enhance end to end user experience. All big players are heading towards an Omni-retail channel, where the brick and mortar store is used to leverage the customer base back to the website of that particular retailer/marketplace.

What are the 3 game changing technologies in the space of customer experience?

AI/Instant Messaging/Chatbots

What are the top priorities for you in the coming years you as CIO of the company/ brand?

To continuously evolve and adapt to ever changing world of technology.

Top 3 challenges retailers will face from a Technology point of view in India?

Obsolescence/Maintaining Price/ Constantly innovating

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT is secretly becoming the backbone of every industry. Its helps us with customer facing innovation and perform data driven optimisation.

What would success look like for you in a couple of years in terms of the company and technology?

Success for us would be a virtual Omnichannel with no touches. Customer goes in, with the help of a 3D/ Virtual trial room tries all the clothes and walks away with his favorite product via touch less interaction. As far a technology is concerned i would like it to automate almost all processes in our daily lives and community.

Your top 3 favourite retail technologies, which you would like to introduce in India?

3D Printing/AR/VR.


ANIRBAN MUKHERJEE Head IT, Turtle Limited

What according to you are the three biggest/most important changes happening in the world of technology?

Omnichannel/ Artificial Intelligence /Algorithmic Trading

How do you think these changes will impact Indian retail?

Impact is already visualised, Omnichannel has already optimised the stock turn. AI has already proved its efficiency in several automation's like GPS in logistics etc. Predictive analysis a product of Algorithmic Trading is still in crafting stage currently its helping for reporting but soon the transactions will taken over.

What are the 3 game changing technologies in the space of customer experience?

Omnichannel integration has engraved the digital experience to restrict the bargain on customer choices. Online shopping has given the timeless shopping opportunity. Social media has connected the fashion round the globe, customer are experiencing and learning trends every moment.

What are the top priorities for you in the coming years you as CIO of the company/ brand?

Adapting the technologies to minimize the manual intervention and automate the maximum possibilities.

Top 3 challenges retailers will face from a Technology point of view in India?

The changing theme of the business/Maintaining the ancient trading/Digital.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT helps to gain the control over business, automate the counts of customer walk-ins, work force management.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Enhancement of Algorithmic Trading/ Use of robotics for tailoring/Fictional trials shopping.



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DEBSENA CHAKRABORTY Co-founder, Gopursu.com

What according to you are the three biggest/most important changes happening in the world of technology?

Accesses to information at a click of a button/Improving business agility/ Cryptocurrency- A cashless world.

How do you think these changes will impact Indian retail?

The divide between the online & offline world will disappear making way for a different currency to reign. A currency that will be stable and will not be manipulated by the global circus leading to a stable economy.

What are the 3 game changing technologies in the space of customer experience?

Artificial intelligence/ Mobility Commerce/Customer delivery proposition

Top 3 challenges retailers will face from a Technology point of view in India?

Keeping pace with the global market in terms of product choices & quality. Improving supply chain and maintaining the required discipline to fight competition. Operational Efficiency will be the key to decide the life span of the business.

How is IoT shaping up the industry? Tell us about the role and significance of IoT in your company?

IoT will merge the physical world and the virtual world to create a highly personalized and often predictive connected experience.

What would success look like for you in a couple of years in terms of the company and technology?

Success is having a sustainable business with around the year innovations to continuously bridge the gap between us and our consumers. Staying connected and staying abreast with the newest technology and integrating it with our business will be the key to stay on track.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Rebecca Minkoff smart handbag/ Today at Apple with Apple now/ Reformation


AKHIL JAIN Executive Director, Jain Amar

What according to you are the three biggest/most important changes happening in the world of technology?

Virtual Trial Rooms/ Drone delivery/ Virtual Assistants at store

How do you think these changes will impact Indian retail?

To some extent the above advancement in technology has benefited both, customer & seller. It has become easier to please customer now. The future seems bright as the retail sector has witnessed growth opportunities with these advancements and more technologies are being discovered to help the market rise to greater heights.

What are the 3 game changing technologies in the space of customer experience?

Automated Purchasing/Mobility commerce/ Mode of Payment

What are the top priorities for you in the coming years you as CIO of the company/ brand?

Customer has always been a priority for any brand. And providing 'ease to shop' to the customer is our responsibility. Majority of purchase is digitally based therefore, for us, smooth digital experience is the key priority.

Top 3 challenges retailers will face from a Technology point of view in India?

Inventory management/ Speed & agility/ Balance between strategy & tactics.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Connecting online & physical store experiences/ Supply Chain Management/ In-store Digital Transformation



The Impact of Technology on Purchase Lifecycles

New-age technology along with existing knowledge of consumer psychology is being leveraged effectively by brands across the globe, in highly innovative and engaging ways...

– By Vipul Mathur, Brand Marketing Expert and Brand Head, Skult

Technology in today's day and age has come to become the most integral element in influencing customers' choices especially when it comes to retail products such as clothing. New-age technology along with existing knowledge of consumer psychology is being leveraged effectively by brands across the globe, in highly innovative and engaging ways; such methods would have been unfathomable less than a decade ago.

With new information about audience behavior and preferences amongst other parameters, brands have an in-depth understanding about consumer buying cycles. In such a scenario, influencing the lifecycle of buying begins even before the consumer has thought of buying a certain product.

Prior to the need for product exists:

With predictive data analytics, advanced systems can predict the potential need for a product amongst consumers. Today advanced e-commerce marketing agencies classify the complete population in 16 personas based on probable psychology, mood, aspiration as key influencing factors. The brands and agencies then take to delivering customised

digital marketing content to the individuals based on the consumer's persona. Physical retailers are also warming-up to the idea of exploring different personas to cater to their consumers more efficiently and effectively.

With new technology come new conundrums and new queries, as the brands and marketers trying to understand and grasp the prowess of tech in our hands. Given this backdrop, debates surrounding who is in control of "the buying" ensue. With evolving technology similar questions will become more prevalent.

Before purchase:

With constantly being connected to the digital world, a consumer is consistently digitally tuned-in. When checking-in to places, entering malls - connecting through Wi-Fi and Bluetooth, a consumer announces their whereabouts to sellers at the locations. In addition to that, through search engine marketing (SEM) consumers receive prompts and ads when searching for specific locations, products or retail details. Many software and services carry out paid marketing for products or similar products being searched upon by the consumers. With increasing smart phone usage, more consumers will fall under the fold.

During purchase:

Whether it is a portal or a store, the retailers have made heavy investment since the ROI is most clear and evident in this setting. In today's technology driven set-up, offering Omnichannel solutions, apps, assistance based on CRM data, interactive kiosks are some of the methods employed by retailers to improve conversion rates.

With increasing retail cost and decreasing footwalls in the store, improved

with the preference of the consumer, to support a sale of the product. Store retailers also employ data to get a clear understanding of location preferences among consumers, areas of development of merchandise, display and staff-training amidst other factors.

Success Markers:

It's amazing to witness the rapid development in the areas of neuro science, consumer behavior psychology, predictive



conversion and basket size are the critical parameters of survival. Brands and retailers are working with equal rigor to enhance this area.

Post-purchase:

After a consumer purchases a product, companies have valuable data at hand. Conglomerates with multi-industry data can reach out to consumers across digital channels to show products of their company, in accordance

analytics, social marketing, Omnichannel and geo-marketing. Now, the retail sector is comprehensively and completely utilising the potential of such new-age technology. It will be interesting to see how all the parameters and growing technological advancements come into play how effectively the sector leverages the opportunities available through technology at hand. **R**

Technology: Changing the Future of Indian Retail

Going forward, technology like 'AI' will be further used to get an integrated view of consumer behaviour. Preferences obtained from store and non-store-based sales and marketing channels will allow retailers to offer personalised and consistent experiences and will facilitate the seamless switch between channels

– By Ina Dawer, Research Manager at Euromonitor International

Technology has always played a major role, creating a massive impact in reviving the retail industry, bringing it renown and repute. It is assisting retailers to become highly-equipped and advanced in the way they enhance the experience for consumers.

The Industry Growth

As per Euromonitor International's recent retailing research, the market size of Modern Grocery Retailers in retail value sales at current prices (including inflation) was ₹603 Billion in 2017. Modern Grocery Retailers grew at 13.2 percent in 2016-17. The category is forecast to grow by CAGR 9.2 percent through 2017-22.

The search for a one-stop shopping destination keeps making consumers shift from traditional to modern retailing stores. Modern retail stores attract footfalls in their physical store in Tier I and Tier II equally, albeit for different reasons. Aspirational Tier II consumers look at modern retailers as places to experience the new age retail. Equally Tier II & III cities have lucrative geographies for

expansion of modern retail.

Retailers are tapping on to this new market of aspirational consumers increasingly. The lack of presence of most of the international and a major portion of national brands in these areas, have led consumers to resort to online channels in Tier II cities.

Role of Technology

Technology – or rather connectivity – has created opportunities for unorganised retailing by giving them access to huge population, without the need of having a physical store. Their products now compete with brands and have made the competition intense especially within categories where consumers are not brand loyal or are price sensitive. This is keeping retailers on their toes and increasing the need for manufacturers to differentiate their products and for retailers to enrich the shopping experience and make it seamless.

The biggest change is the use of Artificial Intelligence (AI) to analyse consumer behaviour and preference at each stage of the shopper's journey, for targeted marketing and offering



price discounts. AI is being used more prominently by e-commerce websites or digital marketers. Going forward, it will further be used to get an integrated view of consumer behaviour. Preferences obtained from store and non-store-based sales and marketing channels will allow retailers to offer personalised experiences.

The use of technology has become very intuitive as far as shopping through modern retail is concerned. Consumers search for products, compare prices on e-commerce website and buy online or offline depending on their convenience and need. Even for checkouts, consumers pay through e-wallets making checkouts quicker.

Impact

Within modern retail stores, technology is being used to enhance the in-store experience, increase the convenience in browsing and selecting products and for faster checkouts. Store based retail is evolving and in store engagement is very critical. Newer technology that allows consumers to browse multiple products in a short period also adds to the convenience.

For example, Van Heusen's virtual mirror engages the consumers and also cut out the trial time. Hypercity's self-checkout store in Hyderabad, allows consumer to avoid the billing queues.

Challenges

Retailers besides developing their Omnichannel strategies are now integrating technology through each node of their supply chain. For instance, Lenskart uses LOCUS technology focused on finding the best route to deliver. Retailers have been focusing on proximity marketing, using technology to enhance in store experience. All of these are likely to enhance consumers' experiences eventually increasing consumer delight. The only challenge is that each individual retailer is integrating technology in only certain nodes of their value chain while technology is already integrated throughout consumers' path to purchase and this is likely to create a gap. Retailers need to look at the shopper's journey from the eyes of consumers. This is the only way to provide personalised, consistent and seamless shopping experiences and for retailers to become future ready. **IR**

YOUR GUIDE TO BEING A CUSTOMER-CENTRIC CIO

– By Manish Srivastava, Co-Founder/CTO, LitmusWorld



Integration

Customers expect conversations to be contextual. This requires information from transactional systems to flow seamlessly into the conversation engine. The information is also required by the employees to respond to customers in an effective manner. CIOs must ensure that all applications are designed in a manner that they can be receive and share information in real time..

Analytics and AI

Conversations generate large amount of data. This data is made available in large volumes in a structured or unstructured format. To mine valuable insights from this data, CIOs will need to leverage analytical and AI algorithms. Getting integration right is the key to enable free flow of data within the organisation and first step towards AI.

Cloud

To draw out insights from this large volume of multi-structured data, CIOs will require developing a cloud strategy. This allows them to put an flexible infrastructure that can process the data in a pay as you use model.

Rapid Prototyping

Getting the right customer experience will require testing out new ideas and ability to rapidly prototype. CIOs will require putting in place people, process and systems to enable rapid prototyping. This will help accelerate innovation and enable the organisation to create new experiences.

DevOps

How applications are developed, deployed and managed is rapidly evolving. Digital channels are key to customer engagement. CIOs need to encourage their teams to adopt DevOps tools and techniques that can help in faster delivery.

Customer Experience is the new battleground of retail. Irrespective of the industry you are in, the consumers and employees expect you to deliver them personalised, easy and unified experiences similar to those provided by Google, Facebook, Amazon, WhatsApp and Apple. These companies born in the digital age are reshaping consumer expectations. This shift in consumer behavior is both a huge challenge and a big opportunity.

The only sustainable way to innovate and deliver new experiences. Facebook leverages the content generated by its users to engage other users. In each of these cases, these new age digital companies are listening to their consumers, analysing their inputs and reshaping the experience. To compete and win in this new world, business must learn to co-create experiences by

- **Proactive Conversations:** Proactively engaging their customers by initiating contextual conversations about their experience across the customer journey.
- **Real-time Action:** Responding to each conversation in a coordinated and meaningful manner.
- **Continuous Improvement:** Draw out insights from the conversation to improve existing experiences or design new products, services or experiences.
- CIOs will need to build and deliver a new platform that will enable business to realize this. The platform should consist the following components:
- **Conversation Designer** to enable business users to design and launch conversations with customers and

employees on a continuous basis.

- **Multi-channel Conversation Engine** enables customers and employees to respond using their preferred channels - SMS, Emails, Call Center, IVR, Chat, Kiosk, Stores, Social, Website or Mobile.
- **Integrated Action Management** intelligently categorises, assigns and notifies to the right person. It enables them to collaborate across organisational boundaries and take the necessary measures.
- **Real-time Intelligence** Runtime analyzes the conversations in real-time to generate actionable insights.. These insights help identify areas of improvement in existing experiences and also help identify new opportunities.

In order to deliver these new capabilities, CIOs will need to address the following challenges: Security and Compliance. Security turns out to be the bigger challenge. Cyber security risks are increasing manifolds. At the same time, regulatory compliance is becoming more stringent. Cyber security requires a dedicated security team that can putting in place the required security processes to identify, protect, detect, respond and recover from security threats. To facilitate conversation with customers, respond effectively and analyze the information, organisation will be required to increasingly leverage cloud, mobile, social and external service providers. The security team enable the organisation to leverage these new technologies and providers in a trustworthy manner.



Hidesign Celebrates 40 Years; Plans to Take the Middle East by Storm

– By Charu Lamba

With an international footprint and a strong e-commerce presence, Hidesign has redefined the notion of Made in India luxury with its premium accessories that embody high quality, ecological values and local craftsmanship...

Hidesign, a brand that has become synonymous with high-quality leather accessories such as bags, belts, and wallets, is celebrating 40 years of craftsmanship and innovation this year.

What started off as a hobby for Dilip Kapur, Founder in 1978 is now a dynamic enterprise, with a gross revenue of ₹170 crore. With an international footprint and a strong e-commerce presence, Hidesign has redefined the notion of 'Made in India' luxury with its premium accessories that embody high

quality, ecological values and local craftsmanship.

LVMH invested in the brand in 2012 and the brand is growing at 30 percent annually, and since its inception, has successfully launched 74 standalone stores in India, with a commendable presence at 14 International and

Domestic Airport stores in India.

In 2014, Vikas Kapur joined the legacy of his father's business as Hidesign's CEO, and officially launched its US-based website (hidesignamerica.com).

Hidesign is distributed via 30 exclusive stores around the world and shares shelf space at some of the world's leading department stores. The brand is set to take the Middle East by storm, with new Hidesign boutiques planned in locations such as UAE, Saudi Arabia, Lebanon and Kuwait this year.

In an exclusive interview, **Dilip Kapur** spills the beans on how he started Hidesign, how the brand has shaped up and the future:

Tell us about the retail journey of Hidesign.

Hidesign began as a reaction to all the synthetic looking, plastic coated shiny leathers. The raw, natural look of Hidesign made it a rebel brand, that was soon a favourite amongst the influencer and the fashion forward set. At first, we only sold internationally in San Francisco, London and Melbourne, from there we moved to South Africa, Russia, Malaysia and many other countries. We finally came to India in 1999. Now India is our biggest market.

The brand will celebrate 40 years of existence this year. How have you seen the market for bags evolving in these 40 years?

In the last 40 years, the Indian market has experienced a sea of change. From the era of local unbranded leather bags and cheap synthetic and fake goods to liberalisation, larger

number of working women, to the entry of a wide range of global brands; the look and feel of retail has become international. Alongside we've seen the growth of e-commerce and social media. The way people shop has changed.

What are the in-store tech innovations that you have introduced to enhance the customer experience?

With the average Hidesign customer being young, the main space for us to reach out to them has been digital. All our stores are fitted with screens that play videos of the brand and its new collections. Hidesign as a brand is full of stories because we make our own products and communication through videos helps us communicate the brand message to our customers.

We have also introduced Hidesign wallets with RFID chips that will protect one from any cyber theft.

Tell us about the visual merchandising at the store.

Hidesign stores play a major role in creating the brand experience, as our customers get the first look and feel of the products via these stores. Our stores are what connect

our customers to us, they tell the story of our products and about everything we are as a brand. The clean lines, bright white backgrounds and gleam of solid brass helps to highlight the leather bags and makes the store look modern and upmarket.

The display windows introduce the new collections and offers and invite you into the store. While the focal displays and theme-based collections such as The Icons, HidesignxKalki, California, Atelier, create multiple stop points in the store and help keep the customer in store for longer.

How are you tapping transit retail? How much does transit retail contribute to your overall revenue?

We are already present in 14 airport stores and this year, we plan to double that number. We believe that airport is a very important platform for our brand as our ideal Hidesign customer is well-travelled and successful. We do significantly well at the airports.

Who is your TG?

The Hidesign customer is young mainly between the age group of 25-35 well

THE DISPLAY WINDOWS INTRODUCE THE NEW COLLECTIONS AND OFFERS AND INVITE YOU INTO THE STORE. WHILE THE FOCAL DISPLAYS AND THEME-BASED COLLECTIONS SUCH AS THE ICONS, HIDESIGNXKALKI, CALIFORNIA, ATELIER, CREATE MULTIPLE STOP POINTS IN THE STORE AND HELP KEEP THE CUSTOMER IN STORE FOR LONGER.



RETAIL MAPPING

- The brand boasts of 74 stores plus 14 airport stores, which includes major international and domestic airports like Mumbai, Delhi, Bengaluru, Hyderabad, Kolkata and Cochin.
- It is present in the best malls of the country and in almost all private airports. This year, Hidesign will be entering around 14 airports that are now privatised for retail.
- Exclusive Hidesign stores stock, handbags, briefcases, travel bags and small leather goods, wallets, belts, in addition to sunglasses, shoes and jackets.
- The average size of Hidesign stores is between 550-700 square feet. The shop-in-shops tend to be approx. 150-200 square feet.
- Hidesign is present in over 25 countries including major markets like US, UK, UAE, Australia and South Africa. Internationally, Hidesign is present through independent stores, department store chains and e-commerce partners such as Amazon. Corporate sales are a fast-growing channel for Hidesign.
- The brand is exploring new regions such as Sarajevo, Indonesia and solidifying its presence in Kenya, Portugal and Spain.

educated and working professionals, who are well travelled and care for their appearances.

Tell us about the location strategy of the brand.

What do you prefer- high-streets or malls and why?
We increasingly prefer malls; the days of high street stores are over. There are various issues such as parking, hygiene that these high-street stores face. In malls, we have the right kind of ambience perfectly suited for our target customers.

What are the products that your offer? Which is the fastest moving

product at Hidesign? Any plans to expand the product range?

Hidesign is a lifestyle brand; we offer ladies bags, men's bags, wallets, belts, shoes, sunglasses, luggage and jackets. Our ladies bags and men's bags are our top sellers. While we have only introduced sunglasses in the past 3 years, it is a very fast-growing category.

What steps are you taking to please Millennials who prefer fast fashion?

We are not a fast fashion brand, quite the opposite, yet our main customer base is young men and

FROM THE ERA OF LOCAL UNBRANDED LEATHER BAGS AND CHEAP SYNTHETIC AND FAKE GOODS TO LIBERALISATION, LARGER NUMBER OF WORKING WOMEN, TO THE ENTRY OF A WIDE RANGE OF GLOBAL BRANDS; THE LOOK AND FEEL OF RETAIL HAS BECOME INTERNATIONAL.

and Gen Z have embraced Hidesign, on social media where we have more than a million followers and online influencers love us.

Indonesia, while building up Hidesign in USA, Spain and Portugal.


Other than new markets and airports, in terms of categories we will continue to build footwear and accessories like sunglasses. We need to get better at it before we think of something more.

Tier I and metro cities or Tier II and beyond – which is the major market for the brand and why?

Our greater success as a brand has been at the airports and top tier malls in big cities. We reach many cities in India and do well in more far-flung areas through Hidesign e-commerce. For a brand with a strong identity and international outlook our best customers are often found in major cities.

Throw some light on the same-store sales growth of Hidesign. Share with us the revenue targets of the brand.

As Indian economy grows, the aspirations are growing even faster. We want to be where there are aspirations. That is why we are opening at airports. We believe that for up-market products like ours, when you go to places such as Varanasi, the most aspirational or cosmopolitan customer is going to be at the airport. Similarly, we will not miss the opportunity to be in any malls where this type of customer is available in India. We will not look at high street; we are not looking at franchise and distribution in the individual multi-brand store.

We grew a little slower last year than expected both due to demonetization and GST. We grew about 15-16 percent. This year we hope to grow above 20 percent. 



women between the age of 25-35. Hidesign is the perfect fit for the young professional who wants to make a mark at work and wants to be taken seriously. Collaborations such as HidesignxDisney, HidesignxKalki help increase Hidesign's appeal to new target groups. For some reason, millennials

Share with us the expansion plans of Hidesign. Which are the locations where we can expect the standalone stores of the brand coming up?

This year, all our efforts are going towards building a dozen airport stores in India. Internationally we are expanding in many new markets such as Sarajevo and



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The Smiley Company:

How a Happiness Campaign Turned into a \$268 Million Per Year Business

– By Surabhi Khosla

The Smiley Company co-creates a range with Lifestyle in India, targeted towards the department store's consumers. This range offers colours, and choice of the messages relevant to local consumers, providing buyers with the best of both worlds...



Nicolas Loufrani at an outlet of The Smiley Company

The Founding Members

Franklin Loufrani: Having spent over five decades in senior positions in the licensing industry, Franklin Loufrani was responsible for launching licensing programs for: Babar The Elephant, Batman, Scooby Doo & Superman. In 1972 Loufrani became the first person to legally trademark the Smiley face & is today President of The Smiley Company.

Nicolas Loufrani: The CEO and creative force behind The Smiley Company, Nicolas Loufrani gained global recognition for creating the world's first graphic emoticons. With over 20 years of experience in the fashion and licensing industries, he has overseen the transformation of Smiley into the most complete lifestyle brand in the licensing industry today.

On Saturday 1 January 1972, journalist Franklin Loufrani wanted to spread a little happiness in a time when bad news seemed to prevail. On that New Year's Day, French newspaper France Soir printed a smiley logo next to all positive news stories.

The idea became such a huge hit that people started buying the newspaper more, looking for the now iconic smiley, which would lead them to the 'good news'. Before long, the promotion gained traction and an icon and brand was born.

Before the campaign started in October 1971, Loufrani registered his smiley face with the French

trademark office.

When Franklin's son, Nicolas Loufrani came on board 20 years ago, he looked at the logo – which he had been seeing his entire life – and realised that he wanted to bring in something different, something new.

"I started changing expressions, bringing in different emotions – which later became emoticons. I

put them online and they began one of the biggest phenomenon in digital history – it's a new form of communication now used by people all over the world every day," Nicolas told IMAGES Retail Bureau on the sidelines of the India Fashion Forum 2018.

By the 1990s, Franklin and his son Nicolas Loufrani held trademarks for the symbol

in around 70 countries and had licensed the smiley to brands including Levi Strauss & Co. In 1996, the Loufranis founded the Smiley Company in London built around the Smiley brand.

In 1997, Nicolas created hundreds of emoticons, including a 3D smiley logo. His images, registered with the United States Copyright Office in 1997, were first published as GIF files on the Internet in 1998, making them the first graphical emoticons used in technology. He launched the SmileyWorld brand shortly thereafter.

In the early 2000s, the company licensed the rights to their emoticons to telecom companies, including Nokia, Motorola, Samsung, amongst others. Nicolas Loufrani compiled his graphical emoticons, along with other existing images used for communication, into an online dictionary which was divided into categories, and by 2002, the dictionary included over 3,000 images.

In 2005, the company announced the creation of the Smiley World Association, later renamed Smiley Fund, as a charitable arm of the company, to which it donates 10 percent of its profits.

Smiley: The Total Lifestyle Brand

Today, The Smiley Company is present globally in almost 200 countries, working with some of the largest retail groups in the world.

"In the luxury segment, The Smiley Company works with major brands like Moschino and Fendi. We also work with the VF Corporation - their Lee brand - in the denim segment. Apart from this, we have a licensing business with

in a lot of other industries including food, home décor, gifting, stationery, publishing and toys. The Smiley brand has a major licensing program which generated US \$400 million in 2017," stated Loufrani.

In India, the company has been working with Lifestyle department stores for many years now, where they cater to men, women and children. The Smiley Company co-creates a range with Lifestyle targeted towards the department store's consumers. This range offers colours, and choice of the messages relevant to local consumers, providing buyers with the best of both worlds.

"Our products in Lifestyle have been quite successful and that's why the collaboration with the department store has continued for so many years now. We keep renewing our offerings, which has always been very appealing to the Indian lifestyle customer," said Loufrani.

He added that in the gifting market, their Indian partner was Archie's Gift Shops. "We have been working with them for quite some time now too and our offerings include greeting cards. These are important for us because they are the kind of halo products which create the buzz among the young audiences - teenagers and young adults. They're happy, fun and cool," he said.

Growing in India

The company has been successful so far in both its collaborations in India, with its bestselling product in the country being the Smiley T-shirt. Now, it's looking to grow business in the country. Opening EBOs is part of its

OVER 45 YEARS HERITAGE AT THE FOREFRONT OF POPULAR CULTURE

1970'S 😊

- ▶ Franklin Loufrani creates and trademarks Smiley
- ▶ 'Take Time to Smile' campaign published in France Soir, De Telegraaf, Blick, Lavanguardia and many other publications
- ▶ Smiley adopted as icon of peace and love movement

1980'S 😊

- ▶ Smiley becomes an icon of the DJ generation
- ▶ Smiley extends merchandising program to meet demands for products
- ▶ Incremental increase in sales as the brand becomes an icon of dance music scene

1990'S 😊

- ▶ Nicolas Loufrani creates and copyrights the world's first digital Smileys
- ▶ The Smiley dictionary is published
- ▶ A new brand SmileyWorld is born
- ▶ Smiley becomes an icon of grunge scene as the brand is immortalised by Nirvana

2000'S 😊

- ▶ Nicolas Loufrani becomes CEO of The Smiley Company and implements new brand strategy for the business
- ▶ Smiley profile begins to raise through prestigious catwalk collaborations
- ▶ Smiley icons are adopted as the new language for the digital generation
- ▶ SmileyWorld become the world's first truly interactive multimedia brand

2010'S 😊

- ▶ Billions of Smileys sent on social media and messaging devices
- ▶ Smiley becomes global licensing phenomenon
- ▶ Happiness and Digital Smileys become the fastest growing trends in pop culture
- ▶ Smiley breaks in to TOP 100 licensing companies
- ▶ Smiley awarded best licensed lifestyle brand

on-going expansion strategy, but this of course, will depend on the partners it can sign on.

"We have appointed a major licensing agent - Jiggy George, Founder, Dream Theatre Pvt. Ltd, a pioneer in the Indian licensing and merchandising industry - which works with major international companies in India to help us grow our business in India," said Loufrani.

Currently, The Smiley Company works with international partners present in India. For example, its partner Lee has our products in India. Then there are chains like Zara, and the likes, which sell The Smiley Company's internationally developed products in India.

"Our trade strategy is to co-create. We work together with our licensees and partners, with each one bringing in their own values, their own abilities and their own thinking to come up with a product that will be the best possible product for consumers," said Loufrani.

The Smiley Company has recently signed a deal with Simba, which is a big back-to-school product company to develop backpacks and stationery and school items. It has also signed a major deal with Mondelez, one of the largest food companies in the world for the Cadbury cookie brand.

"We also do a lot of work with **Raza Beig, Director, Landmark Group and CEO - Splash** and his team in the Middle East. They are one of our biggest partners in the region. These sorts of deals are going to further spread our message of bringing happiness and positive values and spread smiles," concluded Loufrani. **IR**

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Odisha

THE RETAIL DESTINATION OF THE FUTURE

Growth in the number of educated, aspirational and rich consumers, superior technology in retail, and the rampant spread of the Internet has led to a boom in Odisha as retail market, making it a lucrative destination for retailers and investors alike...

- By Sandeep Kumar

Odisha, the land of minerals, is slowly becoming the core of expansion in the East, as far as the development and investment is concerned. The state accounts for over 55 percent of the country's bauxite reserves, making it an ideal location for aluminum-based companies to invest. And the richness is not limited to its mineral reserves. The state is slowly blooming into one of the top FDI destinations of India as far as retail is concerned.

The proactive approach of the Odisha government towards consequential implementation of

investment intentions seems to have been producing results as the rate of under-implementation of live projects has drastically declined from peak level of about 62 percent in FY13 to about 47 percent in FY17.

The state has also performed better compared to all-India under-implementation rate of investment projects which stood at over 56 percent and over 54 percent in FY13 and FY17 respectively, according to a study conducted by apex industry body, ASSOCHAM.

Retail Market

The retail sector of Odisha revolves around the state capital, Bhubaneswar - the city which is not only ahead

in terms of infrastructure and development but also houses the maximum number of retail users due to its dense population. The coastal area - including Bhubaneswar, Cuttack, Puri and Balasore - is home to the rich and the aspirational, people with high incomes, high spending power and aspirations of a more sophisticated lifestyle.

The Odisha market is wedding dominated. A huge increase in sales is witnessed during the wedding season, apart from the growth trajectory regularly observed during the end-of-season sales. Festival times like Durga Puja and Diwali also account for increase in sales, albeit playing a smaller role in the overall retail scenario of

the state.

Tier I cities and towns usually sport mega showrooms of all brands bringing in 50 percent of business for bigger players in the state. With brand consciousness gradually gaining prominence, customers in the maximum number of interior areas also prefer shopping at bigger showrooms, hence depending upon Tier I cities and towns. Malls are mushrooming in cities creating more retail real estate.

In this Odisha Special, IMAGES Retail Bureau speaks to major mall developers and the biggest retailers across verticals to find out how retail landscape of the region is changing.

FUTURE GROUP



Future Group is pioneer of modern retail in India.

Owned by Kishore Biyani, Founder & CEO Future Group, the company operates retail stores by the name of Big Bazaar, FBB, Central, Brand Factory, Easy Day, Nilgiris, Heritage, Aadhar Ezone, Hometown, Foodhall etc.

It operates 2,500 plus retail stores in more than 250 cities with more than 8,000 pin codes of India. It occupies

has been one of our top markets in the East zone. We have been appreciated by our customers and we are constantly working towards opening more stores in Bhubaneswar and expanding in other cities as well. Bhubaneswar is an important city for the Future Group at a national level. Odisha is expected to be ₹ 1,000 crore market for the Future Group,” says **Manish Agarwal, CEO East, Future Group.**



more than 25 million sq. ft. of retail space across the country and present in all the states of India.

More than 500 million customers visit their retail stores every year. The company provides employment to more than 60,000 people.

Future Group has been present in Odisha since 2004. The group started with Big Bazaar in Bhubaneswar and now they have Central, Brand Factory, FBB and e-zone in the Eastern cities of Cuttack, Puri, Keonjhar, Rourkela, Sambalpur and Jharsuguda. The brand is launching Home Town and Easy Day retail stores in the region very soon. “Odisha has been a good growth story for us. It



Marketing Strategy and Growth

The Odisha market is strong due to its culture, heritage and festivals. The retail industry has been incubating and developing fast in this state and Bhubaneswar is the regional shopping centre. Cities like Rourkela, Puri, Cuttack, Berhampur, Angul,

Balasore are developing fast. Fashion as a business is very big here.

“We are now opening stores at Angul, Balasore, Berhampur, Jajpur, Jeypore, Bhadrak and are also expanding with more stores in Bhubaneswar, Cuttack, Rourkela. Food as a category has strong influence on people. New homes are being made or upgraded here. Customers want to shop for home essentials, they want to look good wearing better clothes – all of these influence their shopping habits and we are present to provide them with everything,” adds Agarwal.

Brand Value

Rural, urban and industrial markets behave differently, and all retail stores are unique. In retail, location is of utmost importance. Whether you’re opening a store in a mall or on the high street, retailers have to understand each location and run the business accordingly. They have to blend the physical with the digital too, to keep the consumer engaged.

“We are firm believers in the fact that consumers and communities who we are catering to decide the products, the assortment as well as the pricing,” says Agarwal.

The Impact of Technology

Technology is an integral part of Future Group’s retail operating strategy. It makes retailers more efficient, as it reduces space and time. “We have upgraded to new POS systems for faster billing and have also introduced mobile POS billing. Customers can also book



Manish Agarwal, Future Group-East

‘Shopping & Billing Slots’ at stores online and bill & collect their products offline at our stores. Online-to-Offline is a big business strategy for us,” he adds.

Expansion plan

Future Group has strong presence in the eastern market mainly, Bengal, Odisha, Bihar, Jharkhand and North East. Kolkata, Guwahati, Bhubaneswar, Patna, Ranchi have most of their retail formats. Even in small towns, such as Durgapur, Asansol, Burdwan, Haldia, Kharagpur, Krishnagar, Purulia, Serampore, Konnanagar, Siliguri, Darjeeling, Gangtok, Jorhat, Silchar, Agartala, Puri, Cuttack, Keonjhar, Rourkela, Sambalpur, Jharsuguda, Bokaro, Dhanbad, Jamshedpur, Deogarh, Gaya, Muzaffarpur, Bihar Sharif, Hajipur, Bhagalpur, the brand is quite popular.

Some of the cities where Big Bazaar, FBB, Brand Factory and Easy Day Stores will come up very soon are Chinsura, Habra, Kachrapara, Jalpaiguri, Cooch Behar, Alipurdwār, Raiganj, Malda, Midnapur, Jaigaon, Uttarpara, Chandanagore, Rishra, Jeypore, Jajpur, Berhampur, Angul, Shillong, Dimapur, Dibrugarh, Tejpur, Itanagar, Imphal, Aizwal, Shivsagar, Ramgarh and Hazaribagh.

TURTLE LIMITED

 Turtle Limited is one of India's finest lifestyle brands, which has carved a niche for itself in the menswear category with its standout sense of style. Confident, elegant and world ready, the brand is a perfect fit for the urban go-getters of today.

Turtle's journey began in Kolkata in 1993 with a humble production capacity of 20 shirts a day. Today, entering its 25th year, the brand is a powerhouse of manufacturing and retail, offering a range of apparels and accessories passionately created by the talented in-house design team who wear passion on their sleeves.

Founder Sanjay Jhunjunwalla's subtle design sensibilities and unique sense

of global trends elevated their two flagship brands, Turtle and London Bridge in the fashion landscape of Eastern India with revenues of over \$30 million.

Turtle today has a national footprint in over 1000 MBOs, 300 large format stores and over 110 exclusive stores.

Consumer delight is at the heart of everything the brand does and its differentiated line of business crossovers, party wear, denims, travel wear, casuals and formals bear ample testimony to that.

Growth Rate & Market

"Odisha is one of the largest markets of Turtle. We have grown by almost 50 percent in our MBO business and about 15-20 percent in our retail business in Odisha last year.

We are targeting approx. 20 crores business from the state with all our revenue streams combined," says **Shitanshu Jhunjunwalla, Director, Turtle Limited.**

Brand value

To increase its brand strength and visibility in the state, Turtle is planning to take its current store count of 10 to about 20 in the next six months. It is also launching flagship stores at Janpath (high street) as well as the new Esplanade One Mall followed by stores on Jajpur Road, Cuttack, Sambalpur and Baripada.

"We are expanding our store footprint, and foraying into the Large Format Store size, entering Tier II & III towns in Odisha. Along with this, we have a strong presence in major MBOs. We are all set to flex our position in the market and become a category leader by 2019. Shirts sell most for Turtle in the state, followed by the trousers and T-shirts. However, we are seeing suits and blazers growing immensely as a category in the market. We are creating special ranges to cater to our existing and upcoming stores



Shitanshu Jhunjunwalla, Turtle Ltd.

in the state. We see a lot of potential in this category," says Jhunjunwalla.

Marketing Strategy & Expansion

Turtle is present in Bhawani BMC Mall and Forum Mart in Bhubaneswar. Most of their other stores are located on high streets.

"Going forward we would expand both in new upcoming malls such as Esplanade One, Utkal Galleria and DN Regalia to name a few, as well as open more stores at flagship locations like Janpath and Patia in the main city. In Tier II & III cities, we are planning on expanding through the high street route. We plan to open 30 stores in the next 12-15 months in east, growing our footprint of 110+ stores to 150 stores soon across India," he concludes.



ESPLANADE ONE

 Indian malls are converting into FECs to substantially extend their draw, lengthen shopper stay and even increase revenue for other tenants. The idea is to fulfill the demands of the evolving new generation, and act as a community hub to bring people together to celebrate events and festivals.

One mall in Odisha which is precisely designed and has the composite brand mix encompassing all facets of shopping, entertainment and food under one roof is Esplanade One. The idea is simple – to revolutionise retail not just in Bhubaneswar, but in the entire state of Odisha.



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Malls: Changing Retail landscape of Odisha

The aspirations and desires of the people of Odisha have been evolving at a rapid pace over the last five years or so. With the government’s thrust on making Odisha a hub for education and skill development, cities like Bhubaneswar are seeing a huge influx of youth. “All these factors have led to increased awareness and demand for international brands, novel ways of entertainment and desire to try out new cuisines and food options,” says **Jayen Naik, Senior Vice President, Operations and Projects, Nexus Malls.**

Major Attractions

The brand mix of Esplanade One includes Blackberry, Project Eve, Big Bazaar,

Trends, Digital, Max, Nike, Biba to name a few. Anchor brands at the mall are Lifestyle, Cinapolis, Iconic, Big Bazaar, Reliance Trends, Reliance Digital, Home Centre, TimeZone and Max.

The Food court plans on a huge offering of international and national brands including KFC, Domino’s, Burger King, Street Foods of India, Asia Kitchen, Keventer’s, Amravati, Belgian Waffles, Giani Ice Cream, Pizza Hut, Lite Bite along with local Odisha players. With a seating capacity of nearly 250 people, at one go, it caters to the palates of the entire family in an air-conditioned and brightly lit environment.

Esplanade One, also has Timezone, one of the top FEC attraction which will bring in the latest arcade games,

bowling alley, and a plethora of kids play zones.

The Impact of Technology

Technology is being used extensively by the mall to provide comfort and convenience to the customer, right from parking to temperature control, ease of movement for all kinds of people, and innovative signages to inform the customers about the locations and services.

Technology will also be at the fore front to ensure water recycling, water conservation by using water flow-controlled taps/flushes in washrooms, LED lighting and to provide better lux lighting. Primary services are huge and assisted parking area so that incoming visitors do not face any issues.



Jayen Naik, Nexus Malls

Marketing Strategy

The major market for Nexus includes Bhubaneswar and Cuttack. However, Nexus is confident of attracting visitors across entire Odisha, the reason being their one-of-a-kind-Nexus-experience.

“We aim to expose visitors to latest brands both international/national and offerings with the traditional Indian warmth and culture,” concludes Naik.

SUCCESS



Success, the brain child of Rajnish Sethia was founded in 1996 in the bylanes of Bara Bazar in Kolkata. Initially, the brand solely began as a trouser manufacturing unit, but gradually started making suits and blazers, which have become its primary products now. The lifestyle brand produces shirts, t-shirts, denims and cotton trousers for its fashion-conscious consumers through big format stores like Central, Brand Factory on pan-India basis and Pantaloons as well at its exclusive brand outlets in the Eastern region. Its target consumers fall in the age group of 25 to 40 years.

Market Growth

The apparel industry as a whole has a better prospect

in this region, Odisha being a huge market. “Tier II & III cities have a lot of potential. The approach to new trends and fashion is no longer conservative and the region stands at par with other states and Odisha has become a buyer’s market. The market is big and has a tremendous growth potential for us. We have four EBOs in the state and even we have

a flagship store measuring around 2,000 sq. ft., in Janpath, Bhubaneswar. We have our presence in all the ‘A’ grade stores throughout the region,” says **Rajnish Sethia, Director, Success.**

The Impact of Technology

“As fashion trends are evolving at a fast pace, we need to keep ourselves



Rajnish Sethia, Success

updated with the latest. We concentrate more on better quality fabrics and try to give latest fashion at an affordable range. Technology is making a huge contribution in making this change happen. In the present scenario, brands have to keep innovating to compete with the international market as now they have to deal with consumers who are well aware of latest fashion,” concludes Sethia.



HIMALAYA ANTI HAIRFALL SHAMPOO BRU INSTANT COFFEE NUTELLA AMUL BUTTER
ARIEL TOP RAMEN TOP RAMEN CURRY NOODLES PRIL UTENSIL CLEANER SPREAD HUGGIES BABY DIAPERS
COLOUR & STYLE PARACHUTE COCONUT OIL TATA GOLD COMFORT FABRIC CONDITIONER ANTI BACTERIAL BRU GOLD COFFEE HUGGIES BABY DIAPERS
DETERGENT HUGGIES BABY DIAPERS SUNFEAST DARK FANTASY CHOCOLATE BISCUIT DABUR HONEY
POWDER HUGGIES BABY DIAPERS VIM UTENSIL TOP RAMEN CURRY NOODLES
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AMUL CHEESE BLOCK TATA SALT
NESCAFE COFFEE HUGGIES BABY DIAPERS
HIMALAYA ANTI HAIRFALL SHAMPOO DIAPERS
L'ORÉAL EXTRAORDINARY AMUL BUTTER
CLAY SHAMPOO RED LABEL TEA INDULEKHA HAIR OIL
DABUR HONEY KISSAN MIXED CLOSE-UP
ABBOTT FRUIT JAM RED TOOTHPASTE TATA SALT
ENSURE BRU GOLD HIT COCKROACH KELLOGG'S CHOCOS KISSAN MIXED FRUIT JAM
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HIMALAYA OPTICAL

 Since their inception in 1935, Himalaya Optical has been ensuring their consumers with quality products. The sole aim of the brand is to strike an ideal balance between quality and trend. The store has an array of products, which include designer frames, branded sunglasses and contact lenses. Himalaya Optical currently has 117+ optical retail stores spread across major cities of India.

The Odisha Market & Growth Rate

“There is no specific data available on the size of the optical market in the region. The service sector in Odisha has grown in line with all of India and is estimated to grow by 12.8 percent in 2018-19. These positive indicators are good enough for any retail brand to increase its retail penetration in the state,” says **Sarat Binani, Director, Himalaya Optical.**

“In terms of the optical market, more than 90 percent of it is still unorganised with hardly any homegrown player having more than three stores in the city. This indicates a huge opportunity for us as

well as any other retail chain in any vertical to grow its footprint in Odisha,” he adds.

Marketing Strategy

In order to create a strong foothold in the Odisha market, the brand has introduced pocket-friendly eyewear at one price point for those consumers looking for an affordable solution for their eye care needs. They also house eyewear from internationally renowned brands for consumers who demand luxury eyewear.

“Currently 8-9 percent of our revenue comes from Odisha and we are looking at 10-12 percent growth rate year on year in the next couple of years. The increase of the number of malls in the state is also acting as a catalyst to grow our retail presence here,” says Binani.



Sarat Binani, Himalaya Optical

“We intend to add at least 5 more stores by 2020. Presently we have 4 operational stores in Bhubaneswar, 2 in Cuttack, and 1 each in Rourkela, Berhampur and Jharsuguda. We would be launching fifth store at Esplanade One Mall shortly,” he adds.

The Impact of Technology

Digitalisation is a buzz word in the optical retail industry currently. Himalaya


Optical heavily relies on technology of optical dispensing by introducing Digital Eye Examination followed by Digital Frame and Lens selecting gadgets and Digital Measuring system and finally dispensing the lenses processed digitally.

Its most sophisticated lenses are surfaced on a Digital Lens Surfacing System that provides high definition optics, better clarity and contrast and facilitates night driving by preventing glare and haloes around lights.

“To cater to the new generation consumer’s evolving habits, we have introduced a new way of eye screening where they go beyond just giving your prescription, and the traditional measurements of PD and fitting heights. The introduction of breakthrough technology of the new digital dispensing system, enables the eye care consultants to capture the natural posture or eye movements in the form of data so that they are able to customise the lens to the customer’s own natural movements to provide the most accurate, lenses for comfortable vision,” concludes Binani.



CHAI BREAK

 Chai Break came into existence when two school friends, Anirudh Poddar and Aditya Ladsaria, joined hands to create something distinctive in the F&B segment in 2010. Chai Break was a first-of-its-kind-café for the youth in Kolkata and around, capitalising the segment of fun time at a great budget.

A blockbuster hit amongst youngsters, college-goers, young working professionals, Chai Break has strengthened its presence through 17 outlets in the cities of Kolkata, Bhubaneswar, Durgapur and Guwahati, Kharagpur, Asansol. More outlets – replete with their signature collection of a variety of chai and a bouquet of cuisines

including Indian, Italian, Chinese and Thai – are all set to open very soon.

The East Indian Food Retail Scene

The Eastern India Food Retail Market has a lot of potential. Customers are well travelled and as the culture of dining out is in trend, they do acknowledge good



Anirudh Poddar, Chai Break



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food. However, they want more at good prices, one reason why the number of brands entering the market is limited despite the immense

potential of the region. “The potential of growth is high. We target to open at least 40 cafés in the east in the long run. We are glad

that Odisha, especially Bhubaneswar, has accepted us well as a brand and we are very happy with the sales and the growth in this region. Apart from skilled manpower, we have not faced too much of a problem here,” says **Anirudh Poddar, Co-founder, Chai Break.**

Marketing Strategy and Expansion

Chai Point believes in giving the consumer great service through its loyalty program. They stress a lot on keeping consumers happy because loyalty is important in the

food retail field. Towards this, the brand is focusing on making the price of its products pocket-friendly.

“We want our consumers to visit us more than once in a week and we keep introducing special menus to attract regular visitors. We have a plan to achieve a revenue of above ₹50 crore by March 2020. We plan to open 12 more outlets by March 2019, in all of East India, with areas like Ranchi, Jamshedpur, Raipur, Shillong, Tinsukia, Rourkela and Berhampur being our top targets,” he concludes.

METTO SUPER MARKET



**Mohammad Azim,
Managing Director,
Metto Super Market**

conceptualised and started the enterprise in view of the inconsistencies in the unorganised grocery retail market and the changing scenario of the same in East India. While the food market of Odisha is still at a nascent stages, Azim believes it has the potential to shine at a national stage.

through opening of various skilled education centres.

“We are hoping for ‘single window clearance of licenses’ soon. A retailer needs more than 8 licenses to start a retail store which is lengthy and tedious at times. From an infrastructure perspective, few cities in the state are now well-integrated through improved communication systems, real estate development and

Marketing Strategy

Other than the capital city of Bhubaneswar the whole of Odisha state is price sensitive.

“Our marketing strategy has always been low price and reasonable quality. Moreover, it's being very difficult to find apt places for expansion. So, our company has initiated the launch of small stores called Metto Kirana. The objective of these stores will be to penetrate those areas



Mohammad Azim, Metto Super Market

Kirana stores will have the fast selling SKUs only and will be based as such that only two employees can run the whole store,” says Azim.

“We believe in looking at things in the value format, therefore we focus on customer footfall, which will ultimately take care of revenues. By 2020 we want to triple our customer footfalls to 30,000 per month. We are coming up with a new store in the month of August and two more stores are lined up for next year. Metto Kirana stores concept are being finalised which can be a game changer for a place like Cuttack which is highly price sensitive and land deficit,” concludes Azim.



Bottlenecks & Challenges

The biggest bottleneck in the Odisha region is availability of skilled manpower. However, this challenge is being addressed by the government

expatriates flowing in are too based on growing IT, ITES and service sector. Out of 8 national players only two have operations running in Odisha for 10 years now,” Azim explains.



where real estate cost is very high and big spaces are unavailable for lease. Metto

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APPLEEYE

 Owned by Stitch Fab India Pvt Ltd, a leading manufacturer and exporter of kids and ladies wear, Appleeye focuses mainly on clothes for infants, toddlers and teenagers. The brand aims to deliver quality products which are at par with international standards. Combining the elements of imagination and functionality, Appleeye produces high-fashion garments which are affordable but are at the same time appealing to the young fashion-conscious mother of the Millennial generation.

The latest range of Appleeye is globally acclaimed for

contemporary style, comfort and impeccable quality, with trendy apparels and accessories designed to meet the lifestyle choices of the young generation.

Appleeye is currently the leading brand in the kidswear industry with more than 8 stores, 2000 MBOs across India and 100 MBOs abroad. Their extensive range of products include T-shirts, shirts, denims, frocks, dungarees, leggings, yoga pants, trousers, jeggings, lounge wear and gowns.

Market and Growth Rate

A mature consumer base and a growing demand



Varun More, Appleeye

for brands which match international standards have been important factors in the growth of Appleeye in the Odisha market.

“For us, Odisha is a major market. We have a distributed network established here. We have nine distributors covering more than 400 MBOs in Odisha along with three operational EBOs. We have one store each in Forum Mart and Pal Heights in Bhubaneswar and one high street store in Berhampur. We are soon launching another store in Jeypore by the end of July 2018,” says **Varun More, Director, Appleeye.**

Marketing Strategy

The Odisha market has a separate colour palette and tastes, something which retailers take a lot of care in catering to – especially during festive season. This has worked greatly towards giving Appleeye an additional sales advantage.

“We have observed that Odisha is an extremely mature market. People buy what they want and at any price, as long as they get the quality they desire. Apart from this, marketing strategies work tremendously towards bringing in consumers. One of our main strategies is to attract kids with offers and freebies they find hard to turn down,” says More.

Expansion Plans

The brand is all set to open its fourth exclusive outlet by the end of this month. It is also planning on launching two more stores in Rourkela and Sambalpur around Diwali. It also plans to expand to the states of Assam and Bihar.



BAAZAR KOLKATA

 Since its inception in August 2002, Bazaar Kolkata has been a pioneer and part of the Value Retail Revolution in Eastern India. The brand came into existence 17 years ago and since then has given its customers variety, innovation and quality at affordable prices without compromising on service.

The brand is currently available in West Bengal, Uttar Pradesh, Bihar, Jharkhand, Tripura, Assam and Odisha through 55 stores covering more than 3,00,000 sq. ft of

retail space. The chain has been awarded the “Most Successful Value Retailer in East India” by IMAGES Retail Awards thrice now.

Market & Growth Rate

Odisha, as a region has developed immensely in the recent times. With access to media and the Internet, the people here have developed unique fashion preferences and shopping habits. With ever increasing disposable incomes, people are increasingly coming to modern retail formats

and spending quality time shopping. In short, the game in the east has completely changed and retailers are leaving no stone un-turned to retain their loyal consumer base.

“Bazaar Kolkata has become a natural choice for masses because of its propositions of value, variety and innovation. Customers in Odisha are a loyal lot. They choose a retail brand and tend to stick with their preferred retail destination. Currently, we have 13 stores in Odisha, mainly in Bhubaneswar,



Abhishek Khemka, Bazaar Kolkata

Cuttack, Puri and Sambalpur. Due to our phenomenal growth in Odisha in recent times, we are planning on introducing many more stores in the current financial year,” says **Abhishek Khemka, Director, Bazaar Kolkata.**

Chai BREAK



INDIA TAKES A BREAK AT

CHAI BREAK

Dig into the best of Italian, Indian and Chinese cuisines at the favourite hang-out joint of all foodies in Kolkata, Durgapur, Bhubaneswar, Guwahati and Kharagpur. Boasting of 19 outlets already, Chai Break is dishing out yummy delights without a break. Come, hop over with your buddies.

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The Impact of Technology

Technology has been a great leveler as well as a tool to stay ahead in the race to attract and retain the valued customer base for Bazaar Kolkata. “It has enabled Bazaar Kolkata to identify, understand, differentiate, pamper and retain the valued customers. We are deploying technology to run every aspect of retail efficiently, from back-end processes to delivering

happiness to customers. E-commerce has played a significant role of a catalyst in enhancing customer awareness and preferences about fashion. Brick-and-mortar stores like us have benefitted from increased awareness of customers and the alternate shopping experience e-commerce has on offer for them. However, despite this, I feel the ‘touch and feel experience cannot be substituted yet,” states Khemka.



ANAND WORLD

 Anand World is a first-of-its-kind world class garments mall in Sambalpur, Odisha. The three-storey mall today, started off as a small 400 sq. ft. store in 1984 called Anand Collection. A second 600 sq. ft. readymade store soon followed, and by 2004, the brand launched Anand World, which covers an area of around 5,20,000 sq. ft. “Anand World became the first big retail outlet in Sambalpur. The idea was to bring Mumbai to our consumers in Sambalpur. We wanted to provide the best of fashion trends to our consumers. We hired renowned architects, installed the finest art pieces from the state into the outlet and set

about roping in some of the best apparel brands in this part of the world including Zodiac, Louis Philippe, Blackberry, Park Avenue, Levis, Killer, Woodland, Revlon and adidas,” says **Anand Agarwal, Managing Director, Anand World.**

Growth rate

“The company witnessed a very high growth rate of 30 percent in the beginning which has unfortunately gone down to 18 percent mostly because of lack of innovation especially since consumer demands are evolving very fast. The population of Sambalpur is around 2 lakh, which means our target audience is fixed in terms of number, a disadvantage for

us. We also lost some of this growth to new competitors and e-commerce. We are looking to innovate and providing consumers with new experiences and latest trends to pull up this growth rate,” adds Agarwal further.

Retail Industry

The Odisha retail market in particular is a conservative one. Customers want value for money – something which has proved to be a massive challenge for bigger retail players in the country, struggling to understand consumer psyche and make an impact in smaller towns. “Our customers are smart buyers who don’t want to compromise on quality. We need to make sure that the



Anand Agarwal, Anand World

offering is of the right quality at the best possible price, so as to make sure both the consumer and the retailer benefit. Also, the supply chain management needs to be more organised,” says Agarwal.

The Impact of Technology

The outlet management uses a software to bar code every single product. They maintain a database of the previous year to monitor sales growth – daily, monthly and annually.

“We use a software to analyse sales category-wise. We record and use data to understand the shopping behavior of the consumers. We use our software heavily for Customer Relationship Management,” says Agarwal.







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CITY CENTRE MALL, SAMBALPUR

 City Centre Mall is a five-storied shopping mall complex located in Bhubaneswar. Spread over a floor area of a 1,20,000 sq. ft, the mall opened to the public in 2012 and is the largest mall in Sambalpur. It houses approximately 50 outlets, including cafeterias, food courts, restaurants, multiplex, parking space and a hypermarket. **Kanwar Sanjay Kumar, Partner, City Centre Mall, Sambalpur** talks about how malls are changing the fortunes of Odisha's retail market.

How are malls changing the retail landscape of Odisha?

Accounting for over 10 percent of the country's GDP and around eight percent of the employment retailing in India is gradually inching its way toward becoming the next boom industry. Today, the largest firm is not a manufacturing organisation; rather it is a retail firm. The mall industry in Odisha owes its growth to various factors: **Product Features:** It includes brands and flavours focusing on customer's global taste. To generate a retail market

that provides uniqueness in the product. The quality of the product is another critical factor in making the retail market successful.

Revenue Collections: For a good revenue collection, retail stores need to have an access of good location having potential to generate the right clientele. The idea should be to maintain a spacious and well planned architecture. Thus, location and business at retail markets are needed in equal proportion.

Behavioral Pattern: Understanding the need and problems of the consumers and to provide favourable customer experience to make the shopping experience seamless. The target customer can be segmented into hard loyal, shifters and nascent customer. A good CRM should be maintained to retain them.

Pricing Policy: Retail stores usually apply various pricing strategies like discounts on the printed MRP for they want to offer the best / optimal assortment of goods and services to attract customers.

What are the challenges and bottlenecks which

the industry is going through? How do you think to overcome it?

Despite the structural challenges and bureaucratic bottlenecks that the Indian retail market suffers from, global retailers have been queuing up to enter and establish their footprint in the market, as they are aware of its potential growth opportunities. Growth has almost plateaued in most developed markets, providing little room for retailers to drive their business expansion amid growing competition across segments. The Indian market being largely underpenetrated, offers significant opportunity for growth – especially in segments such as F&B, fashion apparel, and luxury goods – due to factors such as an expanding middle class, rising disposable incomes, and a growing appetite for international quality goods and services among Indian consumers.

The Indian market, however, continues to face significant challenges to growth in the form of inadequate quality retail real estate space, restrictive legislation policies, MRP constraints, FDI norms and other infrastructure bottlenecks. These challenges tend to impede India's retail story, and restrict the market from attaining its true potential.

Tell us about your marketing and digital strategy?

Obtaining new customers is what keeps every business alive. To achieve this, numerous techniques exist whose effectiveness heavily depends on implementing



Kanwar Sanjay Kumar, City Centre Mall Sambalpur

them strategically. The best methods on how to attract customers and get the most out of it are as follows; Respond to the concerns of the public for latest products and information, ability to offer and feedback. Take advantage of personalised audiences of Digital media including Facebook, Google+, Instagram etc. Implement email marketing campaigns. Use contest and discounts to gain clients and use of brand ambassadors.

How are you integrating digital and social media to the overall mall experience?

We have a 3 Step Social Media Adoption Plan. First we devise an appropriate, tactically-agnostic social media strategy, secondly we audit our current marketing and add social media ingredients and thirdly we add new social media programs where necessary.

Is there a need of smart malls in Odisha?

The future of retail is Omnichannel. The trend towards an Omnichannel strategy will certainly enable us to grow in the business. It will tap the best of both worlds and maximise on footfalls in the mall. We are working towards becoming the smartest mall in Odisha.





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HAREKRISHNA KHIMJI JEWELLERS

 Harekrishna Khimji Jewellers was the brainchild of late Khimji D Nandha and late Harilal D Nandha along with their brothers. They launched their first jewellery shop – then named Khimji Dayabhai & Brothers Jewellers – at Baripada in 1936.

The vision was to give their customers jewellery of uncompromising quality and craftsmanship. This legacy of unapologetically putting the customer first continues till date. Ethics were passed on through generations as a



family heirloom. In the year 1985 the firm opened its branch in the capital city of Odisha.

Brand Value

Harekrishna Khimji believes in enhancing customer experience, and offers an extensive jewellery collection, impeccable after sales service and world-class facilities along with uncompromising dedication to personal attention offer a remarkable service experience to customers.

“Consumers have started shifting towards branded jewellers, which offer higher quality and saves them from raw deals. The emergence of jewellery retail chains provide customers with convenience and assurance of quality. The organised gems and jewellery sector is expected to progress with a good pace in near future,” says **Rahul Nanda, Director, Harekrishna Khimji Jewellers.**

“The key drivers for the industry growth are rising

disposable incomes, a young population who like spending on luxuries, jewellery being increasingly regarded as a fashion accessory and great marketing by firms. For us, every sale is an everlasting relationship and we believe in keeping our customers satisfied by protecting their rights and offering the finest of products through our quality conscious efforts,” he adds, explaining the paradigm shift from a seller to buy market in the jewellery segment.

Jewellery Trend

HarekrishnaKhimji provides both modern and traditional designs. The brand also customizes gold, platinum and diamond studded jewelry, which is very popular among consumers.

“We aim to increase awareness and draw customers in a realm where the retail options aren’t infinite or influenced. And for purveyors of tactile and personal products like



Rahul Nanda, Harekrishna Khimji Jewellers

jewelry, selling stuff in person has an obvious appeal,” says Nanda.

Technology

Technology has advanced by leaps and bounds, marking its presence in the everyday aspects of our lives and it has also made its way to jewellery businesses.

“Trendy designs, increased availability, and overall access has brought a fresh excitement in our jewelry stores. Traditional retailers like us are using social media as a platform to connect and share our ideas with our customers,” concludes Nanda.

BAAZAR STYLE RETAIL PVT. LTD.

 Baazar Style Retail Pvt. Ltd. operates in the retail business segment under the brand names Style Baazar and Express Baazar. With an aim to solve issues faced by regular shoppers to get fashionable and trendy clothes at affordable prices, the first outlet came into existence at Berhampore in West Bengal in September 2013.

Brand Value

“Being one of the retail pioneers with multiple

retail formats, we unite a diverse community of Indian buyers, sellers and businesses. Customers walk into our stores and choose products and services supplied by small, medium and large entrepreneurs and manufacturers across India. Our supplies come from enterprises from new categories and our strategy is based on an understanding of the Indian Consumers, the products they want, creating fresh employment, impacting livelihoods, empowering local communities and



Shreyans Surana, Baazar Style Retail Pvt. Ltd.

fostering mutual growth,” says **Shreyans Surana, Director, Baazar Style Retail Pvt. Ltd.**

“Modern Retail is intended to drive fresh

demand and leverage on that Baazar Style Retail Pvt. Ltd. wishes to make available quality product at the right price in every store. Our USP remains value for money for Indian Customers. We have aligned our business practices to the larger objective of being a premier catalyst in India’s consumption-led growth story,” he adds.

Market and Growth Rate

Currently Style Bazaar has retail outlets in Rourkela, Angul, Dhenkanal, Balangir and Bargarh. By the end of



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FY 2019-2020, the brand is expecting around 20 outlets of Style Bazaar in Odisha.

“The market is a huge potential market for value segment products. Moreover, 90 percent of the total population in Odisha aspire to buy value segment products

thereby creating a good market for them. Tier II & III cities in Odisha are witnessing a paradigm shift in consumer preferences and lifestyle. As a result of which, a lot of retail chains are coming to Odisha from across India giving the buyers more options.

Therefore, being a pioneer in this segment, the brand is planning an aggressive expansion in Odisha in near future,” says Surana.

Fashion Trends

There was a time when fashion items were being purchased as and when required. Now-a-days, fashion clothing is more than a basic need; it is a reflection of aspiration, personality, and one of the biggest status symbols. With Odisha’s large young population and high domestic consumption, the trends for the sector look favourable.

“We are a retail chain procuring garments from across India. We follow the

latest trends in the market. We have a very strong vendor base which helps us in delivering products to our customers. Responding to the changing needs and expectations of customers, providing smart shopping experience with maximum return and value for money is our key strategy,” explains Surana.

“We are targeting more of rural areas and relevant customers there, it provides a lot of scope of expansion in the future as a wide area is yet to be discovered. Hence, we have a greater scope of expansion than bigger brands, as we are identifying new areas with decent purchasing power,” he concludes.

CITYLIFE RETAIL

 Citylife Retail Private Limited came into existence in 2011 with an aim to provide a higher lifestyle and fashionable styles to the people living in rural and semi-urban areas. The brand has a strong presence in Tier II, III & IV cities.

Currently, they have 91 operational retail outlets spanning across 9 lakh sq. ft. in nine states of the East and North- East.

Growth Rate in Odisha Market

Citylife has 13 stores in Odisha and they are opening three more in the next six months.

“We are very positive about Odisha. It is in growing state due to its natural resources and geographical presence. Stable politics is also having an added advantage as far as that region is concerned. Our SSG is around 18-20

percent. Sales contribution from Odisha is around double digit in our total top-line. For Citylife, apparel produces the maximum sale, rounding up to 85-90 percent of our total business. We have all our stores in high-street. The online count in our industry is approximately around 7-8 percent, malls have 15-



17 percent and rest is still managed by high street. It’s a very good market for us,” says **Subas Pradhan, Chief Finance Officer, Citylife Retail.**

“The fundamental has changed as far as retail is concerned from being seller-led to being buyer-led. Now, the buyer has many options to choose from – there are a lot of competitors. Latest fashion and value for money product, better shopping experience, hassle free billing is also drivers for shift in paradigm. We buy the product from the manufacturer and replenish it based on the demand in a time period of 30 to 45 days. In our case, our customer is more focus on price point which will discount the latest fashion to some extent,” says Pradhan.

The Impact of Technology

Explaining the benefits of Technology on their business,



Subas Pradhan, Citylife Retail

Pradhan says, “Technology plays a pivotal role in our business. E-commerce is impacting brick-and-mortar businesses in Tier I & II cities.

However, we provide them with the touch and feel factor. When we look at our consumer, more than 90 percent of them would like to buy the product after feeling or touching the same, hence there is a very small impact of online in our business model. We have developed an app for consumers which updates them on our latest products and offers by sending them notifications,” he concludes.



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PANDA LIFESTYLE

Since its launch in 2000, Panda Lifestyle, has been a leading apparel showroom in Bhubaneswar. Apart from garments, Panda Lifestyle also has a footwear collection as well. The store features major brands including Louis Philippe, Allen Solly, Raymond and Park Avenue to name a few.

Growth Rate

Talking about the market growth rate of **Gobinda Panda, Director, Panda Lifestyle** says, “We have witnessed a growth rate of 18 percent in the past, but this has slowed down to 10 percent recently. The prime reason for this decline has been a fixed population rate and the opening of more

EBOs in the region, which means more competition. The presence of stores every half a kilometer reduces footfalls in bigger stores. Added to this is the mall culture, so the same sale rate is distributed among all retailers.”

The Eastern Market

Explaining the paradigm shift from seller to buyer, Panda explains, “Bhubaneswar is the main market. However, the demand for brand names is not high since consumer income is not very high. There is a need to categorise customers as per the store requirement – mainly size and number of products. We, being a premium store, are solely dependent on consumers with good income. The Odisha market too is in nascent stages. It is growing slowly. Earlier we didn’t have



Gobinda Panda, Panda Lifestyle

factories and manufacturing units in the state, but now there are companies and retailers who are expanding their manufacturing units in the region,” says Panda.

Panda Lifestyles brings fashion trends which are popular in Mumbai and Delhi to the people of Odisha. “We are regularly in touch with consumers through text messages, keeping them updated with new offers in-store. We are also very active on Facebook,” says Panda.



SRIDURGA RETAIL PRIVATE LTD.

Into the third generation of the business, Sridurga Retail Private Ltd., has a legacy spanning seven decades. Started by Late KSN Murty in Berhampur the brand now has total retail space of 25,000 sq. ft. and an additional warehouse space of 1,000 sq. ft. over Berhampur and Bhubaneswar.

The brand opened its second store seven years ago in Bhubaneswar and is on the verge of opening a boutique store in a mall soon. Sridurga is a complete family store catering to a middle, upper middle class audience. It specialises in menswear, womenswear and kidswear.

Market and Growth Rate

As the retail industry has evolved so have customer buying patterns. The aim of the brand is to keep up with the consumer, rather than selling products and so the idea is to enhance consumer experience so much that they want to come back.

“Due to the high penetration of Internet, the customer today is more educated and knows the product before s/he comes to the store. We make sure we provide them with a personal, human touch. Ours has always been a buyer-led market but we have finally learned to exploit it with the help of technology, a lot of R&D and data analysis,” says **K Tirumal Kumar, Director, Sridurga Retail Pvt Ltd.**



K Tirumal Kumar, Sridurga Retail Pvt Ltd.

“The products that we sell are mostly limited edition and hence, creation and differentiation is the USP for our stores. We have a growth rate of 22 percent on a yearly basis. Ours is a destination store and so customers have to feel the workmanship to buy. Since we have a unique selling

proposition, competition from e-commerce does not worry us much,” he adds.

The Impact of Technology

“We have adopted a great software to help us forward our retail business, HR & CRM. We go and attend different conclaves and exhibitions all over India and abroad to understand and enhance our own knowledge and implementation of technology in our stores. In addition to changing fashion we have to keep up with the changing display pattern, lighting, visuals etc. to give customers a rich experience and we use technology as an aid,” concludes Kumar.

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SUNCITY FASHIONS

 Suncity Fashions Bhubaneswar operates three Peter England stores and one store each of Planet Fashion and US Polo. Apart from this, they are also the distributors of Indian Terrain and Spykar chains of Odisha.

Peter England has been listed in the top 5 Most Trusted Brands in the Apparel Category for seven consecutive years. Peter England offers apparel that caters to every fashion occasion of a young professional's life. With a strong foothold in formal and casual menswear segments, Peter England also offers

innovative collections in denims, linen, festive wear, Indies kurtas, accessories, and more.

Market & Growth Rate

Peter England has 28 exclusive stores in 16 districts and deals with over 200 multi-brand outlets and is expected to grow at 10 percent in FY19.

“With the advent of social media, the consumer today perceives apparel has a medium of self-expression. The ability and desire to adapt more trends has resulted in consumers directing the sellers and this has been quite evident in key markets of Bhubaneswar and



Binod Agarwal, Suncity Fashions

Cuttack. At Peter England, we strive to design products that cater to the customer's growing needs. Our 'Perform' range of athleisure wear has been special designed keeping the trendy but comfortable sportswear into consideration,” says **Binod Agarwal, Director, Suncity Fashions.**

“Rather than failure, absence of national brands in smaller towns can be understood as lack of penetration due to MRP expectation mismatch. In several towns in Odisha, there is persistent demand for products within ₹1000 MRP. Factors like fabric feel, product design and brand

concepts may not align with the customer expectations of the town. At Peter England, we strive to balance MRP and product taste to meet the customer requirements through special ranges for small towns only,” he further adds.


Impact of Technology

“Technological developments have served to be quite favourable for the industry. It has generated new selling channels and not only created brand awareness but has also allowed measurement of the impact of campaigns in a more scientific manner,” says Agarwal.

“Technology also brings us one step closer to the concept of Omnichannel, the platform where customer can preview the product in one channel and purchase through another channel. ABFRL has created an intricate platform for effectively implementing Omnichannel which will make purchasing easier & less hassling for customers,” he concludes.



UTKAL GALLERIA

 Utkal Galleria in Bhubaneswar is one of the largest malls

in the city and a complete family entertainment centre, covering over 1,80,000 (GLA) sq. ft. in area. The best place for shopping, eating and leisure activities, it has a great mix of retail stores of all premium brands.

The mall offers all sorts of facilities including parking, a lift system, power back-up, central air conditioning and an electronic security system. All these services have helped

enhance the footfalls of the mall.

Malls: Changing Retail landscape of Odisha

In Bhubaneswar, the retail growth has mushroomed primarily on one high street, popularly called 'Janpath'. Retail industry in Bhubaneswar has seen exponential growth in the last 10 years. Stand-alone stores are clocking in a sale of ₹100 crores per annum from a mere 30,000 sq. ft. of four storied stand-alone space. This

equates to a trade density of almost ₹ 3,500 per sq. ft. which is far higher than what they generally clock in the other parts of the country. Utkal Galleria, with its strategic location in the heart of the city offers great shopping and entertainment options to the customers,” says **Sharad Baid, Managing Director, Utkal Builders Ltd.**

Major Attractions

The anchor brands in the mall include Shoppers Stop and PVR, along with Lacoste,



Sharad Baid, Utkal Builders Ltd.

FCUK, Mac, Forest Essentials, Ethos, Apple, Cover Story, Rosso Brunelo, Da Milano, Danniele Wellington, Vero Moda, Jack & Jones, ONLY, Selected, Time-Zone, ALL, Park Avenue, Colour Plus,

W, BIBA, Reliance Trends, Samsonite and Solfege.

Besides this, Australian gaming giant Time Zone is also coming up in the mall with 4,000 sq. ft. of high tech

gaming zone. The third floor of the mall is dedicated to F&B and entertainment. Burger King and Dominos along with other food operators and 10 different

cuisines are available. The mall is planning to tie up with a restaurant operator for Continental and Mediterranean cuisines soon.

roaming, so patrons can enjoy high speed internet when they step into the mall. DLNA based networked streaming of Advertisements in Large Format Displays using media servers across the mall in 20 locations and iBMS – Intelligent Building Management System for automation of HVAC, Electrical & Security Systems by L&T. Concept of Uniform Acoustic Distribution Music System for the entire Mall – So that there is uniform background music in all the locations of the mall.



The Impact of Technology

Some of the extensive technological advance features done by the mall to make the shopping mall sustainable in future are as follows. All shops are connected with Fibre to avail services of High Speed Voice & Data – Fibre Optic Ready. The mall has been WI-FI enabled, with seamless

DN REGALIA MALL



DN Regalia Mall is a most promising retail destination in Patrapada, Bhubaneswar. Spread across 2,50,000 sq. ft. with 2 levels of dedicated fashion, lifestyle shops, restaurants and cafes along with a reputed Hypermarket, the mall will be a complete shopping experience for both locals as well as tourists. The Mall will have a mix of national, international and regional brands for customers who seek the finer things in life. DN Regalia Mall will offer a unique shopping experience where the accent

is on brand mix, exclusivity, space and aesthetics.

Malls: Changing Retail landscape of Odisha

In cities like Bhubaneswar, Cuttack, Rourkela, Sambalpur, Puri etc the consumers have become brand conscious over a period of time and the rise in disposable incomes has given boost to shopping habits. “So far people have been exposed to only high-streets and commercial complexes which don’t have all the ingredients of a proper shopping mall. However, the state is now gearing up to host

some good Shopping Malls. Bhubaneswar alone has 4 to 5 malls ranging from 2 to 4 lacs sq. ft of GLA which will open their doors for a superior shopping experience by this year end. DN Regalia will be hosting some of the first comers to the state of Odisha,” says **Jagadish Prasad Naik, Managing Director, Lifeline Multiventures Private Ltd.**

Major Attractions

DN Regalia has Inox as their multiplex partner, Big Bazaar as hypermarket while Splash, Max, Zudio & Easy Buy as anchors/mini anchors. These brands will soon commence their fit-outs in the coming month and to ensure smooth and timely fit-outs. Beyond Square feet is doing leasing management for the mall. The brand is also roping in key Family Entertainment players with bowling lanes, a separate toys concept, Virtual Reality concept, Scary House type of concept, etc. Once the mall is operational they will also add outdoor gaming zones. The mall will also have



Jagadish Prasad Naik, Lifeline Multiventures Private Ltd.

a 450 seater food court spread over 15,000 sq.ft with 13 food outlets and 4 kiosks to cater to various taste buds.

The Impact of Technology

We are planning to have a dedicated app for the mall, cashless and digital parking management system, digital mall directory, digital signages etc. Our mall will give special focus on customer convenience and shall have services like; free Wi-Fi, valet parking, ATMs, baby changing, wheelchair accessibility throughout the mall, dedicated parking for women and differently abled,” added Naik. **IR**



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Esplanade One, owned by Nexus Malls, which became operational in July 2018 is all set to become the biggest mall of the Bhubaneswar region. The site is well connected by different modes of transportation and is in close proximity of various civic utilities. Esplanade One is precisely designed and has the composite brand mix encompassing all facets of shopping, entertainment and food under one roof which will revolutionise retail of Odisha as a whole. Spread over 4.5 lakhs of retail space, Esplanade One Mall will house over 100 top national and international brands and a state of the art multiplex.



Esplanade One, Aims to Revolutionise Odisha's Mall Culture

– By Sandeep Kumar

With the government's thrust on making Odisha a hub for retail, fashion and entertainment, cities like Bhubaneswar are set to witness a huge influx of malls for Millennials, with Esplanade One leading the way...



In an exclusive interview, **Jayen Naik, Senior Vice President, Operations and Projects, Nexus Malls**, reveals all there is to know about Esplanade One.

Location Strategy: Why Bhubaneswar?

"Nexus Malls bought Esplanade One from the Forum Group in early 2018. Before making the acquisition in Bhubaneswar, we did a lot of research work. The outcome of research was very overwhelming. We came to know that the aspirations and desires of the people of Odisha have been evolving at rapid pace in the last five years or so.

With the government's thrust on making Odisha, a hub for education and skill development of youth, the cities like Bhubaneswar are seeing a huge influx of youth coming for education and training. Coupled with the investment by the IT sector, Bhubaneswar is fast becoming a city of opportunities. This obviously has led to increased awareness and demand for international brands, novel ways of entertainment and desire to try out new cuisines and food options.

Location plays a very important role in determining the success of the mall. Esplanade One is located in Rasulgarh, near the Cuttack-Puri Highway and is easily accessible for people from all

the nearby cities. It is also very close to Janpath, a prominent area in Bhubaneswar.

Marketing Strategy:

In my opinion, the success of an asset hugely depends on two things

- Retailers' satisfaction
- Customer satisfaction

Both of them play a very critical role in determining what that asset would mean to not just the immediate catchment, but for the city in general. Besides shopping, customers always look for a new reason to spend time at any given place. As malls, the onus is on us to give them that reason to come to us, spend more time and become the destination of choice for them when they are planning how

to spend their leisure time. The more time that they spend at the mall, the more likely they are to spend at the asset.

For the retailers on the other hand, it is important that they keep getting footfalls and repeat customers to the mall. When the event and activities are planned at the mall, the owners need to ensure that retailers are roped in as active partners.

What makes Nexus Special: USP

Over the last 18 months at Nexus Malls, we have upped our game in terms of the experience that we want to deliver to our patrons. We have conceptualised and executed several digital innovations at the mall and those were very well received

by retailers and shoppers alike. We were the first mall company India, to host a full scale Augmented Reality show across a few of the malls in our portfolio. The first day of the activity saw an organic reach of over a million on our Facebook fan page. We saw a surge in footfalls during that week and our social media pages were full of reactions and comments.

We followed it up with a Digital Pictionary, which we executed in association with Mattel. This was a special experiential event curated for

updated with the technology to fulfil the demands.

We at Nexus have always believed in providing the aware customer of today with the latest offerings in Shopping, entertainment and food, whilst maintaining World class benchmarks in Safety, Security, Hygiene and Comfort (even parking comfort), coupled with the Indian warmth and culture. This unique experience is what we term as the “Nexus Experience” and that we feel is our differentiating factor,” explained Nair.

think the belief in the brand philosophy has to be strong. The proposition has to be un-debatable. Being located in a mall or on high streets is about individual budgetary choices. Both has its own set of pros and cons. But I strongly feel that brands do not get lost in the crowd in mall. Rather a strong backend support is required and at Esplanade, our focus is to be keeping the brands right on track,” said Nair.

At Esplanade One, every floor has a distinct character. There is no differentiation

depends on how it caters to the people walking in. It is imperative that malls now cater to all age groups and they deliver a unique experience each time that they visit. Therefore, a large number of the footfalls are fully dependent on these two segments.

Odisha is just beginning to open itself up to various national and international cuisines. Knowing this fact, we have tried to put together a good mix of national and international food brands which can cater to the palette of everyone who visits the mall. In fact, knowing how rooted the Odiya people are to traditional food, we have reached out to some of the popular brands here and they would also be at our food court.

Malls are a primary source to not only fulfill the above needs and wants of the new generation but also acts as a community hub to bring together all the people to celebrate various events and festivals. Esplanade One, is precisely designed and has the composite brand mix encompassing all facets of shopping, entertainment and food under one roof which will revolutionise retail of not just Bhubaneswar but Odisha as a whole.



the Children’s Day weekend. All of us grew up playing Pictionary, this one, was with a Digital twist. Here, a mime artist played the game with kids who visited the mall virtually, through a LED screen and gratified over 300 kids who participated over the two days resulting in providing another unique experience, which became very popular and caught the attention of our patrons. We at Nexus give importance to the consumer experience and to make it better, we keep ourselves

Zoning of Brands

Formulating the right tenant mix based on zoning not only helps attract and retain shoppers by offering them multiple choices and satisfying multiple needs, but also facilitates the smooth movement of shoppers within the mall, avoiding clusters and bottlenecks. This helps influence shoppers’ mall preference and frequency of visits. It also helps in building a distinct image in the minds of shoppers, which is extremely critical. “I

between international or indigenous brands. Each brand enjoys their share of limelight. It is quality that drives customer connect.

F&B and FEC

F&B and FEC are the two most important pillars on the future of mall depend. As we all know, shopping alone could lead to the downfall of an asset. Malls are no longer just shopping destinations, but they are more of community centres. The success of a mall hugely

Popularity

Esplanade One already has a packed activity calendar, which is planned as per necessity of the local market targeting to the needs of the local population. Based on the learnings from other malls in our portfolio, we have a variety of activities and digital innovations which we are capable of executing at Esplanade One as well. 

Big Bazaar Begins Social Revolution with 'Rupashree Raja'

What began as a social experiment turned into a mini revolution thanks to the vision and large-heartedness of the people of Odisha. Big Bazaar announced their fashion event 'Rupashree Raja' to find a 'woman of substance' in the state of Odisha.

Conceived, coined and carried forward by retail giants Big Bazaar, Rupashree Raja was started as an attempt to honour and say thanks to every woman in Odisha for their silent love, devotion, sacrifice in the face of obstacles.

Big Bazaar – which is Future Group's flagship hypermarket retail chain with presence in over 100 cities across the country and has a motto of 'Making India Beautiful' – announced the event on July, 2018. The event was inaugurated by **Raj Banerjee, Chief Marketing & Experience Design - Future Retail Ltd, East.**

Big Bazaar – which is known for offering good quality products at the lowest possible prices – conceived this revolutionary effort to find a 'woman of substance' who brings about a change to society in some form or the other.

"It is our way of saying that beauty is skin deep but the purity and blossoming of a soul is eternal," Banerjee said at the press conference, as he urged the people of Odisha to come out in large numbers and nominate their 'Rupashree Raja'.

Also present on the

occasion were esteemed judges Jayashree Mohanty, Adyasha Satpathy, Rozalin Mishra and Aruna Mohanty along with the two youth icons Elina Samantray and Archita Sahu, leading ladies of Ollywood.

Within two weeks, the brand had a record response with around 5,000 nominations pouring in from across seven cities – Bhubaneswar, Cuttack, Rourkela, Jharsuguda, Puri, Sambalpur and Keonjhar. On July 15, Big Bazaar honoured the first Rupashree Raja of Odisha from this staggering number of nominations.

The winner of Ruposhree Rajo 2018 was Pallavi Swain from Bhubaneswar, a 23-year-old who runs a coaching centre for the poor and needy. She was awarded with a crown, a year's free shopping at Big Bazaar and Koryo home appliances and luxury goods, by Odisha film industry's megastar Sabyasachi Misra.

The judges went through the pile of nominations to select the top six candidates. Out of the six Pallavi was chosen as the winner considering her tender age and giant self-less contribution. The other finalists were Chumki Barik, Tamasa Pattanaik, Sonia Mandal and Supriya Kar from Bhubaneswar and Suchismita Ratha from Kendrapara. The first and second runners-up Chumki Barik and Tamasa Pattanaik were also awarded with a year-long free shopping bonanza from Big Bazaar.

After winning the crown Pallavi said: "This award was an inspiration for every

woman of Odisha. While accepting this award with all humility she said this will inspire her to contribute in a bigger way to the society."

Padmashree Aruna Mohanty said: "This is a unique effort by Big Bazaar. This wish to salute the women in general shows how important Big Bazaar considers them as part of the social fabric."

Sabyasachi was floored seeing the response. "I never



thought there is so much love, sacrifice, selflessness scattered around every corner of the state. I salute the women of substance all 5,000 of them for giving back to the society something in their own limited capacity."

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of 'Making India Beautiful', Big Bazaar ensures that all the products are of good quality and offered at

the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels. **R**



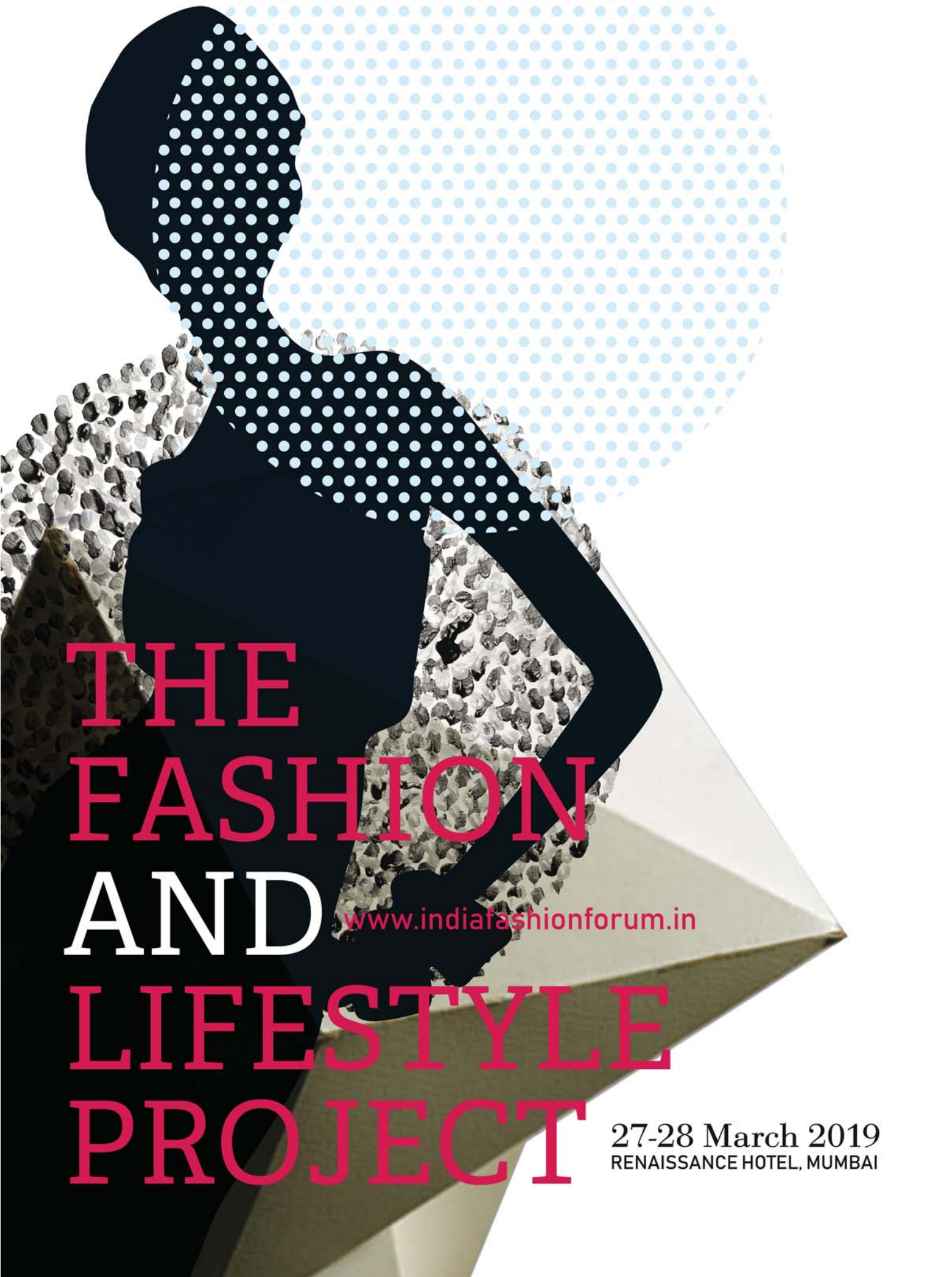
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Spectrum@Metro: The Consumer's Path to an International Lifestyle

India is ranked third in the Global Retail Development Index, expected to rise by 60 percent to reach US\$ 1.1 trillion by 2020. The retail sector of India is going through a fresh period of growth which is backed by strong economic fundamentals, something Spectrum@Metro Noida is hoping to tap into...

– IMAGES Retail Bureau

Shoppers watch out! Noida's all set to get a new mall. Spectrum@Metro Noida – with its innumerable retail experiences – is coming up in the heart of Noida. A prime project of Blue Square Infrastructure LLP, Spectrum@Metro is being has been launched in their signature mixed-use project, Golf City in Noida, Sector -75. this project is an exclusive mix of cinema, fashion F&B, Entertainment, Office Spaces and Serviced Apartments.

The four-side open corner plot is being launched in this strategic location with an aim to enhance the urban lifestyle of Millennials living in the vicinity – over 1.5 lakh families – to international standards.

“In order to ensure utmost success of a retail venture, choosing the right location for your retail space is highly imperative which is why we decided on Golf City. Spread across 7,00,000 sq. ft. of exclusive retail space, Spectrum@Metro is an enormous project spread across six acres of distinctive commercial development offering retail spaces, office and serviced apartments,” says **Maneesh Tripathi, Head Commercial, Spectrum@Metro.**

Spectrum@Noida will feature a one km frontage of the retail high-street as well as double-height stores on the ground floor.

The shopping will boast of a seemingly endless choice of retail outlets that will provide everything under the sun with an equal

volume of recreational and entertainment alternatives. It promises to give consumers enhanced experiences, making them want to come back again and again.

The mall – which claims it will be the largest retail avenue of central Noida when it opens – is professionally-managed by industry experts. It is well connected to all major regions of Noida, Greater Noida and New Delhi by road and by metro.

Vineet Jajodia, General Manager Retail & Mall operations believes, “Noida continues to see expansion in office space absorption, and large number of brands are eyeing the biggest share of this consumer pie. We promise to give a distinctive edge to brands when it comes to getting maximum exposure and premium retail space.” 



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- Kids gaming zone promoting kids' entertainment and family interaction
- Fully secure and ample parking space
- Hypermarket and supermarket to cater to daily requirements and beyond
- High-speed elevators and escalators
- Banquet halls for social and corporate events



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East India

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

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in



A

ccessorising has always been a very important part of fashion. With rapid urbanisation, media exposure, and the new Millennial belief of ‘Look Good, Feel Good’, the popularity of fashion accessories has gained an unprecedented momentum in India. This is a natural progression of fashion consumption sparked by progressing lifestyle of the Indian consumers.

Accessories are not mere add-ons any more. Belts, bags, shoes and jewellery have become statement pieces adding incredible value to a person’s look apart from helping underline individualistic style.

As Indian consumers and their fashion sensitivities evolve, the demand for accessories has gone in boom mode. Taking the advantage of the spike in demand, Jacqueline Kapur launched Ayesha Accessories almost a decade ago. From looking after the merchandising of Puducherry’s first departmental store, Casablanca, to starting



Ayesha Accessories Eyes Expansion in Tier II & III Markets, Abroad

– By Charu Lamba

Fashion accessories have a big future in India and Ayesha Accessories, started by Jacqueline Kapur nine years ago, has carved a distinct niche for itself in this mainstream segment, which no longer falls under the aegis of unorganised retail...

the garment division of popular Indian brand Hidesign and finally founding Ayesha Accessories, German-born Kapur has come a long way.

“Fashion accessories have a big future in India. It is a country with a very young population and women and young girls love to accessorise. Jewellery in India has always been an important part of a woman’s wardrobe. The big difference now is that it is not anymore only gold and traditional jewellery. Fashion accessories have finally been accepted and are even trendy now, so there is a big scope for this market,” she says.

She further adds, “I started the company nine years ago and I have seen a vast improvement in possibilities. The market is growing and is becoming more and more mainstream rather than just unorganised retail. And it is not the girls anymore. Even young men and boys have become equally fashionable and love to wear accessories.”

The Inception of the Brand

The idea for Ayesha Accessories took root back in the ‘90s when Kapur was travelling to source material for Titanic, a garment outlet in Puducherry that houses European styles at affordable prices. During her travels, she found interesting and funky styles of accessories across India. Her merchandising trips helped her understand and identify jewellery and artefacts market in India.



“**JEWELLERY IN INDIA HAS ALWAYS BEEN AN IMPORTANT PART OF A WOMAN’S WARDROBE. THE BIG DIFFERENCE NOW IS THAT IT IS NOT ANYMORE ONLY GOLD AND TRADITIONAL JEWELLERY.**”

– Jacqueline Kapur
Co-Founder and President,
Ayesha Accessories

The seed grew, and Ayesha Accessories was formed.

Her decision to start Ayesha Accessories – the company is named after her daughter, Ayesha – was not an emotional one. Instead, she realised that there was no organised retail market for accessories in India, and she saw potential in the space.

The brand – which offers quirky, trendy accessories for both men and women – was created keeping the young, experimental, and contemporary youth of India in mind.

Sub-Brands

Ayesha Accessories' exclusive line for men is called 'Unknown By Ayesha' which offers hats, scarves, bracelets, keychains and necklaces. And then there is another brand for kids known as Little Star.

Kapur says, "Young men love to wear bracelets, necklaces and some other cool accessories. We started our men's line 'Unknown' years ago. We were probably a bit early. Men have started to accessorise only recently in India. Unknown is the only brand which offers a wide range of super cool products to achieve that hero look!"

"Little Star caters to mostly girls from the age of four to about 12. Soon we are about to come with another sub-brand called JQ which targets slightly older customers and it will offer handcrafted accessories for work wear and evening wear," she adds.

Ayesha Accessories is the biggest contributor of the company's total revenue with a 70 percent share, whereas Little Star contributes 20 percent and remaining 10 percent comes from Unknown by Ayesha.

"As far as online shopping and revenue is concerned, we

have noticed that boys seem to be prefer buying our stuff online rather than actually hitting stores. Approximately 40 percent of our revenue comes from brand Unknown online and 60 percent from the other two brands combined," she states.

Retail Mapping

Currently, Ayesha Accessories is present in 70 outlets – 21 EBOs and 49 shop-in-shops in MBOs. The brand is looking to open 20 more outlets soon, which include 4 EBOs and 16 inside MBOs.

According to Kapur, "We are exclusive partners for Project Eve from Reliance and we are also the main partners for accessories in Central and Shoppers Stop."

"E-commerce is another channel where we are expanding quite rapidly," she adds. Apart from its own e-commerce portal, Ayesha Accessories is available on Myntra, Jabong, Flipkart, Snapdeal as well as TataCliQ.

Location Strategy

Ayesha Accessories prefers malls over high-streets. However, in smaller cities like Panjim, where there are no malls, the brand has a presence on a high-street. Apart from this, Ayesha Accessories has also opened a new EBO on the high-street of Pondicherry.

"We have opened most of our shops in malls simply because of the high footfalls of young customers. Fashion jewellery is an impulse buy, an entertainment event, something you do when you stroll around. India's high-streets are either occupied with a lot of unorganised retailers or you need a car to get to individual stores," explains Kapur.

Most of Ayesha Accessories

stores, which range from 250 to 450 sq.ft. area, work on a revenue share model with a minimum guarantee at the malls.

Future Plans

The brand, which has already tasted success in Tier I cities and metros, is looking to ramp up its presence in Tier II cities and beyond. At present, except for two, all stores of Ayesha Accessories are company owned.

According to Kapur, "In some Tier II cities we are present only in MBOs, so we are planning to open EBOs in cities like Kolkata and Lucknow. After opening EBOs in Tier II cities, we will try Tier

need to put it in figures," she says.

Outlining the future plans of the brand, Kapur adds, "As we speak today, we are a self-funded company but if anybody wants to join me in the course of expansion then I am very happy to listen to that person because our two-year expansion plan is to be present at at least 200 sales points across India and then I would eventually like to expand into other Asian markets."

She further says, "At present, one of our main missions is to make sure that our brand is at par with the European and the Western fashion trends. However, we keep Indian sensibilities in



III cities as well and see how it works and then we will see where it goes from there."

However, one thing is very clear and that is that going forward, the brand has no plans to expand Unknown by Ayesha much since Kapur thinks male customers get scared when there is "too much to choose from and they end up buying nothing".

"The next step is to make a business plan. We have the vision of the company very clear, we know what our expansion plans are, but we

mind. It is an international brand, but it comes from India, it is for the Indian customer and I think that is what other international companies are liking and we are ahead of that."

Ayesha Accessories, which is growing at 30 percent year-on-year, has set up a sales target of ₹30 crore for this fiscal year. It is also eyeing to double its e-commerce from 10 percent of the overall business to at least 20 percent in 2018. 

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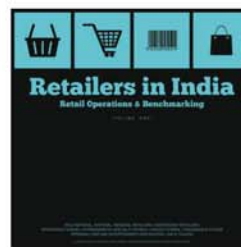
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Orion Mall in Bengaluru has now achieved the cult status accorded to major landmarks of a city. With over 20 million footfalls a year, the mall is a preferred destination for its assortment of shopping, food, lifestyle & leisure brands. Home to exclusive fashion brands like ZARA, Forever 21, GAP, Shoppers Stop, Sephora, Calvin Klein, Tommy Hilfiger, Lacoste, Skechers and Aldo. Foodies too have an interesting range of restaurants such as Toscano, Cafe Noir, Beer Cafe, Nando's, Punjab Grill, Chili's, etc. Besides these, the mall's unmatched location within the iconic Brigade Gateway campus makes it a community hub with access to a man-made lake.

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