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IMAGES RetailTM

Future of Businesses

JULY 2018

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**CIO
Special**



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Future of Businesses

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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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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...

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 Retchcon 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.

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.





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

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



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.

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.



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.



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...

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

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 features 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 eying 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.” 

Features to Look Out For:

- Green building development conforming to cost saving parameters and energy efficient elements
- Over 100 renowned brands from high-end labels to mainstream brands
- 10 mega screens for an elated experience at the megaplex in partnership with INOX, the renowned entertainment company
- Food court with multi cuisine restaurants, coffee shops, and open fine dining.
- 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





THEMED FOOD COURT

LIVE MUSIC

TRADITIONAL & INTERNATIONAL MIX

FESTIVE CELEBRATIONS

FOOD COMPETITIONS

KIDS PLAY ZONE

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