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AUGUST 2018

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The Indian Retail Industry is unique. Despite around 90 percent of the market being unorganised, the industry is growing with an estimated worth of \$600 billion. It is also one of the top five retail markets in the world by economic value. A lot of credit of this achievement goes to the regional retailers who, despite being the backbone of the industry, prefer to stay away from the limelight. While small businesses may not generate as much money as big players and corporations, they are a critical component of and major contributors to the strength of local economies. Small businesses present new employment opportunities and serve as the building blocks for larger corporations.

These regional retailers are a huge hit in Tier II & III towns. They are self-dependent, they attract talent, experiment and implement new solutions for existing ideas and products. They are fearless and do not hesitate to take risks in order to grow and make their presence felt. Larger retailers also benefit from these regional retailers within the same community, as they too are dependent on them for completion of various business functions through outsourcing.

The August 2018 issue of IMAGES Retail takes a sneak peek into the journeys of these regional retailers – how they are raking in the big bucks and taking the national retail scene by storm.

The edition also brings an overview of retail companies with the best Supply Chain & Logistics Systems in retail in India. Logistics & Supply Chain Management form the key for any industry, they are in a way the blood and sweat which keeps the industry running. The issue brings readers an in-depth analysis of the action taking place behind the scenes in the retail industry.

The issue also brings you an exclusive interaction with Rajiv Suri, CEO & MD, Shoppers Stop who talks about how his brand has revolutionized the shopping culture in India and has set a high benchmark for other large format retailers in India.

As always, we hope you find the issue informed and beneficial. Do log on to our website, [www.indiaretailing.com](http://www.indiaretailing.com) to read more informative articles and analyses on the stage of the global retail industry with an emphasis on India.



Amitabh Taneja

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Global brands have spent the last one month expanding their footprint by foraging out new possibilities and forging new relationships in different countries across the world, while keeping technology and customer experience in mind

## 20. RETAIL LEADER

### *Shoppers Stop Experimenting with Smart Mirrors, Interactive Kiosks: Rajiv Suri*



The brand is investing in IOT and location technology to better understand the customers' path to purchase and dwell time through heat-maps. The management will then use these insights take business decisions on various aspects of customer experience

## 26. BUSINESS CONNECT

### *'The Future of Retail is a Combination of Self-Owned & Franchise-Based Stores'*

In 12 years, Roma Ventures has been working with major retail brands in providing real estate retail services. The brand has been actively giving presence to these brands in the high streets and malls of Delhi NCR, UP, Uttarakhand, Rajasthan, Jammu, MP, Punjab, Haryana

## 66. SUCCESS STORY

### *Pepperfry to Double Offline Studios by 2019, Build India's largest Omnichannel Network*



The company's offline stores, Studio Pepperfry, have emerged as key touchpoints for consumer engagement. The increase in popularity led the company to adopt a franchise model in 2017 with an aim to expand its reach in line with its strategy to build the largest Omnichannel network in the country

## 74. CASH & CARRY

### *LOTS Wholesale Solutions to Open 15 Stores in India Over Three Years*



The company has adopted a 100 percent FDI route to establish its operations in India under the name of LOTS Wholesale Solutions. The brand sets up stores basis the supplier/customer base so that they can provide them with a hassle-free experience and build a robust supply chain and make the delivery process faster

## [BEHIND THE SCENES]



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## THE SUPPLY CHAIN MANAGEMENT DYNAMICS IN THE INDIAN RETAIL INDUSTRY

Efficient supply chain management has a cascading impact on all aspects of retail. Experts unanimously agree that besides infrastructure and complications in taxation, it is the efficiency of manpower and adoption of technology that gives a huge boost to supply chain management. However, it still remains to be seen whether the Indian Retail Industry has actively invested in the smooth running of its backend supply and logistics

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### *Soles to Expand Retail Footprint in India, Go International Soon*

The brand is all set to establish itself as an iconic lifestyle brand, with a target to become a fast fashion brand to reckon with internationally in the coming years

## 94. EVENT

### *Sold-Out: 2018 International Home + Housewares Show Brims with Innovation*

The show's special preview events attracted nearly 700 buyer and media attendees, increasing attendance over last year

## 98. CONSUMER CONNECT'

### *foodforum Committed to Offering Unique Food Zone Experiences'*

foodforum handpicks regional food leaders to bring out that authentic taste which people love, while providing an immersive experience for all senses

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# MAJOR REGIONAL PLAYERS AIMING FOR A PAN INDIA PRESENCE

*In an age where brick-and-mortar retailers are wrestling with the issues of creating lasting value and relevance, these regional retailers have aimed for a pan India presence by offering the best of both the worlds – online and offline – to their customers, and thereby making a mark for themselves on a national level.*





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### Godrej Interio Eyes 25 percent Revenue Growth, Plans ₹400 Crore Investment

➔ Godrej Interio, a leading furniture manufacturer, is looking at 25 percent growth in revenue to ₹2,500 crore in the current fiscal. “The company plans to invest Rs. 300 crore in plants and machinery over three years whereas ₹100 crore will be invested in the current fiscal to open 35 new stores across India. Our revenue is expected to reach ₹2,500 crore in the current fiscal while the company posted a revenue of ₹2,000 crore in the last fiscal,” said Anil S Mathur, Company’s Chief Operating Officer, on the sidelines of the opening of a flagship store in Kolkata. Of the company’s total revenue last year, the business to business (B2B) segment, including office furniture, turnkey projects, healthcare and lab furniture and others, clocked a revenue of ₹1,200 crore while the revenue from business to consumer (B2C) segment was ₹800 crore.



“We are expecting B2B segment to grow to ₹1,500 crore and revenue from B2C to ₹1,000 crore. Our total investments in plants and machinery in the next three years will be ₹300 crore. The company, which has a presence in multi-brand online sites, is coming out with an own e-commerce site in 4-5 months,” he further added. In addition, the company will invest ₹100 crore to open 35 stores across India. It has seven manufacturing facilities at Mumbai, Haridwar, Shirwal and Bhagwanpur.

### Jubilant FoodWorks Operating Revenues for Q1 FY19 Stand Strong at ₹8,551 Million

➔ Jubilant FoodWorks Limited reported its financial results for the quarter ended 30th June, 2018. Operating Revenues for Q1 FY19 stood strong at ₹8,551 million,



## Revenue & Growth Make Headlines as Modern Indian Retail Rises up the Charts

– By IMAGES Retail Bureau

The past month has proved a great one for Indian retail in terms of investment, revenues and collaboration as companies aim for bigger targets for the coming financial year...



Shyam S Bhartia, Chairman with Hari S Bhartia, Co Chairman, Jubilant Foodworks

representing a growth of 26.0 percent over Q1 FY18, and a sequential growth of 9.6 percent over the preceding quarter. The growth was on the back of a strong Same Store Growth (SSG) of 25.9 percent in Domino’s Pizza. Overall profitability also improved, with EBITDA for Q1 FY19

coming in at ₹1421 million at 16.6 percent of revenue, a growth of 78.5 percent over Q1 FY18. Profit after Tax in Q1 FY19 stood at ₹747 million at 8.7 percent of revenue and a growth of 213.2 percent over Q1 FY18.

The strong performance in Q1 FY19 was on account of a good response to the Every Day Value offer on regular pizzas launched in March 2018, and which was supported aggressively during the IPL T20 cricket season. In addition to this, the continued success of the all new Domino’s product upgrade launched last year also drove a strong growth in core pizza orders.

In addition, Dunkin’ Donuts made sustained progress towards its goal of breaking even with a slew of innovations that drove sales growth and which was accompanied by disciplined cost management.



**Panasonic India Eyes ₹12,300 Crore Revenue in FY2018-19**

Japanese consumer electronics major Panasonic is aiming for revenues of ₹12,300 crore in India this fiscal, driven by its refrigerator and TV businesses. Panasonic India reported revenues of about ₹10,500 crore in the previous financial year. The company also expects its B2B business to contribute almost half of its revenues by FY 2020-21 as it is expanding its presence in the segment. Panasonic also introduced new models of OLED and 4K TVs here to strengthen its presence in the segment.



“This financial year, we are looking at ₹12,300 crore revenue overall. Last year we had closed around ₹10,500 crore,” said Manish Sharma, President and CEO, Panasonic India and South Asia to PTL.

**Clog London Sells 50 Percent Stake To Roma Ventures**

Retail real estate leasing firm Roma Ventures has invested in Clog London, a premium men’s leather footwear brand. Roma Ventures’ Director, Gopal Kishan Rathor has taken control of 50 percent stake in Clog London post the investment. The amount of investment has not been disclosed by company.

The footwear brand has been rapidly gaining a stronghold in India. One of the main factors of their growing popularity is the quality and comfort that they provide to their consumers. The brand is currently expanding through shop-in-shop format

**Roma Ventures®**

but has plans on opening exclusive outlets in the country soon.

Internationally, Clog London is present in Canada. In India, the brand is currently available in the states of Punjab and Jammu & Kashmir. However, aggressive expansion plans are in place with Clog London targeting the Delhi-NCR and Uttar Pradesh markets.

**A S Retail & Hospitality Pvt Ltd Launches Hardware Brand ‘Raiser’**

A S Retail & Hospitality Pvt Ltd., recently, launched a new True Industrial Grade POS hardware brand ‘Raiser’. The Raiser brand currently includes essential hardware products for the Retail and Hospitality sectors. CEO of AS Retail & Hospitality and Raiser brand owner, Amit Singh was extremely excited about the launch saying, “We have been in the market as a solutions provider for over 10 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.”



Currently the product-line includes All-in-one POS (Touch & non-touch), MSR, Display solutions, Cash Drawer and (VFD) Pole display and innovative kiosk. A few more exciting products will be released through the year, not just to add to the range, but also to offer the store-planners variety as well as effective choice. Visit [www.raiserpos.com](http://www.raiserpos.com) for more info.

**Kurl-on in Expansion Mode, to Open 50 Kurl-on Home Komforts EBOs**

From an idea that ignited during a visit to Germany to becoming India’s leading mattress manufacturer and seller, to venturing beyond just a better sleep experience and extending its product range into the home comfort segment, Kurl-on’s journey is a fine and well known lesson in entrepreneurship and growth. With state-of-the-art technology, Kurl-on endeavours to improve standards in the Indian mattress and furniture industry besides being in tune with the changing needs of Indian consumer.



As a part of their ever growing journey, the company has major expansion plans to open 50 EBOs for their brand Kurl-on Home Komforts across geographies in 2018-19. Multiple product launches in the home furnishings segment are also in the pipeline. The brand also plans on expanding the Kurl-on franchisee network to 2000 from the current 850, across geographies, increase their presence in multi brand outlets to 7,000 with a focus on metros, state capitals, and towns with population of over 5 lakh people.

Kurl-on also has plans to increase its retail contribution to revenue to 30 percent from the current 20 percent. The company currently has 10,000+ dealers, 72 branch and stock points and 10 strategically located manufacturing facilities across Karnataka, Orissa, Madhya Pradesh, Uttarakhand and Gujarat. Kurlon which reported a turnover of ₹1,070 crore in 2017-18, is aiming at a turnover of ₹1,350 crore in FY19.



### Tim Hortons to Launch in China

➔ Tim Hortons, one of North America's largest quick-service restaurant chains, announced that it has entered into an exclusive master franchise joint venture agreement with Cartesian Capital Group to develop and open more than 1,500 Tim Hortons restaurants throughout China over the next ten years.

"We have two main priorities at Tim Hortons: building and strengthening our brand in Canada; and expanding our iconic Canadian brand to the rest of the world," said Tim Hortons President Alex Macedo.



Niloo / Shutterstock.com

Macedo added, "China's population and vibrant economy represent an excellent growth opportunity for Tim Hortons in the coming years. We have already seen Canada's Chinese community embrace Tim Hortons and we now have the opportunity to bring the best of our Canadian brand to China with established partners who have expertise in the industry and the country."

"We are excited to expand our partnership with Restaurant Brands International to bring Tim Hortons to China," said Peter Yu, Managing Partner of Cartesian. Yu added, "Tim Hortons has a long, rich history of providing guests with quality food and premium coffee. We plan to expand that tradition to China, drawing on 20 years of experience building businesses in China and around the world."

## International Retailers Focus on Expansion & Technology Integration

- By IMAGES Retail Bureau

Global brands have spent the last one month expanding their footprint by foraging out new possibilities and forging new relationships in different countries across the world, while keeping technology and customer experience in mind...

### Nike Opens Data-driven Store in Los Angeles

➔ Nike has developed Nike Live, a new store concept that will be inspired by and built as a hub for its local NikePlus members. The first one, Nike by Melrose, opened its doors on July 12, 2018 at 8552 Melrose Avenue in West Los Angeles. It has pop-up vibes, and it will operate like an experimental digital-meets-physical retail pilot — but it's not going anywhere anytime soon



and the products and services that will be tested there are based on a deep understanding of the neighborhood.

"We're thrilled to be opening up Nike by Melrose and bringing the best of Nike products and offerings selected for this community," says Heidi O'Neill, President of Nike Direct. "As well as being the first Nike Live destination, we will also test services that can then roll out to other Nike stores, combining digital features with a unique physical environment to create the future of Nike retail."

On top of providing a selection of Nike.com best-sellers and essential Running, Training and Sportswear product, Nike by Melrose will offer city-specific styles — all of which is determined by Nike digital commerce data (things like buying patterns, app usage and engagement) to serve local NikePlus members exactly what they want when they want it. That means new apparel, footwear and accessories — again, all specific to LA's needs regardless of Nike's broader seasonal priorities — will fill the store on a bi-weekly basis (a Nike first) and sometimes even exclusively. For example, expect to see the store stocked with plenty of Nike Cortez styles, a ton of running product, bright colorways and hip packs for its opening.

In addition to these service offerings, Nike by Melrose will be enabled with several of the services from the Nike App at Retail feature set, including Retail Home, NikePlus Unlocks and Nike Scan. Nike by Melrose is the first Nike Live concept store built for and inspired by local NikePlus members. More neighborhood-specific locations will open in cities around the globe, including Tokyo, next spring and beyond.

### Old Navy Launches 'Buy Online. Pickup In-Store' Across its US Fleet

➔ Old Navy stores have always been a place where everyone is welcome — where families come to be together and shopping is, above all else, fun. The brand is always



testing new things to help ensure that every experience is worth the trip. That means constantly adding new services to make sure checking out is seamless and convenient, with a store design that's easy-to-shop, and of course, more fun for everybody.

The latest addition to Old Navy's arsenal of features that make shopping more convenient, is the nationwide launch of 'Buy Online. Pickup In-Store.' This new service makes it even easier for busy customers to find and purchase what they want and get on with their day. Just like the name says, shoppers can now shop and buy online, and see if their purchases are available at their local Old Navy for pickup. After ordering, customers have seven days to visit the store to pick up their purchase at a designated kiosk - no need to wait in the checkout line.



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This service has only been available for a few weeks, but customers are already using it and loving it. Since launch, 'Buy Online. Pickup In-Store' is growing the number cross-channel shoppers, with customers who have only shopped in-store making their first purchase online, and customers who are making additional purchases in-store when they go to pick up their order. But just as important as getting 'fashion in a flash,' is having an amazing store experience. To that end, Old Navy has introduced a new store concept centered around bringing people together in a fun, family-friendly environment. What customers can expect from newly renovated stores is a bright airy space with clean, modern and simple finishes - a blank canvas for the brand's latest collections. Think ball machines, balloons and hopscotch - so every Old Navy shopper leaves the store with a smile.

By the end of 2018, there will be over 60 new Old Navy stores, with 300 existing stores having gone through a complete remodel. Which means lots of new ways to keep testing and learning to make sure the Old Navy is delivering an enjoyable and seamless experience to it's whole family of customers - wherever and however our they choose to shop.

**Ivanka Trump Announces Closure of her Fashion Brand**



US President Donald Trump's daughter, Ivanka Trump, has decided to close down her fashion brand. The move comes over a year after she split from the company to enter the White House as a senior adviser, BBC reported on Tuesday. Ivanka Trump launched the brand in 2014, but after her father's election as US President, was faced with boycotts from shoppers.



Dietlinde B. DuPlessis / Shutterstock.com

She had reportedly become frustrated by the difficulties posed by avoiding possible conflicts of interest while serving in the White House. A spokesperson for the company said the decision "has nothing to do with the performance of the brand and is based solely on Ivanka's decision to remain in Washington indefinitely."

After 17 months in her White House role, Ivanka Trump said she did not know "when or if I will ever return to the business. But I do know that my focus for the foreseeable future will be the work I am doing here in Washington, so making this decision now is the only fair outcome for my team and partners," she said in a statement.

"I am beyond grateful for the work of our incredible team who has inspired so many women; each other and myself included. While we will not continue our mission together, I know that each of them will thrive in their next chapter," she added. According to NBC News, she met personally her 18-person staff at Trump Tower in New York City after the company's closure was announced to employees. The brand had already been dropped by several retailers such as the Nordstrom and Neiman Marcus department stores and - just last week - Canada's largest department store chain Hudson's Bay. Both companies blamed poor sales for their decision.

**Victoria's Secret to Open Flagship Store in Hong Kong**



Lingerie and beauty products retailer, Victoria's Secret, is opening its first flagship store in Hong Kong on July 17 at Capitol Centre in Causeway Bay. The store will feature a complete assortment of Victoria's Secret's lingerie collections, including Body by Victoria, Very Sexy, Dream Angels, Bombshell, Cotton lingerie as well as Victoria Sport.



**VICTORIA'S SECRET**

Alongside the brand's best-selling lingerie will be Victoria's Secret signature scents, body care collections and Victoria's Secret PINK, a collection of bras, panties, and loungewear. To celebrate the opening, Victoria's Secret asked Hong Kong artists, Elaine Chiu and Elsa Jeandiedieu, to create two Angel Wings at Central and Sheung Wan. The Wings are inspired by the new Victoria's Secret Dream Angels collection to be launched in the store.



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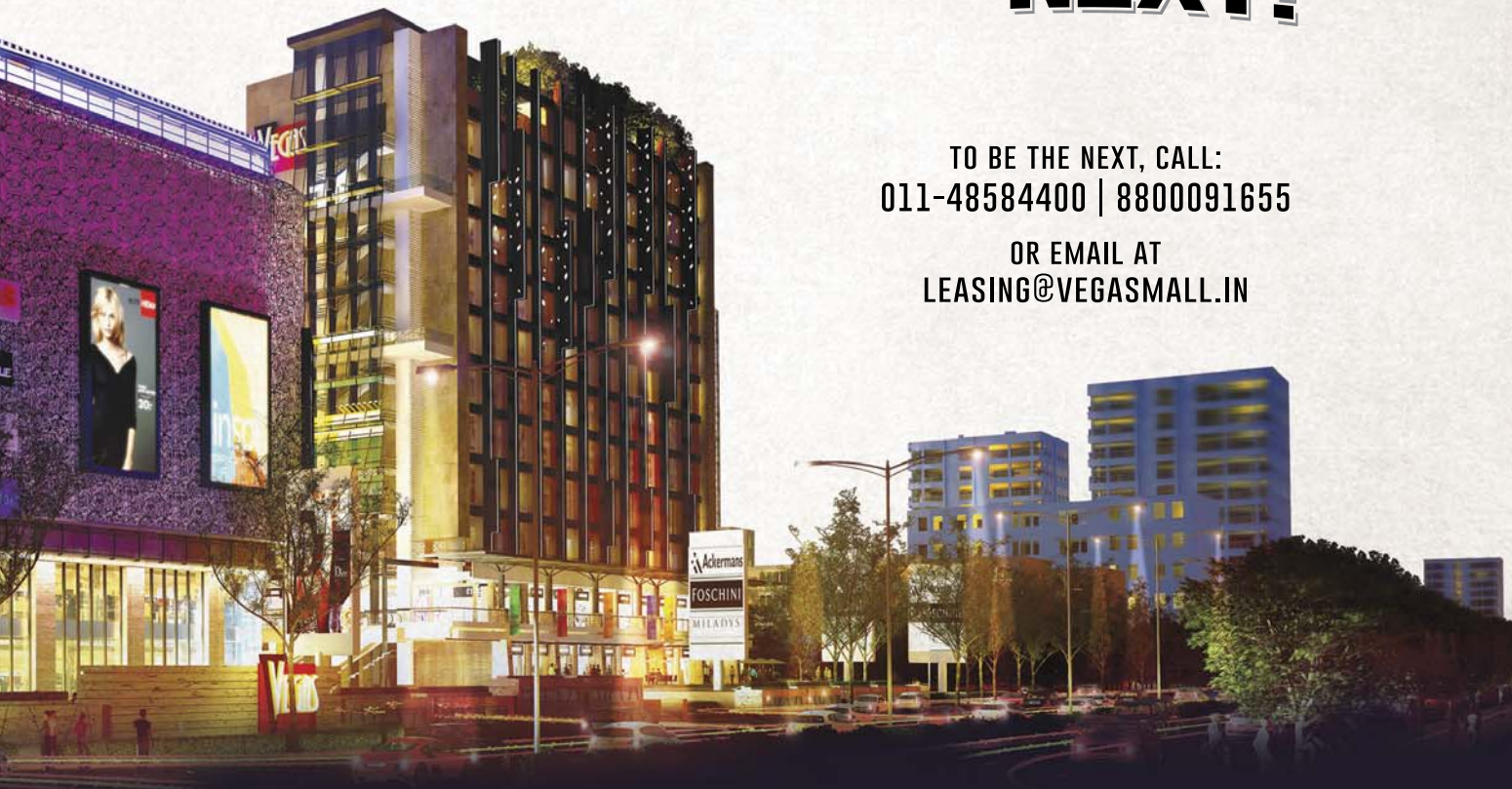
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**L**aunched in 1991, Shoppers Stop, India's leading fashion retailer, introduced the Indian consumer to a world-class shopping experience from its flagship store in Andheri (Mumbai). Since its inception, Shoppers Stop has revolutionised the way India shops and has become the highest benchmark for the Indian retail industry. The company, which is planning to invest ₹120 crore on expansion and renovation in 2019, is planning to open 12 beauty and five department stores and will be focusing more on new brands, **CEO & MD Shoppers Stop, Rajiv Suri**, told IMAGES Retail in an exclusive interview...

*Let's start with a brief history and profile of Shoppers Stop. How has the brand evolved?*

Shoppers Stop was launched as an exclusive men's wear store in 1991. Soon thereafter, in 1992 and 1993, we introduced ladies' wear, kids' wear and non-apparel categories making us India's first ever multi-brand department store. In 1994, we launched a first-of-its-kind loyalty program, 'First Citizen' offering the Indian consumer a host of exclusive benefits and privileges. Today, the First Citizen loyalty program is one of the most successful programs with over 5 million+ customers driving 75 percent of sales.



“**Shoppers Stop Experimenting with Smart Mirrors, Interactive Kiosks**”

*Rajiv Suri, CEO & MD Shoppers Stop*

**The brand is investing in IOT and location technology to better understand the customers' path to purchase and dwell time through heat-maps. The management will then use these insights take business decisions on various aspects of customer experience...**

- By Rupkatha Bhowmick

Shoppers Stop has over the years, made many breakthroughs in the Indian retail industry enabling it to become one of the most customer-centric, respected and profitable retailers in the country. It is a one-stop shop for products across multiple categories including apparel, cosmetics, fragrances, artificial and fine jewellery, footwear, personal accessories such as watches, sunglasses, handbags, wallets and belts, kids wear, toys, home decor and much more. We offer more than 400 of the finest international and national brands across categories and we're the only Indian member of IGDS (Intercontinental Group of Departmental stores) along with other experienced retailers from all over the world.



Some of the driving factors behind our success are the strong loyalty base, superior brand assortment of nearly 400+ Indian and international brands, exclusive brand partnerships (Desigual, Wrogn, RS By Rocky Star, Femina Flaunt, Love Generation), unparalleled customer service and strong focus on building iconic private brands (Stop, Life, Haute Curry, Kashish and Vettorino Fratini).

Today, we have 83 stores spread across 38 cities in India. Where physical stores are not present, we cater to millions of customers across the length and breadth of the country through our newly revamped online store, [www.shoppersstop.com](http://www.shoppersstop.com).

***Shoppers Stop has always been known for introducing new technology in the retail sector in India. What tech innovations have you introduced in store over the last few years?***

At Shoppers Stop, it is our constant endeavour to experiment and deploy new technology solutions to create

better shopping experience for customers. Some of the recent initiatives that are offered to our customers are Click-n-Collect and Ship from their nearest store brought the multi-channel experience into our stores. In order to provide a more personalised engagement, the Personal Shopper program is offered at the stores, wherein the associates are empowered through mobile devices for customer interaction. Also, the customers are encouraged to use the in-store Wi-Fi for browse and buy experience.

***How has technology helped Shoppers Stop in enhancing consumer experience? Have you seen any growth in sales revenue and footfalls due to in-store technology? Please elaborate with examples / case studies.***

Some of our recent technology investment have been in the areas to improve online presence, CRM, logistics and fulfilment capabilities, which are essential for delivering an improved shopping experience to customers.

For stores, we are presently focused on the Personal Shopper program and already see a significant contribution in sales through this program. While the drop-in footfall remains as a challenge, initiatives such as Personal Shopper have helped us improve the store conversion considerably through better in-store engagement. We continue to build and invest in solutions around this to drive personalisation.

Recently we upgraded our IT systems with implementation of iWAN solutions across its stores that improves operations

**TODAY, WE HAVE 83 STORES SPREAD ACROSS 38 CITIES IN INDIA. WHERE PHYSICAL STORES ARE NOT PRESENT, WE CATER TO MILLIONS OF CUSTOMERS ACROSS THE LENGTH AND BREADTH OF THE COUNTRY THROUGH OUR NEWLY REVAMPED ONLINE STORE, WWW.SHOPPERSSTOP.COM.**

for seamless customer experience, saves billing time by up to 25 percent for customers, increases application availability, reduces costs, enhanced employee productivity and efficiency and create real-time engagement opportunity with our customers by offering them customised deals based on their preferences.

***What new technology are you planning to introduce in the next few years?***

We feel there is a lot of scope to improve in-store shopping experience for our customers with the introduction of digital influence. We are experimenting the AR based smart mirrors and interactive kiosk solutions for customer convenience. We are revamping the key in-store touchpoints for customers to introduce latest POS solution. There are also initiatives towards delivering real-time and contextual promotions while the customer is inside the store. We are also investing in IOT and location technology to help us better understand the customers path to purchase and dwell time through heat-maps. These insights should help us take business decisions on various aspects of customer experience.

***Please walk us through your customer loyalty programme.***

The First Citizen Loyalty Program since its inception in 1994, has grown to more than 5 million+ loyal members as on date who contribute to over 75 percent of sales for us. Today, it is one of the most successful customer relationship and loyalty programs in the industry. Apart from being a Tiered



program (Classic Moments, Silver Edge & Golden Glow), we also have a Co-branded Credit/Debit card programme with Citibank which gives our First Citizens an option to add on a credit card to their existing loyalty cards, giving our First Citizens a credit line advantage.

The objective of the First Citizen Loyalty Program is to ensure customer delight and enhance customer satisfaction. With an in-house, robust analytics team we ensure that the engagement with our First Citizens are constantly driven by insights making them relevant and therefore well received. Some of our key areas of impact being:

- Customer level analytics to manage customer life cycle
- Product level analytics
- Transaction level analytics - Data insights and promotions.
- Store level analytics

**How big is the market for products of Shoppers Stop in India and what is the y-o-y growth rate?**

Organised retail market in India today is about \$60 billion. Shoppers Stop plans to achieve 10 percent market share in the catchments where it has its presence and through the product categories it retails in its department stores. Growth rate of the market is about 10 percent per annum.

**How many private labels do you have currently? How much do they contribute to your overall revenue? Do you have plans to introduce more anytime soon?**

We currently have six private brands and they contribute about 11 percent of our revenue. These six

brands cater to consumer requirements across all categories sold at Shoppers Stop, leaving a few like watches and cosmetics. The decision of adding more private brands in future will be derivative of market conditions and customer requirement for niche products.

**What are your same store sales growth numbers?**

Currently, we are growing at 3 percent for like-to-like stores for year 2018-19.

**What is your reach in terms of the total number of outlets and cities?**

Shoppers Stop currently has 83 stores in 38 cities across the country

**What is the location strategy for Shoppers Stop – malls or high street and why?**

We definitely prefer malls over high street, because:

- Malls offer a more family experience while a high street is more convenient for individual shopping. With cinemas, entertainment activities, F&B, events etc., malls have also become a place for family outing apart from shopping.
- Malls offer you the convenience of parking compared to High Street
- Impulse buying is higher in mall than in High Street

**How focused are you on e-commerce and what is your e-commerce strategy? What percentage of Shopper Stop's revenues comes from e-commerce currently, and what revenue targets do you have from e-commerce over the next few years?**

Shoppers Stop was the

first departmental store to introduce e-commerce, and the increasing adoption of online shopping has allowed this channel to grow to the size of an average Shoppers Stop store for us. Our online presence now has more customer visits than all our stores combined. Over the last year, we have upgraded our digital capabilities significantly through various technology and team investments and have introduced a host of

**SHOPPERS STOP PLANS TO ACHIEVE 10 PERCENT MARKET SHARE IN THE CATCHMENTS WHERE IT HAS ITS PRESENCE AND THROUGH THE PRODUCT CATEGORIES IT RETAILS IN ITS DEPARTMENT STORES. GROWTH RATE OF THE MARKET IS ABOUT 10 PERCENT PER ANNUM.**



customer friendly omni-channel features such as Ship from Store and Express Store Pickup. Our Android & iOS mobile Apps continue to gain in popularity with over a Million downloads and now contribute to a third of our online sales.

We have adopted ourselves to the changing consumer buying behavior and are working together with the leading internet companies such as Google, Amazon & Facebook to ensure that customers discover Shoppers Stop at an early stage of their buying journey. We have started tracking the impact of our online presence in driving customer store visits and sales, and the initial results are very encouraging.

Going forward, our digital strategy aims to unify our customer experience across their online and in-store

engagements, thus bringing alive the romance of shopping in every interaction. The Personal Shoppers in our stores are equipped with digital tools that allow them to create personalised experiences for each customer, while helping customers purchase products that may not be available in that particular store through our website. In fact, this concept of unlimited selection in stores (commonly referred to as Endless Aisle) is being further enabled through the introduction of many brands and products on our website that have not traditionally been available in our stores. We intend to introduce customers to many new digitally enabled experiences and have already made First Citizen a card-less loyalty program, by enabling it through the website and mobile Apps.





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We believe that over the next few years, Omnichannel initiatives will contribute in double digit of our revenues.

***What are some of the Omnichannel trends you have been witnessing in your industry in India over the past few years?***

From a consumer's perspective, life has never been better. Retailers (both online and offline) are vying to get her attention, and towards this end, are putting in significant efforts in understanding the customer better, in creating experiences and journeys that meet & exceed the customer's expectations and in going the extra mile in predicting future trends and needs to better serve the customer. To make this happen, every significant retailer is now working towards an Omnichannel capability. Traditional brick & mortar retailers have been making investments in creating digital touch-points in order to attract younger customers and to widen their reach to geographies beyond their store presence. Online players have employed various approaches to extend themselves into or to leverage the physical stores.

Most large multi-category market places are typically achieving this through tie-ups and partnerships with the store chains, while category specialist online retailers have started rolling out their own retail stores. Regardless of the route chosen, the need for and efforts towards creating an integrated cross-channel experience has never been more evident. We expect this focus to continue over the next few years.

This Omnichannel growth will bring in its own set of trends such as enhanced customer analytics to understand cross-channel customer behaviour, significant improvements in the ability to attribute the impact of each touch point on the final sale, greater customer convenience such as voice and image-based searches, more personalised interactions through the use of Machine Learning and AI tools, and immersive experiences enabled by the creative but systematic use of Augmented and Virtual Reality.

***What are your expansion plans for Shoppers Stop?***

We plan to open 4-5 stores every year in key cities with

million plus population and penetrating more in the cities we are already present. In addition, we will open 10-12 beauty stores.

***What are the factors propelling the growth of Indian fashion industry as per you?***

Fashion retail in India is estimated to be a ₹3 lakh crore industry today and is projected to grow to 2.5X this size by 2026. This growth is being made possible by the virtuous cycle of increased demand, caused by improved awareness and availability of modern fashion trends and aspirational brands.

Amongst women's apparel, we are seeing a shift from sarees to salwar kameez and western wear in the metros and Tier I & II cities and even amongst younger women in rural India. This is driven by an increase in the ratio of working women, availability of modern styles in smaller cities and shifting age profile of the population towards youth.

Similarly, the kids wear segment is being favourably impacted by the introduction of many national and international fashion brands over the last few years. The

increased awareness about latest kids wear through the increased percolation of the electronic media has coupled with the Indian trait of parents living their dreams through the lives of their children, making this the fastest growing in the apparel categories.

Men's wear is the largest category in Indian apparel, accounting for more than 40 percent. Changing trends in the workplace, with acceptance of smart-casuals as part of the dress code, has allowed the young professional Indians to upgrade their wardrobe with the latest t-shirts and denims, to add to the already robust growth of formal shirts and trousers.

The rise of the Indian youth has been an underlying factor for many of the recent evolutions in the Indian fashion industry. The increased adoption of social media and democratisation of access to Indian & international celebrities through digital media now results in a much greater awareness amongst these consumers. Indian youth is also much more conscious of health and fitness, creating a demand for active wear and athleisure.

Beauty, skincare, lingerie and personal fashion accessories are other segments that have benefitted from the creation of new choices for Indian consumers and the availability of a comfortable and convenient environment by departmental stores such as Shoppers Stop allowing customers to experience these products without the hustle of the neighbourhood shops and yet providing all the brands that the consumer could look for under one roof. 



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**R**oma Ventures, a specialist organisation which helps companies in acquiring retail real estate which is a perfect fit for their stores and outlets at high streets and in both premium and smaller malls, has been in the business of leasing for the last 12 years.

Currently, the brand is providing quality retail space in Tier I, II & III cities across NCR, North and Central India. Roma Ventures is known to work as per the requirements and demands of clients, ensuring they are provided with the best of options that suit them perfectly and set them on their way to retail success.



**Gopal Kishan Rathor, Director, Roma Ventures,** says, “Most companies feel the business of retail is ‘calculation.’ I have seen many companies just relying on this calculation and not understanding the customer buying behavior and ultimately leading to failure of the retail center.”

### Business Model

In the last five years, retail real estate has seen a lot of positive changes, the major change being the entry of international brands in to the country – brands which are demanding better services



## ‘The Future of Retail is a Combination of Self-Owned & Franchise-Based Stores’

– By IMAGES Retail Bureau

***In 12 years, Roma Ventures has been working with major retail brands in providing real estate retail services. The brand has been actively giving presence to these brands in the high streets and malls of Delhi NCR, UP, Uttrakhand, Rajasthan, Jammu, MP, Punjab, Haryana...***

and certainly more accurately located real estate.

“The entry of international brands, their evolved understanding of the customer and hence their progressive demands have led to the retail real estate space in the country getting organised. We have to take into account the fact that the coming of international brands has also exposed the consumer, changing his buying pattern. We need to provide spaces to brands in a way that they can experiment with experiential retail as well as cater,” says Rathor.

### What They Do

Roma Ventures’ research department focuses on providing clients with knowledge-based research about the retail real estate sector. They specialise in converting property data into educated market knowledge.

They also apply insight, experiences, and resources

to help clients in making informed retail real estate-based decisions.

Roma Ventures’ comprehensive suite of services enables them to implement effective portfolio strategies, with access to relevant, timely and accurate information, thereby enhancing the overall decision making process.

The brand also adds value to their clients’ portfolios, hence empowering them to improve the performance of their investments. Roma Ventures is also licensee for leading premium men’s footwear brand Clog London.

### Work Profile

In past 12 years, the brand has been working with lots of brands in providing real estate retail services. Brands which have been part of their work journey include Spencers, Burger King, Park Avenue, Colorplus, Raymonds RR, W, Aurelia, Arvind Brands,

Manyavar, Reliance Trendz, Zodiac, Metro shoes and many more.

### The Business of Franchising

“As retail is growing, so is the business of franchising. One thing is very clear and that is that the future of retail is a combination of self-owned and franchise-based stores,” says Rathor.

He explains that it is always beneficial to have a local partner associated with a franchise it increases sales and transforms a store into a well-managed one.

“The most important benefit in having a local partner is that networking on the ground level becomes easy. A local franchisee plays a vital role in making a store profitable since he can understand local buying behaviors and combine them with the parent company’s requirement to up the sales,” concludes Rathor. **IR**



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# MAJOR REGIONAL PLAYERS AIMING FOR A PAN INDIA PRESENCE

– By IMAGES Retail Bureau

*In an age where brick-and-mortar retailers are wrestling with the issues of creating lasting value and relevance, these regional retailers have aimed for a pan India presence by offering the best of both the worlds – online and offline – to their customers, and thereby making a mark for themselves on a national level*

**T**hey've had a humble start, they've come from just one small store – and sometimes even a shop-in-shop – from a particular region in India, but their sheer determination, coupled with an unparalleled business sense and their instinctive understanding of the ever-changing consumer behavior and his demands have led them to carve out a special place for themselves in the Indian retail industry.

In an age where brick-and-mortar retailers are wrestling with the issues of creating lasting value and relevance, these regional retailers have aimed for a pan India presence by offering the best of both the worlds – online and offline – to their customers, and thereby making a mark for themselves on a national level.

**Here's a sneak peek into their journey-**



## GO COLORS

➔ Leading women's legwear brand Go Colors, which believes that brick-and-mortar retail has an edge over online retail, plans to push offline presence by opening 100 new EBOs by December-end. Currently, Go Colors has 200 exclusive brand outlets across high streets and leading malls in over 43 cities. It also has presence in more than 550 large format stores like Reliance Trends, Shoppers Stop and Central among others. The brand's products are also available on major shopping portals in the country including Myntra-Jabong and Amazon.

Go Colors today is a prominent brand in the women's legwear segment with increasing popularity amongst its target consumer base. With two respected partners - ICICI Venture and Sequoia India - Go Colors is poised to achieve our vision of becoming the brand of choice for women's legwear in India. The brand is also aggressively implementing technology to enhance customer experience and take itself to its next level of growth. ICICI Venture has recently invested ₹100 crore in Go Colors because as per estimates, the bottom wear market is expected to grow at 20-25 percent per annum.



## NEERU'S

➔ From a humble beginning of supplying raw material to fashion retailers to being counted among the top fashion brands in India today, Neeru's has come a long way. The brand is synonymous with ethnic fashion. With its active participation in fashion weeks and close engagement with celebrity fashion influencers, Neeru's has come a long way from its humble beginnings. The journey of Harish Kumar, CMD - Neeru's, along with his mother Basant Kaur, the founder of Neeru's, began in 1971 with tailoring and embroidery of superior and intricate designs in Hyderabad.

Today, with 50 EBO and 22 MBO stores (including the one in Dubai) and approximately 4.5 lakh sq. ft. of retail space, Neeru's is redefining designer ethnic wear in India, making it available to patrons who are connoisseurs of fine design but shy away from buying due to expensive designer tags.

The locations of Neeru's exclusive stores include Hyderabad, Delhi, Chennai, Bengaluru, Vijaywada, Tirupati, Nellore, Vizag, Guntur, Mumbai, Lucknow, Nizamabad and Dubai. Neeru's is also associated with large format retailers like Central and Lifestyle.



## SOCH

➔ From a humble start in 2003, when MD & CEO Manohar Chatlani's family business of multi-brand clothing retail had just five stores in its repertoire, the brand is today 100-store strong.

Today, Soch has established itself across India as a key player in women's retail with more than 100 stores, and now has plans to expand into the South East Asian markets. The brand plans to open their first international outlet by end of FY 2018.

The brand has 102 stores plus 50 counters in large format stores. That's over 150 stores along with e-commerce tie ups. The brand is targeting a growth of 40 percent on that in 2018-19.



## COOL COLORS



With a focus on brand image and consumer experience, Bangalore-based brand Cool Colors is making waves in the South Indian apparel retail sector. Cool Colors, which offers a unique shopping experience to patrons has a strong network of exclusive retail showrooms across the four major South Indian states of Karnataka, Tamil Nadu, Andhra Pradesh, and Kerala. The brand is making major in-roads into the Eastern region of India. Praveen Mutha, Managing Director, Bafna Clothing Company – who has over 20 years of experience in the garment industry – heads the company.

Bafna Clothing Company, the parent company of Cool Colors, has been in the business of garment making for over 35 years now. It is considered to be one India's fastest growing garment makers and is now an ISO 9001 company, established as a well-respected and renowned brand. "We are a shirts brand for men and we decide the percentage of our products based on our consumer preferences. Currently our manufacturing breakup is 40 percent check-design shirts, 30 percent block colours and 30 percent printed shirts," says Mutha. The brand operates across leading stores in India, Singapore and the UAE, with over 1,200 MBOs and four EBOs. We are also present in large format stores such as Reliance and Brand Factory. Since we have been actively present in the market, we have focused on creating a strong presence across Tier I, II & III cities.



## OTTO CLOTHING



Otto Clothing Private Limited, based in Chennai, India, is a leading manufacturer and supplier of men's T-shirt, jeans, shirts, and trousers. It is a flagship brand of Pothys Clothing Private Ltd.

The brand's USP lies in its international design with superior quality garments at affordable price for Indian consumers is the USP of the brand. Its core product offering includes formal clothes, smart casuals, t-shirts and denims.

Otto is currently available in all leading outlets and retail showrooms in South Indian States such as Kerala, Tamil Nadu, Andhra, Pradesh, and Karnataka. Regarded as one of India's most trusted menswear brand – has a huge following in Kerala. The brand is expected to be launched in most of North Indian states soon, with an eye on a pan India presence.



## STUDY BY JANAK

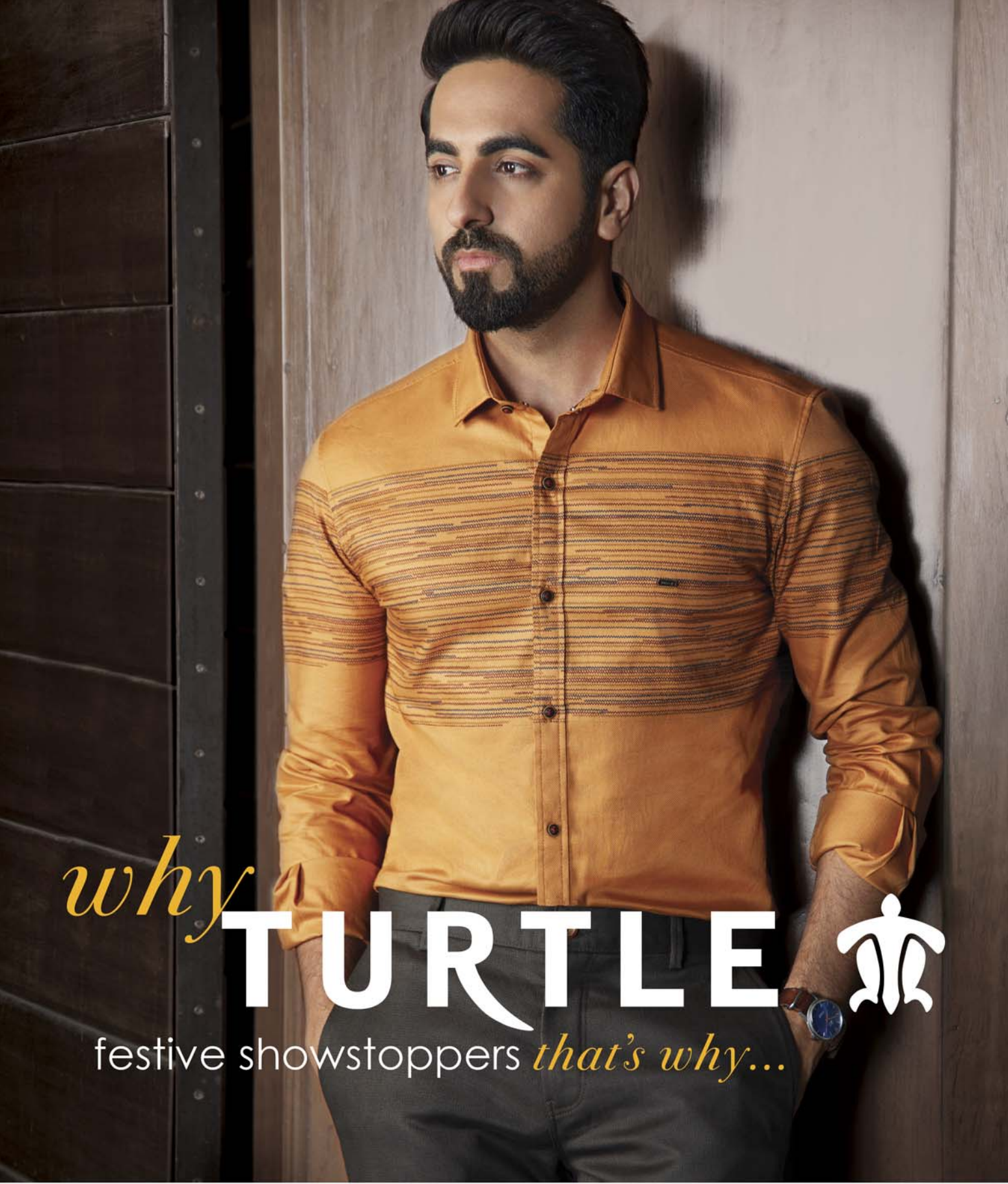


Study by Janak, maker and retailer of premium formal and occasion wear, was inceptioned in the year 1986. In its long and remarkable journey until now, the company has created a niche for itself among the style-savvy elites of North India. The brand came into being almost three decades ago, when its founder Manoj Mehra, who is also the CMD of the company, observed that there were not many options available in the men's wear in India at that time. SBJ has been growing organically since its inception in 1986. At present, it has six stores strategically located in Delhi NCR (South Extension, Karol Bagh, Gurgaon, Noida), and in Punjab (Jalandhar, Ludhiana), spanning a total retail space of 40,000 sq.ft. The brand follows the EBO format to ensure strict quality control.

According to Ayush Mehra, Director, SBJ, "Apart from locals, we also cater to clientele from abroad. The EBO model helps us to provide the same experience to our clients across all locations." With plans to tap into the growing scope of e-commerce, SBJ plans to launch its webstore, besides increasing presence on other online shopping websites. Enhanced online presence will increase our customer reach. We are looking to generate 5-10 percent of our top-line sales from online in the coming future." As regards physical expansion plans, he shares that the brand mulls to add about 60,000 sq.ft. to its current total retail area. For this, five stores would be opened each year. There are plans to roll out smaller retail formats.







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## INDIAN TERRAIN

→ Indian Terrain Fashions Ltd. was founded by Venky Rajgopal with the aim of providing men in India with premium workwear and smart-casual clothing. The company launched 'Indian Terrain,' a brand to cater to the needs of the cosmopolitan, mature, upwardly-mobile man. The range of garments offered includes shirts, trousers, t-shirts, shorts, sweaters, jackets, and denims.

Launched in 2000, Indian Terrain demerged from Celebrity Fashions Limited, the parent company, in 2010.

With a turnover of over ₹500 Crore, Indian Terrain today retails across the country through 800+ Multi Brand Outlets (MBOs), 150+ doors of Large Format Stores (such as Lifestyle, Shoppers Stop, and Central), 100+ Exclusive Brand Outlets (EBOs), and key e-commerce platforms as well. The apparel is also available on the brand's e-commerce site.



## TWILLS

→ Twills is a lifestyle brand that has been redefining style for men since 1999. Envisioned and nurtured in Andhra Pradesh, Twills began as a dream that soared high, created a niche for itself in one state and then, spread its wings to other parts of India. Today, under the acumen and able leadership of Jayesh Shah, Naveen, and GS Rao it has become one of the most sought-after brands in India.

Twills is driven by a passionate team of in-house trend setting designers who are known for their exclusivity. Be it casuals, semi-formals, trousers, denims, t-shirts or accessories, each collection is a perfect mélange of fun and fashion at its best and stands as a testament to the experience and expertise of its designers.

By offering superior quality collection at competitive prices, Twills has transformed from being an early entrant to a game changer. The brand has ensured that the best-in-class style is affordable and accessible to the youth across India.

The brand's garmenting is done based on in-house manufacturing with an integrated R&D center. Designing, value addition and the aspect of exclusivity in styling are believed to be the driving force for Twills. The company's vision is to see that the brand attains the top slot in mid segment category pan India.



## MEBAZ

→ Starting within the men's ethnic wear retail segment in 1972, Mebaz slowly expanded its portfolio to include women's wears as well as kidswear.

Located in Hyderabad, Mebaz created a modern ethnic brand which now boasts pan India presence.

In 2004, Manoj Jethwani launched Mebaz. The brand slowly multiplied to 15 stores by 2014 with 900 employees, including 6 franchised stores. Mebaz is currently located in six cities namely Hyderabad, Vizag, Vijaywada, Khammam, Ahmedabad and Delhi. The brand functions on a large space formats, which is roughly around 8,000-10,000 sq.ft. area. Mebaz will soon be also launching its online shopping portal.

Apart from starting an online store, Jethwani is also contemplating on expanding the company-owned franchise-operated model. Here, a franchisee would have to invest roughly around ₹2.5 to ₹3 crore on a retail store, which includes store interiors and design, where they will be able to expect a return on investment within the next three years. Jethwani is currently focusing on his vision to expand Mebaz to another 10 cities in India, within the next 12-15 months. The immediate thrust is on Bangalore, Chennai and the top North Indian cities.





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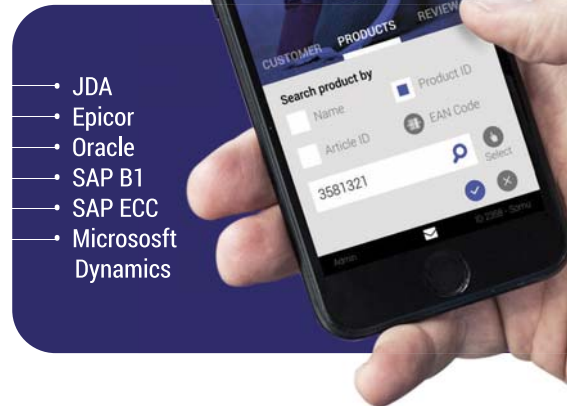
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## RATNADEEP SUPER MARKET

→ Ratnadeep Super Market was started in the year 1987 with the idea of selling quality groceries and FMCG products. What started as a modest beginning with a single store has today captured the hearts of customers and has 38 operational stores in the country – many more in the pipeline – with a total trading area spans over 2,25,000 sq. ft.

With about 30 years in the food and grocery retail business, Hyderabad-based Ratnadeep Super Market has been able to carve a formidable reputation as a shopping destination that customers unfailingly identify with a rich and varied assortment of quality national and international products offered in a pleasant ambience and with customer friendly, reliable service.

The brand is working with a clear vision to be a National retail chain and a ₹1,000 crore plus brand in food and grocery by 2020.



## SOHUM SHOPPE

→ Founded in 2000, Guwahati-based Sohumi Shoppe's success tale is one of grit, determination and far-reaching vision. Recognised as a retail giant in East India, the chain currently owns 1,29,000 sq.ft. of retail space in the form of five stores. In the year 2005, Founder and Managing Director, Sohumi Shoppe Ltd, Manohar Lal Jalan, decided to consolidate his gains and initiate expansion. By then, his older son Sandeep had joined the business.

“Our first store was situated at fourth floor of multi-storey commercial complex. But for our second outlet— which is also our flagship—we didn't compromise on location at all. The 28,000 sq.ft. Sohumi Shoppe, the family mega store, rolled out in 2005 is located in Christian Basti on G S Road, the most posh and commercial locality of Guwahati,” said Jalan. Soon, his younger son Siddharth and daughter Swastika also teamed up with them and what followed was the launch of three more outlets, one each in Dibrugarh, Jorhat and Guwahati again bringing their store count to present five.

Today, Sohumi is recognised as a retail giant in East India and its total retail space has reached 1,29,000 sq.ft. mark. In the coming future, Sohumi aspires to become a benchmark for other retailers. Jalan apprises, “We would like to extend our presence beyond our home market Assam as and when the right opportunity arises.” The brand is set to come up with 2 more stores in the year 2017-18 calendar-- one each in Guwahati and Tezpur.



## JADEBLUE LIFESTYLE INDIA LTD

→ JadeBlue lifestyle India Ltd. is a prominent name in the men's fashion retail business. Established in 1981, it has innovated its positioning in the market from time to time and is today one of Gujarat's prominent enterprises.

JadeBlue is led by Jitendra Chauhan (CMD), Bipin Chauhan (MD) and Siddhesh Chauhan (Executive Director & Design Head). While they handle the administrative policies and design, Khushali Chauhan looks after the digital side of the company. JadeBlue has its company owned stores at Ahemdabad at CG Road, Maninagar, S G Highway, Alkapuri (Baroda), Rajkot, Surat, Vapi, Indore, Raipur, Udaipur, Ghandhidham, Hyderabad, Hyderabad 2, Pune and Jaipur. It has its franchise stores at Anand, Jamnagar and Bharuch. Its franchisee business done with three stores with an area of 7,750 sq.ft. contributed to a turnover of ₹682.34 with a same store sales growth rate of 8.62 per cent. Its private brands business is retailed through 33 retail stores and contributes to ₹14.97 crore of business. The brand is looking for a pan India expansion of its multibrand outlets along with JadeBlue exclusive brand outlets for its private label brands Greenfibre and JB Studio.





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## RITU WEARS BIG LIFE



Established in 1965, Ritu Wears Big life, prides itself in being a one stop fashion destination for entire family. The Noida-based chain currently operates 11 stores with a major presence in Delhi/NCR.

The concept is a brain child of an enterprising lady Janak Dulari Sahni who laid the foundations of the family business in 1965 by opening a single 200 sq.ft. store. Later in 1983, her son Sanjay also joined the company and since then he is devoted to the growth of RWBL. RWBL has 11 stores spanning a retail space of 2,01,605 sq.ft. The stores are spread across Delhi and NCR (Lajpat Nagar (2), Rohini, Faridabad, Noida and Ghaziabad (2), Punjab (Jalandhar), Madhya Pradesh (Indore), Uttar Pradesh (Moradabad) and Uttarakhand (Haridwar).

With brand legacy of over four decades, Ritu Wears is well-positioned to adapt to the rapidly evolving retail scenario. Sanjay shares, "We are looking to enhance our product as well as brand portfolio across categories. We are also planning new tie-ups based on SOR business models to streamline cashflow and extend more offerings to our customers."



## KAPSONS



Known as the fashion power house of North India, the Kapsons Group has been around since 1989. Having created a stronghold as a leading distributor and retailer in the region, it now aspires to become a national player. Kapsons is co-founded by brothers Vipin and Darpan Kapoor. The group is credited for bringing in nearly 200 national and global lifestyle brands to North India.

With total retail area of 3,53,140 sq. ft., the group as of now operates 176 stores (own and franchised) in 41 cities, of which 39 are MBOs and the rest 137 are EBOs. Beginning from Kapsons family store, an MBO for men, women and kids, the company has launched other MBO formats that include Kapkids (kids centric store), and Krome (targeted at Tier-II & III towns). Kapsons' current retail network mainly extends over Panjab, Haryana, Himachal Pradesh and J&K. In FY 2014-15, its retail turnover reached ₹452 crore. Gradually, it is making inroads into other parts of the country too.

Acknowledging the growing influence of e-commerce, Kapsons too has come up with its own online store which is a mirror replica of its physical stores. Same season, same brands are offered simultaneously in both models. "However, the brick and mortar model shall remain our focus area," Vice Chairman Kapson, Darpan Kapoor says. Elucidating Kapsons' expansion plans, he says, "We're looking forward to expanding our legacy at national level. Apart from company owned stores, we plan to extend our retail presence mainly via franchising."

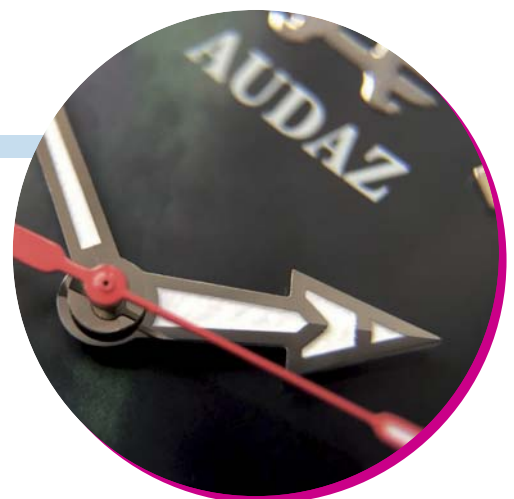


## AUDAZ BRANDS



Audaz Brands is a private limited company registered in Bengaluru. The brainchild of young entrepreneurs with over two decades of expertise in fashion retail and manufacturing, the brand's main aim is to provide the best quality in fashion for the Indian consumer. Audaz Brands designs, develops, sources, markets and sells apparel. It has two brands under the parent company - De Moza, a not-just-basics range for women and girls; and Audaz Boys, an everyday fashion range for boys age between 1 and 10 years.

Audaz has EBOs all over India and is also present in leading departmental stores as well as available on online market places.







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## V-MART



V-Mart retail Ltd, the value retailer chain which operates through a cluster based model, primarily operates in Tier-II & III locations spread across 122 stores in 105 cities and 14 states and UTs. The chain is aiming to expand its store network up to 200 in non-metro cities in the next four years.

V-Mart, as of date, is limited to the northern and western regions of the country, but Lalit Agarwal, CMD, V-Mart Retail indicates his pan India ambitions. Looking at establishing its strong base in East India, with Odisha and West Bengal being the first territorial targets, he also has been vying for a transition to the e-commerce landscape. V-Mart is planning to implement new strategies to bring about a technological reformation in its set-up. The company is trying to put technological information in good use, the reason why going online through their web-based platform will be a viable option. They have an offline-to online strategy, where offline would feed the online demand. "The thought process of the company is to increase the productivity. Our stores cater to the needs of family by offering apparels, general merchandise and *kirana* goods, and soon we will be developing a multi-brand model in the company. We primarily operate with the chain of 'Value Retail' department stores, and at present, we do not see much of a competition," opines Agarwal.



## CHUNMUN



A brainchild of late Satish Suri, Chunmun (CnM) started its journey in the early 1980s as a small garment shop in Lajpat Nagar, a suburb in South Delhi. Today, under the mantle of her son Sharad Suri and grandsons Sagar and Surya Suri, the business has blossomed into a chain of multi brand stores with significant presence in Delhi/NCR region. Chunmun, a one stop destination for family shopping, brings together happening brands and exceptional range of merchandise for all ages. From a humble shop to present day chain of multi brand stores, its journey has been rather incredible.

With recently opened store in Amritsar. CnM as of now operates a total of 10 stores spanning 2,73,000 sq. ft. of retail space. Its outlets are located in posh areas including Lajpat Nagar (two stores), Greater Kailash, Pitampura, Rajouri Garden (City Square Mall), Kaushambi (Pacific Mall) in Delhi; Parsvnath City Mall in Faridabad; Opulent Mall in Ghaziabad; Model Town in Jalandha and at Lawrence Road in Amritsar. During FY 2014-15, the total yearly turnover of the company was of ₹300 crore with average monthly per sq. ft. sales of ₹1,065.

Celebrating its coming of age, CnM is nurturing national ambitions now! Sagar and Surya reveal, " We plan to open two more stores in Noida and Ludhiana as these locations are on our expansion radar. We are not in great haste and want to grow steady and surely. We aspire to become a pan India player in the coming future."



## JAHANPANA



A century-old legacy that started with Mohammed Cap Mart in Old Hyderabad, Jahanpanah is the brainchild of the enterprising Bukhari brothers, Ishaq and Ibraheem.

Catering to the commoner as well as the creme-de-la-creme of society, for more than 125 years, Jahanpanah is a true-blue Hyderabad-based high-end menswear brand. Exclusive Boutiques offering Ethnic wear for men and boys; you can find an outfit for any occasion or event at a Jahanpanah store.

With outlets in Banjara Hills, Abids, Tolichowki, Pathergatti, and Madina Circle, Ishaq and Ibraheem Bukhari now aspire to expand the Jahanpanah Empire to Dilsukhnagar, Kukatpally, and beyond - 50 stores pan-India within the next three years.







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## V2



V2 retail limited is one of the fastest growing retail companies in India. The company's portfolio of products apparels, household merchandise and other consumer goods that are high on quality and feature at competitive prices. As of now, the chain has 26 operational stores across the country. In the last two months, V2 retail has opened five new stores in Siwan, Jaunpur, Haldwani, Begusarai and Bihar Sharif. The company will invest between ₹35- 40 crore to add 20 new stores in Tier-II & III places of Bihar, Jharkhand, Uttar Pradesh and Uttarakhand as part of their growth strategy.

V2 Retail has private labels including Herrlich, Godspeed, Stylla and Zavinci. Talking about the issues that V2 retail faces as a retailer, R C Agarwal, Chairman and Managing Director, V2 Retail says " Seasonal demand fluctuations, leads to addition of temporary staff during these times which are not well trained to serve the customers at their best. The best thing is to develop a plan to assimilate temporary workers. I am taking efforts to cater variety at very reasonable prices. I want to explore this immense retail with my 2.5 peta bytes brain capacity. To achieve a 'one size fits all' approach is to develop a standard product chain that would fit in all instances and related applications."



## P N RAO



Founded in 1923, Bangalore's P N Rao has helped many a man style their life's finer moments through its fine suits. With six stores currently, the company is envisaging a future growth and also mulling franchise route.

Bangalore-based P N Rao is one of the earliest and largest family-led businesses in the Indian men's fashion. The company has been on the forefront of suiting and groom wears for more than 90 years. Since its inception, three generations of P N Rao have carried forward its legacy through changing fashion trends and custom wears.

The company has chosen to grow organically thus far. Having developed immensely in terms of both profile and scale, it as of now operates six stores, of which five are situated in some of the best locations in Bangalore and one in Chennai. These stores cover roughly 25,000 sq.ft. of total retail space.

In its pursuit of further growth, P N Rao is mulling multi-pronged expansion strategy as Ketan shares, "Currently, all our stores are company-owned but we are open to the idea of franchise to expand further. We also plan to extend our product offerings and are considering to tie-up with some of the premium online shopping portals."



## AKBARALLYS MEN



Akbarallys Men has fulfilled the dire need in the South Mumbai area for a trendy men's clothing store, through the transition from a departmental store to a concept store was not easy.

As Umme Aiman Khorakiwala, Managing Director, Akbarallys Men defines, "We found a need for a men's store. However there are many men's outlets in Mumbai but they are exclusive brand outlets to a particular brand. The men needed a store where they could come and shop everything under one roof. This is the need we identified and changed what we were doing before i.e. the departmental store from the last 100 years." Khorakiwala further explains, "We also discovered the fact that the men's brands that we are going to work with are very organised players. We have a bouquet of popular men's brands in our store. Our store is one of a kind where a large space is being dedicated to the branded men's wear category."

The company has plans to expand further in Mumbai and other Tier II cities. It is planning to launch another store by next year. It is also doing thorough research and one can see more roll-out plans starting in the next two to three years.





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## SIRS & HERS

→ Started in 1953 as a custom menswear tailoring shop, Sirs & Hers has today evolved into a complete family store. Situated in Delhi's famous Karol Bagh market, this multi-brand store enjoys the patronage of an enviable base of loyal customers in the capital city.

Offering a vast repertoire of well-known brands, Delhi-based Sirs and Hers has established itself as a prime shopping destination for fashion lovers.

Though it has no immediate expansion plans with respect to brick format, Sirs & Hers expects to benefit from the e-commerce to expand its reach. With tie-ups with e-commerce giants like Snapdeal and Flipkart, the retailer is exploring partnerships with other online shopping portals as well.



## BINDALS

→ Bindals, the complete family store is a known name in North India. Started in 1981 in Muzaffarnagar (Uttar Pradesh) with an objective to grow, its store count has increased to encompass 12 outlets in major cities like Delhi,

Meerut, Agra, Noida, etc. Bindals is a known name in north India for family shopping. It is a complete family store selling readymade garments for men, women and kids. The first outlet was opened in

Muzaffarnagar by Ram Dhan Bindal, who has more than 25 years of experience in the retail business of readymade garment. Arpit Bindal, son of Ram Dhan Bindal and acting Director of Bindals shared, "Expansion is our main aim. Over the years, our company has successfully build a vibrant link between our buyers and us."

The company has built the foundation of trust and quality that has lead to continuous growth and expansion of the store chain. Various marketing tools used to attract the new customers and retain the existing ones like marketing campaigns in print media like magazines, newspapers, outdoor media, online advertising on popular websites, etc. Time and again they also run offers like free shopping on purchase of a certain amount, gift cards, membership cards, sale and discounts. The company's stores are located in many parts of Delhi under various brand like Bindals Arcade, Bindals Sons, Bindals Brothers and Bindals Apparels. In Delhi alone, Bindals has five stores and they are still expanding.

The overall company turnover at CAGR in the past three years was around 15 per cent. Arpit quoted, "Our company has expanded its business with the growing trend and fashion awareness among people. Bindals is a trendsetter with a good reputation with all the national and international brands. We understand the need of every individual and our experience helps us to serve everyone on all occasions." Bindals believes in expanding their business. Meanwhile, they also entertain franchise enquiries on their business, provided the interested franchisee should own a property where he can open the business and is willing to invest some amount in the business.



## THE CHOCOLATE ROOM

→ The Chocolate room was established in the year of 2007. From last 10 years the company has grown very fast. Now the brand has its presence in 8 countries, 20 plus states, 50 plus cities and 200 plus chocolate cafes across the globe. It is the first chocolate cafe brand which started giving franchise in Indian market and it's the first who introduced live kitchen concept in the Indian café industry to serve fresh food.







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## THE CHENNAI SILKS

→ Founded in 1962 by A Kulandaivel, the company had a modest beginning as a khadi store. Gradually, it transformed into the largest textile kingdom in the entire state of Tamil Nadu. The Chennai Silks store is one-stop trusted destination for the entire family that offers quality clothing. Spread across all major cities of south India like Salem, Chennai, Coimbatore, Tirupur, Erode, Trichy, Karur, Ernakulam, Tirunelveli, Vellore, Villupuram, Hosur and Velachery, it also has stores at airports of Trichy, Hyderabad, Coimbatore and Madurai. The main mission of the brand is to reach out to customers, beyond barriers and beyond boundaries. With a retail space ranging 20 lakh sq.ft., at present the brand has 20 exclusive brand outlets, out of which 16 stores are in Tamil Nadu and Kerala and 4 stores are at airport. The total annual turnover of the company till March 31, 2014 stood at Rs 1,500 crore with 10 percent turnover growth CAGR over the last three years.

Advanced supply chain management maintains the inventory of the company. The Chennai Silks believes in keeping a smooth rapport with its vendors. Hence, it follows ethical business practices and provides easy online payments. For customers' engagement, the company contact its loyal customers and create excitement among them with every occasion in the year. The company has plans to expand the stores pan India by 2020.



## JUELLE

→ Launched in 2009, Juelle has emerged as one of the key players in the women's wear section. Today, in just six years of existence, the brand has expanded itself to more than 2000 stores across India.

The entire collection and designing is inspired by latest trends prevalent in Indian and international market. Their customer centric vision has helped them to expand themselves to more than 2000 stores across India. The brand today, is recognised as one of the most promising women's western wear brand in the mid-segment fashion category. The turnover growth compound annual growth rate (CAGR) over the last three years is 25 percent each year. The brand targets the young and fashion conscious customers within the age group of 22-30 years. Juelle, right from its inception, has maintained a combination of fair pricing and high quality, so that the youth gets a taste of the latest global trends without burning a hole in their pocket.

"We have been visiting fashion shows in Europe, collecting concepts from all over the world and we have been modifying and modernizing them to cater to the Indian target audience," remarked Guneet Singh, Director, Juelle Retail Pvt. Ltd.

The company targets to promote Juelle in all major metros and cosmopolitan cities of India. They also plan to increase the product profile by introducing new categories on the same target segment in existing multi-brand outlets (MBOs). If any good offers come their way, tie-up with large format retailers is also in the pipeline.



## G3 FASHIONS

→ G3 Fashions in Surat is a hotspot for the latest in ethnic and western wear. A one stop family destination, its massive collection of women's wear and men's wear enjoys unprecedented demand throughout the year.

The foundation of G3 Fashions was laid in 1987 by Shankarlal Patel under the K S Trading Company's label with mere 200 sq.ft. of space that sold retail garments. Presently, they have two stores in Surat, one in Lalgate with total area of 15,000 sq.ft. and the other in GhodDod Road which is 25,000-30,000 sq.ft in area. In 2010, under the able guidance of Jigar Patel, G3 Fashions initiated its e-commerce operations with a dedicated office that sprawled across a lavish 20,000 sq.ft. Presently, G3 fashions are focusing on their present establishments.





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## RMKV SILKS – RM. K. VISVANATHA PILLAI & SONS

→ Founded in 1924 by Rm K Visvanatha Pillai, RmKV today is reputed for its wedding silks, unique silk sarees, as well as family apparel, with large showrooms in Chennai, Tirunelveli and Coimbatore. With 89 years' experience in silk, the brand is identified with quality products, design innovations and new techniques in handloom silk weaving which has won them two National Awards. Today the brand vision is taken forward by Rm. K. Sivakumar, following in the illustrious foot-steps of his father V. Kumaraswamy and his brother K.Viswanathan. The RmKV Design Studio has created numerous unique silk sarees to date, the most notable being the Theme sarees such as Chinnanchiru Kiliye, Durbar Krishna, Aishwarya Pookkal and Kural Ovium; the Grand Reversible Saree, the 50000-Colour saree, the Varnajaalam range, and the innovative Natural Silk range and Lino light-silk saree collections. The customer can even custom-design their own saree in one of over 50000 colours, to be hand-woven by RmKV's team of master weavers. RmKV is the first certified silk saree manufacturer in India.

RmKV also carries a wide range of fancy and embroidered sarees, salwar kameez, and a complete range of ladies', gents' and children's products. The brand has stores in Chennai, Tirunelveli, Coimbatore, Bengaluru.



## LULU FASHION STORE

→ LuLu Fashion store is located in LuLu International Shopping Mall, Kochi and is one of the main attraction of the mall. The store contains products in apparel and footwear, Travel accessories, Toys and gifts, jewellery, fashion accessories, cosmetics, sports and fitness equipments. The store covers an area of 60,000 sq ft with more than 300 brands, along with 98 international brands present. The store has 11 billing counters with an average footfall of around 10,000 per day. The store targets the mass audience as its products is for all age group. The brand is positioned as a premium fashion and life style store.



## KALYAN SILKS

→ Kalyan Silks, the world's largest silk saree showroom network, has been the most trusted brand in Kerala for more than a century now. Today Kalyan Silks prides itself in world-class showrooms in Kochi, Thrissur, Palakkad, Kozhikode, Kannur, Kottayam, Thiruvalla, Trivandrum, Thodupuzha, Attingal, Kunnamkulam, Bangalore, Erode and international showrooms in Dubai, Sharjah, Abudhabi. New showrooms will bring international ambience and amenities to Thiruvananthapuram whereas Sri Lanka, Malaysia and Singapore will be Kalyan Silks' global destinations in the coming years.

Kalyan Silks' product lines are different from other players in the textile industry. So are its infrastructure facilities. Kalyan Silks has a string of looms in all major centers across the country. In-house designing centers and manufacturing units help Kalyan Silks bring the latest trends to its shelves. Today, Kalyan Silks prides itself on facilities nobody else can match. Over 1000 looms powered by 2000 talented weavers. Full-fledged design centres and production units spread across the country. A team consisting of talented designers. It's this kind of unmatched infrastructure facilities that help Kalyan Silks bring the finest collections at the lowest prices. No wonder, most innovative products in textile retailing come from the stable of Kalyan Silks. Saugandhika, India's largest selling branded saree and Featherlight, India's most colourful lightweight bridal saree, are the classic examples of how Kalyan Silks blends tradition and trend with amazing ease. Kalyan Silks also owns India's largest wholesale textile showroom located at Thrissur. The group is powered by 4,500 employees and has a turnover that exceeds ₹1300 crores.





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## DESI BELLE

→ Desi Belle was launched in 2010 by Re-Source World Exim to fulfill the need of women fusion wear. The brand was conceptualised with the idea of evolving the way women dress in India. The romance created using western/euro silhouettes, prints and themes paired with reinvented Indian styles makes it the most desirable brand globally. The mantra is to create affordable fashion for the ageless and self-confident women.

The brand has witnessed rapid growth becoming a pan India brand within a short span of time. Its available across all types of retail formats such as exclusive stores, multi-brand stores, large format stores, e-commerce portals as well as distribution network.



## POTHYS

→ Pothys is a chain of textile showrooms in South India. Originally they exclusively sold sarees, but today all manner of garments are sold. The flagship store in Chennai is called Pothys' Palace. The brand has established itself as a household name in textile industry in Tamil Nadu.

The brand is popular for their unflinching dedication to deliver highest quality, exclusive and diverse clothing options and unmatched customer service. Due to their hard work, dedication and perseverance, Pothys has earned the distinction of being voted the most preferred saree showroom in Chennai, as per SUN TV Neilson survey in the year 2002. Pothys desire to innovate and excel in silk manufacturing won us the Guinness World Record in the year 2005 for creating the worlds longest silk saree.

Pothys has a retail stores in Srivilliputtur, Tirunelveli, Madurai, Chennai, Coimbatore, Tiruchirappalli, Nagercoil, Puducherry, Bengaluru, Thiruvananthapuram and Salem. New stores are coming up soon in Cochin and Chrompet. Unlike most other apparel stores, Pothys have a unique billing system. While in most stores you carry your purchase to a counter where you are billed and your purchases are packed, it is done differently in Pothys. You pick what you wish to buy and the salesmen take them for you to the counter and get a printed bill, while you do your other shopping and get them billed the same way, your products get packed. You put all bills together and pay at the cash counter and take it to the delivery section where your payment is verified and your purchases are delivered to you. This method has been highly acclaimed by many organizations and institutions as a very efficient way of processing checkouts, at a store that is always crowded. Pothys has started new branches in Chennai, Pothys Hyper and Pothys Boutique. The Pothys in T Nagar has a collection of traditional dresses and the Pothys Botique has trendy dresses.



## NOI

→ Launched in 2003 by Krislon Group, NOI was conceptualised keeping the need of the modern Indian women in mind. The brand embraces multi-cultural backgrounds with a fresh perspective on femininity and tailoring. It strives to add various possibilities of everyday clothing in a new way with a collection that adds freshness and newness to the wardrobe. Moreover, the Krislon Group was established in 1971 and has made its presence felt in different industry segments in national as well as international markets.

NOI has many awards to its credit, the most prestigious being 'The emerging brand of the category for the year 2013' by India Fashion Forum in Mumbai.

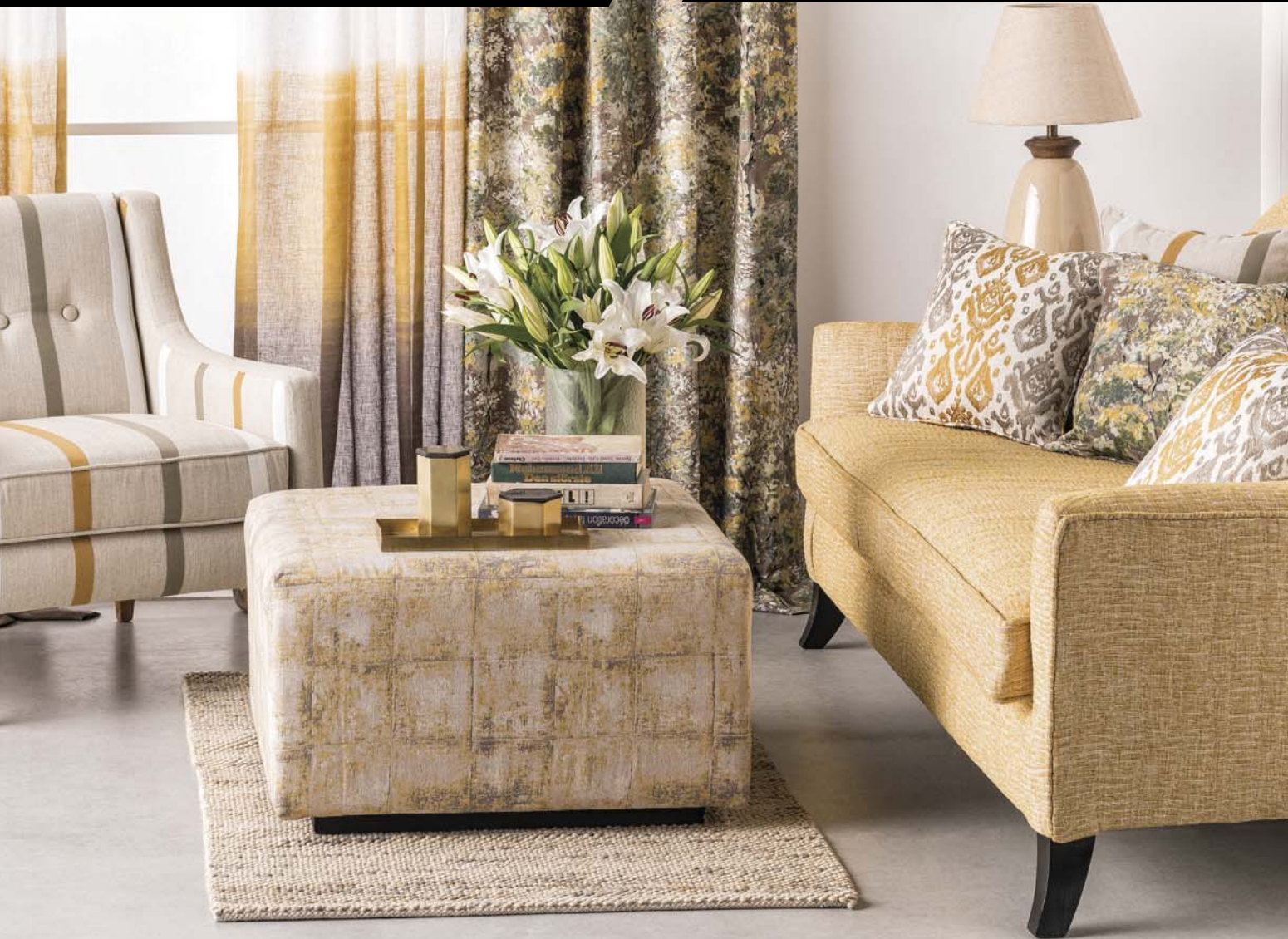




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## R S BROTHERS & SOUTH INDIA SHOPPING MALL

→ R.S Brothers is swiftly rising to become one of the finest & premier Textiles, Garments & Jewellery showrooms in Andhra Pradesh. The brand has successfully witnessed the transition from smallest store to the largest textile kingdom in the state in three decades. R.S Brothers Established by veterans in the trade of textiles, garments having experience of about 30 years in the field, P Venkateswarlu, S Rajamouli, P Satyanarayana, and T Prasada Rao.

Testifying to authentic products of SISM, are the Silk Mark and Handloom Mark. In compliance with International Quality Management Systems, the stores offers finest of ladies and gents and kids garments such as Sarees like Kanchi, Dharmavaram, Gadwal, Pochampally, Banarasi, Embroidery, Chiffons, Crepes, Georgette, fancy & designer sarees. It also has a collection of salwar suits & Ghagras, Trousers, Shirts, casual and Party wear suits for men, Sherwanis and fashion accessories.

R.S Brothers remains a showroom to reckon with; a perfect one-stop shop that meets every dream wear in just about the way it is dreamt. Variety & spice adds up a punch, to keep our name & reputation going, regular stock updating of sarees, salwar suits & ghagras and Men's wear and kids wear ensuring the up-to-date fashions from various parts from India such as Dharmavaram, Kanchipuram, Gadwal & Pochampally, Ludhiana, Indore, Delhi, Kolkata, Bangalore, Chennai, is ensured.



## NAIDU HALL

→ Naidu Hall was founded by MG Naidu, with a single sewing machine in the corridor of his rental residence. His rejuvenating designs and patterns of brassieres, proactive thinking and unique marketing strategy helped him to establish "Naidu Hall" a common name among the women. Following his footsteps, with his valuable inputs and ability to diversify the products, Naidu Hall remains at the top of this business. The brand is popular for selling top quality products and best customer services. Naidu Hall currently has sixteen stores across South India, mainly in Chennai, Madurai, Tirupur and Coimbatore.



## 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.

"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, 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 Khemkha, Director, Bazaar Kolkata.





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## SARAVANA STORES

Renowned firm of Tamil Nadu, Saravana Stores group started its jewellery showroom in 2003 in the name of Saravana Stores Thanga Nagai Maligai at Chennai. Later in 2006 this showroom was extended to provide more space, comfort and convenience to its customers and enhance their shopping experience. SST is the first ever showroom in India with separate floor for each item. Uncompromising quality and customer satisfaction are always at the fore front at SST. SST offers wide range of Gold, Diamond, Platinum & Silver ornaments with low making and wastage charges. Saravana Stores group started its jewellery showroom in 2003 in the name of Saravana Stores Thanga Nagai Maligai at Chennai. Currently it has three stores at Usman Road, Duraisamy road and Tambaram in Chennai.



## CHERMAS

Cherma's is well-known for its quality products at reasonable prices. The USP of the shopping mall is - all things for 'Affordable' price. And henceforth to serve the customers with the quality and designs Cherma's was inaugurated in the year 1980 with a staff of 9 members. The showroom offers extensive range of colorful collections for every single occasion. Cherma's is a complete family showroom that intended to fulfill all kinds of Clothing and accessory needs. It houses all kinds of Sarees, readymade garments for men, women & children, footwear and accessories.

The furtive behind their incredible success has been our skill of acceptance to the newest in garment trends supported by a perfect blend of integration of the latest practices, fashion, unique designs and art work. The company has started the manufacturing activity in 1987, producing jeans, trousers, shirts under the brand names CHERMA'S, KAIZJAS, SHAMROCK, SIMONE. In 1988, the brand started Cherma's Extension, another showroom for the readymade garments with a floor area of over 15,000 sft and staff of about 125. Cherma's Expansion was started in 1998, which was a modern vision of showroom of readymade garment at Ameerpet, Hyderabad with a floor area of about 18,000 sft. As on date the retail business spread over 90,000 sft with a staff over 600 and annual turnover exceeding Rs. 150 Crores. As a manufacturing unit, Singh's Casual Pvt Ltd at Suchitra X Road has manufacturing capacity of 2 Lakh pcs per month and staff over 800



## CHENNAI SHOPPING MALL

Chennai Shopping Mall is known for its quality products at affordable prices. The USP of the showroom is - all things for 'Chennai' price. It is estimated that 60% of the twin cities go to Chennai for shopping for special occasions. The showroom offers wide range of colourful collections for every occasion. It has a special section for various types of sarees wise. Samudrika Pattu, Vastrakala Pattu, Parampara Pattu, Kubera Pattu and Mangalya Pattu at the store. Shopping Mall at Patny Centre, Secunderabad. The multi-level showroom spread over five floors is a complete showroom for the family. It houses Sarees, Readymade Garments for Men, Women & Children and 916 KDM Hallmarked gold jewellery besides diamond jewellery, watches and more. The store at Patny Centre is Chennai Shopping Mall's second store in city after Kukatpally. Chennai Shopping Mall is known for its quality products at affordable prices.





# SOLES



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## 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, capitalizing 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 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.

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 are also in the process of expanding our franchise model in all of East India, with areas like Ranchi, Jamshedpur, Raipur, Shillong, Tinsukia, Rourkela and Bherampur being our top targets. We plan to open 12 more outlets by March 2019,” he concludes.



## HIMALAYA OPTICAL

→ The brand was launched in 1935 by Jeetmalji Binani and is today one of the top eyewear companies of India. It aspires to achieve a global leadership position in providing ‘Perfect Vision’ to all eyes by building the largest optical retail network in India, delivering world class service and unforgettable eye care experience to their patrons.



## KHADIMS

→ Khadim’s was established in December 3, 1981 as S.N. Footwear Industries Private Limited, a private limited Company under the Companies Act, 1956, with the Registrar of Companies. Through the next many years, the company was involved in whole-selling and distribution of branded basic utility footwear. From 1993, with its foray into retailing, Khadim’s emerged as a popular fashion footwear brand, as also one of the leading organized footwear retailers in India.

Today, under the able leadership of Chairman and Managing Director, Siddhartha Roy Burman, Khadim’s has grown to 853 and 829 Khadim’s branded exclusive retail stores outlets as on June 30, 2017 and March 31, 2017 respectively, in 23 states and 1 Union Territory nationally.

As per Technopak, Khadims is one of the leading footwear brands in India, with a two-pronged focus on retail and distribution of footwear. Technopak says it is the second largest footwear retailer in India in terms of number of exclusive retail stores operating under the ‘Khadim’s’ brand, with the largest presence in East India and one of the top three players in South India, in fiscal 2016.







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## KALANJALI ARTS & CRAFTS

→ Kalanjali is acclaimed for the exclusive collection of Indian artefacts, handcrafted furniture, traditional sarees, ethnic ladies wear and hand-loomed material. It's a journey of discovery into centuries old traditions. The brand is a tribute to art, and a celebration of beauty. Kalanjali is a retail chain store consisting of 13 showrooms (including Brisah) with presence in three southern states of India (Andhra Pradesh, Telangana and Karnataka).

Kalanjali is a part of the Ramoji Group. The Parent Group's business interests include publishing, film production and distribution, film studios, satellite television, financial services, hospitality and tourism, processed foods and retail. Kalanjali was launched in 1992, apart from the physical presence it also has this wonderful e-Commerce site, in-fact they have been selling online since almost a decade; with strong global clientele and delivering the merchandise across the globe.

Every artefact is handpicked from master craftsmen in the remotest corners of the country. It's the sacred place to find the secrets of India's most beautiful works of art like the Kanchivaram silk sarees to exclusive stone carvings created by the descendants of Kalinga period artists to Kalamkari hand painting dress material to miniature paintings of Rajasthan to Tanjore paintings of Tamil Nadu. It has the most exclusive collection of artefacts or ladies wear made in India. The brand designs the furniture range as per the customer requirement and also develop the gift range based on the specific requirements of customers and the corporate.

## TURTLE

→ Turtle's journey began in Kolkata, in 1993 as an aspiring yet steadfast enterprise that went on to become one of India's fastest growing companies in the industry.

From a company primarily into men's readymade shirts, to a leading brand in menswear fashion, Turtle has indeed, come a long way. After all, what started with a production capacity of just 20 shirts a day, today has an exhaustive in-house retail unit that caters to more than 100 exclusive stores and 1200 multi-brand outlets across the country.

## MANYAVAR AND MOHEY

→ Manyavar, Indian men's ethnic fashion brand, caters to the debonair man who proudly flaunts his 'desi avatar' on weddings, parties and other special occasions. The brand owns retail space of 4,50,000 sq. feet - 450+ stores including 60 flagship and 12 international stores across 173 cities in India, U.S.A, Bangladesh, Nepal & UAE.

Established in 1999, Manyavar, the men's designer ethnicwear brand owned by Vedant Fashions, is a frontrunner when it comes to keeping traditional fashion sensibilities in vogue, in times when western wear takes most of the space in men's closets. Backed by state-of-the-art manufacturing capacity of over two million units of apparel per year, the brand retails in India and overseas via a mix of sales channels. A brainchild of first generation entrepreneur Ravi Modi, the brand began its journey in Kolkata with an aim to restore the grandeur of men's traditional Indian clothing by popularising it as a unique fashion statement.

Having achieved its mission, Manyavar is today lauded as one of India's most valued menswear brands. Shedding light on how it all began, Ravi Modi, founder and MD, Manyavar states, "We are the pioneers in reinventing ethnic wear for men in India. In the year 2016 celebration, a sub-brand, Mohey was launched. From a current 50+ stores, Mohey is out to reach 5,00,000 sq. ft. of retail space across India and abroad by 2020.







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## PRISMA

→ A premium product from the house of Poomex, Prisma caters to both men and women in the sportswear, leisure and essential wear segments. It is one of the fastest growing companies in the category. With a state-of-art facility at its disposal, the focus is on creating an international benchmark with originality, great styling and the best of quality.

The brand has recently entered into the retail market and is working to expand its reach. It is opening exclusive stores for men and women and a couple of flagship stores are also in the pipeline. As of now, Prisma has five stores down South, five in Mumbai and one franchise outlet in Pune. All of these are exclusive brand outlets. The brand is also looking at opening five more franchise stores in Gujarat.

“We are expanding carefully – going region by region. We have made our presence felt in the Southern region with five EBOs and 3,500 MBOs and now we are slowly inching up, exploring the market for EBOs, MBOs and franchise outlets,” said Ajay Kumar Jain, Executive Director Prisma.



## JASHN

→ Jashn was founded in 2003. The brand creates couture, diffusion which is Indian in their sensibility, yet international in their appeal. It has developed a unique style of its own, reflecting the ancient traditions of Indian craftsmanship in a contemporary vocabulary. From stunning lehengacholis, rich designer sarees, trendy kurtis, salwar kameez, to wedding collection and an incredible range of fabrics, the classic collection of its timeless and creative ensembles for the bride are versatile and aesthetically appealing.

Over the years Jashn has created a profile of a fashion house that has taken classic Indian designs and creating contemporary silhouettes perfect for today's fashion-conscious divas. Whether it is party wear or chic fashion for the high-profile cocktail circuit, the brand has it all. The premium fashion wardrobe destination for every woman has opened doors to its new smaller complete ready to wear store format in Mumbai, Lokhandwala market. “We will take expand to around 50 stores of this size by the next calendar year. With this format we have started our franchising partnerships for the first time,” Rahul Jashnani, Managing Director, Jashn said.

The brand has made its foray into the international arena with two stores in UAE; in Dubai & Abu Dhabi. They are now exploring markets in Singapore, Sri Lanka and Malay.



## DEAL JEANS

→ Deal Jeans are a fashion empowerment that a woman uses, to bring out the most defining aspect of her personality. Deal Jeans started off with formal wear for women in the year 2000 and gradually shifted its focus to designer denims. Denims were rare and not focused much by brands in those days. With added consumer demands, the brand introduced denims for girls (kids) and when demand rose further, it introduced upper wear for women and girls in 2008. Today, the brand is positioned as a popular brand for casual wear and designer denims, and excellent fits and diverse international styles add to its perfection.

The brand's core target is women between 18 to 35 years of age. These women are mainly fashion seekers with a lot of style, attitude and flair.

It offers 18 product categories namely, denim, dungarees, tops, dresses, jeggings, skirts, blazers, jackets, sweatshirts, shirts, tunics, shorts, trousers, jumpsuits, etc.







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## INDIAN INK



The ethnic wear brand, Indian Ink was launched in 2015 by Suditi Industries to capture the growing women's retail sector in India. Founded in 1991 as a processing plant, Suditi Industries, over the years has grown in both size and scale. Today, this industry boasts of a complete garment set-up with knitting, dyeing, printing, finishing and garment departments. This also allows them to control all the processes in the value chain, thus increasing its ability to provide standardised good quality products. Similarly, certificates like the ISO 9001: 2000, GOTS and OEKO TEX S-100 strengthen its reputation in the textile industry and reiterate the mantra for professionalism and high standards.

Indian Ink's core target customers are women between the age group of 18 to 35 years. The brand believes in being omnipresent and be available at all the channels where its customers expect it to be. Furthermore, distribution, e-commerce and multi-brand outlets are helping Indian Ink in multiplying the brand's turnover.



## NALLI



Nalli has been synonymous with silk and Kanchipuram sarees. Established in the year 1928, the brand has grown to be a leader in the textile and retail business. Nalli is an Indian wardrobe store and silk saree emporium based in Chennai. It is one of the oldest saree shops in the Chennai's commercial neighbourhood of T. Nagar. Under the visionary Nalli Chinnasami Chetty, the family-run brand earned the customers' trust and became a household name for pure silks and traditional sarees. After thirty years, the family baton was passed on to the grandson, Nalli Kuppusami Chetty who has been awarded the Padma Shri in 2003 - India's fourth highest Civilian Honour - for his contribution to Trade & Industry. In a radical departure from convention, Nalli Kuppusami decided that the shop would do no discount selling - an unheard of prospect back in the 1950s. Since then it has been a pioneer in the field of textiles, leading the change for the entire industry. Nalli now stood for unrivaled quality at competent prices with a growing number of loyal customers.

Over the years, Nalli went to become a leading name in the saree industry, offering everything from traditional silks to lightweight fabrics like crepes, chiffons and georgette sarees. Today, the focus has broadened from being not just being a leading saree-retailer, but also one of the most trusted names in fabrics, apparel, and home furnishings. Nalli has also forayed into jewelry with Nalli Jewellers - a one-stop destination for exquisite jewelry. In 2015, Nalli introduced Etnische - an in-house brand which specializes in trendy Kurtis, Palazzos, and much more.



## LATIN QUARTERS



Latin Quarters is a premium fashion brand that has represented style and quality since its inception in 2006. It is a story of enduring passion, inspired by global trends, art and intimacy of boutiques. The brand always had the best customer offering in each and every market. It delivers premium quality and incredible value in categories spanning fashion apparel, accessories and handbags for style conscious women. Currently, the brand retails through 145 locations, of which 17 are exclusive stores and 128 are department stores like Shoppers Stop, Central, Kapsons, spread across 60 cities all over the country. It is also available at its own e-commerce website and at Mynta, Jabong, Amazon and Flipkart.





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## ONER

→ Oner, as a brand, marked its presence in 1995 as an exclusive winter wear brand for women. Later, the brand developed into an all-season brand providing complete wardrobe solution for the modern day woman. The brand, well known for its commitment to sustainable fashion, has also had great success with its conscious collection that extends to include party wear outfits to all-season wear. The brand was launched by Sarjeewan Knitwear. It is an apparel company established in 1956 in Ludhiana. The company initiated with specialisation in hosiery products with state-of-the-art machinery producing winter wear segment in India. Oner has a strong brand presence in the domestic markets with a market base of more than 800 A+ category retailers, which also include multi-brand outlets across the country. The brand is widely available at large format stores like Shopper Stop, Globus, Reliance Trends, and online platforms like Myntra, Flipkart, Snapdeal, etc. It is planning to open more exclusive stores across India. Oner is also focusing on non-winter markets like South and West India. It also supplies to the Middle East and CISR countries.



## SEEMATTI

→ A store that had a modest beginning in 1910 at Alappuzha with a paltry 4000 sq.ft floor area has now evolved into a sprawling textile mall with a slew of distinct features. Now, the combined facility and utility area of Seematti is a whopping five lakh sq.ft with car park and excellent infrastructure. S. Veeriah Reddiar sowed the seeds of textile revolution in Kerala by opening the first Seematti store in 1910. In the succeeding decades, Seematti branched out to all major centers in Travancore like Changanassery, Thiruvalla, Chengannur, Pathanamthitta, Kollam, Kayamkulam, Adoor, Trivandrum etc. In early 1950's, Seematti Kottayam was born.

Today Seematti is the bridal destination of Kerala catering to all the choices of a bride under a single roof. The CEO and lead designer of Seematti, Beena Kannan is also a pioneer in introducing a new array of Kancheepuram Saree every year. This tradition has been on in Seematti since 2003. The array of Sarees includes Antique bridal brocades, new generation softwear sarees, Shimmer light brocades, Designer Jadhkan sarees, and Stretchable Kancheepuram wedding sarees. These sarees not only found a prominent place in hearts of the bride but also set a trend in the bridal fashion of Kerala. Seematti caters to the needs of the grooms and men's fashion by opening Men's Ethnic wear section and Men's studio where in all the popular Men's brands are merchandised. In short, Seematti is the one stop shop for every family for their wedding purchase.



## VAMAS

→ Vamas is a pioneer and one of the country's leading manufacturer of ready-to-wear designer blouse segment. The brand's journey started in 1960s with a matching store and has since, evolved. With a vision to provide customers with ready-to-wear designer blouses, Vamas came into existence in October 2009. From the age of 'first saree and then blouse' to 'first blouse and then saree', Vamas has been a trendsetter.

Vamas is present all over India, South being its strongest market. It has its own website [www.vamas.in](http://www.vamas.in) and is also present through leading portals like Flipkart, Amazon, Snapdeal and many more. Its international business comprises distribution to leading saree stores in USA, Canada, UK and others.





## M&M

→ A popular family store changed the rules of the game when it diversified into a multi-brand outlet catering to national and international brands in the state of Andhra Pradesh. Dinesh Manoharlal Achhpeleya strived to transform the Manhar Group into a thriving fashion garment chain in South India, called M&M store. Achhpeleya went on to expand his MBO concept to 4 other major cities in the state. Though all the stores were not as big as the flagship store, they ranged around 16,000 to 14,000 sq. ft.

Today, the brand is spread across an overall area of 2,00,000 sq.ft. with stores in Vijayawada, Guntur, Kurnool, Kakinada and Bhimavaram. Apart from the company owned stores, the Manhar Group also expanded their own exclusive in-house brand called Maanya, which operates through a separate retail format targeted at women. The brand has design and tailoring teams located in Delhi as well as Hyderabad. M&M does centralised buying and distribution to all its stores. The company's distribution centre is also located at Vijayawada, Andhra Pradesh. Aiming at a 15 per cent growth rate year-on-year, M&M plans to launch two Maanya stores in the immediate future. M&M is also coming up with smaller format stores, which focus on specific categories. The stores will cover around 4,000-5,000 sq.ft. of space. The new smaller format stores will have specific categories for men, women and children.



## WOW MOMOS

→ Wow Momos, the startup, which began with an initial investment of a paltry sum of ₹3,000 is 155 outlets strong today. The company opened its first store in Kolkata 8 years ago and has since expanded rapidly across the length and breadth of country. It's now expanding its reach to Tier II cities.

"We have 155 outlets across 10 cities and we are producing 2 lakh momos a day. We are a proper startup! We've come up the hard way because a decade ago, there was no talk of startups. When we began eight years ago, we had just ₹3000 and today we are at ₹300 crore annually. Our first few stores were funded by our customers. Now, we are on the verge of a massive growth. What has made us 'wow' is that we've really played with momos. Earlier we only had chicken and vegetarian momos. We've introduced pan-fried momos, chicken momos, burger momos, baked momos, tandoori momos and now we're coming up with a pizzeria momo and a momo roll soon, so I think product innovation has been our key to success," says Sagar Daryani, Co Founder & CEO, Wow Momos.



## CANDYSKIN

→ Since its launch in 2017, Candyskin has been India's one of the premium lingerie brand proudly being made for woman, by woman. The brand offers premium micro-fibre, superior quality bras which include strapless, unlined, push up, demi, T-shirt and wire free bras. It also has variety of panties in different styles like briefs, boy-shorts, thongs, cheeky and seamless underwear in many different styles. "We outfit all ages of women - from teens to women in their 40s. For the younger audience, we have candy like looking bras that come with various styles, shapes and colours, while for slightly older audience, we have various sophisticated looks which screams elegance too. We also have a select range of lacy bodysuits to shape those curves," says Richa V Kalra, co Founder, Candyskin.

The sportswear collection aims to be modern, chic and trustworthy, which will cater to different body types and workout intensities, in addition to being functional. It also intends to design cool and fashionable maternity wear including feeding bras.

"We do plan to do a lot of stuff over the next two years. We aim to cover Athleisure wear, sportswear and swimwear in near future," added Richa.





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# Pepperfry to Double Offline Studios by 2019, Build India's largest Omnichannel Network

– By Charu Lamba

*The company's offline stores, Studio Pepperfry, have emerged as key touchpoints for consumer engagement. The increase in popularity led the company to adopt a franchise model in 2017 with an aim to expand its reach in line with its strategy to build the largest Omnichannel network in the country...*

**P**epperfry, the brainchild of Ambareesh Murty and Ashish Sha' aiming to be the country's largest Omnichannel furniture retailer. In 2014, the brand pioneered the Omnichannel home and furniture business by establishing its first Studio in Mumbai. Currently with its large product portfolio and the largest big-box supply chain, the brand caters to 500+ cities across India.

Studio Pepperfry are one-of-its-kind concept stores that showcase a curated range of furniture from its online portfolio and serve as a design inspiration. Here, one can experience cutting-edge design furniture, look at diverse wood finishes used by the brand, while getting an idea of the overall furniture quality. Interior design consultants assist in browsing the entire range and also offer free in-store design consultancy that are both aspirational and reflect the latest and best in home design trends.

According to **Hussaine Kesury, Chief Category Officer, Pepperfry**, "Currently, we have 32 Studios (owned and franchise) across 16 cities and aim to raise this number to 70 by April 2019. The average size of our studios ranges from 2,500 to 3,000 sq. ft., which is typically 1/10th of a normal offline furniture store."

"We don't sell products from the Studio because the idea is to showcase the large variety of – more than 1,00,000 – products from our online catalogue to customers. The Studio helps in building our specialist credentials with customers through relevant and specific advisory, while driving our Channel Partner Programs, involving architects and designers. This in turn helps us benefit from network effects, while not having to deal with the issues that conventional retail businesses face





like high inventory and high related capex," he adds.

Since these Studios have emerged as key touchpoints for consumer engagement the brand adopted the franchise model in 2017 to expand its reach in line with its strategy to build the largest Omnichannel network in the country.

"Customers who visit our Studios have a 150 percent higher average order value and buy 80 percent more times on Pepperfry. To enhance customer experience further, we have plans to introduce highly engaging VR experiences in the next few months," adds Kesury.

### Operating Model

The company's franchise model is an opportunity for the brand to expand its reach by aligning with

entrepreneurs across India.

"Our franchise model offers the advantages of low capex and zero inventory investments and focuses the energies of the franchisee entrepreneurs towards market expansion. It's a win-win for all involved," says Kesury.

"The Studios turn profitable in about 10-12 months' time, depending on the location, size and market rentals. Those located on high streets and in prime spots typically turn profitable earlier (in 8-12 months) while locations in malls and airports typically take 12-14 months. A happy consequence of our Omnichannel approach is that all Studios are marketing beacons that eventually pay for themselves," he explains.

A point to note is that online drives network effect

for Pepperfry and provides the brand with the ability to achieve centralised distribution with an asset-light model at scale. It also lowers customer acquisition costs. Courtesy these benefits, the brand's online business has grown faster than others.

"The combined effect of all these approaches is that

housekeeping, and hardware and electricals.

In the furniture segment, bed, coffee table and shoe racks are a popular choice and in the non-furniture segment, lamps and lighting is the largest category followed by mattresses, dining and baking, and hardware and electricals. The average ticket size for furniture is



we expand reach, gain from network effects, and benefit from partnering with the entrepreneurial ecosystem while continuing to leverage the benefits of a low-cost online business," says Kesury, adding that Pepperfry has grown 116 percent CAGR over the last four years.

The company presently caters to 500+ cities across India with an aim to double its footprint by entering Tier III and IV markets.

### Managing Different Categories

Pepperfry offers a highly differentiated portfolio of more than 1.2 lakh products across categories like furniture, home décor, lamps and lighting, furnishing, kitchen and dining,

between ₹17,000 - ₹20,000 and for other home products, it is ₹4,000.

The brand's furniture sales currently contributes 80 percent of the total revenue while the décor and utility business contributes about 20 percent of the sale and 70 percent of the transactions.

"We work with more than 200 furniture merchants and 10,000 merchants overall across various sourcing hubs. Having recognised the varied requirements and design needs of our customers, we have established 10 house brands that cater to a wide range of style specifications of consumers. We are aiming to invest behind expanding our house brands thereby in turn expanding our product portfolio," says Kesury.

## Boosting Micro-Entrepreneurship in India

Pepperfry is associated with more than 10,000 sellers. These sellers represent different components of the value chain - original manufacturers (large and small), craftsmen/ artisans, distributors/ dealers, traders etc. Some of the merchants have been able to build their business from ₹5-10 lakh per annum range to ₹50 lakh+ per annum range. While doing so they have also increased their employee strength (carpenters for example) from 1-2 to 20-30+. For many of these craftsmen, Pepperfry is the primary source of business. Today, Pepperfry is able to impact more than 25,000+ livelihoods in this industry segment and at the same time preserving and promoting Indian talent and workmanship.

Additionally, the brand adopted the franchise model to expand its offline network and to promote new-age entrepreneurs across the country. This unique model has immense potential to scale thereby making it a gainful proposition for interested partners. It is unlike any franchise business in the country, which does not require the partner to hold product inventory and is based on 100 percent price parity. It offers a lucrative commission structure where the franchise owners can benefit by earning commission on each online transaction made at the franchise Studio.

It is Pepperfry's stated mission to promote Indian talent and craftsmanship, with that in mind, Pepperfry consciously built an operations and business model that performs as a bridge between traditional Indian arts and crafts and skills and the newly affluent markets in the metros and other urban centres.

### Enhancing Customer Experience

According to Kesury, “We believe that AR/ VR technology is a game changer in the online furniture segment. Customers shopping online face issues like how the product will look or fit in their space, both physically and aesthetically. We address this specific customer need through an enhanced Augmented Reality feature on our app, which allows them to zoom into products, drag and place them against their room set-up, or their walls giving them a choice to easily mix and match the products with their



home interiors. With high definition imagery, clutter-free layout and user-friendly options, the feature simplifies the process of buying furniture online.”

The brand is currently focusing on developing innovative and cutting-edge technology, which will provide the best in class online furniture shopping experience to the customers.

To add to the overall consumer experience, Pepperfry, through its own last mile delivery, ensures products reach a customer's doorstep damage-free. It also provides free assembly for further convenience.

### Expansion Plans

Pepperfry has set out a mission to be in 20 million beautiful homes by 2020 and hence is building multiple engagement touch-points for consumers.

“We will extend our Studio coverage into Tier II and III towns, and in keeping with Pepperfry's sharp focus on customer experience, significant investments will be made in areas like supply chain automation and expanding the big box logistics network to 1,000+ cities,” says Kesury.

Some of the new cities the brand is looking to enter through its offline network

include Lucknow, Siliguri, Hubli, Vizag, Imphal, Mysore, Coimbatore, Vijayawada, Nagpur, Guwahati and Jaipur. The investments in Studios vary depending on the location, size of the Studio and market rentals.

“The average initial investment made on each Studio is between ₹40 to 60 lakhs, with Studios contributing 20 percent to the overall business. Our top 15 cities account for almost 90 percent of our business and our eight metros contribute to almost 80 percent of the business,” says Kesury.

The brand is growing at a CAGR of 83 percent courtesy

### Pepperfry's USP

In a short span of 6.5 years, Pepperfry has entrenched its position as a market leader in the online home and furniture segment courtesy the robust financial architecture and the efficient business processes deployed. Its effective business model stands on the following differentiators/ pillars:

**OMNICHANNEL NETWORK** - In 2014, Pepperfry pioneered the Omnichannel approach by launching its first experience centre, Studio Pepperfry in Mumbai, that enables consumers to experience the material, quality and make of the product and interact with design experts who offer free in-store design consultancy on furniture products ensemble in the Studios.

**DIFFERENTIATED CATALOGUE** - It offers a wide range of 1.2 lakh products, including top brands and house brands, which cater to specific product requirement of the customers. Having recognised that every customer has a distinct requirement, the company has developed a robust portfolio of 10 inhouse brands as well that cater to a wide range of design and style specifications of consumers and contribute to 50 percent of the overall business.

**MANAGED MARKETPLACE MODEL** - Pepperfry has more than 10,000 merchants registered on the online platform who can sell the products to customers in more than 500 cities. In the highly unorganized segment, the brand operates through a managed marketplace model where it manages all aspects of customer experience starting from pre-sale merchant listings to post-sale logistics and customer service. This enables the brand to provide a standardized and superior buying experience to Indian consumers. The business model acts as an ideal platform for small and medium business artisans and merchants, who wish to sell merchandise. It also has over 1,000 merchant partners who showcase their design skills, craftsmanship and service orientation to customers across India and the world. For many merchants, it has become the primary source of their income.

**LARGEST BIG-BOX LOGISTICS INFRASTRUCTURE** - In an industry that largely depends on external service providers, Pepperfry was the first online furniture marketplace to build its own logistics network that has helped in not only rationing time and costs but also helped in overcoming sectoral challenges that existed before. It constructed a proprietary hub-and-spoke large item distribution model that significantly reduced per unit shipping costs, increased scale and operating efficiencies and achieved unprecedented service levels at negligible damage rates. The company also developed specialized packaging and delivery capabilities for differentiated furniture products and used ingenious technologies and instruments to deliver despite arduous situations.

Today, Pepperfry has built India's largest big-box supply chain network with 18 distribution centres and 3 warehouses across the country. It owns its last mile delivery with over 400 trucks and a team of 250 carpenters. With the capability of delivering more than 1,00,000 large items per month, it caters to 500+ towns and cities in India.





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a robust financial architecture and the efficient business processes deployed during the last 6.5 years.

“We make 45 percent gross margin and are already profitable at the pre-marketing level with the goal of turning profitable in the next 12-18 months,” concludes Kesury.

### Inhouse Brands

In furniture, Pepperfry has the largest collection of designs sourced from 150+ national brands including Hometown, Spacewood and Evok, and it has organised the non-branded furniture under its very own inhouse brands. Inhouse brands also cater to a wide range of design and style specifications of consumers and contribute to 50 percent of the overall business.

#### ▶ **WOODSWORTH:**

Woodsworth is characterized by a timeless, classic range of furniture. Reflecting designs that are sleek, contemporary and functional. It aims to deliver a blend of style and value, aesthetics and functionality as well as comfort and uncompromised quality.

▶ **MINTWUD:** Mintwud is conceptualized for modern and compact homes - a rare combination of style and functionality. It follows a very minimalistic design language optimizing the material and cutting down excess to make sure the furniture is pleasing to the eye and easy on the pocket.

▶ **CASACRAFT:** The modern designs in the CasaCraft range represent the ideals of practicality, cutting excess and absence of decoration. This brand reflects the

design philosophy of ‘form follows function’ prevalent in modernism. Replete in unique finishes and minimalist yet striking accents the unique range of furniture adapts perfectly to modern living.

▶ **AMBERVILLE:** Amberville is synonymous to a stately and gracious living. Taking inspiration from the classic colonial style of furniture prevalent during the 1,800's, the Amberville Colonial product line reflects a design sensibility determined by the very genteel and cultivated European Queen Anne and Georgian style epitomising the deep dark woods and warm spice colour polishes.

▶ **BOHEMIANA:** Bohemiana is a range of furniture that blends the free spirit of the eclectic with the rigid frame of the industrial pieces. They complement each other to have the right balance to add to home interiors. These ‘one of a kind’ quirky accent pieces add a splash of colour in dull spaces.

▶ **MUDRAMARK:** Mudramark is carefully crafted furniture which is influenced by ethnic Indian art, architecture and culture. The Mudramark range of products are inspired from organic and ornate Indian forms; intricate paintings and distinctive motifs. The beautiful craftsmanship and details makes the house become a home with furniture that transcends generations.

▶ **MOLLYCODDLE:** This brand aims to turn the four walls in the child's room into their dreamland/ fantasy



land. Mollycoddle is a versatile range of modern children's furniture with a punch of vibrant and cheerful colours. Each piece by Mollycoddle is child safe, carefully designed, constructed and curated.

▶ **CLOUDDIO:** Clouddio has quality mattresses and offers pillows, mattress protectors at competitive price-points for consumers. Stratus, Cumulus, Nimbus, Altus and Cirrus are the sub brand.

▶ **PRIMORATI:** These are modular wardrobes that are

functional and unique with a sleek factory finish. With best quality raw material, this brand offers a wide variety of finishes and colours. One can select shutter styles, internal configurations and fittings to create the ultimate coordinated look.

▶ **MANGIAMO:** Mangiamo is a modular kitchen brand that is customised, ergonomically designed with high quality finish. It is a fusion of functionality and aesthetics that lends an international look. [R](#)





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# Raiser: The POS Ecosystem That is About Better ROI, Performance & Efficiency

– By IMAGES Retail Bureau

**AS Retail & Hospitality Pvt Ltd's 'Make in India' push has propelled it to be selected as the best-of-the-best, offering a product-line that works best for the end-consumer...**

**A**S Retail & Hospitality Pvt Ltd., recently, launched a new True Industrial Grade POS hardware brand 'Raiser'. The Raiser brand currently includes essential hardware products for the retail and hospitality sectors.

In an exclusive interaction **Amit Singh, CEO of AS Retail & Hospitality and Raiser brand owner** explains how his company has been in the market as a solutions provider for over 10 years.

## **Tell us about your company and its journey from inception till date?**

AS Retail and Hospitality began as my dream business in 2008. We were possibly at the right time to explore the retail boom and assist our clients in servicing their customers. As channel partners to some of the well-known retail hardware products, we have stood by the customers at every stage – from planning to execution and of course, robust service support to address every small need of the end-users. We worked with leading manufacturers to build such 'long lasting' 'all-weather' 'industry-grade' products. Thus, emerged 'Raiser', a 'made-for-you' brand, with the promise of raising efficiency and productivity. Raiser is the POS ecosystem that is about better ROI, ruggedness, performance and efficiency.

## **What are the products launched by you for the retail community?**

Currently we have launched all basic POS essentials, POS box, Programmable keyboard, Touch POS, Information Kiosks, and an MSR which is all industrial grade.

## **Tell us about the features of your latest product Raiser. How will it help smoothen the work of retailers?**

Being in the market for nearly two decades, we have appreciation, recognition and a lot of commendation in the retail sector. Decision makers as well as the POS end users vouch for us for the quality support and all-round service we have provided to them in simple or even crucial business challenges in the POS arena. Till now, we were not the manufacturers yet, we have shouldered the responsibility and proactively empathised with the clients.

## **How does your PoS have an edge over competition?**

Raiser is designed and manufactured to be an industry-grade product. Our design team works to choose key essentials like long-lasting, better ease-of-use, weather-resistance, negligence-proof and ensure every product is built-in with these business essential features.

## **What is the price point of this POS system?**

Price is a critical component of the purchase or procurement process. Raiser undoubtedly has the best ROI in a 3-5 year analysis.

## **Where are you currently based and which geographies do you serve in India?**

Headquartered in Mumbai, we have worked closely with quite a few channel partners over the last decade. The showcase of Raiser and its salient features has excited them to join us and expand their retail POS repertoire. We

have sales presence in almost 10 states and support presence in as many too. We have also created a centralized 'one-number' support system for any and every client to seek redressal of their needs.

## **What are your expansion plans? Any plans to take your product international?**

While the Indian expansion is going on, over the last decade we have also worked with big brand names in the Middle East and Asia-Pacific. When we showcased the new Raiser POS, they were enthusiastic and so, we are keen to explore these markets over the next year. We have already initiated the necessary documentation and certification for these markets as also begun discussions with local international partners for localised support and make faster inroads. We see a few products shipping before the end of this fiscal.

## **What new technological advancements can the retailer community look forward to from AS Retail in three years from now?**

Technology is zipping ahead at amazing speed, predicting for three years is like sooth-saying. We will be innovating for truly providing business-value. Mobility is one such feature. However, the use of POS hardware is fast emerging to be used across different verticals where such rugged, weather-proof machines are needed. We do see considerable growth coming from such emerging market verticals. IoT is making a huge impact. We are working on products that will aid quality and efficient service in the delivery of IoT needs. **IR**





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**L**OTS Wholesale Solutions, a part of the US \$50 billion Charoen Pokphand Group (CP Group) and a wholly owned subsidiary of Siam Makro Public Company Limited of Thailand, has recently unveiled its first wholesale distribution centre in India at Netaji Subhash Place in New Delhi.

The newly-launched store will cater to over 50,000 registered members which include Hotels, Restaurants and Caterers (HoReCa), kirana stores, corporates, MSMEs and institutions such as government agencies, educational institutes and hospitals.

Spread over an area of 50,000 sq. feet, the LOTS Wholesale Solutions store is fully equipped with modern warehousing and storage facilities for its members. The company has adopted a 100 per cent FDI route to establish its operations in India under the name of LOTS Wholesale Solutions.

“We come with 28 years of experience in the B2B



sector. Thailand and Indian market are very similar in terms of retail space as they both follow the same *kiranas* concept (known as Sho-Hauy in Thailand). CP Group also



## LOTS Wholesale Solutions to Open 15 Stores in India Over Three Years

– By Charu Lamba

***LOTS follows a cluster approach. The brand sets up stores basis the supplier/customer base so that they can provide them with a hassle-free experience and build a robust supply chain and make the delivery process faster...***

has a sizeable presence of 100+ hypermarkets in China. This has given us a good understanding of how to operate in difficult markets. We have also conducted a detailed research about this market and trends which has helped us formulate our strategy and adapt to Indian market conditions,” says **Sameer Singh, Director Development and Expansion, Operations and Supply Chain.**

### Understanding India

With regulatory changes like GST, demonetisation, RERA and the Make in India policy bringing about a higher organisation on the Indian

retail scene, there is no time like the present for retailers from across the world to venture into the country and invest. “Our parent company, Siam Makro, has definitive explosion plans in the ASEAN region and owing to a positive regulatory environment, India was the first on our list. We see a lot of potential and the right type of investing and retailing environment in the country which is why we were ready to take the lead here,” says Singh.

“The India Retail Sector is poised to grow; it is the land of opportunities. India is also in-line with our 4.0 Makro opportunities that focus on providing employment

to youth and support our customers through digital intervention. We also feel that we can contribute to the ever-growing HoReCa community with solutions that can positively impact their businesses. In India, since we are only focusing on the Cash & Carry segment, we have our entire force working towards achieving what is best for our customers, suppliers, and the company,” he adds. According to various studies, India’s retail market is expected to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanisation and attitudinal shifts.



There has been an overall growth of the Indian economy which has increased the purchasing power of the people in rural areas opening development opportunities for the companies to expand their presence. This offers a huge potential for Cash & Carry players to target B2B customers – like *kirana* stores – and catering to the rural audience.

### Operating in the Indian Market

LOTS plans to source directly from local producers and suppliers and the focus would be to get the right product and best quality at the right price. It has even partnered with all major national and international brands across categories.

“Our product selection is based on detailed research that is specific to the region as well as the community. A critical element is to provide support to the home-grown brands – an essential component of our region-specific business strategy. Therefore, apart from engaging with international brands, we are working very closely with Indian brands and local farmers,” says Singh.

This approach is extended to the daily needs and grocery sections of the product range of LOTS as well. All efforts are made to source fresh produce from local farming community, which helps farmers earn better while reducing wastage during transportation and storage.

Apart from this, the

implementation of GST has created a favourable environment for companies like LOTS that aim to establish and expand operations across India. It rubs off positively on supply chain efficiency, uniform assortment of goods and finally it supports end consumers.

### Business Model

The core aim of the brand is to be close to the customers and enable them the convenience of bulk buying.

“Our parent company Siam Makro has evolved into seven separate store formats and we are bringing all these formats and this knowledge to India, ready to explore both large or small sizes and even multilevel sizes. We can look at 4,000 m<sup>2</sup> or 5,000 m<sup>2</sup> kind of sweet spots, which could help us at different levels. It gives us that excitement to be part of the catchment itself, otherwise we might be stuck on a certain format,” explains Singh.

LOTS follows a cluster approach. The brand sets up stores basis the supplier/customer base so that they can provide them with a hassle-free experience and build a robust supply chain and make the delivery process faster.

According to Singh, LOTS offers solutions to member companies, which help them undertake a path of sustainable growth.

“We provide internationally benchmarked quality products to our customers. We achieve that by controlling our processes at every step of the way, from sourcing to retail. Our stores provide products basis the local demand in a particular catchment area,” he explains.

“Our value-based prices and easy payment and

delivery solutions offer unmatched convenience to the customers. We are also working towards creating an ecosystem that will enable Indian suppliers to ride on our distribution network and explore export opportunities,” he further adds.

### Being Technologically Strong

Banking largely on technology, LOTS Wholesale Solutions, will be geo-tagging its customers for efficient deliveries, e-mark all products and electronically display prices and expiry dates on shelves, among other tech-enabled initiatives.

“We have started acquiring and registering our customers for our first store. We are geo-tagging them on a regular basis, which makes it efficient to allocate resources and save time,” says Singh.

Geo-tagging allows location information of longitude and latitude for accurate deliveries. LOTS had tied up with an Indian IT company for geo-tagging, which helps serve customers better.

Elaborating on their delivery mechanism, Singh says customers can either walk into the store to buy wholesale goods, call up the sales force for delivery to its catchment area of geo-tagged customers or order through a business-to-business e-commerce portal.

The company is planning to put bar codes and QR (quick response) codes on vegetables, fruits and poultry products, among others, to provide full information to customers.

“As in Thailand, we will put electronic traceability in products for quality assurance and trust factors,” he adds.

Explaining this, Singh says that by scanning those bar



▲ Dhanin Chearavanont, CP Group with Thailand's ambassador Chutintorn Gongsakdi

▼ Dhanin Chearavanont, CP Group with Tanit Chearavannont, MD, LOTS Wholesale Solutions



codes or QR codes a customer will know from which farm the product has come.

Additionally, like other LOTS stores in Thailand, the company electronically displays on shelves the origin of the product, its expiry date and price.

### Strong Brand Ethos

The company brings specially curated assortments, categorised into food and beverages, kitchenware, household appliances, home decor, furniture, bedding, textiles, stationery and office supplies, electronic products and others; making LOTS Wholesale Solutions a

a hassle-free shopping experience to its members.

Under its region-specific business strategy, LOTS Wholesale Solutions will provide support to home-grown brands and local suppliers. Fresh produce will be directly sourced from local farming communities, which will help farmers increase their income whilst reducing wastage during transportation and storage.

### Omnichannel - The Way Forward

Since Internet has penetrated the heart of India, with e-commerce reaching remote areas where physical stores

enabling our sales force, so for each store we have dedicated number of employees, who will go out to the market and collect orders through Android devices.”

### Exploring Uttar Pradesh

LOTS Wholesale Solutions has signed a memorandum of understanding (MoU) with the Uttar Pradesh (UP) government to open wholesale outlets in next three years in the state with a proposed investment of Rs 250 crore.

LOTS Wholesale Solutions expects to generate 1,500-2,000 direct and indirect employment within the state

that create a win-win for both states and businesses. This MoU paves the way for an extensive retail rollout by us which will provide multiple opportunities for small and medium suppliers to grow their business as well as Kirana and HoReCa segment who will receive service par excellence. We aim to work closely with local farmers to improve their yield and enhance quality of product through our global expertise.”

Singh underlines the company’s commitment to the state by saying, “Our first store will be rolled out in Noida this year and soon we will open stores across Lucknow, Kanpur, Varanasi, Allahabad and other cities in UP. Our stores will create jobs for the talented youth of UP and also impart trainings that will enhance their skills.”

LOTS Wholesale Solutions will establish special collection centres in key locations within the state of UP to source raw material from farmers directly and support local handicraft like *khadi* through manufacturing of uniforms etc. The company brings benefits of convenience aided by technology and digitisation, last mile delivery at competitive pricing for its customer base of HoReCa, traders and service customers.

### Future Plans

Once the brand has established its presence in the northern region, it is looking at expanding to other regions of the country.

“We have committed ₹1,000 crore over the next five years to aid our plans in India. Our aim is to become profitable in next five years,” concludes Singh. ■



▲ CP Group and LOTS Wholesale Solution Leadership team with Thailand ambassador Chutintorn Gongsakdi

complete one-stop shop.

At LOTS Wholesale Solutions, the main focus is on customers’ needs and satisfaction. The company offers a varied set of benefits to its members including a wide range of product selection at its stores, based on detailed research specifically catered to the catchment area and market demand. Through transparent pricing, round the year promotions, consistent product availability, customised last mile delivery and credit facilities, the company aims to provide

aren’t present, the online front is something most companies are looking to cash in on – and LOTS is no different. However, the brand will pay equal attention to customers who prefer the in-store shopping experience. Having an Omnichannel approach from day one opens all avenues of success for the brand in India.

“We have launched our e-commerce platform parallelly with our first store. We are starting off with a website and eventually launching an app,” says Singh, adding, “We are tech-

of UP through their stores. The company had recently announced their plans to launch 15 stores across North India in next three years with the first two stores to open in Delhi and Noida within 2018.

The next phase will see extension into other major cities of Uttar Pradesh such as Lucknow, Agra, Varanasi, Kanpur, Meerut, and Allahabad.

Talking about the plans for the state, Singh says, “Uttar Pradesh is one of the most progressive states in the country and we are keen to be a part of the initiatives





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# SOLES to Expand Retail Footprint in India, Go International Soon

– By IMAGES Retail Bureau

**The brand is all set to establish itself as an iconic lifestyle brand, with a target to become a fast fashion brand to reckon with international market in the coming years...**

**T**he footwear market has changed exponentially over the past few years, growing rapidly as shoes are becoming more than just a necessity – they’re becoming a very important fashion accessory. The increasing demand for trendy, yet comfortable, footwear among all age groups is a key factor in the rapid growth of this market. Malls covet good international and national footwear brand due to the growing demand from consumers.

One such brand which started with a single store and has now grown into a chain catering to almost all of South India is SOLES.

“We started our journey in 2007 as a women’s footwear brand. That time, SOLES was a single store. Today, we are catering to almost all of South India with our stores. Our target audience is aged between 18-50 and includes women who stand by fashion, who wear fashion on their feet and who seek comfort and trend all rolled into one. We have all company-owned retail stores to reach the end-customer. Our focus is now expansion for we want to spread our retail footprint to the rest of the country soon,” says **Ayaz Mahmood, Founder and MD, SOLES Fashion Private Limited.**

## Operating Model

The brand has a robust Omnichannel strategy in place, with a strong online presence. SOLES reaches the consumer through their stores as well as their e-commerce website [www.solesshoes.com](http://www.solesshoes.com). With an average store size is between 600 sq. ft. to 1,000 sq. ft., the brand has always been in line with some most of the competitive, premium brands in India.

“We have our own production units which are comfortable for the distribution of offline sales which directly reach our company-owned retail stores. Apart from this, we have an online sales channel both





in B2C and B2B on Amazon and Indiamart respectively. We also sell our products on major e-commerce websites," says Ayaz Mahmood.

The brand uses Customer Square to support them in their customer relationship management. However, the team is major proponents of great customer service, rather than playing around with new-fangled technology.

"In the 10 years that we have been in existence, we have successfully maintained good relations with our customers. They are like family to the SOLES Group. Our endeavor is to serve consumers better every step of the way," says Ayaz Mahmood.

**“THE WAY TO A WOMEN’S HEART IS THROUGH HER SOLES. I MAKE SHOES THAT KISS YOUR FEET, CARESS YOUR SOLES - NO WOMAN CAN RESIST.”**

**- Ayaz Mahmood, Founder and MD, SOLES Fashion Pvt Ltd.**

The brand has always used a premium pricing strategy and has been flexible in giving discounts to loyal customers, apart from the regular offers it keeps rolling out.

### A Focus on Visual Merchandising

Visual merchandising is a time-tested retail concept that focuses on enhancing the aesthetic appeal of a product or store to attract customers and increase sales. SOLES from the very beginning has played with visuals.

"We follow a lifestyle display setting which encourages customers to come inside and check out our product and makes the customer relate deeply with the footwear. One key element according to us is the light which acts as catalyst for product enhancement," says Ayaz Mahmood.

### Expansion Plans

SOLES is primarily focused on expanding in the national market, spreading to other parts of the country after firming their footprint in the South. The brand is eyeing



metro cities and is open to setting up shop in both malls or high streets.

"India is a mix of both Western and Eastern cultures. With globalisation, more and more malls are opening to accommodate internationally aware audiences, and brands are penetrating every part of the country, be they Tier I, II or III cities / towns. SOLES, being a premium brand, has always had footprints

in Tier I cities. We now plan to move into Tier II and III as well in order to create a complete lifestyle brand," Ayaz Mahmood adds.

The long-term goal, of course, is to expand internationally.

"Since we are planning to target other parts of India, we will also have to expand category-wise. We plan on including closed shoes in our category and also in different price ranges," he further states.

### The Future

The brand is all set to establish itself as an iconic lifestyle brand, with a target to become a fast fashion brand to reckon with international market in the coming years.

We plan to target every sector as a separate group, reaching out to them, understanding their tastes and choices and serving them accordingly.

Currently, the brand is achieving ₹12 crore per annum. The target is to hike this by at least 50 percent in the coming fiscal. **IR**





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*The Indian Retail Industry has had its fair share of ups and downs along with keeping pace with the changing demand dynamics from the consumer's end. But what remains constant is the sweat and blood behind the scenes to keep the industry going. Logistics and Supply Chain Management form the key for any industry, retail being no exception. From the time the raw material is sourced for a product until it reaches the shopping bag of the consumer, it is all the action that takes places behind the scene that makes it all seamlessly possible...*



## The Supply Chain Management Dynamics in the Indian Retail Industry

– By Zainab S Kazi



**E**fficient supply chain management has a cascading impact on all aspects of retail - from sourcing of raw materials based on demand forecast and then speeding up the production to getting the product to the store and finally to the consumer, everything depends on the supply chain. Experts unanimously agree that besides infrastructure and complications in taxation, it is the efficiency of manpower and adoption of technology that gives a huge boost to supply chain management. However, it still remains to be seen whether the Indian Retail Industry has actively invested in the smooth running of its backend supply and logistics.

Setting the context of the story, **Farah Malik Bhanji, Metro Shoes** says, "While supply chain may be invisible to the end consumer, it is definitely very visible on a business' balance sheet. It is as critical to the functioning of a retail business, as the central nervous system is to the functioning of a body. A warehouse is the heart of a business and the nerves are the dispatches across the retail network."





“HISTORICALLY, SUPPLY CHAIN IN DIAMOND JEWELRY CENTERS AROUND TRUST AND LONG TERM RELATIONSHIPS AND WHILE PRIOR EXPERIENCE, OR TRAINING/ CERTIFICATION IN DIAMOND AND ALLIED AREAS IS GIVEN DUE REGARD IS TAKEN AS SECONDARY TO INTEGRITY AND TRUST.”

- **Vijay Jain, CEO & Founder Director, ORRA**

Malik throws light on two aspects of supply chain management – the first is the physical movement of goods and the second is the tracking of these movements and bringing efficiencies into place. She points out that where there is not a very high level of talent needed for the former with goods needing to go from A to B, it is however vital to know the processes, and the flow of supplies and to understand that to be able to achieve the latter.

**Vasanth Kumar, Managing Director, Lifestyle International** shares, “Supply chain is increasingly getting sophisticated on two counts: one is that there is constant demand to deliver freshness always at the B&M stores. And two, we are moving to an Omnichannel world where customer delivery happens through real time supply chain connecting warehouse or store inventory for which supply

chain needs to implement advanced ERP / planning tools to be effective including web order fulfillment. With the advent of e-commerce and Omnichannel, the supply chain function is no longer limited to B2B as it now encompasses B2C deliveries direct to customer. And the single biggest factor which affects NPS is quality of deliveries which is very much the responsibility of the supply chain. This is a huge shift in terms of mindset and capabilities indeed moving from cost efficiency to customer experience orientation.”

Echoing the effects of e-commerce in shaping up supply chain management efficiency, **Hemant Gupta, Chief Operating Officer & Chief Finance Officer - The Mandhana Retail Ventures Ltd.** shares, “The introduction

## Components of Retail Supply Chain / Logistics In Jewelry Sector

- ▶ Balancing the twin tensions of efficiency demands of supply chain and effectiveness demands of the market.
- ▶ Responding to demands of seasonality, competitive pressures and commodity price movements.
- ▶ Building efficiency in procurement by creating profit centres of the same.
- ▶ Making the supply chain aligned to marketing calendars to ensure availability during promotion.
- ▶ Estimating demand and balancing inventory and its freshness.
- ▶ Design trends and consumer preferences and breaking it across merchandising categories of product type and price point
- ▶ Managing inventory risks across merchandising categories and balancing carrying costs, and opportunity costs.

*Vijay Jain, CEO - ORRA*

of e-commerce in the Indian market has brought about a drastic change in the retail scenario leading to a different perception of the supply chain management. The advancement of technology has helped decrease manual processes comparatively and has also been adopted by our logistic partners and warehouses easing out the entire supply chain process.”

Talking specifically about the jewelry sector, **Vijay Jain, CEO & Founder Director, ORRA** shares, “Historically, supply chain in diamond jewelry centers around trust and long term relationships and while prior experience, or training/certification in diamond and allied areas is given due regard is taken as secondary to integrity and trust. However, given the new complexities of businesses what is held in premium is skills that understand the trade offs in managing inventories, vendors, commercial demands, deliveries, and responsiveness to market conditions and balances the pressures across departments,

like design, merchandising, procurement, vendor management and logistics. Mind sets required to run the front end part of the business and supply chain are different.”

Moving towards food, the role that supply chain management plays cannot be underestimated. **Gaurav Dewan, COO & Business Head, Travel Food Services** shares his take, saying, “India today has a burgeoning economy, rising urban population and a fast growing middle class; and along with an increase in their disposable income, there has also been a proportionate rise in travel and consumption rates. However, given the vastness of the country, and the magnitude of people, there are definitely challenges involved, being in the F&B sector. Among the major challenges that we face, the lack of proper infrastructure is one that has hampered the growth of the food retail sector across the country. And while we are in the process of developing the right infrastructure to support

the growth, we also need to build a network of reputed and reliable suppliers, to move away from the current scenario of multiple vendors and lack of aggregators for products. Because of this, we also face challenges in the distribution system, which is quite poor across the country.”

“The logistics and supply chain management function has been undergoing an unprecedented transformation in the last few years, fueled by innovations in IT and digitization. Government initiatives like Make in India and Digital India are providing thrust towards the logistics and supply chain management function. According to a study by The Associated Chambers of Commerce and Industry of India (ASSOCHAM), the logistics market in India is expected to grow to US \$307 billion by the year 2020, recording a CAGR of 16 percent on an average,” says **Vivekanand, Country Manager, India & SAARC, Greyorange.**

### Complications & Challenges

Complications in taxation are one of the biggest hurdles gripping the industry besides infrastructure. Where GST has been introduced to simplify the taxation woes, there seems to be a long way to go before the issue of taxes, invoicing etc. cease to be an issue. Gupta explains, “The challenges we face are more on the statutory compliance side with the change in laws on day-to-day basis like the introduction of GST and error in E-way bills due to lack of knowledge and inefficient websites. Currently due to the difficulty in generating the E-way bills, the entire process of movement of goods has been slowed down.”



“DUE TO THE SIGNIFICANT INCREASE IN CUSTOMER EXPECTATION AND DEMAND OVER THE LAST DECADE, TIME-DEFINITE DELIVERY OF GOODS HAS BEEN THE BIGGEST CHALLENGE FOR THE RETAIL SUPPLY CHAIN.”

**- Vineet Kanaujia, Vice President Marketing, Safexpress Pvt. Ltd.**

On the challenges, Malik says, “While logistics companies are doing very well today, there is still a lot of uncertainty involved in Tier II players. Tier I logistics players are still very highly priced and have not passed on benefits of scale to companies. There is a heavy dependence on documentation that can be better streamlined through efficient technology solutions like tracking and tagging.”

Elaborating on the set of challenges and roadblocks being faced as a retailer when it comes to implementation of



“WHILE SUPPLY CHAIN MAY BE INVISIBLE TO THE END CONSUMER, IT IS DEFINITELY VERY VISIBLE ON A BUSINESS’ BALANCE SHEET. IT IS AS CRITICAL TO THE FUNCTIONING OF A RETAIL BUSINESS, AS THE CENTRAL NERVOUS SYSTEM IS TO THE FUNCTIONING OF A BODY.”

**- Farah Malik Bhanji, Metro Shoes**

effective supply chain, Malik talks about infrastructure particularly the conditions of the roads. She says, “Although in recent years there has been an improvement, but still a lot more is needed. This coupled with a lot of documentation requirements lead to an uncertain lead time. During monsoons and extreme weather conditions, this lead time is further extended.”

However, she does add that there has been some relief as far as documentation

is concerned as on the introduction of GST last year multiple taxes and multiple documents are done away with. A new e-way has also been built and hopes are high that it will ease the lead time as well.

Malik, however, shares some concerns with regards to the e-way stating, “The recent introduction of the e-way may cause some disruptions initially but are then expected to help smooth movement of goods without much harassment from various authorities. Another area, which may not be very relevant to us is the availability of proper storage facilities, particularly for perishable goods. While bigger companies are adopting advanced technology to make the supply chain efficient and robust, small and medium scale industries also need to have access to the benefits of these technological advances.”

Jain talks to challenges specific to his sector i.e. diamond jewelry, “Supply chain challenges stem primarily from the complexity induced by the range of stock keeping units that jewelry demands in its variety that is further accentuated by sizes, diamond qualities, regional preferences, price points preferred and coordinated ensembles. The increasing use of technology has helped cope with the complexity. However, while technology can manage complexity it does not mitigate uncertainty. Uncertainty in preferences, demand, regulatory changes make demands on organization mechanisms like teams, cross functional groups etc. that have to keep sharing information to respond to market conditions, competitive pressures etc. Diamond jewelry continues to





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“THE INTRODUCTION OF E-COMMERCE IN THE INDIAN MARKET HAS BROUGHT ABOUT A DRASTIC CHANGE IN THE RETAIL SCENARIO LEADING TO A DIFFERENT PERCEPTION OF THE SUPPLY CHAIN MANAGEMENT.”

**- Hemant Gupta, COO & CFO, The Mandhana Retail Ventures Ltd.**

be a closely held conservative business that remains fragmented despite the growth of organised retail. While new regulatory controls have brought more transparency and eliminated grey zones it will still take a while to bring in greater transparency.”

Dewan adds, “As aggregators, we are into all formats of QSR, which makes supply chain management across our various restaurants requires to be individually managed. In India, supply chain management is still in its nascent stages and the entire ordering process is still very manual, making it a challenge for us. Logistics too, which forms a very important part of seamless supply chain management needs to be developed further with the inclusion of GPS enabled vehicles to track their movements. If we are to be on par with other developed countries, these are two very important aspects which need to be worked on.”

He further adds, “As diverse



“AMONG THE MAJOR CHALLENGES THAT WE FACE, THE LACK OF PROPER INFRASTRUCTURE IS ONE THAT HAS HAMPERED THE GROWTH OF THE FOOD RETAIL SECTOR ACROSS THE COUNTRY.”

**- Gaurav Dewan, COO & Business Head, Travel Food Services**

as India’s culture is, her travelscape is equally so, and to tend to each variant in the sector, we need to understand the different nuances of each. Although we have the second largest road network in the world, logistics and supply chain management are not yet fully developed, keeping in mind, the location of most highways and roads being in remote locations. And while we also have the fourth largest railway network in the world by size, fully developing supply chain management in the sector is reliant on traditional small-mid-sized vendors who operated on a cash system, and in some cases are not too educated. With regards to the air travel sector, these are high security zones and entry into facilities is an elaborate process, often taking hours on end. At TFS, we follow a system with thorough internal checks and receiving audit frameworks to ensure products are supplied in the most desirable state. Therefore, we maintain high inventory levels and have

to be extremely careful with supplies.”

Highlighting the challenge gripping the industry from logistic point of view, **Vineet Kanaujia, Vice President – Marketing, Safexpress Pvt. Ltd.** shares, “Due to the significant increase in customer expectation and demand over the last decade, time-definite delivery of goods has been the biggest challenge for the retail supply chain. Also, the demand for last mile delivery continues to be an uphill

task for the industry. With the vast geographic spread of our country, time-definite delivery will continue to be a major challenge. And with congestion on the highways as well as inside city limits being at all-time-high levels, managing last mile delivery has never been tougher.”

With access to 22,344 pincodes, Safexpress has been helping the Indian retail industry with warehousing support and time-definite deliveries of goods anywhere in India.

### The Supply Chain Challenges

The growth in retail is outpacing the delivery of key infrastructure programs within India. This will only be exacerbated by the ongoing population growth and the rise of megacities. Technology costs have hindered retailers in the past however this is an area that retailers will need to have solid investment plans for the future. Modernisation of supply chains will require a combined effort from government, private industry and foreign investments. The challenges are also amplified by volatile demand and increasing expectation of the consumers, changing trends and preferences of the consumers, increasing number of SKUs and the huge Indian customer base – ranging from highly populated metro cities to millions of sparsely populated villages.

Having the right pricing strategy and tools is another factor to consider. It is a well-known fact that 50 percent of promotions don’t generate the necessary ROI.

For a diverse market like India with many fragmented players, what works at national level doesn’t necessarily work at regional level. Executing a sledgehammer promotional strategy across the entire chain without understanding factors like local events, weather, localized competitors can result in suboptimal returns. Retailers need a pricing tool which not only helps them automate decision making across the enterprise but also provides important metrics like halo and cannibalisation to compete effectively.

Another tricky area for retail in India is that of last mile delivery. Indian retailers are tackling these challenges in ways that cannot be addressed by a cookie-cutter approach used in the developed countries. The preferred mode of delivery like trucks in these countries face a difficult time navigating the crowded streets. Postal services can be leveraged but they are known for delays. A new option in India is the use of couriers to deliver goods using smaller modes of transportation like motorcycles and scooters. It is a common sight to see these drivers carrying giant backpacks filled with merchandise. These drivers navigate narrow streets, potholes, and erratic drivers to deliver everything from ice cream to guitars to laptops. Without the use of these couriers to deliver, the e-commerce market as a whole would grind to a halt in India.



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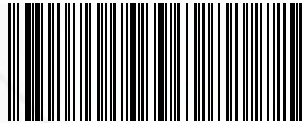
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## The Role of Technology in Supply Chain Management

Jain is quick to point out, and rightly so, that adoption of new technology is not a matter of choice but timing; organizations cannot insulate themselves from the same. He shares, “Though technology is widely deployed the depth of its penetration remains limited. Technological capability outstrips our ability to harness its possibilities though it inexorably invades our decision making. ORRA has chosen two platforms that are under integration ETP and ICSof that drive point of sale demand to supply chain responsiveness.”

Accentuating the benefits of technological advancements in boosting supply chain management, Gupta minces no words when he shares, “Due to lack of technology, there was a huge gap in the time taken between the arrivals of merchandise in the warehouse till the time taken to dispatch the goods as all the processes were then done manually. The introduction and advancement of technology has played a very important part in the supply chain, including the logistics and warehousing functions. We now have an electronically generated process which helps decide the key responsibility area which clearly indicates the cycle for the goods to come in and move out. The entire supply chain management functioning has evolved over a period of time and has been structured in a way to adhere to timelines accordingly which helps to reduce our working cycle capital of the overall supply chain management. For e.g.; to track a package, earlier one would have to manually dial

a number and call the logistic partner to find out where the package is, today most of the logistic partners have developed websites with GPS enabled systems thus making tracking easier.”

“We use an ERP call Genesis which is a retail solution. It has an inbuilt operation that tracks all the processes including billing, tracking and tallying the goods. It also helps us manage our inventory agent which is an important part as far as the supply chain is concerned,” he adds.

Kumar says, “At Lifestyle International we have successfully implemented Oracle ARS as well as TOC Symphony software apart from single view inventory (SVI) order management for effective last mile deliveries from warehouse.”

At Metro Shoes, the company has migrated to SAP as an ERP. According to

Malik, this has enabled them to get accurate data on the movement of goods across the country. She explains, “SAP ensures that movement of goods and the accounting of those movements happens simultaneously. This enables us to analyse our data much closer to real-time and monitor the cost effectiveness of our processes. We have invested in TOC (Theory of Constraints) to automate replenishments to stores as well as analyse vendor effectiveness. This has allowed us to streamline our purchase process and capitalize on styles preferred by customers in a much faster time period. It is also the ability of our internal team to be able learn how to look at data effectively and base their decision making on data that has been vital in the optimization of these processes.”

The lack of / sporadic robotics technology adoption is also a challenge. While robots are widely used in manufacturing and assembling, the supply chain function has remained technologically starved for a long time. In the last five years, e-commerce and logistics companies across the globe have pioneered adoption of advanced robotics technology to create high productivity warehouses and optimizing supply chains to match the dramatic evolution – in terms of volumes and values. The vital challenge now is faster adoption of new technologies and trends such as 3D printing, automation, robotics and big data in the supply chain function.

“More international retail companies and brands are investing in supply chain automation in other parts of the world. Our Butler system is being deployed in Japan, Europe and the Americas at a faster rate,” says Vivekanand.



## Supply Chain Management & E-commerce

The onset of e-commerce has played a huge role in having retailers work diligently on strengthening their supply chain management systems and practices. A large section of people has migrated to online shopping and they have become accustomed to having their products delivered to them within a day or so. Therefore, more and more retailers are upgrading their warehouses with some degree of automation as they race to deliver goods to the shoppers ever faster. The increasing demand for goods to be delivered, not only on time but on the same day is pushing the need for robotised warehouses which



## Top Areas Where Supply Chain Efficiency Can Be Improved Using Technology

**INVENTORY VISIBILITY:** Having visibility across end-to-end supply chain facilitates not only efficiencies in fulfillment but also promotes collaboration with suppliers, distributors and retailers. This collaboration can extend to shared forecasts to enable the efficient flow of inventory to its location.

**FORECAST VISIBILITY:** An accurate and complete forecast can facilitate the efficiencies of the supply chain. It is important to factor in all components of the customer demand when forecasting. This includes understanding the demand across all channels and locations, taking into account promotions and leveraging new technologies to account for Social, News, Events and Weather (SNEW) impacts.

**CUSTOMER CENTRICITY:** With the judicious use of big data and analytics, technology can help to localise and personalise the range that retailers can offer their customers including pricing strategies. By localising their range to customer needs, retailers can optimise placement of their inventory into the right fulfillment points and also price their products to the right customer, at the right time, through the right channel and at the right price.

Supply chain professionals are eager to use emerging technologies on operations that impact shipping, receiving and other logistical functions. For example, 73 percent of survey respondents ranked data analytics as the most important information application their company was planning to implement, followed by cloud-based applications at 63 percent, IoT, 54 percent; blockchain, 51 percent; and machine learning, 46 percent. The report, based on a recent global survey of nearly 350 supply chain and operations professionals.



will make the whole process of sorting orders and delivery quicker.

Online players have been more receptive towards investing in automated supply chains as they do not have any physical stores and have relied completely on technology to run their operations. Many offline retailers could be seen as laggards in this trend simply

because their development and growth may not have primarily depended on technology.

“The absence of technology and limited online presence, means that offline retailers are not faced with the kind of volume and surge ordering often witnessed by online platforms/e-commerce players. Hence, such players are not pressed to invest in

automation at the warehouse level,” says Vivekanand.

According to Gupta, the introduction of the Omnichannel module has helped to bridge the gap in the supply chain. Elaborating further, he shares, “If you are running out of stock in a store in a particular category, the Omnichannel module helps to deliver the product to the consumer due to the specialization in deliveries of the Omnichannel partners. Additionally, even at the retail store, E-look books are available which helps the

when it came to sourcing of manpower owing to two reasons – being a backend process, not many opted for a career in supply chain due to lack of exposure and excitement and secondly because the industry was at its nascent there was a lack of organized training. Though things are changing gradually.

Gupta says, “As far as sourcing talent is concerned, there is no problem as the retail industry is now considered to be growing successfully at a fast pace. With courses specializing in supply



customer to browse through and place their orders which can then be delivered at their doorstep. To cater to our customer’s needs, we too have started the Omnichannel module. It will keep the pressure off from the normal logistics and supply chain function and they can save the cost of transferring the goods from one location to another.”

### Sourcing Manpower

Effective human resource management is often the biggest hurdle to overcome for businesses across genres. Besides lack of skilled manpower, it is the attrition level that increases that challenge of having the right team in place. Supply Chain Management until recently faced a huge challenge

chain management and the introduction of technology, it is now becoming easier to source talent as opposed to earlier times.”

One of the leading logistics company in supply chain management, Safexpress Pvt. Ltd. has set a lot many standards for the industry to follow. From a world class logistic parks to a well-equipped transportation system in place, the company has a team of efficient skilled manpower as well.

Vineet Kanaujia of Safexpress says, “Training has a huge role to play in this industry, and we have been focusing heavily on the same. This has helped us in managing an employee retention rate which is way ahead of the industry average.”

### EOSS & Supply Chain Management

A mad rush to grab discounts and offers is common during the EOSS. But it is only those brands that can cater to the demand of customers in terms of size and style will see an inflow of customers during the next EOSS. Hence the role of supply chain management is ever so important during EOSS to ensure that the store is well stocked.

Gupta says, "During EOSS, the movement of goods is faster as compared to the normal period, thus ensuring timely replenishment of goods is a must. Especially in retail chains, there is a term called pivotal sizes which includes 28-36 sizes as 80 percent of the demand is in these sizes. This is where the auto replenishment technology is extremely beneficial to the supply chain ensuring timely deliveries. There should not be any deliveries planned which will take longer period to reach the customer as it will increase the stock only without increasing the sales."

### Brand Speak

On the supply chain management system in place at Metro Shoes, Malik reveals, "We have over 415 stores of 4 different Brand formats - Metro, Mochi, Walkway and Crocs, in 110 cities in India. For Walkway we also have shop-in-shops format in DMart stores. We retail our in-house brand as well as other brands such as Clarks, Skechers, Fitflop, etc. In case of in-house brands, the goods are received from the vendors as per purchase orders raised by our buyers in our central warehouse at Bhiwandi. The vendors are from Mumbai and from other cities such as Agra, Kanpur, Delhi, Chennai.

We receive goods in our warehouse and dispatch it to 110 cities across India from our centralized warehouse. It takes between one to seven days to receive the goods from the warehouse to a store, depending on the distance of the store from the warehouse. The dispatches are on daily basis. After the introduction of GST, the company has been preparing tax. There are detailed processes in place at the warehouse to ensure control over inventory and safety. The goods at various stages of processes are recorded and daily MIS is sent to the management which covers the goods received, processed and dispatched highlighting any delay in processing or dispatch. Very recently, the company has implemented SAP ERP in the warehouse in place of warehouse management system and the inventory is kept style/item wise in these bins so that it is tracked through system."

She further adds, "In case of other brand's goods, they are dispatched by the

manufacturer or distributor to our stores directly as these are from organized players and there are generally no quality issues. On receipt of goods at a store, they are checked for any damage or discrepancy in quantities and then added in the stock and discrepancy is intimated to the warehouse or the supplier for corrective action. The goods received at the stores from customers for repairs are sent to repair depots in Mumbai and after repairs sent back to the stores for delivery to the customers. We run our e-commerce operation through a separate warehouse facility where we

conduct Flipkart and amazon processes through our own warehouse. We currently work with eight portals in India."

At Being Human Clothing (Mandhana), the company has a warehouse of approximately 25,000 sq. ft where they manage almost around 30 lakh pieces in a year with a team strength of about 50 people.

There is formalised KRA function of each employee defining each one's role in the entire process. The company has also partnered with various logistic partners depending on the zones to ensure a quicker turn around



### Supply Chain Dynamics

- ▶ The Delhi-Mumbai-Industrial Corridor and Development Corporation (DMICDC) has awarded companies over ₹150 billion in contracts for the development of multimodal logistic hubs in Gujarat, Maharashtra and NCR. The hubs are expected to provide end-to-end supply chain services - small processing facilities which would include grading and packaging and final delivery and transport services.
- ▶ Future Supply Solutions raising close to ₹130 billion in investments from domestic and foreign channels
- ▶ Pune based Spearhead Logistics being acquired by the French Firm, FM logistics. The investment was over ₹500 million and there are plans to invest another ₹3 million to set up warehouses all over India
- ▶ Work is being undertaken to improve regional connectivity through rail, road and inland waterways. The 2018 budget had the highest fiscal allocation for infrastructure - ₹6 trillion
- ▶ India's freight corridors, covering 15 states across the country, are scheduled to be completed by 2019. Once completed, the train that up till now travels at the rate of 25 km/ph will then catch up on speeds between 70 and 100 km/ph
- ▶ Work is being undertaken to improve the conditions of highways as well and The National Highway Authority of India has initiated a bidding process wherein Dubai based investment firms have already bid close to ₹585 billion for nine highways across the country



## Key Role of Retail Supply Chain Management

- ▶ Reduce Inventory Cost
- ▶ Reducing the gap between goods in and out of the warehouse
- ▶ A superior automatic replenishment system in place. As and when stock goes off the shelf, it needs to be replenished immediately so that it is made available to the customer on real time basis
- ▶ Compliance with regulations
- ▶ Effective use of technology
- ▶ Flexibility to adapt to disruptions both locally and nationally
- ▶ Data Analytics and continuous assessment

/in the respected areas. From ensuring the sourcing is done on a timely basis from the different vendors to management of the goods to decrease the time taken to dispatch, each and every minute detail is carefully taken note of to ensure timely deliveries to the consumer.

At ORRA, the front end and the backend of the supply chain use two different but integrated technology platforms. The key functions of the supply chain team include, diamond and metal procurement, production planning and control, vendor selection and management, quality control, pricing, distribution, repairs and custom order management apart from support processes of audit and raw material inventory management. The staff strength of the supply chain team is approximately a third of the total HO staff. (34/100)

## Providing the Best Service

Talking about the services offered by Safexpress, Kanaujia says, “Safexpress covers all 720 districts of India through its massive distribution network of over 620 destinations. The company has a fleet of over 6000 GPS-enabled vehicles, operating 365 days a year on more than 1000 defined routes across the country. The firm delivers in excess of 100 million packages to over 5000 corporates in India. We offer 3PL solutions ranging from designing, implementing to operating the complete supply chains of companies. These solutions help in reducing costs, streamlining delivery schedules and enabling organizations to focus on their core competencies. The 3PL services offered include inventory management, packaging, labeling and reverse logistics and the services are supported by 35 ultra-modern Logistics Parks and a total warehousing space of over 14 million sq. ft. across India.”

Besides logistical support, Safexpress also offers value added services in the form of supply chain consulting. Kanaujia adds, “The team of consultants is vastly experienced and offers global know-how, best practices and cutting edge technology solutions, to make an organization’s supply chain model more dynamic. We create strategies which focus on processes and technologies required to drive growth and profitability. The consulting services include planning, strategising, network designing as well as end-to-end supply chain implementation.”

It is interesting to note that Safexpress has been early adapter of technology for ease of taxation. Kanaujia shares, “We are India’s first logistics service provider to adopt Oracle Fusion Cloud, the next generation compliance and accounting solution for instant GST accounting. With GST having been implemented for more than a year now, technologies like Oracle Fusion Cloud ensure accounting compliance which is proving to be crucial from a customer perspective. This has led to a considerable increase in demand for our services.”

The GreyOrange Butler goods-to-person solution for automated material movement in warehouse also caters to end customer, retail stores and production floors. The AI-powered Butler robots, using Machine Learning, are able to react to various situations as well as adapt to scenarios such as seasonal peaks, or surge in demands due to flash sales. In 2018, they introduced the AI-powered Butler XL that can be used in manufacturing facilities and Omnichannel warehouses, to move different kinds of loads from raw materials to finished goods.

Talking about another innovation by the company, Vivekanand says, “The GreyOrange sorter is an advanced sortation system that automates outbound profiling and sortation process in fulfillment and distribution centres. It is a conveyor based system that routes packages based on customized logic such as destinations, cut-off times, vehicles, cities, zip codes and more. This system enables faster sorting of same and next day deliveries. This is very useful for month end scenarios in Retail/FMCG sector.”

**Niranjan Thirumale, Senior Vice President & Managing Director of Global Centers of Excellence (India, Poland, and Mexico) at JDA Software** says, “JDA can address the end-to-end retail supply chain to assist retailers in delivering a profitable omni-channel shopping experience for their customers.”

He talks about the three key areas that JDA solutions cover are Intelligent Planning, Intelligent Fulfillment and Intelligent Store: JDA Intelligent Planning which parses data from all demand channels, JDA Intelligent Fulfillment which synchronizes all physical and digital order demand channels and JDA Intelligent Store which aligns inventory, labor and store operations with demand, merchandising and fulfillment tasks.

In conclusion, effective supply chain management unlike before is not plagued with challenges that cannot be tackled, all thanks to technology and the changing mindset of decision makers.

Where the government is seen working towards building on a strong infrastructure, companies and brands too are realising the need to invest in supply chain as that truly is the backbone of the organisation.

When a product fails to reach the customer the way it is intended to, the entire purpose stands defeated. Outsourcing supply chain management to industry experts such as Safexpress can boost the companies’ allocation of resources and when in able hands, logistical challenges can be turned into opportunities. **R**

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**T**he 2018 International Home + Housewares Show has garnered rave reviews from the industry with an overall sentiment that the quality of top-to-top buyer and seller attendees was the strongest in years.

The Show was sold-out with 2,244 exhibitors from 53 countries and featured a focus on the smart home and connected products.

"We are very pleased with buyer attendance as 99 percent of the top 200 domestic retailers registered to attend, and international attendance was very close to last year's record number," said **Phil Brandl, President & CEO of the not-for-profit International Housewares Association**, which owns and operates the show.


"In addition, senior-level attendance

from both retailers and suppliers was particularly strong. Many of our well-known veteran exhibitors expressed that it was their best Show ever in terms of meeting with top executives from retailers and the quality of those meetings."

This year saw a growing focus on smart and connected products with the IHA Smart Home Pavilion expanded to 28 new and current exhibitors displaying emerging technologies and the latest in smart and connected products, along with the addition of the Smart Talks stage featuring 30-minute sessions led by established experts who discussed food trends, data security for businesses and consumers and tracking capabilities of product packaging, along with innovators offering new retail models for reaching consumers and strategies for developing and managing data-driven connected products and their services.

The inaugural Trending Today Preview joined the New Exhibitor Preview on Saturday morning to give buyers and media an opportunity to see 150 exhibitors before the Show floor opened. The events attracted nearly 700 buyer and media attendees, increasing attendance over last year. Trending Today spotlighted "A Marketplace for Hydration" and hosted 60 new and current exhibitors of hydration and hydration-related products.

The Show also included a series of thought-provoking educational sessions, including keynote programs on color and design trends by Lee Eiseman of the Pantone Color Institute; a panel of thought leaders discussing the smart kitchen and exploration of the retail renaissance by Tom Mirabile of Lifetime Brands. In addition, the Innovation Theater offered 21 presentations on the smart home and connected products; age and gender marketing; and international retail and consumer lifestyle trends. Audio and video recordings of the educational sessions are available at <http://www.housewares.org/education/presentations-webinars>.

The 2019 International Home + Housewares Show will be held March 2-5 at McCormick Place, Chicago USA. 2019 attendee registration and additional Show information are available at [www.housewares.org](http://www.housewares.org). 



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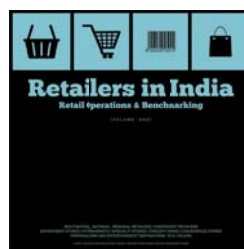
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# ‘foodforum is Committed to Offer Unique Food Zone Experiences’

– By IMAGES Retail Bureau

**Saurabh Singhal, Founder & CEO, foodforum is on a mission to change conventional and boring food courts. An entrepreneur, author and an engineer, Singhal has the clear objective of changing the face of food courts being operated across the country...**



**G**ood food has an undeniable appeal and increasingly, shopping centre

developers are experimenting with tastes and cuisines to woo consumers. As mall developers try to offer a complete shopping plus entertainment package to new age shoppers, it is the food court which is fast becoming one of the most crucial elements in attracting customers.

Good quality food, attractive brand mix, hygiene and value for money are basics to lure shoppers to

he founded foodforum with the clear objective of changing the face of food courts being operated across malls and highways in the country.

He plans to invest ₹150 crore over the next three years in food forum.

Singhal decided to use his experience in the field of retail to innovate and think of new food court concepts. His philosophy of a dining experience is much more than simply just eating a meal, which is well-reflected in his thoughts and plans for foodforum. foodforum offers the best of Indian and international brands as well



food areas, but these are traditional and predictable elements that all food courts have today. One man in the meanwhile, was working towards a vision to change the way people perceive food courts.

**Saurabh Singhal, Founder & CEO, foodforum** is on a mission to change conventional and boring food courts. An entrepreneur, author and an engineer, Singhal has an established fashion retail business before

as handpicked regional food leaders who serve food with authentic tastes. Apart from this, it features live music as well as a play zone for families with children.

In an exclusive interview with IMAGES Retail Bureau on the side-lines of India Food Forum 2018, Saurabh Singhal talks about his brand, the concept, and his expansion plans.

**Give us an overview of foodforum.**  
foodforum was founded





on the concept of serving well-loved regional food in the air-conditioned comfort of shopping malls as well as specially designed concepts for highways.

It has revolutionised the traditional food court by being the first to introduce a classic thematic food atrium experience. foodforum handpicks regional food leaders to bring out that authentic taste which people love, while providing an immersive experience for all senses.

**How it is different from other food court brands.**

A dining experience is much more than simply just eating a meal. Every foodforum outlet promises a dining experience that stimulates the senses. Since our very first food atrium, we have always conceptualised a unique theme. There is always something to discover at our food atriums.

Besides a theme, we have specially planned events, live music and organise special activities from time-to-time to enhance the dining experience.

**Tell us about the kids' Playzone in foodforum?**

foodforum is not just another food court, it's a great place for mums and dads to sit back



and enjoy a meal and a cup of coffee while the little ones enjoy their playtime- which is absolutely free of cost - in the supervised soft play area. We encourage family time.

**Are you planning to take foodforum global?**

We're certainly planning, and we're exploring UAE market. Besides India and the UAE, we are also working on entering new markets including Singapore, Hong Kong, Thailand and the US.

**Are you focussing only top-end malls?**

We are not only focussing on top end malls, we are also eyeing Tier II cities. The clear focus is on constructing our food courts in such a manner that we play an important role in the success of a mall. We are committed to offering

unique food zone experiences to the customer so that he has a reason to come back. We are also focussed on giving great dining experiences on the highway. We have observed that people find it tough to get good food while traveling. This is something we want to change, we want to give travellers an experience, taste and ambience to make their trips memorable.

**What is your marketing strategy and investment?**

Our marketing budget will be 1 percent of the sales turnover. Every food court will have their own specific branding budget in that particular area.

**What are your revenue targets by 2022?**

We're hoping to hit a revenue turnover of ₹1200 crore per

**EVERY FOODFORUM OUTLET PROMISES A DINING EXPERIENCE THAT STIMULATES THE SENSES. SINCE OUR FIRST FOOD ATRIUM, WE HAVE ALWAYS CONCEPTUALISED A UNIQUE THEME. THERE IS ALWAYS SOMETHING TO DISCOVER AT OUR FOOD ATRIUMS. WE HAVE SPECIALLY PLANNED EVENTS, LIVE MUSIC AND ORGANISE SPECIAL ACTIVITIES FROM TIME-TO-TIME TO ENHANCE THE DINING EXPERIENCE.**

annum. We are also hoping to go in for an IPO in the next four to five years. We have already signed over 5,00,000 sq. ft., and the numbers are only growing.

**Are you planning to raise funds?**

Funding is definitely in the future as we grow. We're planning to raise funds in some rounds.

**Where do you see foodforum in next 5 years?**

The vision is to be recognised as the most trusted partner by providing experience zones with innovation, collaboration and vision of 'uniting people through good food' across malls, airports and highways. We want to transform the conventional food court into an experience zone. Our foundations have always been upon a committed passion for customer-oriented service and a belief that food and innovation can be merged to create a fantastic experience for consumers. 

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