

# RIMAGES Retail™

Future of Businesses

SEPTEMBER 2018

VOL. 17 NO. 9 • ₹100 [www.indiaretailing.com](http://www.indiaretailing.com)



**BHARTIYA**  
CITY CENTRE

## THE BIG BANG OF BENGALURU

INDIA'S MOST VIBRANT SHOPPING CENTRE  
TO OPEN IN BENGALURU.



**World's 150**  
Topnotch Brands

**5 Tiers, 750000 Sqft**  
of Retail Heaven

**Luxurious 7 Screen**  
PVR Multiplex with  
1400+ Seats

**Featuring Garden Walk, High**  
Street, Live Markets, Food  
Streets with Event Lineups.



Bhartiya City, Thanisandra Main Road, Bengaluru.  
W: [bhartiycity.com](http://bhartiycity.com)



Disclaimer: The information and visuals contained herein are artistic impression, indicative in nature and are for general information purposes only. Design and specifications are subject to change without prior notice.

**What's Hot:**  
IKEA opens First India store  
in Hyderabad  
pg 24

**Exclusive:**  
Transit Retail Maximum Contributor  
to Overall Revenue of Da Milano  
pg 86

**Retail Majors:**  
A look at the Major Retail  
Players in India  
pg 96

**Success Story**  
Bata Bets Big on Youth Appeal to  
Achieve Double Digit Growth  
pg 120

# IMAGES Retail™

Future of Businesses

SEPTEMBER 2018

VOL. 17 NO. 9 • ₹100

www.indiaretailing.com

[COVER STORY]

## THE INDIAN MALLSCAPE:

### A RETAIL EXPERIENCE LIKE NO OTHER

[PAGE 36]





*DLF*  
**Mall of India**  
— NOIDA —

# INDIA'S MOST LOVED MALL

DLF Mall of India is the largest destination mall with over 300 brands to explore!  
There's a range of international and Indian fashion brands,  
lifestyle brands and food and entertainment options all under one roof.  
No wonder it's the family destination India loves.



ONE-STOP DESTINATION FOR EVERYTHING

**OVER 200**  
FASHION BRANDS

**TOP ENTERTAINMENT**  
BRANDS

**OVER 60**  
FAMILY BRANDS

**OVER 50**  
FOOD BRANDS

SUPER CONVENIENT WAYS TO REACH US: EASY ACCESS BY METRO, SHUTTLE AND NEWLY OPENED MULTI-LEVEL CAR PARKING

DLF Mall of India, Sector 18, Noida [www.dlfmallofindia.in](http://www.dlfmallofindia.in)



/DLFMALLOI



/dlfmallofindia



/DLFMoI



/dlfmallofindia



# entertainment City



## 147 acres of ENTERTAINMENT

### THE MEGA DESTINATION OF LEISURE, LUXURY AND LIFESTYLE



Entertainment City Limited (formerly International Recreation Parks Limited) owns and operates the Entertainment City in Noida. Spread over 147 acres of mixed use development land, it is a premium location for Entertainment, Retail & Hospitality. Since its inception in 2007, it houses the premium The Great India Place and Gardens Galleria Malls, with over 500 premium brands. Located behind both the Malls is Worlds of Wonder – North India’s largest Amusement Park, Water Park and Wonder Speedway- Go-Karting track.

We offer the finest cuisines and customised Food & Beverage Packages, specially crafted to meet the requirements of Corporates, Schools, Institutes, Family Day Functions and Social Gatherings.

**The Great India Place**  
ENTERTAINMENT CITY | NOIDA

**Worlds of Wonder**  
AMUSEMENT PARK | WATER PARK  
ENTERTAINMENT CITY | NOIDA



**Gardens Galleria**  
ENTERTAINMENT CITY | NOIDA

FOR DETAILS CONTACT AMIT JHINGAN +91-9899993543 | E-MAIL : MUNISH.BALDEV@ECLINDIA.COM  
ENTERTAINMENT CITY, PLOT NO. A2, SECTOR - 38A, NOIDA, UTTAR PRADESH 201301

THEGREATINDIAPLACE.IN  
GARDENSGALLERIA.COM  
WORLDISOFWONDER.IN



# IMAGES Retail™

Future of Businesses

SEPTEMBER 2018 | VOL. 17 NO.9 | PAGES 168

Editor-in-Chief | **Amitabh Taneja**  
Editorial Director | **RS Roy**  
Publisher | **SP Taneja**

## EDITORIAL

Managing Editor | **Surabhi Khosla**  
Assistant Editors | **Sandeep Kumar, Charu Lamba**

## CREATIVES

Art Director | **Pawan Kumar Verma**  
Dy. Art Director | **Deepak Verma**  
Layout Designer | **Naresh Mahaur**

## PRODUCTION

Sr. General Manager | **Manish Kadam**  
Asst. Manager | **Ramesh Gupta**

## SUPPORT

Sr. General Manager – Administration | **Rajeev Mehandru**

## SUBSCRIPTION

Deputy Manager – Subscriptions | **Kiran Rawat**

## BUSINESS

**Anjali Sondhi** | Director  
anjalisondhi@imagesgroup.in

## ADVERTISING

### DELHI:

• **Partha Ganguly** | General Manager

### MUMBAI:

• **Sarang Mehta** | Sr. Manager

### KOLKATA:

• **Piyali Oberoi** | Vice President & Branch Head  
• **Rohan Narayan** | Dy. Manager

### BENGALURU:

• **Suvir Jaggi** | Vice President & Branch Head  
• **Smriti Bhagat** | Sr. Manager  
• **Ashraf Alom** | Dy. Manager

For advertising queries, please write to [salesretail@imagesgroup.in](mailto:salesretail@imagesgroup.in)

## CONSUMER CONNECT

**Anil Nagar** | Vice President  
anilnagar@imagesgroup.in | +91 9811333099

## MEMBERSHIP TEAM:

**Priti Kapil** | **Sarika Gautam**

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

### Registered Office:

S 21, Okhla Industrial Area, Phase II, New Delhi 110020  
T: +91 11 40525000 | F: +91 11 40525001  
E: [info@imagesgroup.in](mailto:info@imagesgroup.in) | URL: [www.imagesgroup.in](http://www.imagesgroup.in)

**Mumbai:** 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400 059  
T: +91 22 28508070 / 71 | F: +91 22 28508072

**Bengaluru:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075  
T: +91 80 41255172/41750595/96 | F: +91-80-41255182

**Kolkata:** P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700 029  
T: +91 33 40080480, 40080488

India's mall story began in the early 2000s, when there were just three shopping centres in the country. Our mall culture started developing when Indian shoppers began to realise the advantages that a clean, air-conditioned, organised mall had over an unorganised street. Today, malls are literally mushrooming across the Indian subcontinent.

Malls have survived it all – the recession of 2007-2008 and the advent of e-commerce. They've grown bigger, brighter. They've evolved the way Indians view traditional brick-and-mortar retail, selling experiences, wooing shoppers in, making them stay and spend and converting them into loyalists. With over 600 operational malls across the country, it's safe to say that malls are here to stay.

For a mall to achieve scalable success today, the management needs to be skillful in understanding, forecasting and adapting to changing consumer needs and expectations. Malls need to keep up with the constantly evolving ecosystem, stay up to date on trends and deliver new experiences to increase footfalls and sales.

The cover story of IMAGES Retail's September issue brings you a lowdown on some of the best malls in India, the unparalleled retail experiences they provide and how they are becoming more than just shopping destinations. Read research report by CBRE which brings a thorough coverage on everything these social hubs have to offer including brands, customer experiences, experiential retail, superior technology and more.

The issue also brings to you, two specially researched reports on the richest retail firms in India. The reports walk readers through what these retail firms are doing right in order to climb to the billionaire club.

Apart from this, there are features on some of the finest retailers in the country including the newest entrant in the Indian retail market – IKEA. We also bring you a dash of technology in the form of an authored piece from Arvind Internet's Mukul Bafna, as well as a pinch of frozen food.

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



**Amitabh Taneja**

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase -1, New Delhi - 110 020 and published by S P Taneja from S - 21 Okhla Industrial Area Phase - 2, New Delhi 110 020 Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Images Retail does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: [subscription@imagesgroup.in](mailto:subscription@imagesgroup.in)  
For feedback/editorial queries, email to: [letter2editor@imagesgroup.in](mailto:letter2editor@imagesgroup.in)



**THE ULTIMATE  
STOP  
FOR  
YOUR  
SHOPPING  
NEEDS!**



**M/S. CHANDANA BROTHERS MULTI COMPLEX PVT.LTD**  
Door No: 52-1-35, 36,36/1, Maddilapalem  
Visakhapatnam - 530013 Andhra Pradesh  
Contact No: 0891-3095222  
**MD: Mavuri Venkata Ramana**  
Contact: **Mr. S.Ravi:** 8008301077  
raviteja@cmrcentral.in

[www.cmrcentral.in](http://www.cmrcentral.in)

# contents

# IMAGES Retail™

SEPTEMBER 2018 | VOL. 17 NO. 9

- 18.** NEWSMAKERS NATIONAL  
*Growth, Expansion Define the Indian Retail Industry*
- 20.** NEWSMAKERS INTERNATIONAL  
*Global Retailers Aim at Higher Revenues Through Partnerships, JVs, M&As*
- 24.** WHAT'S HOT  
*IKEA says, 'Hej! India'*
- 86.** EXCLUSIVE  
*Transit Retail Maximum Contributor to Overall Revenue of Da Milano*
- 92.** EXCELLENCE  
*V-Mart Retail to Continue Growing At 25 Pc CAGR; Eyes Warehouse Expansion*
- 120.** SUCCESS STORY  
*Bata Bets Big on Youth Appeal to Achieve Double Digit Growth*
- 126.** TECHNOLOGY  
*Retail Technology in India - from there to here*
- 142.** RETAIL-TAINMENT  
*Busters: Bringing World Class Gaming, Entertainment & Leisure to Indian Malls*
- 144.** IN FOCUS  
*Van Heusen Innerwear: Built on Fashion and Innovation*
- 146.** MY THOUGHTS  
*'Doesn't matter what you call it, unless you're building Omnichannel. Smartly'- Mukul Bajana*
- 152.** BEHIND THE SCENES  
*Manpower: A Looming Specter on Modern Retailing in India!*
- 158.** VIEWPOINT  
*Sumeru Helping Indian Kitchens Thaw Towards Frozen Foods*
- 160.** E-COMMERCE  
*Changing pace of e-tail in India*
- 164.** BEAUTY RETAILER  
*Sephora Leads the Way in Omnichannel Transformation, Consumer Connect*

## [COVER STORY]

[PAGE 36]

### THE INDIAN MALLSCAPE: A RETAIL EXPERIENCE LIKE NO OTHER

*The Great Indian Mall Boom began innocuously enough in the early 2000s, with just three malls in existence in the entire country. The rest is, as they say, history as Indian shoppers slowly but surely developed a penchant for shopping in clean, vibrant, climate-controlled and highly enabled malls...*



## [COVER STORY RESEARCH]

[PAGE 38]

### 19 MILLION SQ. FT. OF FRESH RETAIL SUPPLY ADDED DURING H1 2018; GLOBAL RETAILERS INCREASE THEIR FOOTPRINT

*CBRE Research report indicates that the year 2018 has seen a mitigation of the hurdles that had impeded the Indian economy's growth from last year.*



## [COVER STORY MALLSCAPE]

- 53.** **Quest Mall:** The epicenter of Luxury, Fashion and Fine Dining in Kolkata
- 60.** **Amanora Mall** Growing Younger, More Aspirational as it Evolves
- 62.** **Ambience Malls:** A World Class Experience
- 64.** **Shruti Group's Vision:** To Create Fusion Centres of Indian Wisdom & Cutting Edge Technology
- 66.** **City Centre Guwahati:** A Home to Luxury, Entertainment, Shopping and Fine Dining.
- 68.** **Crown Mall** to Concentrate on the Unique Social Experience to Attract Customers
- 70.** **Express Avenue:** South India's Largest Destination Mall
- 72.** **MGB Felicity Mall:** Nellore's First Retail-Cum-Entertainment Destination
- 74.** Experiential Retail, Personalization USP of **'The Great India Place'** and **'Gardens Galleria Malls'**
- 76.** Personalisation & Innovation: The Core of **Infiniti Malls**
- 78.** **Inorbit's** Pink Power 2018 Culminates With the Empowerment of 10 Women Entrepreneurs
- 80.** **Mantri Square** Mall Out to Redefine Bengaluru's Retail Landscape
- 82.** **Spectrum@Metro:** An Exclusive mix of Cinema, Fashion Entertainment and F&B
- 84.** **Viviana Mall:** A Fine Example of Superior Customer Experience

Retail  
Majors

powered by  
**QUEST**  
INDULGE



[PAGE 96]  
*Listed Retail Majors- Research Report by Wazir Advisors*



[PAGE 106]  
*India's Retail Tiger is Roaring Back- Research Report by Edelweiss*





OTTO®

INDIA'S  
NO.1 TRUSTED  
MEN'S WEAR BRAND



2018



**OPENING SHORTLY AT DHARMAPURI**

**FLAGSHIP STORES**

CHENNAI : GN CHETTY RD - 044-4559 0033 | ECR - 044-4214 8441 | VALASARAVAKKAM - 044-4263 2633 | MADIPAKKAM - 044-4354 8333  
CHROMPET - 044-4287 5608 | VELACHERY - 044-4383 6033 | TRIVANDRUM - 0471-4015 333 | KOTTAKKAL - 0483-2977 333  
PONDY - 0413-4204 555 | TANJORE - 0436-2271 505 | KUMBAKONAM - 0435-2403 525 | RAJAPALAYAM - 04563-222 551  
MADURAI - 0452-4246 064 | NELLAI - 0462-4000 433 | NAGERCOIL - 04652-422 505

**EXCLUSIVE STORES**

CHIDAMBARAM - 0414-4225 833 | ERODE - 0424-4270 633 | KARUR - 04324-261 221 | KARAIKUDI - 04565-400 096 | TIRUVALLUR - 044-2766 6637  
MAYAVARAM - 04364-220 677 | NELLORE - 63013 57544 | RAMNAD - 04567-225 441 | TIRUPUR - 0421-4203 233 | TENKASI - 04633-280 633  
SIVAKASI - 04562-276 333 | THENI - 04546-254 160 | MANJERI - 0483-297 1333 | VADAKARA - 0496-252 0999 | CALICUT - 0495-4850 333  
PERAMBRA - 0496-261 7777 | PERINTHALMANNA - 04933-297 777

**FOR FRANCHISEE ENQUIRY : SATHIYAN@OTTOCLOTHING.IN | M 91766 77111 | 89398 17919**



FOREVER NEW

Calvin Klein



GANT



VANHEUSEN



City Center Guwahati  
 GS Road, Near Apollo International Hospital,  
 Guwahati - 781005 (Assam)

# CITY CENTER

The center of action

## MARK YOUR PRESENCE IN THE BIGGEST RETAIL DESTINATION OF NORTH EAST

City Center is paving its way for people of Guwahati to dive in for an exhilarating experience. A perfect hotspot for your brand within a prime catchment. It is the landmark of 4 lacs sq. ft. that brings in a stunning mix of taste, style, and atmosphere with a superlative focus on bringing value to the customers. The mall offers an unparalleled destination for seamless cinematic experience, sprawling food court with casual dining restaurants, 500+ multi-level parking, and featuring premium National & International brands with a diverse mix of anchor stores.

BE A PART OF THE LARGEST RETAIL EDGE OF NORTH EAST!



For Leasing:

+91 99101 30460 [gaurav.paliwal@brahmaputragroup.com](mailto:gaurav.paliwal@brahmaputragroup.com)

# EXPRESS AVENUE

THE VENUE  
TO ENDLESS EXPERIENCES

THE WORLD CLASS MALL  
IN THE HEART OF CHENNAI CITY THAT HAS IT ALL.

RADO

MONT  
BLANC

BOBBI BROWN

MAC

ARMANI EXCHANGE

LONGINES

Superdry.

BURBERRY

FOSSIL

Calvin Klein

LUXE BRIDGE

ALDO

SEPHORA

SWAROVSKI

OMEGA

SIMON CARTER  
LONDON

La Senza

LACOSTE

FOREST ESSENTIALS | TOMMY HILFIGER | JACK & JONES | FOREVER 21 | H&M | CHARLES & KEITH  
HAMLEYS | ESCAPE CINEMAS | LIFESTYLE | MARKS & SPENCER | HOME CENTRE | BMW | VOLVO  
WESTSIDE | PANTALOONS | RELIANCE TRENDS | MAX | FUNCITY | STARMARK

CELEBRATING **8** GLORIOUS YEARS AND GROWING...



**GIVE YOUR BRAND THE STRATEGIC LOCATION ADVANTAGE.**



**1200+  
EVENTS**



**1 MILLION  
FOOTFALL  
PER MONTH**



**AWARDS  
2 REGIONAL &  
6 NATIONAL**



**225 +  
BRAND  
STORES**



**3000 +  
PARKING  
SLOTS**



**17 LAKH SQ.FT.  
SHOPPING  
SPACE**

# EXPRESS AVENUE

SHOPPING | ENTERTAINMENT | DINING | BUSINESS | HOTEL | LUXURY RESIDENCES

49/50, WHITES ROAD, OFF MOUNT ROAD, CHENNAI - 600 014  
FOR LEASING CONTACT : +91 96001 55755 | [www.expressavenue.in](http://www.expressavenue.in)

# THE BIGGEST BLOCKBUSTER OF 2019

PRATHAM INFRA TECH PVT. LTD. GROUND FLOOR, METRO STATION, SEC-12, DWARKA, NEW DELHI-110075



RETAIL | HYPER MARKET | SUPERPLEX | FOOD | ENTERTAINMENT | HOTELS | SERVICED SUITES | OFFICES



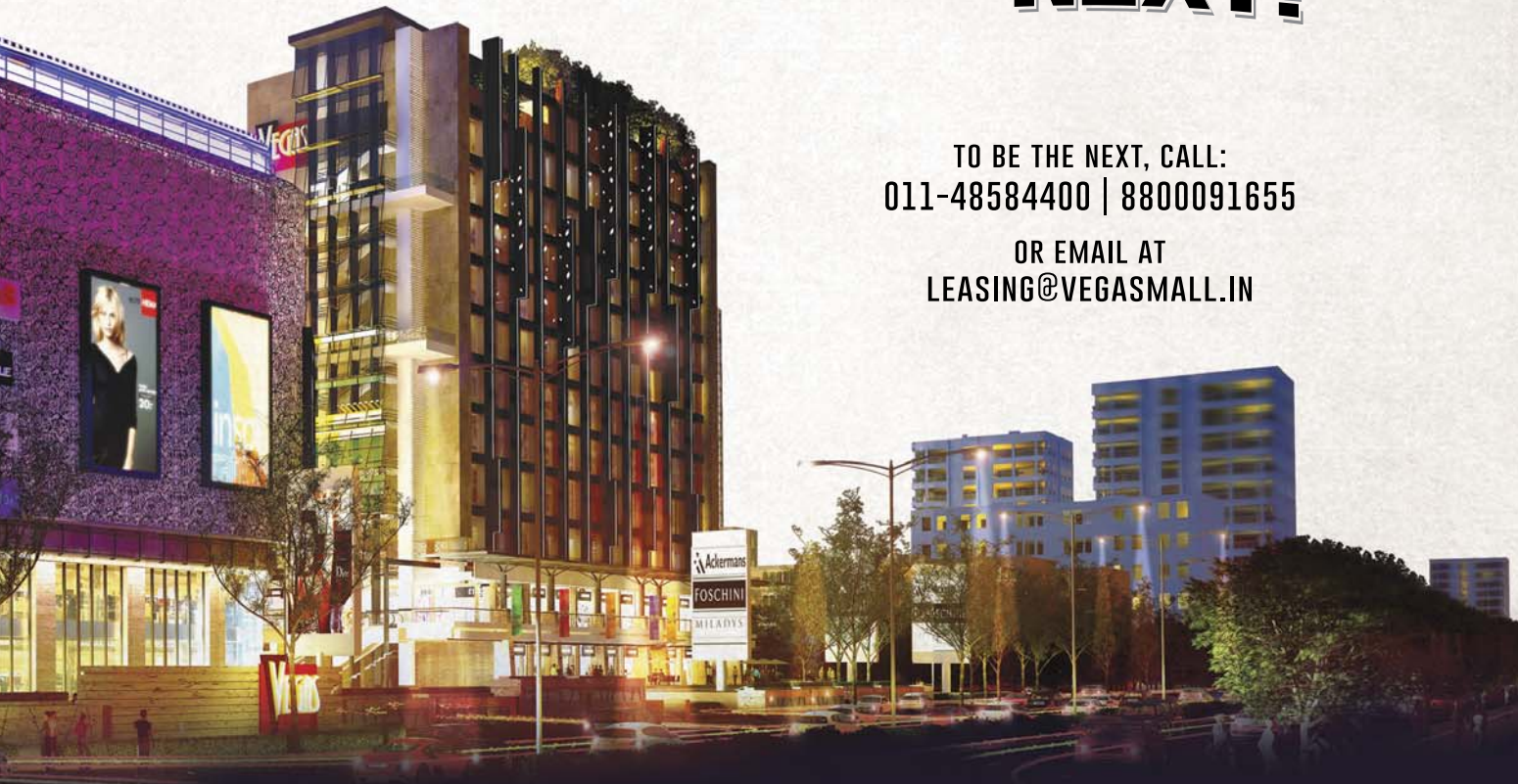
Celebrate Life!

STARRING  
**THE BIGGEST SUPERSTARS**

**ARE YOU  
THE NEXT?**

TO BE THE NEXT, CALL:  
011-48584400 | 8800091655

OR EMAIL AT  
LEASING@VEGASMALL.IN



# BENGALURU HANGS OUT HERE. HAS YOUR BRAND CHECKED IN?

Phoenix Marketcity is Bengaluru's go-to destination for shopping, entertainment and dining. With global brands, fun experiences, and record footfalls, it's a hotspot your brand can't afford to miss being at. Give us a call to be a part of the buzz.

4 storeys | 1.4 million sq.ft. | 300 leading fashion outlets





# Awards

**Most Admired Shopping Centre of the Year - 2018**  
ET NOW Global Awards for Retail Excellence

**Shopping Centre of the Year (South) and Most Admired Shopping Centre of the Year - 2018**  
The Golden Globe Tigers Awards

**Best Thematic Decoration – Tallest Christmas Tree in the Country - 2018**  
Times Network National Awards for Marketing Excellence

**Best Lifestyle and Entertainment Destination - 2018**  
Times Business Awards

**Shopping Centre of the Year Metro (South) - 2018**  
CMO Asia Awards for Excellence in Shopping Malls



## THE STYLE DESTINATION

World's leading premium fashion and lifestyle brands

## LUXURY REDEFINED

Home to India's leading jewellery brands

## TASTE THE WORLD

Over 20 fine-dining restaurants

## IN THE SPOTLIGHT

Dedicated area for exhibitions, events and live concerts



# PHOENIX MARKETCITY

WHERE SENSES COME ALIVE

phoenixmarketcity.com | Whitefield Main Road, Bengaluru | Follow us on   

**Lifestyle to Open 20 New Outlets; Invest ₹200 Crore in Biz**

➔ Apparel retailer Lifestyle plans to invest up to ₹ 200 crore to add 20 outlets in the next one-and-half years to increase its footprint across the country. According to a PTI report: Lifestyle is also eyeing 16-18 percent growth and a turnover of ₹4,600 crore this fiscal. It had reported ₹4,000 crore turnover in the previous financial year. The company, which at present operates close to 75 outlets in the country, plans to open majority of the new outlets in the cities where it already has a presence.



“We plan to invest ₹150-200 crore to open 20 new outlets in the next 1-1.5 years. At present we have stores in 44 cities... we will go into five more cities and open rest of new planned the stores in the cities where we already have a presence,” Vasanth Kumar, Managing Director, Lifestyle International, told PTI. Kumar said the company gets 75 percent of its business from top cities at present but expect smaller cities to add to its growth in the years to come.

The company also expects its omni channel (combination of offline and online retail) strategy to pay off and contribute significantly over the next five years. “Omnichannel at present contributes about 1-1.5 per cent of our sales but we expect it to be in double digits (10 percent and above) in the next five years,” Kumar was quoted by PTI as saying. Lifestyle is a part of Dubai-based retail and hospitality conglomerate, The Landmark Group.

**NEW ARRIVAL**

**Growth, Expansion Define the Indian Retail Industry**

- By IMAGES Retail Bureau

Whether they are new brands or, whether they're technologically advanced or traditionalists, the retail industry has diligently worked towards expansion this past month. Some brands scouted new locations and launched new stores, while others decided to diversify and open different mediums of sale. Either way, the retail industry in India grew at a healthy pace...

**Woods Expands Retail Presence; Opens First EBO in Chennai**

➔ Woods, a premium leather goods, and accessories brand, has officially opened its first exclusive store in Chennai. Located at Palladium, Ground Floor, the store is equipped with captivating interiors along with the good collection offered by the brand.



Set over 900 sq.ft., the store showcases the brand's signature collections, including women's and men's bags, small leather goods, footwear, and accessories. The store's exterior features a full-height, illuminated facade framed with glass windows, while the interior features is a mix of eclectic and bespoke furniture and objects, accented by custom-designed cabinetry, warm lighting, proprietary carpets and fine millwork.

The store has attractive rich wooden panels and a well-organised display of brand's creations such as footwear, handbags and other accessories on open colossal shelves. The store states its USPs in all modern and dynamic forms so that customers are thoroughly encouraged to stroll through the sections of their choice.

Harkirat Singh, Managing Director, Woodland said, “It's extremely exciting

to be opening our first exclusive store in Chennai. As a British brand with a global sensibility, we are looking forward to introducing the full breadth of the WOODS London lifestyle offerings to new and existing brand fans in the region.”

### Spencer's Opens Daily Store in Gurugram

➔ Spencer's Retail, part of RP-Sanjiv Goenka Group, launched a daily store at Sriram Complex, C Block, Sushant Lok, Phase-1, Gurugram. The 4,047 sq. ft. store has got a wide range of merchandise from different categories including fresh fruits and vegetables, staples and groceries, FMCG and processed food, dairy and frozen products, personal care and home essentials.

Giving further details, Spencer's spokesperson said that, with this store the total count of Spencer's reaches up to 7 which includes 4 hyperstores and 3 small format stores in Gurugram. There has been a steady rise in customer footfall across the country at Spencer's Retail. Currently, Spencer's Retail has 136 stores across India out of which 8 stores opened since April 2018.



With an assortment of around 4,000 products, the range of the daily store has been meticulously selected to suit the day-to-day needs of the local neighbourhood. Customers will get an array of exotic vegetables and extensive variety of fruits from different parts of the country and abroad. Amongst the special attraction is an extensive range of organic food products. Also, the store offers over

60 varieties of dry fruits. To facilitate the customer's shopping experience, the fully air-conditioned store has free car parking area.

According to the Spencer's spokesperson, "The store will remain open from 8am to 9 pm and seven days a week to serve the discerning customers of the growing population of Sushant Lok area in Gurugram. Spencer's will look forward to serve the customers with every best product under its roof at best possible price."

### New Sportswear Brand D:FY Launched Across India

➔ D:FY is a new Indian sportswear brand which has recently launched its flagship store in the Phoenix Market City Kurla mall spanning over 4,000 sq. ft. This store houses a complete range of shoes, apparel and accessories. Additionally, the brand will be available exclusively online only on Amazon Fashion to ensure a pan India presence. D:FY's key aims are to make great sports gear accessible with great technology and breath-taking looks. In the first season, the collection brings over four proprietary technologies like D:FY FLO, D:FY SNUG FOAM, D:FY FLEX R and D:FY WEAVE FIT etc. in shoes and over three such technologies like D:FY SSWEAT, D:FY BOX MESH etc. in apparels.

In a first in sports footwear in India, the brand's footwear range has been designed in Portland, the sneaker capital of the world, which is made for India with best-in-class technology. The brand worked on an Indian 'last' and invested significant capital in its own moulds to give the best material science and composition to Indian consumers. The footwear range targets Indian fitness sensibilities making great sports footwear with great technology available from prices of Rs. 2,200 onwards. Similarly its proprietary D:FY SWEAT technology range of apparel with great moisture wicking capabilities start from ₹799. The brand is planning an aggressive physical presence and begins with 22 stores across nine cities

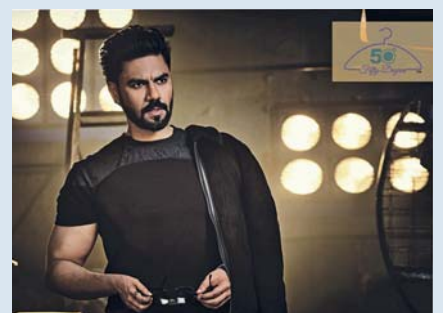


of Mumbai, Bengaluru, Hyderabad, Chennai, Surat, Vadodara, Mohali, Bareilly and Hubli by 30th Sep 2018.

D:FY and Amazon Fashion exclusive was launched with a grand event at Phoenix Market City, Kurla, in Mumbai. The event was attended by stalwarts from the retail and online industry, celebrities from the sports and Bollywood as well as influencers, socialites & fitness enthusiasts. The brand has announced India's defying cricket all-rounder Hardik Pandya along with upcoming Bollywood actress Nidhi Agerwal as its brand ambassadors.

### Fifty Degree Starts E-Retailing in India

➔ Fifty Degree, the flagship brand of V3 Exports, which recently entered the Indian T-Shirt market, has drawn up plans to expand its footprint across India.



The brand announced that it would be e-retailing through leading e-commerce platforms: Flipkart, Amazon and Paytm. It had recently showcased its latest collection of stylish men's T-shirts collection for Indian customers at 67th National Garment Fair in Mumbai.


### **Nestlé Gets Perpetual Rights to Market Starbucks Consumer Packaged Goods**

 Nestlé and Starbucks Corporation announced the closing of the deal granting Nestlé the perpetual rights to market Starbucks Consumer Packaged Goods and Foodservice products globally, outside of the company's coffee shops. Through the alliance, the two companies will work closely together on the existing Starbucks range of roast and ground coffee, whole beans as well as instant and portioned coffee. The alliance will also capitalize on the experience and capabilities of both companies to work on innovation with the goal of enhancing its product offerings for coffee lovers globally.



"This partnership demonstrates our growth agenda in action, giving Nestlé an unparalleled position in the coffee business with a full suite of innovative brands. With Starbucks, Nescafé and Nespresso we bring together the world's most iconic coffee brands," said Mark Schneider, Nestlé CEO. The agreement significantly strengthens Nestlé's coffee portfolio in the North American premium roast and ground and portioned coffee business. It also unlocks global expansion in grocery and foodservice for the Starbucks brand, utilizing the global reach of Nestlé.

### **PepsiCo Enters into Agreement to Acquire SodaStream International Ltd.**

 PepsiCo, Inc. and SodaStream International Ltd. announced that they have entered into an

## **Global Retailers Aim at Higher Revenues Through Partnerships, JVs, M&As**

- By IMAGES Retail Bureau

The organised global retail industry is heading towards a phase of consolidation marked by partnerships, mergers and acquisitions. In this growing M&A landscape, retailers are seeking success by harmonising their infrastructure. Merging retailers are hoping to realise a number of opportunities to boost revenues...

agreement under which PepsiCo has agreed to acquire all outstanding shares of SodaStream for US \$144.00 per share in cash, which represents a 32 percent premium to the 30-day volume weighted average price.


"PepsiCo and SodaStream are an inspired match," said Indra Nooyi, PepsiCo Chairman and CEO. Daniel Birnbaum, SodaStream CEO and Director said, "Today marks an important milestone in the SodaStream journey. It is validation of our mission to bring healthy, convenient and environmentally friendly beverage solutions to consumers around the world. We are honored to be chosen as PepsiCo's beachhead for at home preparation to empower consumers around the world with additional choices.

I am excited our team will have access to PepsiCo's vast capabilities and resources to take us to the next level. This is great news for our consumers, employees and retail partners worldwide."




PepsiCo's strong distribution capabilities, global reach, R&D, design and marketing expertise, combined with SodaStream's differentiated and unique product range will position SodaStream for further expansion and breakthrough innovation. The transaction is another step in PepsiCo's Performance with Purpose journey, promoting health and wellness through environmentally friendly, cost-effective and fun-to-use beverage solutions.

### **Crocs to Outsource Manufacturing of Clogs, Other Footwear**

 Colorado-based footwear company Crocs Inc is closing company-owned manufacturing plants in Italy and Mexico by year's end and replacing its chief financial officer. According to a PTI report: The company announced the outsourcing of additional manufacturing and the closure of a distribution facility in Mexico Tuesday while reporting a second-quarter profit of US \$30.4 million, or 35 cents per share. Crocs is also closing less productive retail stores as leases expire and focusing more on online sales. Executive Vice President Carrie Teffner will leave the company by next April, but is stepping down as CFO on August 24. Anne Mehlman, a former Vice President of corporate finance for Crocs and current CFO of Zappos, will take over as CFO.



**Starbucks And Alibaba Group Enter into Strategic Partnership In China**

 Starbucks Coffee Company and Alibaba Group Holding Ltd. has announced a deep, strategic ‘New Retail’ partnership that will enable a seamless Starbucks Experience and transform the coffee industry in China.


Collaborating across key businesses within the Alibaba ecosystem, including Ele.me, Hema, Tmall, Taobao and Alipay, Starbucks announced plans to pilot delivery services beginning September 2018, establish ‘Starbucks Delivery Kitchens’ for delivery order fulfillment and integrate multiple platforms to co-create an unprecedented virtual Starbucks store - an unparalleled and even more personalized online Starbucks Experience for Chinese customers. The announcement marks a historic moment as two iconic, global companies build on their distinct retail and technology strengths to revolutionize the customer experience. Leveraging the Alibaba ecosystem and New Retail infrastructure, Starbucks will be able to further unify a seamless Starbucks Experience between its stores and online for customers.



“Thanks to the elevated customer experience delivered by our over 45,000 partners, Starbucks is growing and innovating faster in China than anywhere else in the world,” said Kevin Johnson, President and Chief Executive Officer, Starbucks Coffee Company.

The strategic partnership is part of Alibaba’s broader New Retail push, which aims to transform how commerce is conducted by merging online and offline experiences. New Retail was introduced by Alibaba in 2016 and has since become a hallmark strategy of the retail industry.

**Kroger Launches Direct-To-Customer E-Commerce Platform Ship**

 The Kroger Co. has announced the introduction of Kroger Ship, its new direct-to-customer e-commerce platform.

“Kroger Ship is our next step in creating a seamless experience that allows our customers to shop when and how they want,” said Yael Cosset, Kroger’s Chief Digital Officer. “Our new service is just one more way we are redefining the customer experience as part of Restock Kroger, bringing more convenience and options to shoppers across America. Kroger Ship complements and joins our 2,800 grocery stores, 1,250 curbside pickup locations, and delivery service from 1,200 locations.”




Kroger Ship is launching in four markets: Cincinnati, Houston, Louisville, and Nashville. The retailer anticipates quickly rolling out the ship service to additional markets over the next few months. During the first phase of Kroger Ship, customers can shop from a curated selection of 4,500 our brands products, which are not available anywhere else online, and more than 50,000 center-aisle groceries and household essentials that matter the most, influenced by 84.51° data and insights.

The service offers competitive ecommerce pricing and fast and free doorstep delivery by a package carrier on orders over US \$35, otherwise shipping is US \$4.99 per order. Ship customers will experience exclusive money-saving opportunities, including promo codes and pricing deals along with the convenience of a set-and-save subscription model. During the

launch phase, customers will receive free shipping—no minimum purchase required—and 15 percent off their order with a one-time-use promo code.

“Kroger is building on our expansive logistics and fulfillment infrastructure to support the rapid rollout of Ship,” said Frank Bruni, Vice President of Supply Chain and Procurement. “With the support of Our Brands, and Kroger’s manufacturers and suppliers, our vision is to build a seamless e-commerce system that offers our customers an ever-growing number of products and allows Kroger to ship nationwide, serving America through food inspiration and uplift.”

**Leonardo DiCaprio Invests in Sustainable Footwear Brand Allbirds**

 Actor Leonardo DiCaprio’s latest investment will help in making sustainable, eco-friendly fashion more mainstream with his sustainable footwear company ‘Allbirds.’

The environmentally conscious actor has been active towards the battle against climate and environmental changes, and has now invested in an eco-friendly footwear company, reports People.com



“Creating sustainable consumer products requires a deep commitment from brands that understand the role they have in helping solve our environmental crisis,” DiCaprio said in an exclusive statement.

DiCaprio, 43, donated US \$1 million to help protect marine life in Seychelles from his foundation, and in the year 2017, he announced that his foundation would be donating a US \$20 million grant to help combat climate change.

# LONGEST HIGH STREET LOWEST MAINTENANCE HIGHEST RETURNS



**BRANDS  
ASSOCIATED  
WITH US**



[spectrummetro.com](http://spectrummetro.com)



[spectrummetro75](https://www.facebook.com/spectrummetro75)



[SpectrumMetro](https://twitter.com/SpectrumMetro)

RERA Reg. No. : Spectrum@metro (Phase 1) - UPRERAPRJ6018; Spectrum@metro (Phase 2) - UPRERAPRJ6028;



# Spectrum<sup>TM</sup> @metro

ACCESS TO INTERNATIONAL LIFESTYLE  
Sec-75, Noida



**For Leasing Inquiry**

**Vineet Jajodia**  
**9910-068-054**



Many  
More  
to  
Come...



✉ [maneesh.tripathi@spectrummetro.com](mailto:maneesh.tripathi@spectrummetro.com)

Spectrum@metro (Phase 3) - UPRERAPRJ6037; Spectrum@metro (Phase 4) - UPRERAPRJ6040



# IKEA says, 'Hej! India'

— By Charu Lamba

**Opening stores in India is a landmark moment for IKEA after it got FDI approval in 2013 that allowed 100 percent FDI for single brand retailers in India and more so since IKEA has been sourcing from India for its global stores for more than 30 years...**

**F**inally, the wait is over! IKEA, the world's leading Swedish home furnishing retailer has opened the doors of its Hyderabad store for customers on August 9, 2018. Expressing joy, **Peter Betzel, CEO, IKEA**

**India** says, "At IKEA the people, the community and our contribution to safeguarding the health of the planet is the biggest priority. Over the last five years Juvencio Maeztu and the team here have laid a very strong foundation and a solid base for IKEA to be successful. I thank all our friends in India including the government and officials for all the support and partnership to make this dream a reality."

This is a landmark moment for IKEA after it got FDI approval in 2013 that allowed 100 percent FDI for single brand retailers in India. IKEA has been sourcing from India for its global stores for more than 30 years. Its plan to open retail stores in 40+ cities across the country, reinforces its long-term commitment and deep connection with India. IKEA has set out to become a truly unique, meaningful and trusted brand in India, making everyday brighter and better for the many people.

**Jesper Brodin, CEO, IKEA Group**, says, "It is a proud moment as it marks a major milestone in a journey that started more than 30 years ago when IKEA partnered up with local manufactures in India. We have a long-term commitment to India, which is an important







“THE STRENGTH OF IKEA HYDERABAD IS THAT WE HAVE BROUGHT ALL THE GLOBAL IKEA CONCEPTS HERE. WE HAVE NOT COMPROMISED ON ANYTHING.”

– **Patrik Antoni**, Deputy Country Manager, IKEA India

market for us. We bring an inspiring, affordable and convenient home furnishing offer and we are more than ready to meet and understand the needs, frustrations and dreams in the everyday lives of our customers in India.”

Resonating Brodin's thoughts, **John Achillea**,

#### **IKEA Hyderabad Store**

**Manager** says, “I am excited to throw open the doors of the first IKEA India store to the many people of Hyderabad and its neighbouring community. Telangana has given us a lot of love over the last few years and now we hope to witness the people of Hyderabad truly enjoying our store that has been built with love. I thank the local officials who have made this day possible. The biggest value we bring is to the many people who have big aspirations for their homes and thin wallets. Our promise is one of value, of quality and of making the everyday life better at home for all of the many people in the state and beyond.”

#### **Store Concept**

The store is 4,00,000 sq. ft. large and is spread over 13 acres in the heart of Hyderabad's tech hub HITEC City and promises to be a ‘fun day out’ for the family. It offers 7,500 affordable, good quality, value for money home furnishing products, all

under one roof.

The IKEA store in Hyderabad offers ideas, inspiration and solutions. It exhibits two full homes that reflect ‘Life at Home’ in Hyderabad, besides different room sets based on different parts of the home like bedroom, kitchen, children's room and living room. It also has a market hall where you can find home kitchen utensils and accessories, textiles, rugs, lighting, decoration, stationary and even live plants.

According to **Patrik Antoni**, Deputy Country Manager, **IKEA India**, “The strength of IKEA Hyderabad is that we have brought all the global IKEA concepts here. We have not compromised on anything. We have got the great experience that we are known all across the world – the inspiration, the customer service, the range – all this has come with us.”

“What we have done special is that how we have composed the products in the room settings. What we are

trying to do is to be relevant for the local market. We have done around 1,000 home visits and research was based on how people live and how they want to live and then we are putting our products in a unique way that represents the Indian needs. If you compare the rooms in IKEA Hyderabad to IKEA Sweden, the main difference is how the rooms are composed and products are composed,” adds Antoni.

On the basis of visiting 1,000 homes in India, **Christian Kampe**, Sales Manager, **IKEA India** has narrowed down living room and kitchen categories contributing major chunk to the sales.

IKEA is planning to change around 25 percent of the entire range every year.

#### **Low Pricing**

IKEA'S business idea is based on ambition of reaching the many people with thin wallets. As it sets a goal to reach 200 million people in the next three years, the foundation for a strong and relevant offer is affordability and accessibility. IKEA will attract the many different segments in society and not just the few. Everyone is welcome to shop at IKEA where 1,000 products are priced below ₹200.

In terms of the products, the company has brought its classic IKEA range along with a small percentage of locally relevant products for the Indian market like masala boxes, pressure cookers, tawas, idli makers, colourful sheets and mattresses made with coconut fibrecentre. Customers will also be able to buy global classics like the Billy bookcase, Klippansofa, Lack table and POaNG armchair among others.



**Scandinavian Designs**

IKEA is known for creating a low-maintenance home with a mix of classic Scandinavian design and long-lasting modern furniture. The brand, which is planning to replicate its success in India, just like other countries, has introduced Scandinavian concept to Indians too.

“As you know we have been successful in introducing Scandinavian design in many markets like China, North America, Russia, etc. where Scandinavian design was not known at all. Similarly, we are introducing it here in India too and are hopeful that as Indians are always open to new things they will accept it too,” states **Mia Lundstrom**, **Creative Director, Life at Home, IKEA India.**

The common thread behind all IKEA products is their ‘democratic design.’ This is a five-pronged idea: Sustainability, form, functionality, quality and price.

“IKEA range in Hyderabad is 90 percent going to be the same as everywhere else in the world. We are playing around for about 5 to 10 percent of the local



“WE ARE INTRODUCING SCANDINAVIAN DESIGN HERE IN INDIA TOO AND ARE HOPEFUL THAT AS INDIANS ARE ALWAYS OPEN TO NEW THINGS THEY WILL ACCEPT IT TOO.”

– **Mia Lundstrom**, *Creative Director, Life at Home, IKEA India*

adaptation or market specific range product,” she adds.

**Distribution Centre**

In India, the furniture retailer has invested Rs 20 crore for 2.7 lakh sq. ft. distribution centre in Pune, on leased land. This distribution centre is in partnership with IndoSpace Industrial Park and going forward, the

brand plans to expand this distribution centre to 3.7 lakh sq.ft. by next year with an investment of Rs. 100 crore.

According to **Bimal Patel**, **Distribution Operations Manager, IKEA India,**

“Currently, in Pune we have 170 co-workers, and as soon as we launch e-commerce operations, the co-workers strength will go up to 400-500.”

The brand is also scouting for land in Maharashtra



to build own warehousing facilities over the next two to three years and has earmarked an outlay of ₹750 crore and create direct jobs of approx. 500-600 people along with indirect job creation.

An investment will be done keeping both automation and sustainability in mind where IKEA aims to implement some of the most advanced technology. IKEA will operate a non-bonded warehouse for domestic goods, and a custom warehouse which will stock imported goods, Patel said.

# VR CHENNAI

A N N A N A G A R

## Shop. Dine. Explore.

Chennai's finest retail destination, home to the best of national and international brands, events and artful experiences.



### UrbanClap: Assembly Partner

IKEA has tied up with UrbanClap, a mobile-based services marketplace. As part of this collaboration, consumers purchasing a select range of IKEA furniture from the store can book furniture assembly services via the UrbanClap app or the website.

Patel says, "We want to enable the unorganised sector to develop skills, to enable our customers to build the furniture and that is why we decided to go ahead with companies like UrbanClap where competitors can get trained by us and actually be certified to build IKEA furniture. Interestingly, that creates another economy for the local entrepreneurs to



“WE MENTIONED PRICES IN THE AD WITH THE PURPOSE TO SHOW THAT THE PRODUCTS ARE NICE, HIGH QUALITY AND TO ENSURE THAT WE OFFER AFFORDABLE SOLUTIONS.”

- Ulf Smedberg, Country Marketing Manager, IKEA India



do that and that is a business model that can be expanded across the country."

IKEA has contributed to the training of the carpenters on UrbanClap's platform, thereby, skilling them to become professional IKEA assemblers. Antoni asserts, "DIY or do it yourself is still a new concept in India and we will invest heavily to provide affordable and quality services."

The IKEA-trained carpenters are listed on the UrbanClap platform and customers can order their

services. To further strengthen the services' offer, IKEA also has an in-house team of 150 assemblers, of which today 75 are women.

"In IKEA we are extremely transparent with our operations. Customers have power to take the decision if they want to pay for the additional services - delivery, assembly and installation - as these services comes as an additional cost in IKEA's terms. What differentiates us from other retailers is that we give the customer the choice," states Patel.

### Purchasing Strategy

IKEA has been sourcing from India for more than 30 years. There are more than 50 suppliers in India and IKEA has long term partnerships with many from past decades.

15 new suppliers have associated with the brand in last two years in new categories besides textiles.

In future, IKEA is looking at exploring new categories like ceramics, glassware, wood, natural fibres, bamboo etc.

### Marketing Strategy

IKEA introduced its first TVC in July revolving around the everyday family moments. It very clearly showed the prices of the products as and when they appeared.

time they are very expensive, that is what we believe that the perception will be for IKEA. That is why, we decided to highlight the affordability factor from Day 1. Be it digital ad, TVC or any other medium to advertise, we have highlighted it everywhere."

IKEA will be rolling-out new ad campaigns based on different seasons and festivities in India. The next campaign will be rolled around Diwali.

The brand which believes that digital is going to be the effective way of communication in India, plans to engage customers with IKEA family club.

"IKEA family club is for



According to Ulf Smedberg, Country Marketing Manager, IKEA India, "We mentioned prices in the ad with the purpose to show that the products are nice, high quality and to ensure that we offer affordable solutions."

He further adds, "When any foreign brands comes to the country, most of the

our best customers where we give them something more than points. We give them benefits, invite them to home furnishing classes and they can also follow us and be the first to buy during different campaigns. We are building this relationship with our future customers," asserts Smedberg.

WE LOVE PUNJAB.  
**PUNJAB LOVES US.**



**ICONIC BRANDS!  
UNFORGETTABLE EXPERIENCES!  
RESOUNDING CELEBRATIONS!  
PUNJABIS LOVE IT ALL!**

In a year's time, we have reserved the top spot in Punjabi hearts and minds and become their most preferred lifestyle destination. As a hub of community-oriented activities and with over 50 new retail store openings, VR Punjab is consolidating its position as Punjab's most preferred lifestyle destination.

Join in, be a part of our success story!

ANCHOR BRANDS



**VR PUNJAB**  
CHANDIGARH KHARAR ROAD





### IKEA Restaurant

The store houses a 1,000-seater restaurant, IKEA's largest and possibly India's largest restaurant, a cafe which offers coffee, bakes, frozen yogurt and many more for purchase.

The IKEA restaurant offers 50 percent Swedish specialities like salmon and chicken and vegetarian meatballs and 50 percent local delicacies like biryani, samosas, dal makhni in the case of Hyderabad. The food is very affordable, for example a plate of samosas cost ₹10.

According to **Henrik Österström, Country Food Head, IKEA India**, "The reason for our association with food goes back quite some time. As far back as in 1959, when we opened the first store in a small village in south Sweden, our founder Ingvar Kamprad had said that it is difficult to do business with hungry customers. His observation is valid even today when we have



huge showrooms in various markets across the world."

He further adds, "Back at that time, our founder realized that people used to leave the store after shopping for some time. They did not come back because they went out to eat something. So, the idea was born that we need to have our own restaurant to keep the people in the store and to give them something nice to eat."

Globally, the restaurant business accounts for 5.4 percent of the total revenue

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

### Hiring Policies

The IKEA store employs 950 co-workers in Hyderabad directly and 1500 indirectly in services and expects to host close to 7 million visitors each year.



“AS FAR BACK AS IN 1959, WHEN WE OPENED THE FIRST STORE IN A SMALL VILLAGE IN SOUTH SWEDEN, OUR FOUNDER INGVAR KAMPRAD HAD SAID THAT IT IS DIFFICULT TO DO BUSINESS WITH HUNGRY CUSTOMERS. HIS OBSERVATION IS VALID EVEN TODAY WHEN WE HAVE HUGE SHOWROOMS IN VARIOUS MARKETS ACROSS THE WORLD.”

- **Henrik Österström**,  
Country Food Head, IKEA India

Going forward, each IKEA store in India will have between 800-1,000 co-workers and about 1,500 workers indirectly engaged in services, which makes a total of approximately 2,300 employees per store.

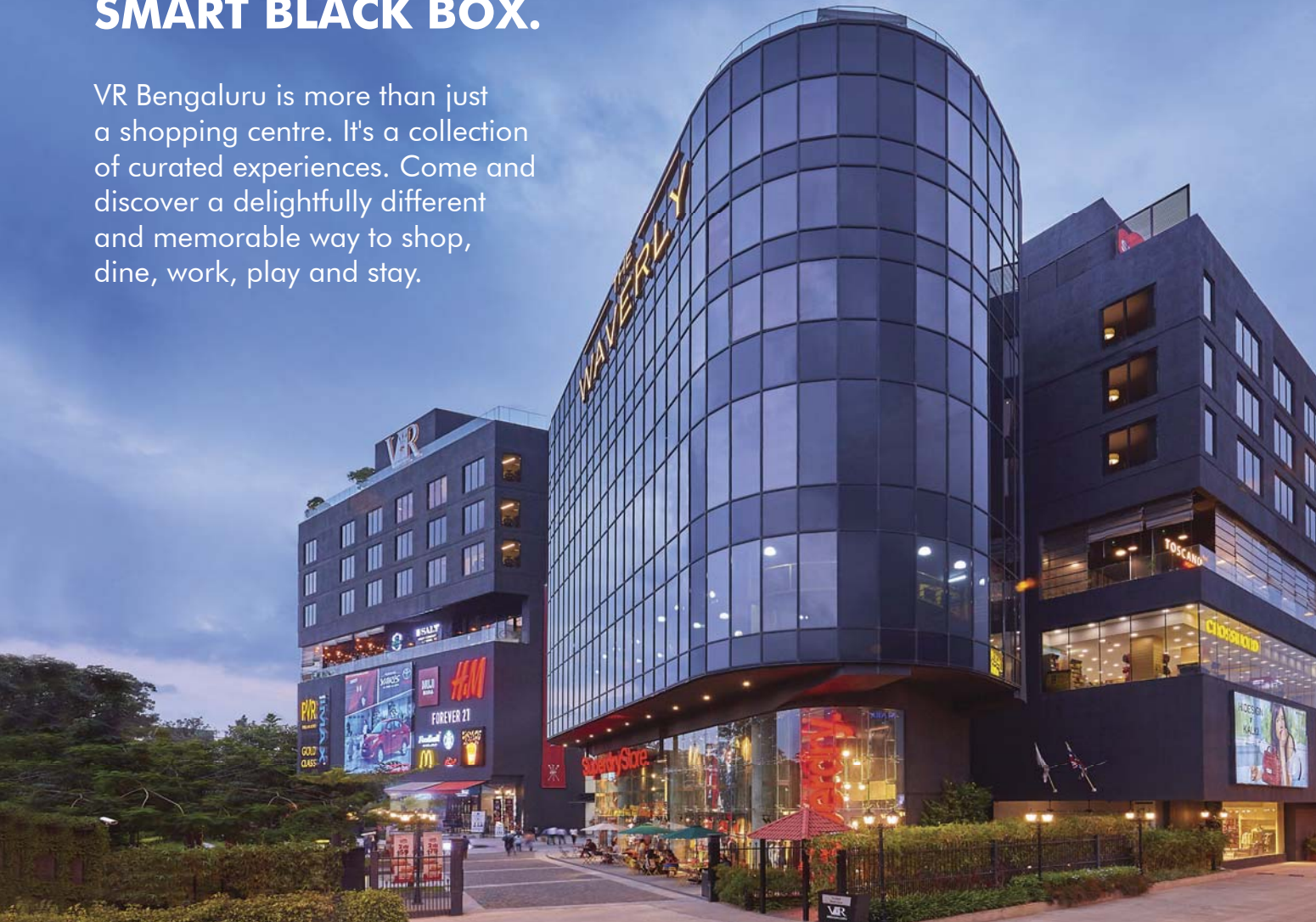
Elaborating on the recruitment plans for India, **Anna-Carin Mansson, Country Head - HR, IKEA Retail**, says, "IKEA will hire 50 percent women co-workers at all levels, this translates to about 7,500 women co-workers by 2030. We will empower and nurture them to grow with IKEA and create suitable work conditions to retain them."

The ambition for IKEA in India is to develop a 50:50 gender diversity,

**ALL THE ELEMENTS  
OF THE GOOD LIFE.**

**PACKED IN A  
SMART BLACK BOX.**

VR Bengaluru is more than just a shopping centre. It's a collection of curated experiences. Come and discover a delightfully different and memorable way to shop, dine, work, play and stay.



- Premium Retail Arcade
- 9-Screen PVR with Gold Class & IMAX Cinemas
- Eclectic Mix of F&B Options
- Event & Celebration Venues
- The Waverly Hotel & Residences
- The Hive – Collaborative Workspaces

**VR BENGALURU**  
WHITEFIELD MAIN ROAD

[f](#) [i](#) [t](#) [www.vrbengaluru.com](http://www.vrbengaluru.com)

Key Anchors:



PROJECT EVE





“IKEA WILL HIRE 50 PERCENT WOMEN CO-WORKERS AT ALL LEVELS, THIS TRANSLATES TO ABOUT 7,500 WOMEN CO-WORKERS BY 2030.”

– Anna-Carin Mansson,  
Country Head – HR, IKEA  
Retail

encourage and create unique opportunities for women in society. Towards this, the brand has a non-negotiable commitment to hire 50 percent women co-workers at all levels in India including forklift drives and assembling co-workers.

IKEA aims to provide more opportunities to women in different life situations through flexible work hours, possibilities to choose suitable jobs, child care facilities at the work place and by securing a healthy and safe environment.

“IKEA also wants to bring back women who have taken a sabbatical and dropped out of the workforce due to marriage, child birth etc. We want to be known as a workplace preferred by women who today hesitate to join back work due to many reasons such as lack of professional trainings, societal concerns and safety issues,” Mansson states.

IKEA has a unique hiring process as the brand believes in value base hiring and give

priority to individual’s values more than their experience and degrees.

### Expansion Plans

In the next phase of expansion, IKEA will be present in other cities like Ahmedabad, Surat, Pune, Chennai and Kolkata with a multi-channel approach. By 2025, the brand is looking at opening more than 25 touchpoints across various cities.

brand experience, a number of smaller format stores, which will still be big stores, where we can get closer to the customers in the city centres and then an online experience also that gives customers an opportunity to meet IKEA whenever, wherever and however they want,” reveals Antoni.

The brand aims to be present whenever the customers wants by various channels like on-line, smaller touch points and



“IKEA Hyderabad is a large store as compared to many of our other stores across the world. When we enter Mumbai, we want to enter as a multi-channel retailer. Going ahead, we are looking at a store giving a same

large IKEA stores.

Antoni says, “We see that Indian market holds a lot of potential for brand IKEA. We do not see India as a country, but we see it as a continent with a lot of people and lot of needs. We see a lot of micro-

terms that will support us along with other retailers. It is a growing economy, maybe we might be a little bit bumpy initially but over the coming years India will grow from strength to strength as an economy.”


He further adds, “We see it as a young country with almost 500 million people below 25 and they will need new homes, we also have a strong observation that people who will shift cities will also need new homes. Then we are very excited about India in the sense that people love homes and it is not the same in the other Asian countries where people many times celebrate outside the home. While in India, it is family, friends, festivals and all over the food, so the four F’s drives life at home and there cannot be a better place for a home furnishing company to be.”

IKEA is looking forward to spending ₹1,000 crore per store. So far, the brand has spent half of the ₹10,500 crore that was approved as initial investment in 2013.

IKEA is focusing big on healthy and sustainable living. The brand’s ambition is to provide affordable good quality, value for money and well-designed home furnishings to many people.

Going forward, IKEA is looking forward to opening all the stores with plot size between 8-11 acres.


The brand is counting on 15 percent growth year-on-year easily on same store basis because the interest in Life at Home will grow.

“More the interest in Life at Home will grow in India, more players will enter India and then the market will grow. This is just a beginning of a new era,” Antoni concludes. 



# THANK YOU, GUJARAT




**For the exponential growth.**  
**For the love and support.**  
**For making us the place to be!**

A market pioneer, the Centre is home to some of the finest brands and has attracted millions of shoppers while offering them unparalleled experiences. In five years, VR Surat has established itself as a leading destination for engaging and immersive experiences that promote local, national and international programmes in the fields of retail, food, music, art and entertainment.

ANCHOR BRANDS

ZARA

WESTSIDE

MARKS & SPENCER  
LONDON

SHOPPERS STOP

INOX  
LIVE the MOVIE



TRENDS

max  
LOOK GOOD. FEEL GOOD.

**VR SURAT**  
DUMAS ROAD

[www.vrsurat.com](http://www.vrsurat.com)

Contact: 0261 6795001 | Connect:     | [www.vrsurat.com](http://www.vrsurat.com)



# DN REGALIA

Shop. Eat... Repeat

Is delighted to welcome



VIVANTA  
BY TAJ

The first of its kind in Odisha



DN Square, Patrapada,  
on NH 16, Bhubaneswar-751019.



Mall Developed by

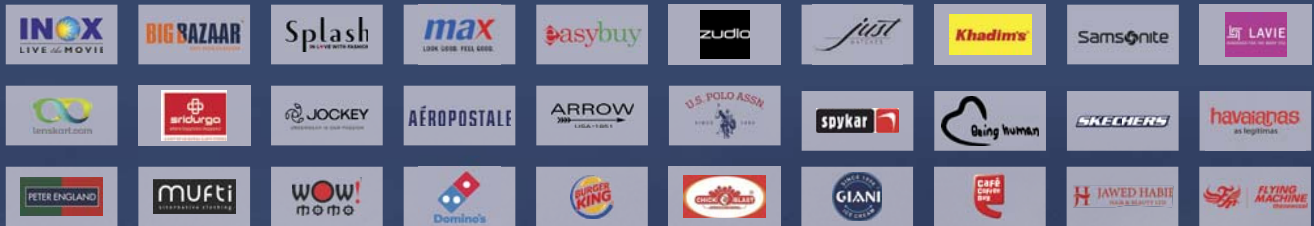


MALL OPENING  
on  
5th Nov 2018



# We have chosen your neighbour, You may choose yours...

## Brands Opening Soon



+91.98201.88182  
leasing@beyondsquarefeet.com

Mall Mechanics by  
**beyond squarefeet**  
shopping mall specialist®

IDhaaz



## India's Mushrooming Mallscape

The Great Indian Mall Boom began innocuously enough in the early 2000s, with just three malls in existence in the entire country. The rest is, as they say, history as Indian shoppers slowly but surely developed a penchant for shopping in clean, vibrant, climate-controlled and highly enabled malls rather than in the usual 'kirana' shops and scattered individual stores.

According to the Anarock report, despite many hiccups, including the recession of 2007-2008 and the advent of e-commerce businesses, the numbers vouchsafe that Indian malls are definitely here to stay. By 2017-end, there were more than 600 operational malls across the country. Interestingly, more



# THE INDIAN MALLSCAPE: A RETAIL EXPERIENCE LIKE NO OTHER

– By Images Retail Bureau

***The Great Indian Mall Boom began innocuously enough in the early 2000s, with just three malls in existence in the entire country. The rest is, as they say, history as Indian shoppers slowly but surely developed a penchant for shopping in clean, vibrant, climate-controlled and highly enabled malls...***

**A**ccording to a report by Anarock, titled **'The Rise and Rise of Indian Malls'**, rapid urbanisation and digitisation, increasing disposable incomes and lifestyle changes of the middle-class are leading to a major revolution in the Indian retail

sector, which is pegged to grow by 60 percent to reach US\$ 1.1 trillion by 2020.

The report says that the Indian Government has clearly hit the bulls eye by easing the FDI norms in the retail sector over the past few years. Reacting to the immense opportunities and diminishing entry barriers into the Indian retail scene,

overseas retailers are now expanding exuberantly. And it's not just the metros they're targeting – even Tier II cities like Ahmedabad, Chandigarh, Lucknow and Jaipur, to name a few, are opening up for organised retail in a big way. Malls are literally mushrooming across the Indian subcontinent.

than 30 new shopping malls covering nearly 14 million sq. ft. of area are expected to come up across top eight cities by 2020.

## Malls as FECs

As India's mallscape evolved, so did the aspirations of the young, Millennial shopper. He demanded more than just retail, and the shopping centre community scrambled to provide it. After all, customer is always the king.

With the advent of e-commerce, this need to provide more than just shopping to the consumer

became even more profound. Since everything was available online and at the consumer's doorstep, how exactly were malls going to lure in shoppers?

While some considered e-commerce a prominent threat – and literally shut shop

with shopping centres, is faced with the uphill task of keeping up with the modern demands of the evolving consumers. The old school of thought *'once you get customers into your store, sales will happen'* no longer applies since all malls



– others emerged stronger than ever. E-commerce for them became a challenge, a retail game they were determined to win, and they did this by providing experiences which online shopping simply couldn't replicate.

### Adaptability & Flexibility

Today with the help of the Internet, methods of engagement and communication have changed considerably. The retail industry, along

offer similar brands and an equal number of stores. This is where innovation and experiential retail has come in, quickly becoming the traditional brick-and-mortar format's unique selling point.

Fresh ideas and ground-breaking schemes – each more dynamic than the one before – make it possible for malls to connect with the consumer. The idea is to try something new, very often, so as to increase the number of hits and quickly skate over the misses. A study of new

and latest trends is a must in order to align activities in the retail spaces business with continually changing consumer behavior patterns for customer feedback can make or break sales.

In-store engagement is important because it is mutually beneficial for both the customer and the mall-based retailer. Consumer data and analytics, when combined with friendly, face-to-face service, allows employees to create a sense of value and familiarity for in-store shoppers.

### Evolving Into Smart Malls

For today's shoppers, a trip to the mall needs to be a complete experience – shopping, entertainment, leisure and digital. To keep up the competition from e-commerce, mall management is turning to digital and technical aid to offer an enhanced consumer experience.

Mall wi-fi networks – which open a direct channel of communication with consumers – personalized shopping experiences, interactive maps and live streaming of events and offers inside kiosks and on huge screens across the malls make for a more convenient and enjoyable time for visitors.

Shopping centres are using technology to mine customer data to know their shopping habits. They then use this data to promote products and services more effectively while ensuring a right mix of retailers for the local catchment.

Apart from these obvious features, malls are introducing several tech-based innovations to better assist customers. Ambience Mall and Select CityWalk

have launched apps which bring the mall directory at the customer's fingertips and includes updates and notifications on new stores opened and upcoming events. Malls in Bangalore and Mumbai have introduced the 'Pay on Foot System'. These machines are located at lobbies and exit points where the shoppers can pay parking fees (sometimes by redeeming vouchers and coupons).

Phoenix MarketCity boasts of high tech security systems, night vision IP based CCTV cameras, and a facility to pay parking payments through digital wallet.

The long and short of this evolution was that today, no mall can afford to operate in isolation, depending solely on shopping as its prime source of revenue-generation and footfalls. Malls transformed into community spaces, bringing to the discerning consumer the best of brands, food, and entertainment.

They are becoming regular after office hangout places or even during office work spaces – with the new generation frequenting coffee shops and preferring to work there on their laptops, rather than their staid old offices. Millennials view visiting malls as a status symbol, college going teens choose malls for entertainment, couples consider it for a romantic tête-à-tête. In a nutshell, shopping malls are community hubs where people go to rejuvenate, socialise and entertain.

We bring you an in-depth look at some of the best shopping centres in the country who are focusing on technology and the community to better connect with their customers in the pursuit of excellence. **IR**



## MARKET VIEW:

# India Retail, H1 2018

1.9 Million sq. ft. of Fresh Retail Supply Added During H1 2018; Global Retailers Increase Their Footprint: CBRE Research.

▲ Rents Up  
**14 Markets**

▶ Rents Stable  
**15 Markets**

▼ Rents Down  
**0 Market**

▲ Consumer  
Confidence

▼ Supply (Y-O-Y)  
**5%**

The year 2018 has seen a mitigation of the hurdles that had impeded the Indian economy's growth from last year. The quarter ended March 2018 was especially positive from an economic perspective as the country's GDP growth reached a two-year high of 7.7%, compared with 7% in the previous quarter. The continued sturdy economic performance prompted the government to raise its projected 2017-18 growth rate by 0.1 percentage point to 6.7%.

The upward momentum was largely attributed

to the construction and manufacturing sectors, which grew by 11.5% and 9.1% respectively on a quarterly basis. In addition, sectors such as public administration, defense and other services (13.3%), electricity, gas, water supply & other utility services (7.7%), and trade, hotels, transport and communication (6.8%) also contributed to this strong momentum. However, the growth of real estate services (along with financial, insurance and professional services) sector dipped from 5.7% to 5% on a half yearly basis.

After declining slightly to 4.3% in March 2018, retail inflation (measured by

consumer price inflation or CPI) continued to rise, owing to record high fuel prices across the country. It was recorded at 4.6% in April 2018 and at 4.9% in May 2018, making the RBI raise the repo rate by 25 bps to 6.25%. Consequently, the reverse repo rate increased from 5.75% to 6%. This was the RBI's first repo rate hike in four years and marked a tactical shift in its policy stance.

The central bank also revised up the retail inflation target range to 4.8-4.9% for the first half of 2018-19 and to 4.7% in the second half, after considering the impact of house rent allowance

(HRA) on central government employees.

### Additional 1.9 Million sq. ft. of Fresh Supply; Chennai and Hyderabad Lead Supply

The Indian retail real estate market witnessed continuous foray of international brands, launch of retail developments and sustained demand for space in H1 2018. The first half of 2018 saw an addition of about 1.9 million sq. ft. of fresh supply across the seven key cities, led by Chennai, Hyderabad and the National Capital Region (NCR). The review period witnessed the launch of VR Mall (1 million sq. ft.) in Chennai, L&T

Hyderabad Next and L&T Next Galleria (totaling 0.65 million sq. ft.) in Hyderabad, and 32nd Avenue (0.25 million sq. ft.) in Gurgaon-NCR.

Brown, Berluti, American Eagle, Antony Morato, Daniel Wellington and Bath & Body Works made inroads into India with their first stores becoming operational during H1



### International Retailers and Local Theatre Brands in Expansion Mode

International brands such as Tom Tailor, Miniso, Taco Bell, Mango, Marks and Spencer, H&M and Starbucks continued to expand operations by entering new markets across the country. Even homegrown departmental store chains such as Shoppers Stop, Central, Lifestyle, Max and Pantaloons were in an expansionary mode and opened stores in Chennai, Hyderabad, Mumbai and Pune. Leading international brands such as Dyson, Molton

2018. Meanwhile, multiplex operators such as PVR and Inox continued to take up space across various cities.

### Select Prime Areas Witness Rental Appreciation

Rental trends varied across key high streets in major cities during H1 2018. Rentals appreciated in high-street markets such as Khan Market, DLF Galleria (NCR), Commercial Street, Jayanagar 11th Main 4th Block, Kammanahalli/HRBR Layout (Bangalore), Jubilee Hills Road No. 36 (Hyderabad), Linking Road (Mumbai, MG



Road and Aundh (Pune). On the other hand, rentals remained stable in most of the other high-streets across the country. Rentals across organized retail developments also displayed a varied trend – mall rentals remained stable in some cities (Hyderabad, Mumbai, Pune and Kolkata), and increased in others (Bangalore, Chennai and NCR) due to growing demand from domestic as well as international retail brands.

### Key Trends Across The Retail Segment:

#### Omnichannel Retailing:

Most prominent brands are moving towards Omnichannel retailing, a fully-integrated approach to shopping that provides consumers a unified experience across online and offline platforms. Omnichannel shopping extends from brick-and-mortar locations to mobile apps, e-commerce marketplaces, onsite storefronts, social media, etc. in order to provide a full shopping experience to consumers.

#### Redevelopment of Properties:

Redevelopment of old properties/retail properties is on the rise, especially in Delhi-NCR, to transform the property into a viable retail asset by altering its positioning/tenant mix to make it relevant as per the target catchment.

#### Shorter Lease Terms:

Landlords are adopting shorter lease terms of 5-6 years as opposed to the 9-year lease term in the past in order to maintain a dynamic tenant mix and remain competitive in the current environment.

#### Leading International Brands in Tier II cities:

Rising consumer base and increasing spending potential even in Tier II cities has generated an opportunity for many retailers that are making a beeline towards several tier II cities. As these locations are uncharted and real estate costs are relatively lower than those in metro cities, several leading brands are setting up stores in cities such as Jaipur, Chandigarh, Kochi, Bhubaneswar and Nagpur, among others.

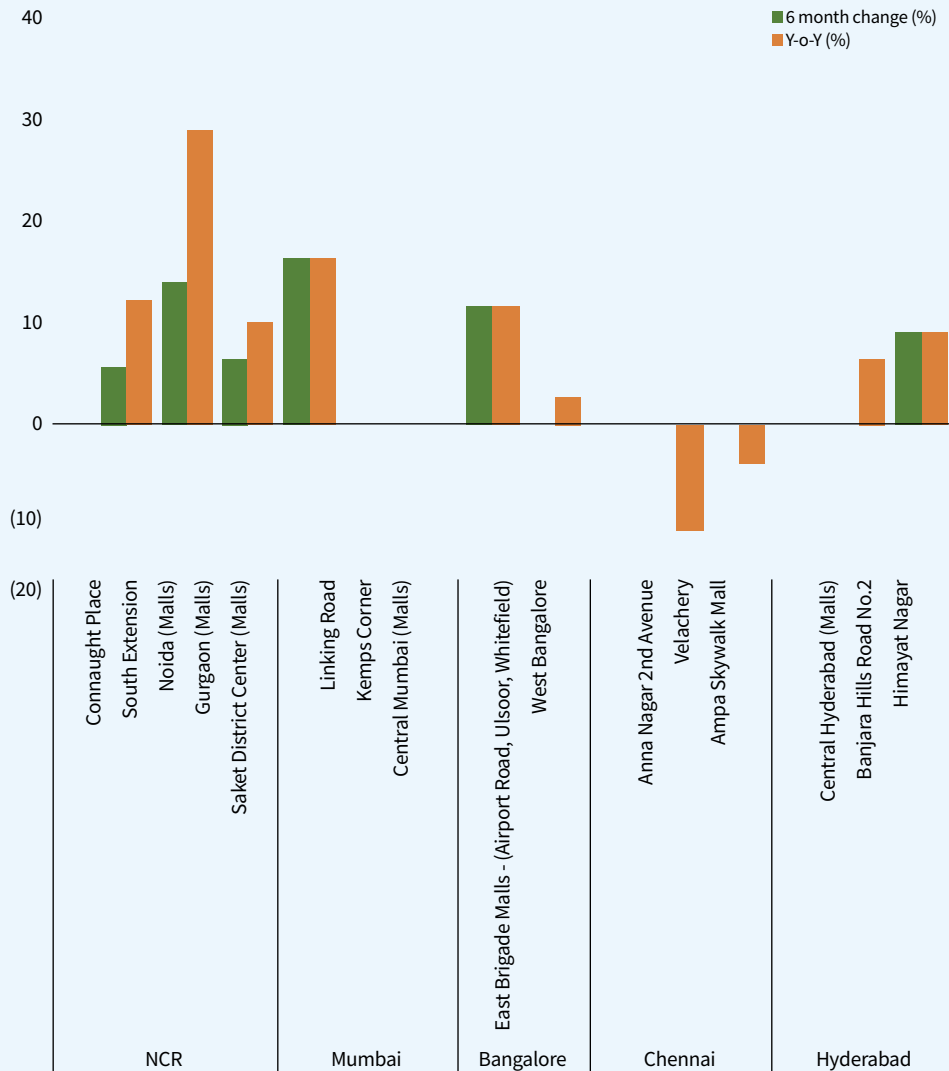
#### Size is not the Only Determinant of Quality:

Apart from mall clusters and high street locations, an emerging asset class is making an appearance in the form of small investment grade developments. These developments provide a retail mix which includes top brands in apparel, F&B, furniture, accessories, etc. and are located within prime commercial districts of the city.

#### Investments in the Retail Segment:

Retail has garnered interest and confidence among institutional investors over the past two-three years, especially towards quality retail assets. Consequently, developers of several retail malls are re-evaluating their portfolio to create a retail space that has an optimum balance of tenant mix, target catchment and customer experience.

Figure 1: High Street and Malls - Annual and Six Monthly Average Rental Movement (%) Across Major Cities



Source: CBRE Research, H1 2018.

\*\*Rents mentioned in the report are indicative rentals based on super / built-up area in both high street locations and mall developments.

Store, Starbucks and Kapoor Watch opened new outlets at the high street locations of Connaught Place, Green Park and South Extension, respectively. DLF Chanakya has emerged as a prominent luxury retail destination housing premium retailers such as Mont Blanc, Jaeger-LeCoultre, Panerai Boutique, Hermes, Ralph Lauren, Ted Baker, Diesel among others.

Delhi-NCR continued to be the gateway for global players that were eyeing high streets to launch/expand their operations. Leading Cash & Carry player - Siam Makro opened its first B2B wholesale store in Delhi at Netaji Subhash Place Metro Station. Other players such as Miniso and Sunar Jewellers also expanded presence across the city's high streets. In addition, international brand Bath & Body Works opened its first store in the country at Select Citywalk, Saket followed by another store at DLF Mall of India - Noida.

Supply addition in NCR in the first six months of 2018 included 32nd Avenue, Gurgaon, a curated F&B and lifestyle destination spread over 0.25 million sq. ft. The development is a part of a larger, 2.5 million sq. ft. mixed-use development. Ambience Mall, Vasant Kunj

**NATIONAL CAPITAL REGION (NCR)**

**Market Summary**

Both domestic and international players were active in the leasing landscape in H1 2018. Leasing activity was led by accessories' retailers, followed by jewelry, electronics, furniture and toy companies - with Disney opening three stores this quarter, while Pepperfry and

Dyson opened two stores each in Delhi. Retail stores of varied sizes opened outlets across prominent shopping centers and high streets, ensuring that retail activity in the region remained steady. In malls, key deals involved the expansion of brands such as Pepperfry at DLF Mall of India, Noida; Dyson at DLF Promenade, Vasant Kunj; and Urban Ladder at DT Mega Mall, Gurgaon. Meanwhile, MI Experience





follow us on:   



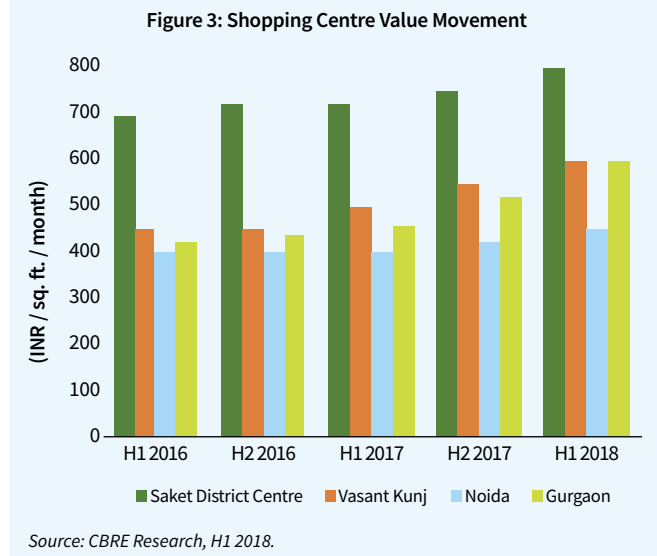
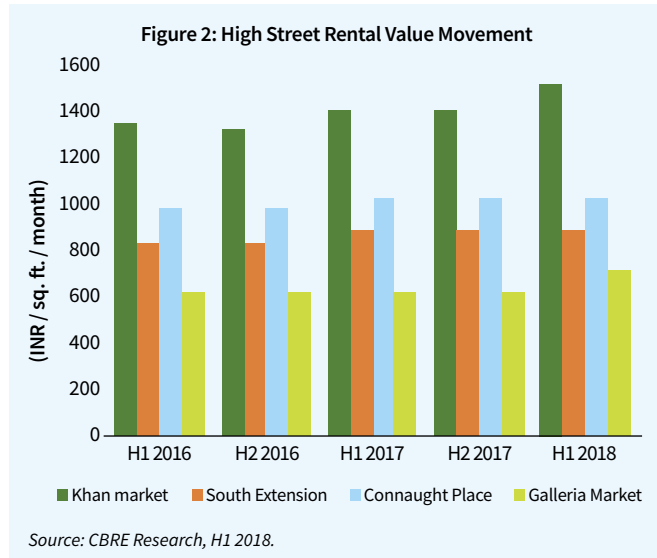
Aurangabad | Bangalore | Bareilly | Chandigarh | Chennai | Coimbatore  
Durgapur | Hyderabad | Indore | Kochi | Kolkata | Lucknow | Mohali  
Mumbai | Nagpur | Navi Mumbai | Noida | Pune | Siliguri | Thane | Vadodara  
For enquiries write to [seva.ethnicity@ethnicity.in](mailto:seva.ethnicity@ethnicity.in)

 ethnicity  
[www.ethnicity.in](http://www.ethnicity.in)

added additional FSI to offer more retail area (0.25 million sq. ft.) on the lower ground floor in order to plug the gap that the micro-market had

in terms of premium ethnic/fusion wear for women.

**Rental Trends**  
In H1 2018, prime mall



Brand	Category	Presence
Bath & Body Works	Accessories, Beauty, Perfumes	Select Citywalk
Dyson	Electronics	DLF Promenade, Select Citywalk
Disney	Toys	Mall of India, Ambience Mall, Vasant Kunj, Ambience Mall, Gurgaon
Siam Makro	Cash and Carry	-
American Eagle	Fashion	Mall of India

Source: CBRE Research, H1 2018.

developments across all micro-markets in the region such as Saket District Center and those in Noida witnessed a rental increase of 5-8% on a half yearly basis however, locations such as Vasant Kunj and Gurgaon witnessed a steep rental increase of 8-15% on a half yearly basis, largely driven by limited vacancy and strong occupier interest in prime developments.

On the other hand, rental values in the high streets of Khan Market and DLF Galleria increased by 8-17% on a half yearly basis.



Property	District	Size (in sq. ft.)	Tenant
Mall of India	Noida	5,400	Pepperfry
MGF Metropolitan	Gurgaon	2,800	Miniso
Connaught Place	New Delhi	1,700	MI Phones
Galleria Market	Gurgaon	-	Pandora

Source: CBRE Research, H1 2018.

Property	Developer	District	Size (Sq.Ft)
32nd Avenue, Gurgaon	Milestone Ventures	Gurgaon	250,000

Source: CBRE Research, H1 2018.

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Khan Market	1,400 - 1,700	1,300 - 1,550	8.8	8.8
South Extension	800 - 1,000	800 - 1,000	0.0	0.0
Connaught Place	1,000 - 1,100	1,000 - 1,100	0.0	0.0
Galleria Market, Gurgaon	700 - 750	600 - 650	16.0	16.0
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Saket District Centre	750 - 850	700 - 800	6.7	10.3
Vasant Kunj	550 - 650	500 - 600	9.1	20.0
Noida	400 - 500	375 - 475	5.9	12.5
Gurgaon	550 - 650	500 - 550	14.3	29.7

Source: CBRE Research, H1 2018.

**DRESS UP FOR OTHERS**

**DRESS DOWN FOR YOURSELF**

**GO COLORS!**  
THE ART OF DRESSING DOWN

Presenting over 30 legwear styles including pants, jeggings, denims, harems, patiyalas and more. Each designed to help you perfect, the art of dressing down.

Over 200 Exclusive brand stores across 48 cities. Present across leading malls.

Also available at:



**MUMBAI**

**Market Summary**

Leasing activity in Mumbai in H1 2018 was a healthy mix of space take-up by domestic and international players, with most of the activity being driven by players in the apparel segment followed by sports' retailers. There was steady demand for established shopping centers locations such as Malad and Goregaon in western suburbs and Thane and Kalyan along the eastern corridor. The city did not witness any addition of fresh supply during the review period. However,

the second half of the year is expected to witness the completion of approximately 0.8 million sq. ft. of organized retail space in Bandra Kurla Complex (BKC).

Fashion and apparel continued to dominate leasing activity with brands such as Central leasing space in Goregaon. In addition, brand factory also opened two stores in quick succession; one at Mindspace, Malad and another one at Sarvodaya Mall, Kalyan. Decathlon expanded operations by leasing space at Atria Mall, Worli and Trishul Icon, Navi Mumbai.

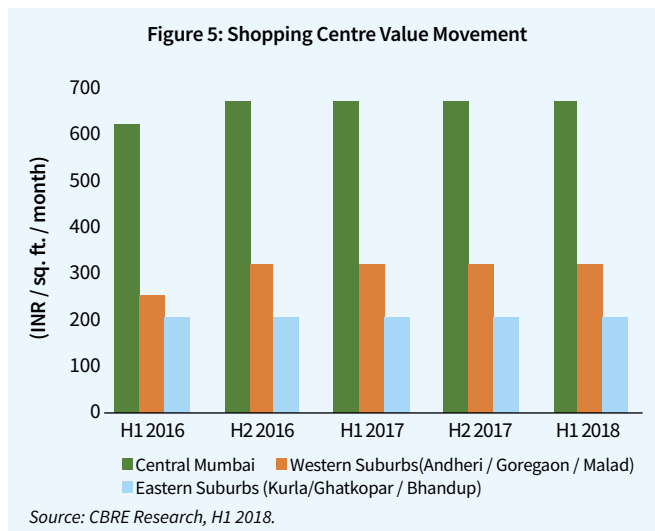
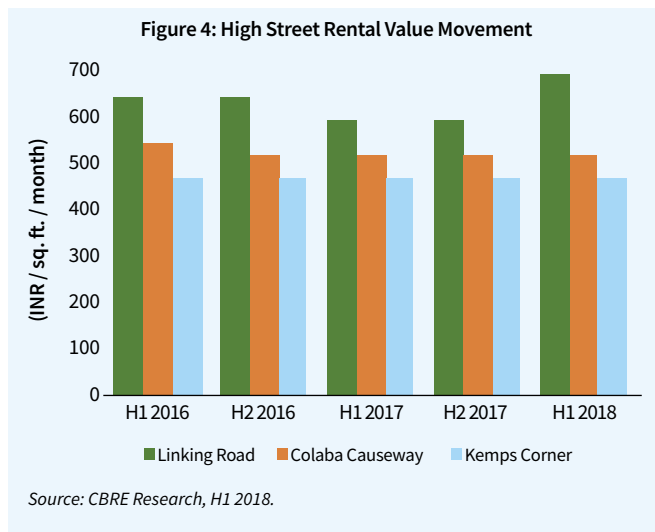
F&B, leisure and wellness players were active in the market. Popular F&B player, Social opened its 20th outlet at Carter road, Mumbai, while a number of cafés and all-day diners (such as Tea Villa) came up across the city.



retail due to steady demand. However, due to limited availability of space led to a 16-18% increase in rental values across Linking road.

**Rental Trends**

Rentals remained largely remained stable; both across high streets and organised



**Table 5: Key Brands Launched**

Brand	Category	Presence
Antony Morato	Accessories	Palladium
Daniel Wellington	Accessories	Brady House

Source: CBRE Research, H1 2018.

**Table 6: Selected Leasing Transactions**

Property	District	Size (in sq. ft.)	Tenant
Sarvodaya Mall	Kalyan	20,000	Brand Factory
Atria Mall	Worli	20,000	Decathlon
Oberoi Mall	Goregaon	10,000	Marks and Spencer
R Mall	Thane	7,000	Westside
High Street	Fort	1,800	Daniel Wellington

Source: CBRE Research, H1 2018.

**Table 7: Sub-market Key Stats**

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Linking Road	600 - 800	500 - 700	16.7	16.7
Colaba Causeway	450 - 600	450 - 600	0.0	0.0
Kemps Corner	450 - 500	450 - 500	0.0	0.0
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Central Mumbai	600 - 750	600 - 750	0.0	0.0
Western Suburbs (Andheri, Goregaon, Malad)	250 - 390	250 - 390	0.0	0.0
Eastern Suburbs (Kurla, Ghatkopar, Bhandup)	125 - 290	125 - 290	0.0	0.0

Source: CBRE Research, H1 2018.

interoliva

# MARIO'S

Choice Spanish Olives

Prime Quality  
Olives



**Stuffed, Plain, Pitted Green & Black Olives**

Interoliva, was born in 1898 and is located in Dos Hermanas (Sevilla area, south of Spain) the heart of main table olives demanded internationally: Manzanilla, Hojiblanca and Gordal (Spanish Queen).

The story of Interoliva is linked to the innovation and quality of our products and facilities. Well known in the table olives' sector, we have expanded our products along all the continents during our 120 years of life.

We are a producer of private brand as well as own brands, being MARIO'S Brand our most known and appreciated brand in ASIA region, with a wide variety of products and formats. As result of our wide experience as exporter, we have developed a great capacity of adaptation in every country, being able to find the right product for the right market.

Our facilities, in which the olives go through all the stages until the final packaging product, are certified BRC A+. Our great quality team controls all the process to guarantee that the product comply with all the international standard requirements.

In Interoliva our passion are olives and we work to share that passion with all our consumers.

**"As result of our wide experience as exporter, we have developed a great capacity of adaptation in every country, being able to find the right product for the right market"**

Contact: Commercial department  
iosa@interoliva.com  
a.rey@interoliva.com  
+34 955 660440

**BANGALORE**

**Market Summary**

Leasing activity in Bangalore during H1 2018 was witnessed across organized retail developments such as VR Mall, Phoenix Market City Mall, Park Square Mall and Garuda Mall. There was negligible addition of fresh supply as most developments are scheduled for completion in H2 2018.

The city witnessed the launch of several retail outlets. These included Project Eve (VR Mall) and Street Mama (F&B) in Garuda Mall, HomeLane (furniture) in Park Square Mall, along

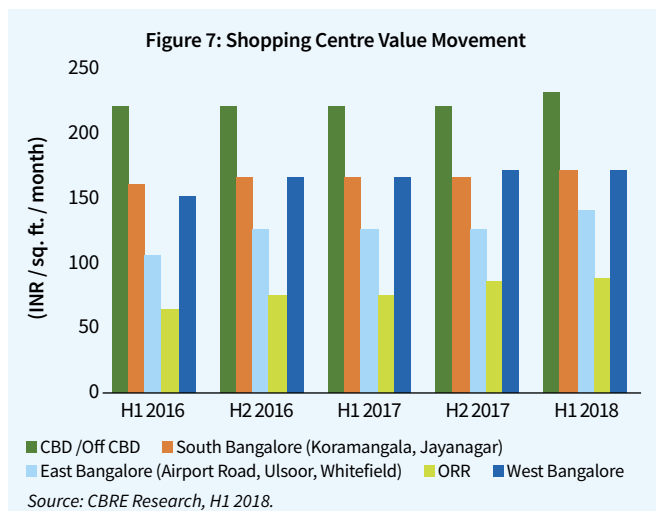
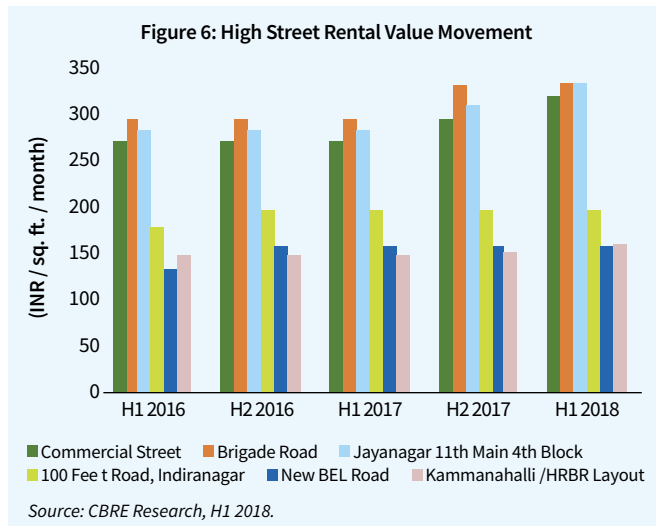
with Miniso (variety store) in Phoenix Market City Mall. Across the high street segment, brands such as Xiaomi, Urban Ladder, Casio, 1441 Pizzeria, Panasonic, One Plus and Pasta Street continued to expand across prominent high street locations such as 100 Feet Road Indira Nagar, Jayanagar and JP Nagar.

**Rental Trends**

On a half-yearly basis, rental values for high street locations of Commercial Street, Jayanagar 11th Main 4th Block, Kammanahalli /HRBR Layout appreciated by about 4-9%, owing to increasing demand for quality retail

space. However, rentals for 100 Feet Road Indira Nagar and New BEL Road remained stable. Among organized mall developments, half-yearly rental increments in CBD/ Off CBD, South Bangalore

and ORR were in the range of 3-5%, however, East Bangalore witnessed an increase of around 11-13%. On the other hand, rental values for the mall clusters of West Bangalore remained largely stable.



**Table 8: Key Brands Launched**

Brand	Category	Presence
Miniso	Lifestyle	Mahadevpura
Kioda	Lifestyle	Mahadevpura
Maziga Restaurant	F&B	Mahadevpura

Source: CBRE Research, H1 2018.

**Table 9: Selected Leasing Transactions**

Property	District	Size (in sq. ft.)	Tenant
Hennur Road	North Bangalore	45,000	Byg Brewski
VR Mall	East Bangalore	12,700	Project Eve
Garuda Mall	South Bangalore	6,000	Street Mama
Phoenix Market City Mall	East Bangalore	4,500	Miniso
VR Mall	East Bangalore	4,000	Maziga Restaurant

Source: CBRE Research, H1 2018.

**Table 10: Sub-market Key Stats**

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Commercial Street	300 - 350	275 - 325	8.3	18.2
Brigade Road	320 - 360	320 - 350	1.5	13.3
Jayanagar 11th Main 4th Block	330 - 350	300 - 330	7.9	18.3
100 Feet Road, Indiranagar	175 - 225	175 - 225	0.0	0.0
New BEL Road	150 - 170	150 - 170	0.0	0.0
Kammanahalli / HRBR Layout	150 - 175	150 - 160	4.8	8.3
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
CBD /Off CBD	200 - 260	180 - 260	4.5	4.5
South Bangalore (Koramangala, Jayanagar)	150 - 190	150 - 180	3.0	3.0
East Bangalore (Airport Road, Ulsoor, Whitefield)	120 - 160	120 - 130	12.0	12.0
ORR	80 - 95	80 - 90	2.9	16.7
West Bangalore	160 - 180	160 - 180	0.0	3.0

Source: CBRE Research, H1 2018.

# BOUTIQUE

Fashion & Accessories

# Kurl-on®

India's Largest Selling Mattress

Since 1962



## SEE YOUR PROFITS DOUBLE WHEN YOU PARTNER WITH KURL-ON.

	<b>Investment</b>	: Rs. 2 to 3 Lakhs Approx
	<b>Margins</b>	: To your delight!
	<b>ROI</b>	: 20 to 60%
	<b>Stocks</b>	: Nil
	<b>Display</b>	: Only Miniatures

**FASHION STORES/SUPER MARKETS !!!**

Welcome as  
**MASTER FRANCHISE**  
Contact - Head Retail  
**Mr. Chandn Pradhaan**  
**9008307319**

FOR MORE DETAILS CONTACT: **WB/OR:** • KOLKATA/TARATALA - 8310998534/8310997851 • DURGAPUR - 8310997941 • SILIGURI - 8310998971 • BHUBNESHWAR - 8310998661 • BERHMAPUR - 8917653507 • SAMBALPUR - 9073394924.  
**BHR/JKD/NE:** • PATNA - 8310998281 • MUZZAFARPUR - 8310998401 • RANCHI - 8310997403 • DHANBAD/JAMSHEDPUR - 8310998363 • GUWAHATI - 1 - 8310998964 • GUWAHATI - 2 - 8310997961 • **MP/CG:** • BHOPAL - 8660598011/ 9835616580 • INDORE - 8310998992 • JABALPUR - 8310998610 • GWALIOR - 8660590614 • RAIPUR - 8310998871. **GUJ/MH:** • AHMEDABAD - 8310997952 • RAJKOT - 8310995602 • SURAT - 8310998241 • BARODA - 8310998283 • BHANDUP - 8310997594 • BHIWANDI - 8310998653. • PUNE/KOLHAPUR - 8310998663 • AURANGABAD - 9511688702 • NAGPUR - 8310997391 • NASHIK - 8310998653. **DL/PU/HP/HY/JK:** • DELHI - 8310998991 • LUDHIANA - 8310997552 • CHANDIGARH/HP/PARWANOO - 8660598004, PANCHKULA/GURGAON - 8310998523 • GHAZIABAD - 8660598821 • JAMMU - 8310998863. **UP/UK/RAJ:** • GORAKPUR - 8310997423 • LUCKNOW - 8660597607 • KANPUR - 8310998654 • VARANASI - 8310997423 • AGRA - 8660598814 • DEHRADUN - 8310998294 • JAIPUR - 8310998243 • JODHPUR - 8310997972. **KAR/GOA:** • BANGALORE - 9880352307 • MANGALORE - 8310998382 • MYSORE - 9538245678 • DAVANGERE - 8660597196 • GULBARGA - 8660597196 • HUBLI - 8310995663 / 9844400596 • GOA - 8310998414. **AP/TL:** • ANANTHAPUR - 7019208923/9000166935 • BOWENPALLY - 8310998012 • HYDERABAD - 9703739590 • KARIMNAGAR/WARANGAL - 8310998612 • RAJAMUNDRY/VIJAYAWADA - 8310998494 • TIRUPATHI - 8310998474 • VIZAG - 8310998581. **TN:** • CHENNAI - 8310998712 • HOSUR/COIMBATORE - 8310995664 • MADURAI/TRICHY - 8310995684. **KL:** • CALICUT/TRISSUR - 8310998613 • COCHIN/TRIVENDRUM - 8310998684. [www.kurlon.com](http://www.kurlon.com)

**HYDERABAD**

**Market Summary**

Retail leasing activity in Hyderabad was resilient during the first half of 2018, led primarily by the opening of two new malls by L&T Constructions as part of their Transit Oriented Development (TOD). The two developments – L&T Hyderabad Next and L&T Next Galleria – together span about 0.65 million sq. ft. The high street segment, comprising locations such as Banjara Hills, Gachibowli and Kukatpally, also witnessed

strong leasing activity. The city witnessed the entry of American fast food retail chain Taco Bell, which opened an outlet in L&T Hyderabad Next mall in Punjagutta.

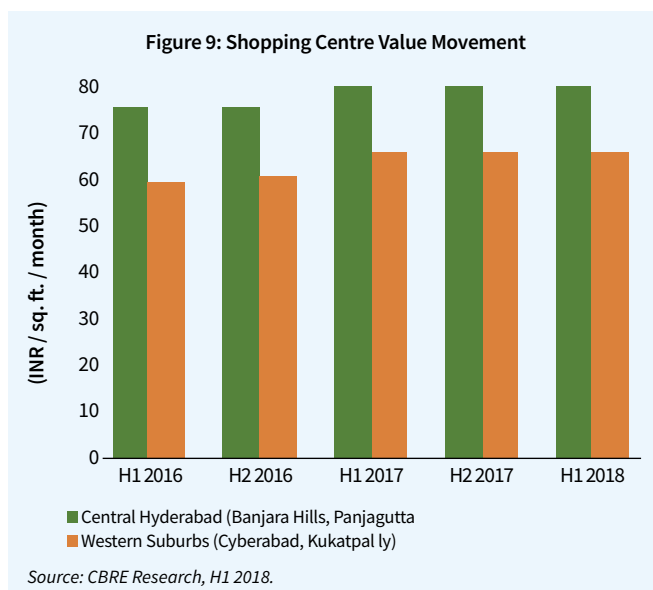
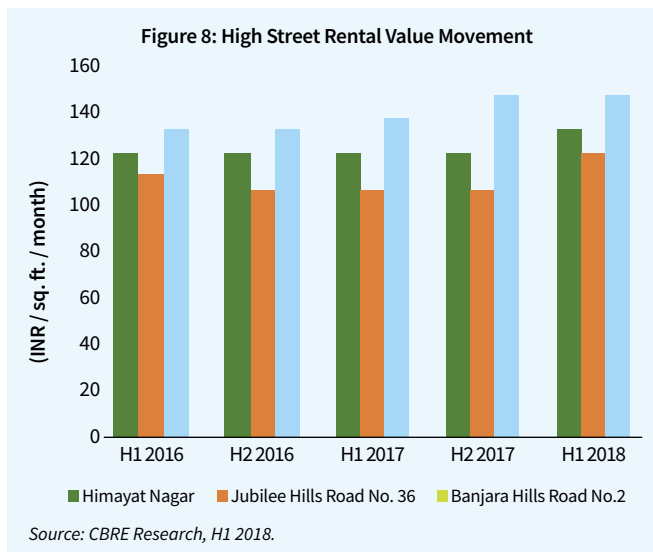
Retailers across categories continued to lease space in high street locations. Department Store chain, Central opened a store at Gachibowli, while Decathlon launched its fifth outlet in the city at L&T Erramanzil. Apparel retailers such as Westside, The Chennai Silks and Unlimited continued to expand their presence in the city. In the

electronics segment, Pai Electronics continued their expansion drive by opening two more outlets in Kondapur and Tirumalagiri.

In the organized retail segment, leasing activity was primarily led by the newly operational malls. Apparel brands such as Shoppers Stop, Max, Pantaloons and Marks & Spencer opened outlets in L&T Hyderabad Next, while multiplex operator PVR took up space in L&T Next Galleria.

**Rental Trends**

Rental values across high streets such as Jubilee Hills Road No. 36, Himayat Nagar witnessed an increase of about 14-16% and 8-10% respectively on a half yearly basis owing to increase in demand from retailers. However, rentals in Banjara Hills road no. 2 remained largely stable. Similarly, rental values in organized retail developments too remained predominantly stable.



**Table 11: Key Brands Launched**

Brand	Category	Presence
Taco Bell	F&B	Hyderabad Next

Source: CBRE Research, H1 2018.

**Table 12: Selected Leasing Transactions**

Property	District	Size (in sq. ft.)	Tenant
High Street	Secunderabad	13,500	Westside
High Street	Banjara Hills	12,500	Ashley Furniture
High Street	Mehdipatnam	9,000	The Chennai Silks
High Street	Tirumalagiri	9,000	Pai Electronics

Source: CBRE Research, H1 2018.

**Table 13: Key Retail Project Completions**

Property	Developer	District	Size ( Sq.Ft)
L&T Hyderabad Next	L&T	Punjagutta	450,000
L&T Next Galleria	L&T	Madhapur	200,000

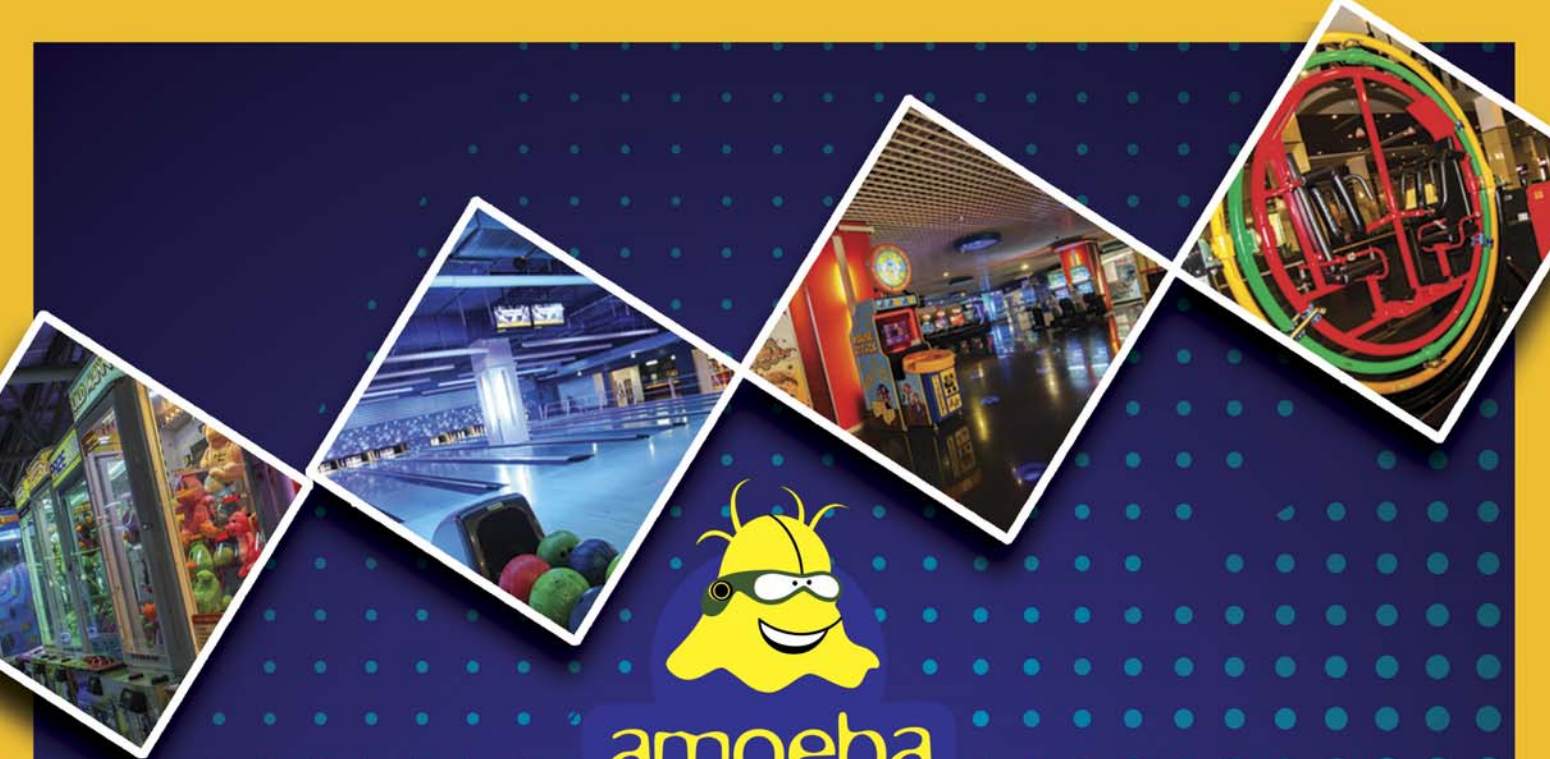
Source: CBRE Research, H1 2018.

**Table 14: Sub-market Key Stats**

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Himayat Nagar	140 - 150	130 - 135	9.4	9.4
Jubilee Hills Road No. 36	130 - 135	110 - 120	15.2	15.2
Banjara Hills Road No.2	150 - 170	150 - 170	0.0	6.7
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Central Hyderabad (Banjara Hills, Panjagutta)	80 - 85	80 - 85	0.0	0.0
Western Suburbs (Cyberabad, Kukatpally)	65 - 70	65 - 70	0.0	0.0

Source: CBRE Research, H1 2018.





amoeba

# WHERE FUN COMES TO PLAY



CALL : 080-2238 2288, +91 93425 02442

EMAIL - ENQUIRY@HMLEISURE.COM | NAND@HMLEISURE.COM

H.M. LEISURE, H.M. GENEVA HOUSE 6TH FLOOR, #14, CUNNINGHAM ROAD, BANGALORE - 560 052

**BANGALORE | MUMBAI | BHOPAL | CALICUT | GOA | HUBLI |  
KOCHI | KOLKATA | GURUGRAM | PUNE | RANCHI | VADOADRA**

**CHENNAI**

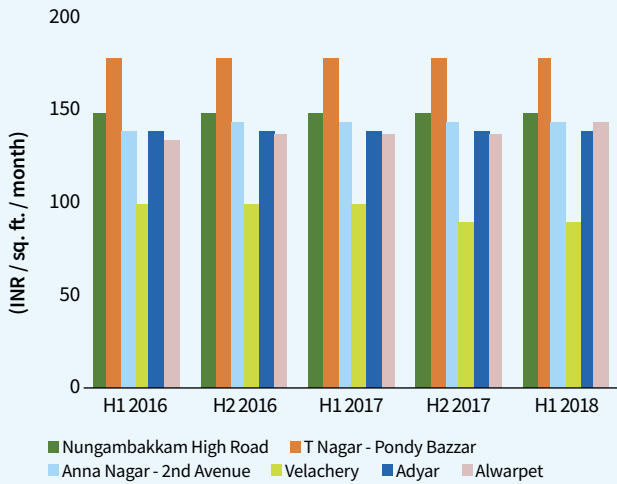
**Market Summary**

Demand for retail space remained steady across high streets and prominent mall developments of the city. Leasing activity was driven by domestic apparel, electronics and F&B operators. During the review period, the city witnessed completion of VR Mall, an organized retail development, by Virtuous Retail. The mall has a leasable

area of about 1.0 million sq. ft., with H&M, Marks & Spencer, Westside, Lifestyle, Max, Pantaloons, Trends as anchor tenants, along with a Fun City Entertainment Centre and a PVR multiplex. The mall also houses international retailers such as Hamleys, Forever 21, Steve Madden, Superdry, Vero Moda and Starbucks, along with a co-working space “The Hive”.

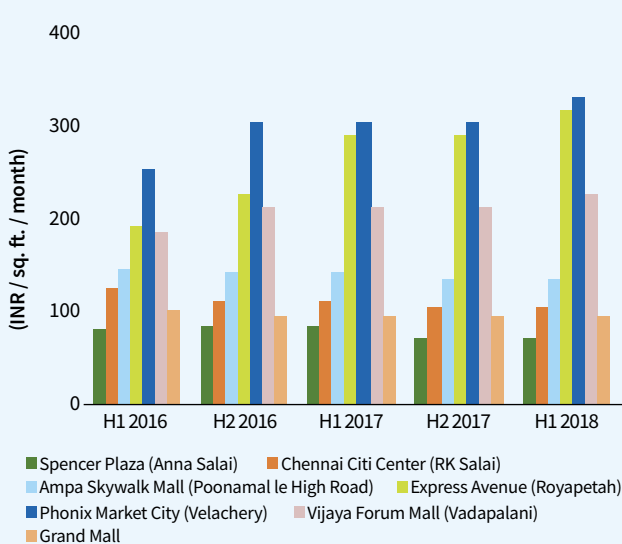
Across high streets, apparel

**Figure 10: High Street Rental Value Movement**



Source: CBRE Research, H1 2018.

**Figure 11: Shopping Centre Value Movement**



Source: CBRE Research, H1 2018.

**Table 15: Key Brands Launched**

Brand	Category	Presence
Drunken Monkey	F&B	Nungambakkam, Alwarpet, Anna Nagar, ECR
Wire Room Bar & Kitchen	F&B	Phoenix Market City

Source: CBRE Research, H1 2018.

**Table 16: Selected Leasing Transactions**

Property	District	Size (in sq. ft.)	Tenant
High Street	Kottivakkam Omr	7,000	Boites Bar
High Street	Anna Nagar	3,500	Diadem Jewelry
High Street	Nungambakkam	3,000	Harley Davidson

Source: CBRE Research, H1 2018.

**Table 17: Key Retail Project Completions**

Property	Developer	District	Size (Sq.Ft)
The Metro Zone (VR Mall)	Ozone Group	Anna Nagar	1,000,000

Source: CBRE Research, H1 2018.

**Table 18: Sub-market Key Stats**

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Nungambakkam High Road	140 - 160	140 - 160	0.0	0.0
T Nagar - Pondy Bazaar	170 - 190	170 - 190	0.0	0.0
Anna Nagar - 2nd Avenue	140 - 150	140 - 150	0.0	0.0
Velachery	80 - 100	80 - 100	0.0	-10.0
Adyar	130 - 160	130 - 150	3.6	3.6
Alwarpet	130 - 160	125 - 150	5.5	5.5
OMR	90 - 110	90 - 110	0.0	0.0
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Chennai Citi Center (RK Salai)	100 - 110	100 - 110	0.0	-4.5
Ampa Skywalk Mall (Poonamallee High Road)	130 - 140	130 - 140	0.0	-3.6
Express Avenue (Royapettah)	300 - 325	275 - 300	8.7	8.7
Phoenix Market City (Velachery)	300 - 350	275 - 325	8.3	8.3
Vijaya Forum Mall (Vadapalani)	200 - 250	190 - 230	7.1	7.1
Grand Mall (Velachery)	90 - 100	90 - 100	0.0	0.0

Source: CBRE Research, H1 2018.



# Our catchment is an entire DISTRICT!



Orion Mall, Panvel is the only modern retail destination for areas like Alibaug, Kharghar, Pen, Khopoli, Karjat, Uran & Kamothe.

That, besides the fast growing city of Panvel, which lies at the centre of big strides in Indian Infra Development. Come be part of the excitement at Orion Mall, Panvel.



## KEY GROWTH POINTERS IN THE NEAR FUTURE

- 3kms from Upcoming Navi Mumbai International Airport
- Mumbai Trans Harbour Link
- Multimodal Corridor
- SEZ development around Panvel



### Brands in the mall



FOR LEASING ENQUIRES CONTACT | +91-9029 775 006 | [deepdurve@orionmallpanvel.com](mailto:deepdurve@orionmallpanvel.com)

players led leasing activity, with brands such as Raymonds opening outlets across Anna Nagar and Cathedral Road; Biba setting up a new store in Nungambakkam; and Neerus launching an outlet on Cathedral Road. In addition, Harley Davidson (automobile), Poorvika (electronics), KFC (F&B) and 7 Sports (sports and fitness) opened outlets across high street locations.

**Rental Trends**

Despite steady retail activity, rental values across high streets largely remained stable during the review period.

Alwarpet and Adyar were exceptions as they witnessed a 3-6% half-yearly rise in rentals due to lack of quality retail space. In the organized segment, rental values in prominent malls such as Express Avenue, Phoenix Market City and Vijaya Forum mall appreciated by about 6-9% on a half-yearly basis. However, rentals in other malls remained stable during the review period.

**PUNE**

**Market Summary**

Strong demand for retail space was observed

across high streets as well as prominent mall developments in the city. Leasing activity was driven by both domestic and international F&B operators. The city witnessed negligible supply addition during the review period.

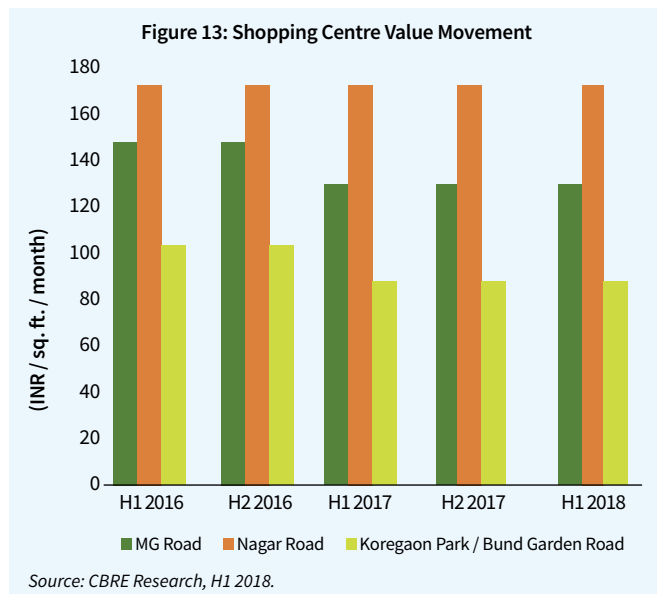
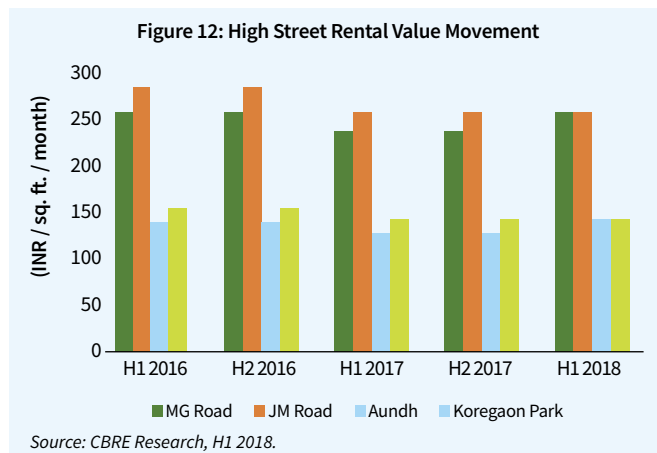
Pune also reported the entry of new F&B players such as The Daily and Tea Villa, which opened outlets across high street locations such as Baner, Koregaon Park and Viman Nagar, while Autobahn and Social opened outlets in Phoenix Market City, Viman Nagar.

In addition, high street

locations also witnessed expansion by players such as Croma in Baner, Toyota on SB Road and Masala Bar in Balewadi. Prominent apparel retailers such as Pantaloons and Tom Tailor opened new stores in Westend Mall and Phoenix Market City.

**Rental Trends**

Growing enquiries for quality space across high-street locations led to a rental appreciation of 8-10% at MG Road and 11-12% in Aundh during the review period. However, rental values in the organized retail segment remained stable.



**Table 19: Key Brands Launched**

Brand	Category	Presence
Autobahn	F&B	Phoenix Market City
The Daily	F&B	Koregaon Park
Social	F&B	Phoenix Market City

Source: CBRE Research, H1 2018.

**Table 20: Selected Leasing Transactions**

Property	District	Size (in sq. ft.)	Tenant
High Street	SBD	9,500	Croma
Westend Mall	SBD	8,000	Pantaloons
Seasons Mall	SBD	7,000	FML

Source: CBRE Research, H1 2018.

**Table 21: Sub-market Key Stats**

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
MG Road	250 - 275	225 - 250	9.4	9.4
JM Road	250 - 275	250 - 275	0.0	0.0
Aundh	130 - 160	120 - 140	11.5	11.5
Koregaon Park	140 - 150	140 - 150	0.0	0.0
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
MG Road	125 - 140	125 - 140	0.0	0.0
Nagar Road	150 - 200	150 - 200	0.0	0.0
Koregaon Park/ Bund Garden Road	80 - 100	80 - 100	0.0	0.0

Source: CBRE Research, H1 2018.

# SCICO'S PENTAGON™ MODEL: A SHARP WAY TO CONDUCT BUSINESS

Sharp's Pentagon™ model focuses on what will happen after the customer has bought the product and how the customer will interact with the product. The success of the product is all in the hands of the consumer. If retailers get this right, then success is inevitable...

‘Getting the Numbers In’ is by far the most important aspect for anyone working with and establishing new businesses. The entire sales force is built to do just one thing – bring in the numbers. With start-ups, there is a constraint of marketing as well. Mostly, in all the new ventures, the marketing strategy is designed in such a way that every aspect of marketing is linked to sales. Hence the terminology ‘marketing-linked sales strategies’. This results in marketing personnel being in continuous pursuit of the sales team to ensure the marketing plan is successful. This in turn takes the accountability very high.

The moment one starts to link every aspect of their new venture with sales, is when they start to fall into a trap. Since most of the start-ups are built on a Push strategy rather than a Pull strategy, the entire business revolves around making the product available. From the founder to the sales officer- everyone is doing just one thing – pushing the product to the customer.

Talking about how ‘Below the Line’ is the core-skeleton on which the entire business is developed, **Vijay Sokhi, Founder Director, Sharp Consulting and Implementing Company (SCICO™)**, says, “From my previous experiences, I was very interested in knowing that if the support is pulled, how would the business behave? Any business, new or old, needs support but if the business is not able to sustain when the support is taken out then the product becomes handicapped.”

After an extensive study of new businesses, Sokhi devised a strategy that would help start-ups build up a sustainable business model. This is based on one simple rule – In any business, there are some things that are in one's control and there are others that are not. To get the customer one can create packaging,



“FROM MY PREVIOUS EXPERIENCES, I WAS VERY INTERESTED IN KNOWING THAT IF THE SUPPORT IS PULLED, HOW WOULD THE BUSINESS BEHAVE? ANY BUSINESS, NEW OR OLD, NEEDS SUPPORT BUT IF THE BUSINESS IS NOT ABLE TO SUSTAIN WHEN THE SUPPORT IS TAKEN OUT THEN THE PRODUCT BECOMES HANDICAPPED.”

– Vijay Sokhi,  
Founder Director,  
Sharp Consulting and  
Implementing Company (SCICO)



In one of the case, Sokhi saw that whenever the product was sampled live, sales went up and as soon as the sampling was pulled out, the sales dropped drastically. Then again when sampling re-started, sales zoomed again. Analysis of this behavior revealed that the sampling was successful because the people who conducted the sampling were very well-trained. So, whenever the customer approached the sampling station, they tasted, liked and purchased the product for home consumption. But once they took the product home they messed it up because the method of preparation, although not cumbersome, had some specifications that had to be followed.

This is the basis of Sharp's Pentagon™ model. One needs to focus on what will happen after the customer has bought the product. How will the customer interact with the product? All the start-ups focus on getting the product off the shelf. They miss the core part – the after sales aspect. The success of the product is all in the hands of the consumer. If businesses get this right, then success is inevitable.

## About SCICO

Sharp Consulting and Implementing Company (SCICO) is a consulting and implementing organisation that helps its client launch, relaunch and restructure their businesses. The company not only advises on the direction the business should take but also helps them implement the same. The brand is considered to have a core expertise in the field of consulting for FMCG businesses. They handle everything from pre-launch planning, the actual launch and post-launch analysis.

**KOLKATA**

**Market Summary**

Kolkata continued to attract interest from retailers in the first half of the year. The high street segment led transaction activity in the city, followed by activity in organized retail. Apparel and F&B players dominated leasing activity. The review period marked the foray of leading international brands in the Kolkata market - Starbucks entered East India with its first outlet in Kolkata at Park Street, while GAP and Sephora made their market entry through South City Mall. However, the city did not witness any new space addition during the review period.

**Rental Trends**

Rental values remained stable in both organised and high street retail segments.

**Outlook**

Quality supply infusion is expected in the second half of 2018 across most major cities such as NCR, Mumbai, Bangalore, Chennai and Hyderabad. Close to around 4 - 5 million sq. ft. of new supply is expected to come onstream in H2 2018. With retailers expanding across Metro and key tier I cities, demand is likely to continue to outstrip supply in most major cities. International fashion brands such as H&M, Marks and Spencer are expected to

**Table 22: Selected Leasing Transactions**

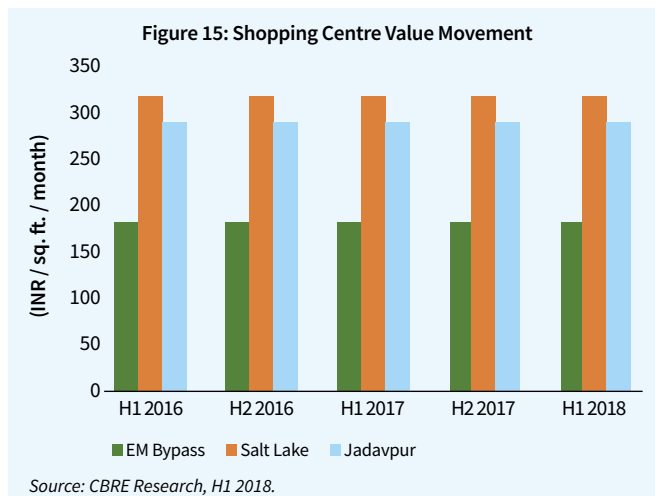
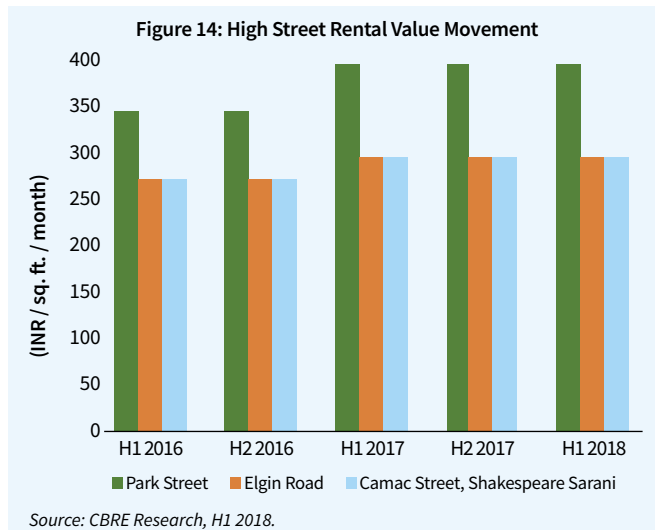
Property	District	Size (in sq. ft.)	Tenant
High Street	SBD	23,000	FBB
High Street	SBD	18,000	Brand Factory
High Street	CBD	12,000	Reliance Trendz
High Street	CBD	10,000	City Life
High Street	SBD	1,600	Starbucks

Source: CBRE Research, H1 2018.

**Table 23: Sub-market Key Stats**

High Streets	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
Park Street	350 - 450	350 - 450	0.0	0.0
Elgin Road	275 - 325	275 - 325	0.0	0.0
Camac Street, Shakespeare Sarani	275 - 325	275 - 325	0.0	0.0
Mall Clusters	Average Rent in H1 2018 (INR/sq. ft. / month)	Average Rent in H2 2017 (INR/sq. ft. / month)	Half Yearly Change (%)	Y-o-Y Change (%)
EM Bypass	160 - 200	160 - 200	0.0	0.0
Salt Lake	300 - 330	300 - 330	0.0	0.0
Jadavpur	275 - 300	275 - 300	0.0	0.0

Source: CBRE Research, H1 2018.



expand across metro cities as well as enter new tier I and tier II cities. Prominent retail developer, Phoenix Mills Ltd recently acquired under-construction retail assets in Indore and Lucknow. With REIT's in the offing, the focus on developing investment grade developments is likely to redefine the retail segment in these tier II cities.

Retail categories such as Fashion, Departmental Stores, Sports & Leisure, and Food & Beverages will continue to dominate the leasing activity in H2 2018. F&B segment is likely to emerge as a healthy mix of operators. In addition, multiplex operators are anticipated to broaden their presence across major markets in quality developments across tier I and tier II cities.

Rental values are expected to witness varying trends across high street locations and mall clusters throughout India. Although adequate supply is lined up in all major cities in

H2 2018, the rental trajectory is dependent on timely delivery of these investment grade developments. Rental growth at most high street locations in metro cities is at its peak, so it is expected to remain stable at these locations.

The retail segment in India is undergoing a rapid transformation and retailers are increasingly adapting to a variety of store formats to address the needs of different markets and locations. We anticipate that this trend will continue, and retailers will experiment with more creative formats. Digital and virtual stores are already making their way in cities such as Bangalore, with such technologies expected to get even more sophisticated in 2018. Although brick-and-mortar stores will continue to flourish, retailers who realign as per customer expectations and explore the most relevant store formats for their brands will survive and thrive.

# BIGGER THE BETTER. FOR YOUR BUSINESS, THAT IS.

BE WHERE THE BEST BRANDS ARE,  
AT GALLERIA.

It's all happening at Gautam Nagar, Bhubaneswar. The biggest trendsetting brands are coming under one roof. And this can be the best destination for your business too. Book your space at Galleria. Shops are ready for fit out.



Brands already on board or on the verge of signing up:



Contact: +91 9437555111  
Email id: info@utkalbuilders.com

Site Address:  
Near Kalpana Square, Opposite State Museum and BMC

# LODHA XPERIA: THANE'S LARGEST DESTINATION MALL

With plethora of options in premium and international brands across a bouquet of more than 135 stores and 8 large sized anchors spread across four floors, Lodha Xperia Mall at Palava is becoming the new destination for shopaholics in and around Mumbai.



Describing the successful and good journey of the mall, **Brijesh Pandey, Associate Vice president- Retail, Lodha Xperia Mall** explains “It has been quite a smooth ride since we opened our doors to the general public. It does help a lot when you have a ready catchment base which Palava as a city provides with over 29,000 families, already a part of it. The potential is immense and thankfully, we have been able to cash-in on it. The number of well-known international brands partnering with us is a testimony to the fact that Xperia is continuously growing in stature and repute. Our aim is to build on this so that we continue to be a success for ourselves and all our partners. We started our journey differently in comparison to any other mall by launching the mall with a Cinema in August 2016 and three food court operators to achieve an occupancy level of 78 percent within a year of operations and by the end of July 2018 we have achieved 96 percent occupancy. We aspire to reach 98 percent by October end. Food & beverages, Cinema and Entertainment are our core performing categories and respective retailers claim to be in the top five performing stores across the region.”

## Impact of Technology

Apart from the Free Wi-Fi that Xperia offers to the consumers, technological tools such as app based F&B Menu/ pre-ordering and delivery for captive catchment of Palava residents and occupants of the commercial tower, navigational tool for way finding, Google Park assist and store locator are the major technological advancement, currently functioning in the mall.

“In addition, we have an integrated communication system, BMS, 911 emergency management system integrated with Palava and benefit of a dial tone intercom services to each retailer-resident of Palava,” adds Pandey.

## Hospitality at Xperia:

Hospitality plays a major role in creating an exceptional experience for the consumers, which in turn helps retain them. Xperia offers plethora of services, such as

- Free Wi-Fi
- First Aid
- Filtered Drinking Water
- Wheelchairs
- Restrooms for Specially abled
- Lost & Found
- Business Centre
- Mobile Charging stations
- Child Safety Bands
- Parking for Specially Abled, Senior Citizens & Expectant mothers
- Kid's Play Area
- Shoe Shine Machines
- Cab on Call,
- Mechanic Services,
- Car Spa
- Baby Care Room
- Car calling System



## Unique Store Formats

Lodha as a brand has established and known to be experimental in bringing unique and best quality propositions integrated with state-of-art architecture, finishes and quality to masses. Palava has been an initiative of Lodha towards offering premium affordable living. Xperia brings a mix of quality International and national labels under its umbrella to cater to the catchment of KDMC.

Xperia has brands ranging from H&M to Pantaloons, McDonalds to Kailash

Parbat, FirstCry to Hamleys and so on. With the envious bouquet of brands Xperia offers, there is something for each and every individual of the family. Due to the fantastic response that the brands receive, even home-grown brands such Kashana, Suti, Sabhyata, Mahuva, The Biryani Culture, Market 99, etc. get the exposure they deserve. “No other shopping centre has such a brand mix in the KDMC/MMRDA region,” says Pandey. In addition, the mall encourages start-ups to show their product lines and business by providing them kiosk spaces for specific periods



and are delighted to be associated with Lodha's vision of developing start-ups via its Accelerator programme.

A brilliant mix of fine & casual dining offered from British Brewing Company, Pan Asian Dining from East Asia Spice Company, Pizza Hut to recently signed restaurants, namely, KFC, Pop Tate's & 29 States give it the edge in dining options.

The mall has encouraged the concept of In-Mall Pop-up stores and soon would be offering Forever 21 in a pop up format, along with, Aldo Accessories

crowd-sourced events, such as, Xperia Fashion Week & Xperia Star have been massive successes in providing a platform to various artists, to hone and display their skills. Our weekly events such as Women's Outing Wednesday, FriYay for young ones and Weekend Xpressions have been well received by everyone. We are keen to make Xperia Mall



which is already operational at the ground floor. A fully functioning bank on 3500 Sq feet with e-lobby and locker facility completes the mall's highly envious offerings

### Omnichannelisation of Malls

"Technology is surely the way forward. Having said that, the personal experience or the delight factor for an individual is still something that needs to be worked on. Once we are able to replicate the same, due to the advancement in technology, is when Omnichannelisation would be worthwhile," adds Pandey.

### Malls turning into Family Entertainment Centres

"The changing consumer mindset has led to a transformation in the industry. Gone are the days, when shopping was the sole factor, when one visited a mall. Today, we cater to all your shopping, dining and entertainment needs through our offerings, making it a one-stop point for everyone. Our

an integral component of everyone's lifestyle," explains Pandey.

F&B as a category has always been the top-performing one in the mall industry. In the case of Xperia, 61 percent of their footfalls end up in the food court. Due to the presence of leading F&B brands and luxury setup, they are able to replicate similar footfalls across all the categories.

PVR Cinemas are market leaders in their field. At Xperia, there is a 6-screen cinema to cater to the movies and entertainment needs.

Timezone in the FEZ category caters to the gaming needs of consumers in Xperia. They are one of the best in the industry and are keen to take the gaming and FEZ to higher levels using their expertise to innovate by matching the advancement in technology and



ability to churn games in the category.

"Our research findings suggested that the combination of PVR Cinemas & Timezone in one location was the need of the region, hence, we partnered with best of the industry, to make us the frontrunner of the region," says Pandey.

### Expansion

"Conscious efforts are being made to increase the share of income generating assets in our portfolio. Our first

mall has been a success and this will surely encourage us to look at future developments in the mall portfolio. Having said that, In Palava we are expanding at a rapid pace on the retail front and are developing a High Street Retail format across a stretch of 2.5 km plaza. Similar development is targeted across other geographical regions of Mumbai, Thane and MMR and we are looking to convert them as Family Entertainment Destinations too," concludes Pandey.

# Quest Mall: The Epicenter of Luxury, Fashion and Fine Dining in Kolkata

**K**olkata's luxury and lifestyle destination, Quest Mall, is the culmination of the pursuit for luxury retail and fine dining in Kolkata.

Located at the heart of this eclectic city, the mall is conveniently at the cusp of premium residential areas like Ballygunge and Park Street, with effortless access from Alipore & New Alipore.

The landmark destination – in just a little over three years, has turned out to be a radical revolution in fashion and lifestyle, providing a clutch of the spiffiest experiences for the classes, as well as setting a unique aspirational benchmark for the masses.



**Sanjeev Mehra, Vice President, Quest Properties India Ltd.** talks about the successful journey, growth achievements and future aspects of the mall in an exclusive interaction with IMAGES Retail Bureau.

### *Describe the journey of your mall from inception till date?*

Quest Mall which became functional on September 30, 2013 and it hasn't looked back since then. The mall started its operations with its Hypermarket Spencer's introducing the new experiential food format for the first time in India giving more opportunity for the customers to interact. By November, it started with one

Its impressive facade is a mesmerising interplay of solar-powered lighting against a modern and energetic asymmetrical structure – inspired by India's varied culture and natural beauty. Quest is a one stop destination for shoppers of Kolkata of all age group. It is, undoubtedly, one of Kolkata's best mall, competing with the world's finest.



of its anchor stores - Lifestyle opening its first 55,000 Sq.ft. store in East along with other brands, covering a total area around 1.5 Lakh Sq. Ft. out of 4.2 lakh Sq.ft. In June 2015, Quest came up with 'Midnight Sale at Quest (MSQ)'. The Friday before the Summer Solstice, the longest day in the year, was converted into the longest Shopping festival in the history of the offline retail, with exciting discounts up to 50% across all brands. MSQ has now become an exclusive property of Quest. The grand launch of 'The LOFT' in March 2017 was another feather in the hat for us.

### *Tell us about the tech innovations – in mall and in store – which you are implementing.*

The Tech integration which we are in the process of implementing are:

- (i) **Automation in parking**



- payments:** We have automated pay parking kiosks which allow our customers to pay themselves and exit without the need to accumulate at one point and queue for payment.
- (ii) **Automation in Fire & safety management:** We have CO sensors, in the basement parking, connected with the exhaust and ventilation fans so when the level of CO increases in the rush hours, the fans start automatically.
- (iii) **Automation in Infrastructure:** The escalators are remained turned off when there is nobody near them, which saves energy

### **What are some unique store formats / retail concepts that you have introduced?**

Store Formats are:

- **Q33 Alfresco Café cum Restaurant on Luxury Ground Floor:** Luxury Café cum Restaurant on the Ground Floor where all the luxury brands of the mall sits was a concept and brainchild of Quest. This was conceptualized keeping in mind the requirement of a match of lounge areas wherein the shoppers can relax after a shopping spree in one of those luxury stores.
- **Liquor space of Spencers at Quest:** The similar setting as that of a Duty Free Liquor store was made possible inside Quest on the Upper ground floor with Spencers store, which is unique and has a direct connectivity with the hypermarket through the rear side of the Hypermarket
- **Aajisai Japanese**



### **Restaurant with Sushi Conveyor Belt System:**

For the first time, we have a Teppanyaki grill in India, which has a sushi conveyor belt system. The Japanese Restaurant was made open to public on 19th Jan 2018 and has found a very good response since opening.

### **Retail Concepts**

- Pop up space to bring in new designers: Dynamic venue called LOFT which is a space on the 6th floor focusing on different pop up events ranging from fashion shows, to designer trunk shows, to art exhibits, food pop ups, jewellery shows. There's always something new and exciting happening.

### **What innovative ideas are you implementing to ensure customer centricity?**

Apart from the unique Sale events like MSQ, Republic day Sale that has a direct involvement of the retailers, we also come up with festive décors for different occasions. We are also in constant touch with our customers through

social media where we run contests on a regular basis. For an instance, for one of our recent tie-ups with UBER, we gave away merchandise from Steve Madden to 5 lucky winners. We also keep on experimenting with different events to wow our patrons.

For the third anniversary celebrations of the mall, we transformed the mall into a pop up night club for top customers, celebrities, brand leaders, important personalities of the city of Kolkata. High drama but young and elegant décor with LED mapping, disco balls, web-cage structure of cutwork fabric, black glass nylon curtains, the black & white acrylic dance floor. Food from a team of 35 chefs flew down right from different part of the country to serve the city with an array of exotic cuisine and entertainment by gravity defying aerial acts.

**What role does hospitality play in generating footfalls? What services do you offer patrons and why?** Hospitality plays a major role for the patrons. We have

services like Concierge, Valet Services, Auto Pay Parking Systems, ATMs, First Aid for Safety, Wheelchairs Assistance for Senior Citizens/ Handicapped, Restrooms for Handicapped/ Baby Sitting, etc. to name a few.

### **What are the key elements that determined the success of your mall?**

- **Zoning** – Quest has been extremely selective in what brands we have inducted in our mall. Zoning has played a very important part since its inception. We always ensure that we stick to the brands and the zones that we have committed rather than to go for the brands which may not be the part of the zoning; and for achieving this – there has been times when we have waited for the right brand to make the decision to ensure right adjacencies.
- **Management and operations** - facility management and maintenance; with a definite emphasis on supporting activities like legal and marketing

# Amanora Mall Growing Younger, More Aspirational As it Evolves

**A**manora mall was the first and largest mall in Pune. In 2011 it had a retail mix which was more than sufficient to capture the catchment's interest and the customer's aspirational needs at that time.

"Now, in 2018, the market has grown in terms



of catchment and the aspirational levels. Adapting to the change Amanora is now more aspirational and younger. The brand mix is very different from what it was in 2011. The mall houses more aspirational brands. The interior design has been changed to aspirational design. Then and now as a mall we have changed and evolved with times," says **Surjit Singh Rajpurohit, COO, Amanora Mall.**

## Role of Technology in Amanora's Premium Status

The mall has implemented innovative technologies to upgrade its customer's experiences. They have apps and LED displays to help customers navigate the mall and reach stores with ease.

"We have latest software

and technology like beacons and other data collection software, to understand the customer's needs, preferences and buying behaviour. Implementation of such technologies has helped us to enhance the experiences at our mall," says Rajpurohit.

## Unique Retail Concepts

Amanora has brands like Daniel Wellington, H&M, Max, Forever21 and Miniso – all added recently. They are also planning on introducing

brands which bring a certain level of uniqueness to the mall in order to attract younger, more discerning consumers. These include upcoming brands like Urban Ladder, Hamleys, Gap, Gant, Nautica to name few.

## Hospitality & Services

"We make the shopping experience pleasurable by providing an easy, accessible and interactive customer help desk, currency exchange, wheelchairs and wheelchair

accessibility, medical aid, baby care, Wi-Fi, ATMs and well-planned social events involving celebrities," says Rajpurohit.

The mall also boasts of a golf cart facility for Amanora Park town residents (10,000+ residents), which gives privilege this particular catchment area to reach the mall easily and in no time and avail of the retail services here.

A huge entertainment arena has been created for



concerts and other activities. This has become an essential part of the mix and adds a lot of value in terms of customer's experience. As an F&B hub in Pune, Amanora is also constantly upgrading its offerings in terms of food and restaurants.

Malls are no longer just a shopping area but a community hub where people come to unwind from their hectic lives and indulge in fun activities and Amanora strives towards providing this model to its catchment area.

# ASPIRATIONAL INTERIORS a shopper's delight



Amanora  
MALL



Enter Amanora Mall and you are greeted with resplendent interiors and an exciting brand mix. A confluence of national and international brands, it's indeed the prestigious destination offering space and opportunity to be in the company of the world's best.



DECATHLON



DANIEL WELLINGTON

VERO MODA

ONLY

JACK & JONES

FOREVER 21



1 MILLION SQUARE FEET OF SHOPPING SPACE | 1000 NATIONAL AND INTERNATIONAL BRANDS | 250 STORES

For leasing enquiries, contact - 7722092087 / 9607976221

Amanora Mall, Amanora-Magarpatta Road. Just 3 kms from Koregaon Park

020 - 67267888 | [www.amanoramall.com](http://www.amanoramall.com) | Like us on [f/amanoramall](https://www.facebook.com/amanoramall) [@AmanoraMallPune](https://www.instagram.com/AmanoraMallPune)

# Ambience Malls: A World Class Experience

**T**he Ambience Malls, located in Gurugram and Vasant Kunj are beautiful examples of what a shopping mall can and ought to be. Developed and maintained by Ambience Pvt. Ltd., the malls spread across 22,00,000 sq.ft. and 13,76,000 sq.ft. respectively, are spread across large areas, having ample spaces to handle the high-footfalls.

Both malls have a comprehensive mix of food outlets, shopping and entertainment to deliver a distinctive world class experience to its patrons.

The malls have over the years, managed to evolve and remained relevant to the changing times.

They offer a bouquet of salient services that attract an eclectic mix of shoppers and patrons from all corners of the capital and NCR.

## Brands & Services

From the convenience of portable chargers and ample parking spaces to baby strollers, announcements, tailoring services, daycare and enrichment facility, car wash, foreign exchange and lost & found service to name a few, customer-centric services rule the roost at Ambience Malls and are key differentiators and unique USP of the malls.

The Ambience malls cater to and have something to offer for every set of visitors. From Fun City and Smaaash – gaming and entertainment centre for kids – zones dedicated to women replete with all kinds of apparel, accessories and beauty merchandise. There are also



the best of brands in watches, gadgets and eye wear for men.

The carefully curated outlets, stores and zones positively engage the visitors and contribute to spending quality time with near and dear ones.

## Unique Retail Concepts

In the latest attractions, Ambience Mall, Gurugram has taken an initiative to showcase several new and exclusive concepts such as the 'Hawker Street' - a unique concept that allows India's

finest restaurants displaying their signature delicacies over some foot tapping music and hearty performances.

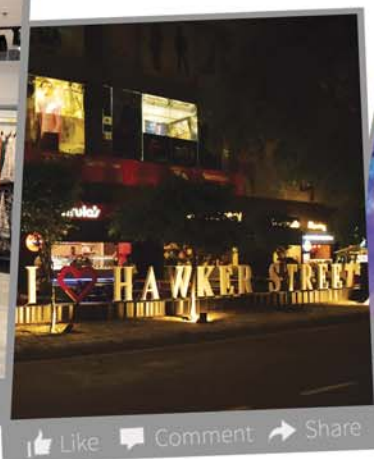
The Summer Night Bazaar at the Vasant Kunj mall is another initiative that has become a hit with the patrons, allowing them to shop till midnight! All these are in addition to the top brands that are exclusively available at the malls. such as Zara, H&M, Gap, Michael Kors, Shopper's Stop, The Collective, Ritu Kumar, Hunkemoller and the list

goes on and on. Apart from being established as the ideal shopping, dining and entertainment destination, the Ambience Malls are also the ideal place to celebrate the various festivals and experience unique concepts in design and display. Special projection mapping, showcasing the rich history of India on Republic Day, exquisite decorations during major festivals.

The launch of the new ground floor at the Vasant Kunj location has become a women haven, offering a variety of stores to cater to their needs like Project Eve, Trends, Rangriti, Nykaa, Greenways, Eske Paris to name a few. The zest for experimenting and exploring new things, coupled with the appetite for taking calculated risks is what sets Ambience malls apart. The malls serve as the perfect Ambience for their patrons with world-class entertainment, brands, compassionate services and a variety of international cuisine under one roof.

# THE PERFECT AMBIENCE

WITH WORLD CLASS ENTERTAINMENT,  
TRENDIEST BRANDS & A VARIETY OF  
INTERNATIONAL CUISINE UNDER ONE ROOF



**GET MORE OUT OF YOUR SHOPPING EXPERIENCE WITH NEW 'WOMEN CENTRIC FASHION' FLOORS**



**HAWKER STREET IN AMIBENCE MALL GURGAON LETS YOU ENJOY AN OPEN AIR STREET SET UP, WITH YOUR FAVORITE FOOD BRANDS IN TOW.**



**THE FUN NEVER ENDS AT AMBIENCE MALLS WITH ENTERTAINMENT FOR ALL AGE GROUPS AND INTERESTS.**

# Shristi Group's Vision: To Create Fusion Centres of Indian Wisdom & Cutting Edge Technology

**T**he Shristi Group presently has four operational malls - Sentrum Asansol, Sentrum Krishnagar,

Aitorma Agartala Sentrum and Durgapur City Centre.

The Shristi group is engaged in infrastructure development with a deep-rooted commitment to create spaces for life in harmony with the elements. A leading construction and infrastructure company which started its commercial operations in 1999, the ethos of Shristi is that it is created from the belief that the five elements form the basis of all creations.

The vision is to evolve paradigms of urban living and lifestyle that creates a fusion of Indian wisdom blended with cutting edge technology.

## Malls as Family Entertainment Centres

Over the last few years the idea of adding major family entertainment zones in malls have increased considerably. Developers have realised that malls cannot do with just providing shopping and eating out amenities.

"Malls are turning into family entertainment centers as they are more of a lifestyle destination and not just a traditional market place. There has to be something for everyone. A mall typically caters to various needs of different TGs. The new attractions are video game arcades, bowling alleys, air shooting, pool, children's play



areas and adventure rides," says **Sahil Saharia, CEO, Bengal Shristi.**

The mall offers a great brand mix, apart from a strong focus on unique F&B offerings.

"To meet the customer's demand, besides having proper retail brand, we felt that there was a strong need to focus on providing excellent F&B options. F&B is developing as a profitable

category for malls. We have realized that F&B options act as a major pull and it becomes imperative to choose the right brands to shape the footfalls of the mall," says Saharia.

Interesting F&B brands help the mall developers to attract families, especially during weekends. It has been observed, more the F&B options, more the footfalls get generated in a mall and they ensure that consumers spend more time in the premises.

Apart from this, Shristi malls also focus on entertainment. Their entertainment partners include SVF Cinemas, Carnival Cinemas, Feast – The Food Court and several eatery kiosks aside from QSRs of leading brands including Dominos, CCD and more.

"We have specifically chosen such brands as they become basic necessities for drawing diverse TGs of consumers from varied backgrounds of age, socio-economic strata, salary, tastes & preferences," says Saharia.

## Future Plans

To keep abreast with the current trends and requirements of all the customers, the group is also evaluating a tie-up angle with other entertainment categories which are presently not there in our malls.

The brand is presently evaluating and exploring the Omnichannel route. Apart from this, they it is also exploring multiple markets for viable/feasible expansion routes in the retail segment of real estate.





shristinagar  
Asansol



# ASANSOL'S THRIVING SHOPPING & LIFESTYLE DESTINATION



Welcome to Sentrum – Asansol, the largest air-conditioned shopping mall in Asansol. Sentrum Mall comes to life with the presence of a multiplex, several branded retail stores, fast food outlets and restaurants.

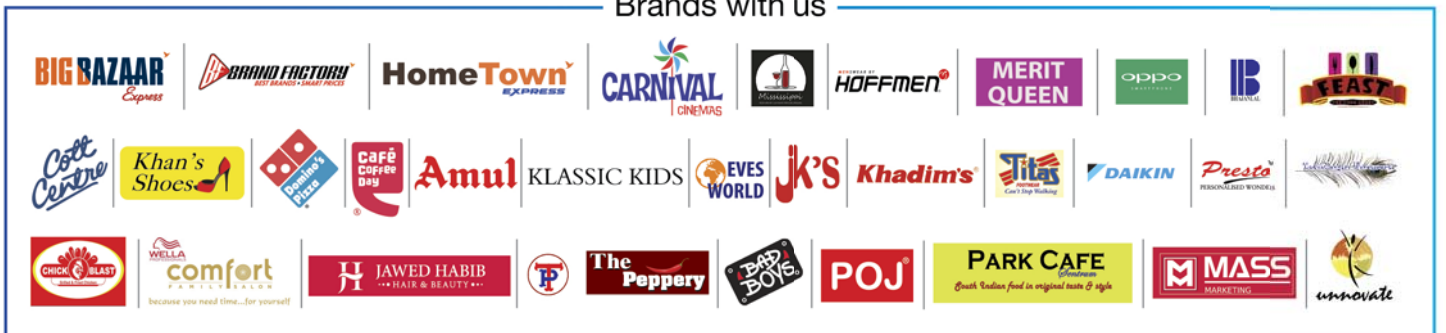
Throughout the year, the entire mall is abuzz with events, festivals and celebrations, truly making it the most preferred shopping & lifestyle destination in Asansol.

For booking and enquiries

**98307 45555**

[www.bengalshristi.com](http://www.bengalshristi.com)

### Brands with us



# City Centre Guwahati: A Home to Luxury, Entertainment, Shopping and Fine Dining



**G**uwahati is all set to get a new mall, and it is wonderful news for the shopaholics in NorthEast. City Centre Mall, a project from Brahmaputra Group, with its innumerable retail experiences – is coming up in the heart of city soon. It would be one of the biggest retail malls in the North-East region with a huge area of 4.5 lac sq.ft. Having a two side open plot, with entry and exit on both GS road and Zoo Road, the two being the central, commercial and residential hubs of the city; City Center will be a home to every possible luxury thing, keeping in mind the cauldron of distinct people and cultures.

## Key Elements for Success

“A retail space requires constant reinvention. It’s about sophisticated comfort and design evolution. There

are multiple factors that influence a mall’s success: Location, convenience, entertainment, diversity, luxury and mall essence. With a fusion of fashion, food, culture, and ambience, City Center aims to deliver a new era for destination shopping in the city for the entire family. City Centre floors Ground to seven floor retail with F&B and FEC spacing upto fifth, sixth floor



and seventh floor is kept for the office space,” explains **Gaurav Paliwal, Leasing and Operation Head, Brahmaputra Infrastructure Limited.**

## Customer Centricity

“Customer centricity is the only priority for us. Keeping in mind the customer sensitivity, we aim to design the ever-evolving and innovative customer engaging events to multiply footfalls. The key is in giving the customers a chance to come into your mall again. Customers constantly look for experiences that surpass conventional shopping, for them it is about spending quality time with their friends and family along with some entertainment. Enthralling events will further improve the customer experience at our retail property. To further enhance our mall space, City Center intends to swamp with F&B outlets consisting of several restaurants serving authentic North Eastern and Pan Asian cuisines, forming an ideal hang-out space for all the age-groups,” added Paliwal.

## Major Attractions

- Shoppers Stop, PVR 5

Screens, Smaaash with an area of 11,000 sq ft area .

- International premium beauty brands Mac, Kama Ayur Veda, Nyka Luxe, Forest essential
- International Brands like Tommy Hilfiger , CK , Gant , Aeropostale signed .
- Caratlane and Blue Stone offline stores, with ETHOS 1st ever store in NorthEast.
- Third floor dedicated to F&B with international Brand CHILIs already signed. Finalizing premium F&B Grills format restaurant , Pan Asian and North Indian coming Up with Micro Brewery .
- Biggest food court with a seating of around 500 persons.
- Japanese brand MINISO to open their 1st store in North East in the mall.

## Impact of Technology

“By reflecting and considering customers’ lifestyles and the need for delivering affordable luxury with a philosophy of ‘customer is the king,’ City Center would distinguish itself as something truly exceptional in the retail landscape. With a variety of entertainment options, watching a movie and the whole experience of it will now attain a new definition with 5 screens multiplex. City Center has automated mechanised and multilevel parking space. We would be making use of artificial intelligence to track down the potential buyers in the locality and send them messages about the offers used by many outlets,” explains Paliwal.



# REDUCE YOUR INVENTORY COSTS

Call the Logistics Experts

## Lead The GST Revolution

GST gives you the opportunity to reduce your inventory costs significantly. Rather than keeping huge inventories in multiple regional warehouses, keep consolidated inventories at one central warehouse. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics network, covering **all 22,344 Pincodes** of India.



Call: 1800 113 113

[info@safexpress.com](mailto:info@safexpress.com)

[www.safexpress.com](http://www.safexpress.com)

**Distribution Redefined**

# Crown Mall to Concentrate on the Unique Social Experience to Attract Customers



**C**rown Mall Lucknow, an important project from the Goel Builders' is coming soon on Faizabad Road in Lucknow. The mall will feature a brilliant product mix and an exclusive selection of brands and products that aim to cater to the needs of the entire family. Designed for fun, entertainment and shopping and furnished beautifully, this arcadia is being designed to be one of the most graceful buildings in the area.

Crown Mall will showcase the magnetic power of the world's most famous brands. It has a very different catchment in Lucknow city and will be a new shopping destination.

## Major Attractions

The mall promises an unmatched cinema experience. The unique cinematic experience will include cutting edge cinema dynamics, ultra-luxury seating, wider screens as well

as digital stereo sound.

It is also in the process of developing a spectacular gaming zone, perfect for families with kids of various ages. An indoor amusement arena is also being designed, which promises to transport visitors to a completely new world.

## Technology- Making an Impact

"Today shopping malls are deploying fast-evolving smart technologies to create digital connections. With the easy availability of the Internet, providing free Wi-Fi is no longer optional for malls that want to attract shoppers and keep them engaged," says **Amit Agrawal, Director, Goel Builders.**

**The technical delights at Crown Mall will include:**

**Adopt Beacons Technology:** Internet-connected devices which use Bluetooth signals to connect with consumers who have downloaded the mall's app to their mobile devices as they move between different areas of the mall.

It's not a one-size-fits-all approach; using additional data such as 'dwell time,' retailers can send customised offers and messages to mall visitors.

**Parking Sensors:** Parking sensors are also being installed in the parking to monitor traffic levels and to help reduce time taken to enter and exit.

**Digital Mall Directory:** The digital mall directory will use visual recognition software to gather information about shoppers - their gender, age, ethnicity, accompanying children and then display messages and promotions that the software believes will be of interest to him/her. As it collects and filters more data, the system gets smarter.

**Customer Engagement Using Technology:** A shopping mall is a place where shoppers come by primarily for "experience" and with constantly evolving technology, this experience is only getting better and more refined; concepts like these have sprung out of our imaginations into tangible

experiences. The mall being an umbrella for multi-brand, shop-in-shop, food & beverages, services and entertainment, has a wider scope to use and implement technology than do single retail stores.

To take this one step further, the mall will also have large digital signage that greets and addresses shoppers and then displays their shopping profile for the benefit of the salesperson who can attend to them personally. This idea smartly integrates virtual as well as human interaction for the shopper; the availability of a "personal shopper" in brand stores and malls is also in vogue these days.

## Unique Store Formats

"We are in the process of introducing environment-friendly material for all our stores. Stores are being designed and developed with the help of a shopping mall design manual which will help to build them as per latest trends. This design will include all aspects including flooring, a digital wall display, seating arrangements, enhanced light quality with latest LED technology etc," says Agrawal.

"We are also investing heavily in a food court, which have proved to be very productive for malls. Food is a critically important part of the unique social experience malls rely on to attract customers throughout the year. We are introducing table mounted self-check-in menu where guests can directly place orders from the table," he adds

# LUCKNOW HAS NOW AN EXCITING REASON TO SHOP & FUN



*Shopping has a new address*



**CROWN MALL**  
The Ultimate Destination

BRANDS IN DISCUSSION:

BIG BAZAAR	spencers	Pizza Hut	max
W	Lee	Splash	AND
mufti	Cream Bell	spyrkar	VIZ
new	JACK & JONES	aurelia	firstcity
BACKBETS	Wrangler	ARROW	SNEAKERS
adidas	JOCKEY	arhies	Samsonte
TIMEOUT GAMING	THE PRIME	cross	mapame

BRANDS ON BOARD:

SHOPPERS STOP

BARISTA LAVAZZA

INOX LIVE THE MOVIE

BRANDS ASSOCIATED WITH **foodouest** (FOODCOURT OPERATOR)

SWAGATH	KEVENTERS	TACO BELL	BR	Siree Rathnam	KEBAB PRESS
SUBWAY	KFC	DUNKIN' DONUTS	BIRYANI BLUES	gelato vinto	ROLLS KING
vaango!	anaj	BURGER KING			

**CROWN MALL**, NH-24, FAIZABAD ROAD, OPP. BBD COLLEGE, LUCKNOW  
 Contact Person: **Yogendra Kumar Arya** | M: 9935030025, 639242331  
 E: [yogendra@crownmall.co.in](mailto:yogendra@crownmall.co.in) | [leasing@crownmall.co.in](mailto:leasing@crownmall.co.in)

# Express Avenue: South India's Largest Destination Mall

**O**ver the last eight years, Express Avenue (EA) has had the opportunity to create and build a shopping and lifestyle destination like none other, in Chennai. The beginning of the mall's journey in the shopping centrespaces of Chennai set the tone for the city's mall culture. EA soon became pioneers and trendsetters in the mall space in Chennai.

EA's journey has been marked by several eventful milestones and presenting mall patrons with a slice of extravagance. The mall's journey through the years has enabled quite a few brands to enjoy the #1 trading density per square feet sales in South India, and one of the highest amongst the malls in the country.

## Impact of Technology

The EA management believes that reinventing itself for the digital age is the key to enhanced customer experience. From updating the look and feel of the mall, to presenting various avenues for branding, technology plays a primary role in the shopping experience here. EA loves to surprise their shoppers and retailers alike with various technological advancements. These include

- EA Bot - India's first ever customer assistance robot
- Multiple Video Walls strategically located at vantage points across the mall,
- Going Digital with all our standees



- Omnichannel experiences
- Encouraging retailers to present in-store digital content
- Data analytics with regards to footfall, mall management, store revenue-share management, and 360 degree mall operation
- Own food court application - with the highlight being the EA Master card.

## Success Elements

At EA, the primary focus is the customer experience. They believe in a synergy, and that is key to the success of the mall.

- Central Location helps with reaching out to customers in larger numbers and presenting relevant catchment with a primary shopping spot
- Mall Design - EA is a green building developed with an architectural splendor
- Evolving brand mix that highlights the latest trends,
- An extensive food court - EA Garden that houses a variety of cuisines.

- Mixed Use development- Commercial Offices & Hotel- Ensuring a captive catchment of relevant shopping profiles

## Unique Retail Concepts

As a mall, EA enjoys presenting patrons with interesting concepts and out of the box ideas. The mall houses brands that push the boundaries of the retail experience and create memories. A few of the brands we have that have unique store formats are

- Dialogue in the dark - A restaurant that revels in darkness, presenting local and global cuisine. A sensory dining experience, that is bound to excite your taste buds.
- Adidas - India's largest store of 7000 sq. ft. is housed right in the heart of EA. An additional highlight to the store on the whole, is the Adidas Home Court that presents shoppers with an outlet for physical activity.
- Gourmet stores - They have

a Korean Gourmet store - Hangong Story, bringing in a unique flavour. Another out of the box idea is - Spice Route, that present dry fruit and wholesome gourmet experience.

## Innovation & Customer Centricity

Customer centricity for the mall means thinking from the outside in - putting the customer's perspective at the fore, and projecting that in every step of the mall's operation. This is achieved by:

- Collating and sharing active marketing calendars of brands. This helps us further present customers with unique experiences and offers.
- Designing the customer's experience from the first step into the mall starting from decor elements based on various themes around the year, to exclusive curated events
- Seamless transition from our active digital space to in-mall experience.

# SOLES



BANGALORE | HYDERABAD | KOCHI | MYSORE | MANGALORE



[www.solesshoes.com](http://www.solesshoes.com)

# MGB Felicity Mall: Nellore's First Retail-Cum-Entertainment Destination



GB Felicity Mall, the first of its kind in Nellore, encom-

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

MGB Felicity Mall is the first retail-cum-multiplex mall to have opened in the city of Nellore. The mall has become a center of attraction for customers since its launch. Built and designed over a space of 3,20,000 square feet with two basement parking spaces, MGB Felicity Mall, the first of its kind in Nellore, is the biggest mall of Andhra Pradesh. The mall encompasses a variety of retail outlets featuring different brands, apparel, food court, games and movies. There is a 5-screen multiplex with modern technology, which promises an exciting experience for the viewers.



In an exclusive interaction with IMAGES Retail, **Machani Gangadhar Gopala Krishna, Joint Managing Director, MGB Felicity Mall**, spoke about the success and overwhelming response and



joy that Felicity Mall is giving to the shoppers of Nellore.

## ***Why are malls today turning into family entertainment centres?***

The change in lifestyle, increased spending capacity, well-travelled Indians have all changed what consumers demand from malls these days. Felicity Mall has the best brand mix collection keeping in mind customer requirements. The brand boasts of being a one stop destination for shopping, dining and entertainment.

## ***Why is F&B important? Does it generate as much footfalls in malls as brands do?***

A robust F&B section is extremely important since it generates a high number of footfalls – as good as anchor stores like Big Bazaar, Max and Trends. The mall is concentrating on polishing the food segment with the introduction of national and

international culinary stores, mixed with the flavor of local city. This is attracting a large number of visitors to the mall from all segments of society and we are confident that Felicity Mall is on its way to becoming 'the' destination for brands to set up shop in the food court.

## ***Why have you chosen High Volt as your entertainment partners?***

High Volt is based out of Hyderabad and is a very strong operator in south India. It has various entertainment avenues under its fold, and hence it made sense for us to choose them since they provide us with that unique factor that no other mall has.

## ***Is there need for Omnichannelisation of malls?***

The dynamics of marketing have changed rapidly due to easy availability of the Internet. Social Media is a

great and quick means of reaching out to the customer constantly, to ensure they get all mall-related updates. We are very active on social media – mainly Facebook and Instagram. These mediums are big parts of our marketing strategy and we attract a lot of consumers through them.

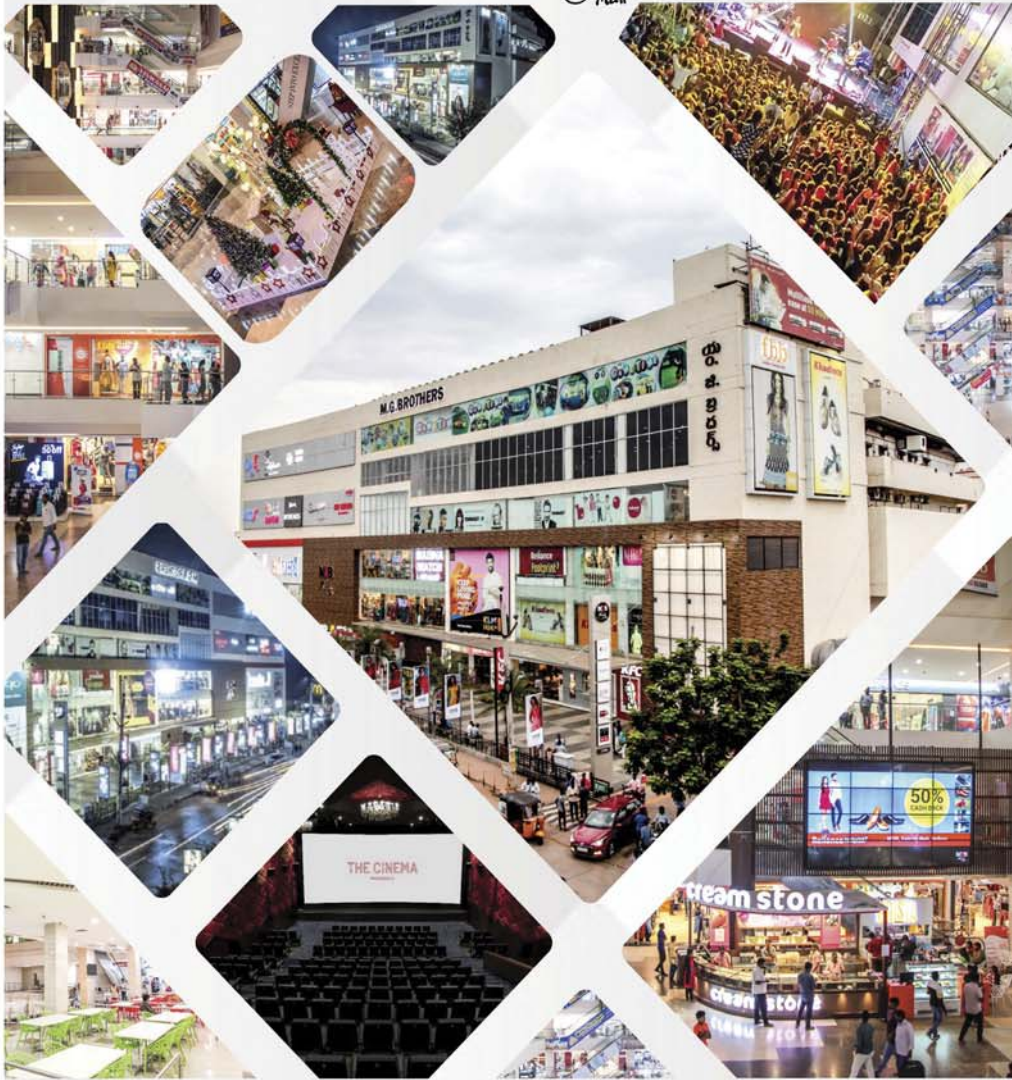
## ***Do you plan to bring in more renowned entertainment brands to your mall?***

Definitely. Keeping in view the increased demand and to surpass the expectation of consumers, we feel it is inevitable to have multi-level brands to meet requirements.

## ***What are your expansion plans?***

We are currently in the process of stabilizing the existing mall duly operating it to the best standards of the industry. We, however, may plan new ventures next year, based on the outcome of these experiences.





IMAGES EXCELLENCE  
AWARD FOR  
MALL OCCUPANCY  
OPTIMISATION



BEST UPCOMING MALL  
SOUTH INDIA

MGB Felicity Mall has a bespoke suite of National & International Brands across categories such as Fashion , Lifestyle, Food & Entertainment.

**Anchors:**



**More Brands:**



And it is the only mall in 150 km radius, Capable of serving the upmarket localities of Tirupathi, Kadapa & Ongole that has a combined population of over 9 million.

# Experiential Retail, Personalisation USP of **The Great India Place** and **Gardens Galleria** Malls



**T**he Great India Place Mall and Gardens Galleria Mall are always on their toes when it comes to providing consumer personalisation options or other physical experiences to their valued patrons.

“From promoting health and fitness through various runs, walks, marathons, cycling and other sports activities to organising makeover marathons, Zumba, yoga and activities like workshops on cooking tips, makeup tips, self-care etc. both malls make sure that anyone who visits takes back home something more than a material object they’ve shopped for,” says **Monny Vijeshwar, Managing Director, Entertainment City.**

## Brand Mix

The Great India Place Mall provides 1 million sq. ft. of complete family entertainment with more than 258 brand stores and 10+ anchor stores to meet all the needs of a modern consumer. It houses a variety of retail

outlets including Shopper’s Stop, Lifestyle, Max, Trends, Globus, Pantaloons, Big Bazaar, Home Town, Monte Carlo, Woodland, Lifestyle and Home center, along with international brands like Adidas, Nike, Marks & Spencer, Sketchers and many more. There’s also a multiplex by Carnival Cinemas and a well laid out food court.

Gardens Galleria, on the other hand, is a perfect blend of various kind of brands available under one roof. For men’s fashion, women’s western wear, ethnic wear, sportswear, footwear to health & beauty, food court, and other eateries, we have it all sorted pretty well. It houses one of the best Starbucks in Noida.

It has Central, Westside, Globus, Pantaloons Women, Hypercity, Croma as anchors. It is home to Imperfecto, Time Machine, Tito’s Noida, TC Café, Smoke Factory, Laa Saab, Bohemia, Chaayos, Café Coffee Day, Dunkin Donuts, Jokers to name a few. A 16-screen standalone multiplex from Inox is currently under construction. It also houses

a five-star hotel, from the 4th to the 7th floor with a rooftop swimming pool, which will be operational soon.

## Omnichannelisation of Malls

Omnichannelisation of malls leads to a better customer experience as it gives consumers a larger variety to choose from and more to discover, leading to an overall truly satisfying experience for an individual.

“Ideas like click-&-collect for traditional retailers work in the long run if you see it from the customer’s perspective. These Omnichannel ideas can often make the shopping journey more convenient for consumers: making a purchase from the comfort of their own home, and trial/collecting the item whenever is most convenient for them, instead of paying for shipping and not being in to take delivery of the item or waiting for their delivery to arrive. We are also exploring various avenues on these lines and very soon will come out with our exclusive offering for customers,” says Vijeshwar.

## CSR Activities

“We are associated with and help many NGOs that are working in the field of Childcare, Cancer awareness, helping underprivileged women in the society by providing them job opportunities etc. Creating awareness amongst our patrons about various issues that they might not know about is what we keep doing,” says **Rana Rajesh Kumar Gangahar, Managing Director, Entertainment City.**

“We have been doing Anti-tobacco awareness, breast cancer awareness, tree plantation drive, women’s day run, yoga day celebration, flash mobs with Robin Hood Army NGO who have tied up with the restaurants in the malls and take the leftover food (in eatable condition) and feed people on streets. We also did an Organ Donation drive with Times of India, celebrated Milk Day by teaching the importance of milk for kids and are currently doing an activity to raise funds, ration, clothes etc. for people affected due to floods in Kerala,” Vijeshwar adds.



# Mall Fragrance Solutions by



**LA SCENTEUR**  
A WORLD OF FRAGRANCES

Helping customers feel  
more **RELAXED,**  
**COMFORTABLE** and  
**CONFIDENT** while  
making purchase decisions.



**MALLS CAN USE FRAGRANCE TO THEIR  
ADVANTAGE. A SIGNATURE SCENT TRULY  
LEAVES A LASTING IMPRESSION ON  
SHOPPERS, WHICH LINGERS WAY AFTER  
THEY FINISH SHOPPING FOR THE DAY.**

At La Scenteur we perfect the art of taking your  
Malls Identity (Premium/Neighbourhood Mall)  
Marketing message to your shoppers & creating  
a signature scent that amplifies these values.

Our team of perfumers & fragrance advisors  
look forward to hearing from you.

*Mall Management can call for a Free  
Consultation / Demo*



**LA SCENTEUR**  
A WORLD OF FRAGRANCES

**LA SCENTEUR FRAGRANCE TECH. PVT. LTD.**

Plot. No 141-H, Baikampady Industrial Area, Mangalore – 575 011.INDIA.

P: +91 824 2889179 | M: +91 9741498608 | E: chetan.anand@lascenteur.com

# Personalisation & Innovation: The Core of **Infiniti Malls**



**T**he first-ever Infiniti Mall was launched in 2004 at Andheri (W) when the trend of the shopping mall had just begun. Infiniti were among the pioneers in the shopping centre business in Mumbai to launch and operate a mall with multiple retail stores covering almost all categories including cinemas, electronics, food & groceries, books, fashion, spa, footwear and food.

“It was a compact and cozy mall that attracted huge footfalls since it has something for everyone. Buoyed by success and growing demand, we launched second mall at Malad which offers a much larger experience in terms of area offering a curated mix of international, national and regional brands across various categories,” says **Mukesh Kumar, CEO Infiniti Mall.**

Infiniti has done a lot towards consumer experience, beginning with placing interactive kiosks at all floors for customer assistance, with detailed floor plans, current

offers, and information on current events in the mall. All these help the customer get the best offerings at the mall at their fingertips.

“We also run a mall loyalty program, both on ground and in app. We have recently launched the Infiniti Mall app, which brings all latest offers and promotions running in the mall on preferred screens to customers. Loyalty will be added very shortly followed by Omnichannel to further enhance customer experience,” says Kumar.



The brand also relies heavily on technology, starting with their parking which is sensor-based, giving customers real time availability of parking, along with the location. This

adds to the initial positive experience of the customer since a pain point – parking – is addressed through technology.

## Elements Determining Infiniti's Success

Infiniti mall is trying to bring experience extra ordinaire to match the lifestyles that their audiences are used to.

“We offer fun for all ages and have something for everyone to enjoy. Both malls have successfully built upon a diverse retailer base considering the growing awareness and brand consciousness among people across different socio-economic classes. Infiniti Malad is one of the biggest malls in Mumbai suburbs with more than 200 national and international brands under one roof,” says Kumar.

The mall conducts various events and celebrates many festivals throughout the year.

## CSR Campaigns

Infiniti Malls also work with their community directly. Apart from various

CSR activities, one of their successful campaigns was helping collect clothes, rations, medicines for Kerala Flood Relief.

The malls are also constantly evaluating concepts being launched across the retail landscape to keep the freshness factor alive.

“We have recently introduced Miniso which specializes in household and consumer goods including cosmetics, stationery, toys, and kitchenware. Lenskart, Ray Ban, Frozen Bottle and the MI Store are also latest additions,” reveals Kumar.

## Hospitality & Services

The mall also ensures a hospitable environment for visitors. Towards this, they invest in and empower employees to deliver excellence. The mall also offers a host of services including wheelchairs and wheelchair access, washrooms for the specially-abled, reserved parking and seating. They also have baby care rooms, as well as baby minders in washrooms.

## Innovations Towards Customer Centricity

Personalisation and engagement are core qualities on which the mall is built.

“While our responsibility is to provide better service, ambience, amenities, and comfortable environment to our guests, We are also trying to merge technology with the infrastructure retail through Omnichannel (Click-&-Collect), PoS based loyalty programs, and brand promotions at the consumer's fingertips,” says Kumar.



AW 18 Collection Now In Stores

#GetInToGetOut



Deal Global Fashions Pvt. Ltd., Plot No. 1, Shah Industrial Estate, Veera Desai Road, Near Yashraj Studio, Andheri (W), Mumbai - 53

T: 022 4048 0101 | E: info@dealjeans.com | Like Us On:   

# Inorbit's Pink Power 2018 Culminates With the Empowerment of 10 Women Entrepreneurs

Inorbit Malls began their journey by opening its first mall at Malad to the public in early 2004, in Mumbai. Since then, Inorbit has repeated its success with world class malls in Vashi Navi Mumbai, Cyberabad - Hyderabad, Whitefield - Bangalore & Gorwa Road - Vadodara. Inorbit Malls recently concluded their unique Pink Power movement - an initiative towards the empowerment of women entrepreneurs in India.

This season of Pink Power received close to 538 entries with business set-ups across various verticals like Food, Skin & Beauty, Home décor, handicraft, and much more. Pink Power 2018 saw emergence of the following winners:

- **MUMBAI (MALAD):** Vamaxi Mody, Founder of Nutricion, which offers a healthy range of home-grown power foods. Jyoti Chhetri, Founder of Wag & Love, inspired by dogs and their love for us, the brand is dedicated to offer a new-

Vritti Vaswani of El Postre, which offers freshly baked cakes and many other desserts.

- **BANGALORE:** Kinnery Garg, Founder of Arome Herbs, which brings pure herbal and natural products to its consumers.
- **HYDERABAD:** Sai Deepika, Founder of Sippy Monks, which offers a unique spread of milkshakes and mocktails with a blend of tender coconut milk and tasty flavours. Shipra Nayyar, Founder of Ozel Bir Say, which

winners with the support of TRRAIN (Trust for Retailers and Retail Associates of India) for understanding the operations in a retail format and grow their business. The Central Bank of India too has associated with Pink Power to offer soft loan assistance to the winning entrepreneurs.



Speaking about the initiative, **Navin Ibhrampurkar, Head of Marketing and Corporate Communications Inorbit Malls Pvt Ltd**, said, "We have got the best 10 out of so many entries that we received this year. Wishing the winners great success and a grand welcome in the Inorbit family."

Inorbit Malls began their journey by opening its first mall at Malad to the public in early 2004, in Mumbai. Since then, Inorbit has repeated its success with world class malls in Vashi - Navi Mumbai, Cyberabad - Hyderabad, Whitefield - Bangalore & Gorwa Road - Vadodara.

The malls have universal class and appeal and seek to provide a one-stop destination for fashion, lifestyle, food, and entertainment leading to an international experience.



Inorbit has worked towards converting the dreams of 10 women entrepreneurs into success stories, supporting them in their business ventures.

The fourth season of Pink Power 2018 witnessed youth icon Malishka Mendonsa felicitating the ten winners at Inorbit Mall, Malad in July.

The winners - chosen from cities like Mumbai (Malad & Vashi), Bangalore, Hyderabad and Vadodara - have received free retail space in Inorbit Malls for a period of nine months.

age, natural & grain free dog food.

- **NAVI MUMBAI (VASHI):** Krishna Tamalia Vora, Founder of Mom's Therapy, which offers products infused with natural herbs and is inspired by the ancient Ayurveda proprietary methods. Sujata Hanchate, Founder of Shommy Snow Ice, a unique mix ice-cream made of snow ice that is grated to a fine texture giving it a fluffy, ribbon like texture with unique delectable taste.

offers handmade potli bags, clutches, bridesmaid hampers, wedding giveaways and jewellery.

- **VADODARA:** Suvarna Solanki, Founder of Salad Republic, whose product offerings includes Salads, juices and shakes. Devashree Rawal, Founder of Humble Bee, which offers handcrafted natural bathing essentials that are paraben and chemical free.

In addition to the retail space, Inorbit will mentor the



# LET'S ENTERTAIN THE WORLD TOGETHER

COME PARTNER WITH US



*Come Live an Inorbit Experience*

Mumbai  
Suburb's Biggest  
**IMAX  
INOX**  
Now Open  
At Inorbit Malad

Participating Brands:



# Mantri Square Mall Out to Redefine Bengaluru's Retail Landscape

**A**t Mantri Square, the sole focus lies in ensuring a great family outing. With over 1.7 million sq. ft. spread over five floors, the mall has a massive amount of space and unique retail concepts to keep customers engaged. With around 10,000 national and international brands in over 250 retail outlets, the mall has everything for every age group. Be it shopping, dining or entertainment, Mantri Square mall is the place to be.



In an exclusive interaction with IMAGES Retail, **Nishanth Vishwanath, CEO - Mall Management & Leasing, Mantri Developers (I) Pvt. Ltd.**, talks about the USP of the mall.

## **What are the physical experiences, consumer personalization options that you offer?**

Mantri Square provides valet, wheelchair, prams for toddlers and an in-built access to the Metro station to say the least. We bring forth events and campaigns that tickle every bone and touch millions of hearts that walk in the mall on a month-on-month basis.



## **Is there a healthy mix of Indian and international brands in your mall?**

With the influx of new brands from the last one year, the mall has reinvented itself by changing its perception - we aim to entice new customers, while keeping the old customers happy. This is the reason why we probably have the largest variety in brand mix, from Indian traditional brands like Chumbak, FabIndia, Soch, Meena Bazaar, Koskii, Maanyavar, Fazals, Rene, Caratlane, Reliance Jewels, Kushals and international fashion forward brands including H&M, ForeverNew, Hamleys, Ed Hardy, Aeropostale, US Polo, GAP, M&S and UCB.

## **What kind of exposure do homegrown brands get in Mantri Mall?**

We give equal mileage to the Indian as well as international brands by providing them

branding support and extending activation space for promotions. In fact, when we sit together for the Business Review Meetings with the tenants we make sure that the mall is growing and achieving its target as a whole.

## **Is there need for Omnichannelisation of malls? Your views.**

Omnichannelisation would be considered irrelevant if you look at it from the point of view of a mall. As a channel for standalone retail outlets, it provides a platform for the brand to reach out to a larger customer base, saving time, keeping in mind the fast paced life of the targeted dual earning, self-reliant and independent earning class.

## **What are the CSR activities lined up for this year?**

We engage in social service and environment conservation all year round.

Beginning with World Environment Day, we organised a 'Go Green Nature' drive to educate mall visitors about different workshops on sustainability and recycling.

Along with tenants of the mall, Mantri Square also endorses regular camps on blood & organ donation, cancer, Parkinson's & Alzheimer's awareness.

## **What are your expansion plans?**

Mantri Jupiter, the brand's mixed-use property that provides retail and commercial facilities in Koramangla, is set to open by this year-end. Our most awaited mall of 1.5 million sq. ft. is Mantri Arena on Kanakpura Road with 12 PVR screens, 40 exclusive F&B brands, 300 Indian and international brands with an open air concert area is all set to revel the populous crowd of South Bangalore in FY19.



# REDEFINING THE RETAIL LANDSCAPE IN BENGALURU

**OPENING SOON**



MANTRI ARENA IS AN UPCOMING DESTINATION MALL WITH 14 ANCHORS, 6 CUSTOMIZED SHOPPING LEVELS WITH OVER 300 RETAIL UNITS



LARGEST INDOOR AND OUTDOOR ENTERTAINMENT SPACES SPREAD OVER MULTIPLE LEVELS WITH 12 PVR SCREENS IN BENGALURU



DESIGNED TO BE THE FINEST SHOPPING DESTINATION FOR THE FASHION-SAVVY AND FOODIE CROWD OF SOUTH BENGALURU



BIGGEST MULTI CUISINE F&B OFFERING WITH SKY BAR & LOUNGE UNDER ONE ROOF (40 EXCLUSIVE BRANDS)

**Mantri Arena, Kanakapura Road - 1.5 million sq.ft.**



**Mantri Square, Malleshwaram  
1.7 million sq.ft.**



**Mantri Jupiter, Koramangala  
0.4 million sq.ft.**

# Spectrum@Metro:

## An Exclusive mix of Cinema, Fashion Entertainment and F&B



**N**oida is set to get a new mall, and it is wonderful news for the shopaholics.

Spectrum@Metro Noida – with its innumerable retail experiences – is coming up in the heart of Noida soon. A major project of Blue Square Infrastructure LLP, Spectrum@Metro is being launched in their signature mixed-use project, Golf City in Noida, Sector -75. This project is an exclusive mix of cinema, fashion, F&B, Entertainment, Office Spaces and Serviced Apartments.

“The recent launch of our commercial high street extravaganza Spectrum@Metro is the perfect business proposition served on a silver platter. The project was launched on January 16, 2016 and as of today, 50 percent of the construction of mall has



been done. The commercial project with 1km long frontage spans across 6 acres. Set amidst the township of Golf City, it attracts a catchment of approximate 8 lakh population and is perched in the vital location of Noida,” says **Maneesh Tripathi, Head Commercial, Spectrum@Metro.**

### Major Attractions

The four-side open corner plot is being launched in this strategic location with an aim to enhance the urban lifestyle of Millennials living in the vicinity – over 1.5 lakh

families – to international standards. The major highlights of the mall with an aim to attract customers in large numbers are as follows:

- 1 KM frontage of the retail high street.
- Double height stores for a grand look.
- High street inspired by Roman Architecture.
- Population free area with open surroundings.
- well connected to the transport system.
- Central open courtyard which brings with its features of High efficiency & Low CAM
- 10 screen Megaplex by Inox.
- Multiple exit and entry points.

### Unique Store Formats

The shopping mall will boast of a seemingly endless choice of retail outlets that will provide everything

under the sun with an equal volume of recreational and entertainment alternatives. It promises to give consumers enhanced experiences, making them want to come back again and again.

- Longest High street mall.
- Optimum visibility flexibility in size & budget.
- More than 100 renowned brands.
- Hypermarket and supermarket to cater to daily requirements and beyond.

### Hospitality and Customer Centricity

The mall – which claims it will be the largest retail avenue of central Noida when it opens – is professionally-managed by industry experts. It is well connected to all major regions of Noida, Greater Noida and Delhi by road and by metro. It is a single commercial opportunity surrounded by more than 8 lac population for an assured footfall, Spectrum@Metro offers a business-friendly environment.

Commenting on the customer centricity, Tripathi says, “Spectrum metro will transform commercial investment and will redefine international lifestyle trends in modern times. We are coming with a central open courtyard which brings with its features of High efficiency & Low CAM.”

- The services provided are:
- Fully secure ample parking space.
  - High-speed elevators and escalators.

celio\*



reinvent the classic **denim shirt** \*

₹2,499 onwards

originally french

Exclusive celio stores: Belagavi | Bengaluru | Chennai | Dehradun | Hyderabad | Jaipur | Kanpur | Kochi | Kolkata  
Mangaluru | Mumbai | Mysuru | Nagpur | New Delhi | Noida | Puducherry | Pune | Vadodara

Also available at leading department stores, multi-brand outlets and online partners | Follow at: [f](#) [@](#) [t](#) YouTube

# Viviana Mall: A Fine Example of Superior Customer Experience



**T**he journey of Viviana Mall has been phenomenal since it opened doors to the central suburbs 5 years ago when there was an array of brand mix and global trends coming together in Mumbai.

“We stood apart as we positioned ourselves to celebrate every day. Our focus in all our activities has been customer-centric; customer service has always been our priority. We are the only mall that has won ICSC awards consecutively for 5 times since our inception, this feature has put India on the global radar,” says **Sunil Shroff, CEO, Viviana Mall.**

Viviana has witnessed a shift in thought process when it comes to brand mix, retail positioning and so on, reflecting how well it understands its customers. The mall has constantly adapted to global trends and took constructive feedback from customers and avidly introduced retail mix according to their preferences.

## Technology’s Role in Getting a Premium Status

“We as mall owners need to adopt technology in each phase and any place conceivable to help customers in understanding the shopping centre better. We have touch screen directories in each floor for ease of navigation of the customers inside the mall. The recently launched loyalty program also uses technology to digitize the reward a customer earns. We have also launched an app in line with the loyalty program,” says Shroff.

The mall management believes that Blockchain and AI will be the next big wave sweeping the world of retail.



## Key Elements Determining Success

During Viviana Mall’s planning stage vigorous studies on feasibility was conducted considering the factors like demographics of Mumbai, the target customer’s buying pattern, prominent retailer’s inclination, and so on before committing any investment funds.

The location turned out to be ideal because of the macroeconomic environment, the potential for development and the buying capacity of the catchment zone. Additionally, the unique tenant mix that mall boasts of, the tactical positioning of the brands, mall administration, and the mall marketing exercises have all contributed to progress.

“Our catchment area is widespread. We are a destination mall, providing F & B, Fashion, and Entertainment under one roof. We believe our unique initiatives like Pub Crawl and events have also helped us progress,” explains Shroff.

## Unique Retail Concepts

“We are one of the first few to bring the concept of placement of restaurants on the ground floor without causing hindrance to the shoppers. We boost unique tenant mix and house several international brands from which a couple of them are introduced for the first time in the eastern suburbs of Mumbai,” says Shroff.

The mall is home to 19 anchor brands and Cinopolis a 14 screen megaplex. Not only bigger anchor tenants but even kiosks in the mall are placed strategically. To ensure that shopping is easy for customers the mall management has implemented zoning ideas, floorwise and section wise, trying to stick to one category.

## Hospitality & Services

Design elements like space, aesthetics, ambience and the overall environment do have a subliminal relationship with hospitality.

“Having said that, our wide corridors, designated sections (Kids, F&B, Entertainment etc), enough seating areas ensure a fulfilling experience for our customers. Furthermore, we extend our hospitality to Visually Impaired and disabled people as well. Viviana Mall is the first Indian mall to launch an audio-tactile labelling system and Braille menu cards at all restaurants and outlets of the mall. We also provide shopping assistance to the blind by trained staff along with other facilities such as a tactile Braille Map, directory etc,” concludes Shroff.



# SHOPPING GETS MORE REWARDING.

Introducing The V Club.  
Viviana Mall's Ultimate Loyalty Program.



\*Conditions apply

thoughtfulcity/11/2018

**The V Club:** Classic | Elite | Priority  
Select members can enjoy exclusive access to Viviana's Priority Lounge, the first of its kind in India.

**FOR MORE DETAILS, CALL 022 61701066.**

To Join, SMS VIVIANA <space> Name, Email Id To 561616161.

Download The V Club App



Coming Soon On The App Store



**VIVIANA** MALL  
THANE WEST



# Transit Retail Maximum Contributor to Overall Revenue of **Da Milano**

– By Charu Lamba

*The brand will be completing 30 successful years in India in the year 2019 and its journey is nothing short of entrepreneurial excellence and astute retail sense...*

**D**a Milano, one of India's leading luxury accessory brands, started its journey from a few SKU's of leather accessories and has today a one-stop destination for all affordable luxury leather retail products. The brand will be completing 30 successful years in India in 2019 and its journey is nothing short of entrepreneurial excellence and astute retail sense.

According to **Sahil Malik, Managing Director, Da Milano**, "We have traversed more than a quarter century innovating products and meeting customer aspirations with designs that have utility, and provide all leather accessory needs of a discerning client."

"From clutch to sling bags for ladies, from wallets to differentiated computer bags, from leather accessories to leather luggage, from a simple designer belt to a leather jacket, from a perfectly crafted hand bag, each product is designed blending innovative craftsmanship with automation. Innovative service delivery is at the heart of Da Milano retail," he adds.

## **Evolving Indian Luxury Market**

As the industry has evolved over the years, where luxury and quality satisfaction is more in demand than ever, the demand for Da Milano products has also increased with each progressing year.

Sharing the reason behind increasing demand of luxury products, Malik says, "Over the years Da Milano has observed that handbags have moved from being an accessory in wardrobe to becoming the brand with badge value in last 30 years. Handbags are today vanity showcases and a means to express individuality in world of fast fashion where apparel has become more monochromatic, fashion trend changes far more frequent and branding is the key driver instead of wardrobe price or quality. Last but not the least, market size has grown multiple times over last three decades with each customer carrying multiple handbags to suit multiple occasions."

And to cash on this evolving luxury market, the brand will soon be launching new product categories like Spectacle Covers which double up as bag charms and GPS and Smartphone lock enabled travel products.

## The Brand's USP

Growing drastically in length and breadth, Da Milano has ensured its presence in every distinguished mall and high-street present in the country. The key differentiators that pronounce the brand's success are the blend in the array of design with craftsmanship optimally styled and finished with state-of-art machinery; meet customer aspiration of product utility with style and finesse. Also, delivering of front-end service with an ethos that has customer orientation to explain every feature and product detail to the customer.

## The Customer

The brand has a versatile range for both men and women. It is for fashion-focused people, for young



“WE HAVE TRAVERSED MORE THAN A QUARTER CENTURY INNOVATING PRODUCTS AND MEETING CUSTOMER ASPIRATIONS WITH DESIGNS THAT HAVE UTILITY, AND PROVIDE ALL LEATHER ACCESSORY NEEDS OF A DISCERNING CLIENT.”

- Sahil Malik, Managing Director, Da Milano

women, smart executives, at leisure travelers, and senior citizens. In short from apparel, to bags to accessories, the range takes care of all leather fashion needs of all between the age groups of 14 to 75 years.

“A change in profile of the customer, in different seasons or otherwise is therefore no challenge for us. Rather it is an opportunity to duck seasonal vagaries and bolster sale. We are quick on turn out time for a range,” explains Malik.

## Location Strategy

The brand chooses location for every store with care, a place that has high traffic count – malls, high streets and even airports. However, malls afford a more family experience and makes it very easy for customers to shop across brands in the same category and compare to make a wise choice.

“Developing and growing retail operations at high footfall locations is about customer profiling, events, product range that blends with customer aspirations and about quick adaptation of seasonal variation and customer requirement. High footfall areas are profiled for customers and their aspirations, their feedback is quickly translated by design and the production team to roll out products at optimum price points,” asserts Malik.

He further adds, “Shop-in-shops is still not in the retail strategy of the brand as far as the Indian market goes, but we are open to the idea of a franchising model overseas.”

## Retail Mapping

With an aggressive expansion in every metropolitan as well as Tier I and Tier II cities, the brand is taking a great leap

towards success. At present, the brand is present in all A-grade locations in best malls of Tier I and II cities, airports and highstreets of Delhi and Mumbai.

Elaborating on this, Malik says, “Our average store size is about 300 sq.ft. and we have 80 EBOs including 15 at top Indian airports along with four international outlets.”

The bridge-to-luxury brand has company owned company operated stores in India and UAE and franchisee operated stores in all other international territories.

## Expansion Plans

“UK (London), Singapore, Thailand, Bahrain, Saudi Arabia, Nepal and Kuwait are amongst the new countries we are exploring,” reveals Malik.

“Transit retail is our fastest growing segment and contributes to about 30 percent of our overall revenue. Globally, we are exploring distribution with Duty Free setups at Dubai, Bahrain, Thailand and a retail touch point at Changi Airport in Singapore,” he adds.

As far as the Indian market is concerned, the brand is looking forward to open standalone stores at Aerocity (Delhi), VR Malls across Chennai and Surat, Phoenix Mall at Lucknow and transit retail outlets at Hyderabad and Kochi airports.

Apart from this, the brand is also laying emphasis on expanding online reach. Currently, online contributes 5-6 percent of the overall revenue.

“This fiscal end, we are eyeing a revenue of ₹3 crore and as the market is slowly moving online, we are paying a careful attention to this channel,” Malik concludes. **■**



The one  
**shopping destination**  
 your brand can't afford to  
 give a miss.

Scan to Download  
 Infiniti Mall App



ANDROID APP ON  
 Google play

**MALAD**







The sheer range of leading brands and the size of quality footfalls make Infiniti Mall beyond compare. The ultimate shoppers paradise in Mumbai where your brand's presence is a must without hesitation.



ANDHERI



The mall with infinite experiences

Andheri (W) • Malad (W)

www.infinitimall.com

Follow us on:





The Biggest Destination For Shoptainment

# It has started to Rock & Roll



SHOPPING | ENTERTAINMENT | ADVENTURE PARK | MOVIES | FOOD

BRANDS ALREADY OPERATIONAL / UNDER FIT OUT



The Brands mentioned in different projects as depicted in this advertisement are subject to change and discretion of allottee /lessee is solicited before booking / leasing of units therein.

Disclaimer: This Advertisement is indicative in nature & may not constitute as an offer or invitation for the purpose of Registration/Booking/Sale/Leasing. Visual representations shown in this advertisement are purely conceptual and not a legal offering etc. The viewer / prospective buyer may seek all such information, sanction plans, approvals, development schedule, specifications, facilities & amenities, from the company in respect of the concerned project/phase that he/she may be interested in, before any such booking/registration /leasing etc. Further, details of the project(s)/phase are available on the company/site/marketing office(s)and /or company website and on the website of respective state RERA, U.P @ up-rera.in and Haryana @ haryanarera.gov.in or at its office.

\*Actual image of the project also includes Hotel building registered vide RERA Registration No. : UPRERAPRJ6263

& many more...

For Leasing Contact: +91-9999 999 464 | 9711 800 850 nishasreen@omaxe.com | ankurgupta@omae.com | www.omaxe.com



**WORLD STREET**

**Bringing the World Famous Retail Destinations at One Place**

(Sector 79, Faridabad, Haryana)

**READY FOR FITOUT**

LONDON STREET



ARTISTIC IMPRESSION

ACTUAL IMAGE

**Brands Already Operational**



RERA Regd. No 111 of 2017

**RETAIL FUN ZONE FOOD COURT**



**AN ENTERTAINMENT FIESTA LIKE NEVER BEFORE!**

**PVR CINEMAS**  
**10 SCREEN MEGA PLEX**

ARTISTIC IMPRESSION



**V**alue fashion and lifestyle products retailer, V-Mart Retail, started its retail journey

in 2003 with its maiden store in Law Garden, Ahmedabad and since then there has been no looking back. Today, the brand has 179 stores spread across 149 cities and 14 states.

In an interview with IMAGES Retail, **Lalit Agarwal, Chairman and Managing Director, V-Mart Retail** says, “Reflecting back, I would say that this journey actually began in my childhood, when my father started a tailoring shop in Odisha. Retail is in my blood, and V-Mart is first and foremost, my passion and then a business.”

The brand is mostly present in Tier II and III cities, and is now expanding to Tier IV as well, following a cluster-based approach.

“All our new store launches have been getting very good response, thus underscoring the growth potential in our target markets. Typically, our stores are planned in high-streets and high footfall locations and have an average size of 8,000 sq.ft. Sticking to

## V-Mart Retail to Continue Growing At 25 Pc CAGR; Eyes Warehouse Expansion

– By Charu Lamba

***V-Mart caters to the fashion needs of the entire family. While apparel is the centerpiece of the product portfolio, the brand is also a preferred one-stop destination for footwear, home furnishings, toys, accessories and grocery.***

our core business model, we don’t have any plans to expand in Tier I and metro cities,” adds Agarwal.

The USP of V-Mart is a price-value equation that puts customers first, and consistently delivers or exceeds their expectations on both quality and price.

According to Agarwal, “We are a value fashion retailer; our customers are the young and aspirational classes. Compared to other brands, we have maintained an unwavering focus on our core target audience, and they have patronized us with unmatched loyalty, in terms of repeat buying and word-of-mouth recommendation.”

### Product Portfolio

The punch-line of the brand ‘Price “Less” Fashion’ emphasizes on the value retailing segment while focusing on affordability.

“Our products are chosen after a rigorous quality control and evaluation process and are meant to fulfill our

promise of unmatched value at reasonable prices," reveals Agarwal.

V-Mart caters to the fashion needs of the entire family. While apparel is the centerpiece of the product portfolio, the brand is also a preferred one-stop destination for footwear, home furnishings, toys, accessories and grocery.

"Our buying and product planning teams are constantly scanning the emerging consumer trends and preferences, to ensure a product mix that delights our target audience," adds Agarwal.

The brand has invested significantly in improving the product display making

- in-store and outside," says Agarwal. Towards this, V-Mart looks to ensuring a seamless experience for its customers by integrating online and offline experiences.

According to Agarwal, "We see online as an opportunity rather than as a threat and plan to leverage our geographical spread in servicing customer needs using online and in-store mediums. This is easier said than done, as it involves significant improvements in product standardisation, cataloguing, packaging, logistics and communication - all centered around technology."

"We are working on a concerted plan to deliver a seamless digital experience

“WE SEE ONLINE AS AN OPPORTUNITY RATHER THAN AS A THREAT AND PLAN TO LEVERAGE OUR GEOGRAPHICAL SPREAD IN SERVICING CUSTOMER NEEDS USING ONLINE AND IN-STORE MEDIUMS.”

- Lalit Agarwal, Chairman and Managing Director, V-Mart Retail

"We have a state-of-the-art Put-To-Light (PTL) system at our central warehouse and manage it through the best-in-class retail warehouse management system (WMS). In order to meet our future demands, we are also looking at setting up a second warehouse which will be operational by the next financial year," says Agarwal.

Further, V-Mart has invested significantly in strengthening the supply chain and logistics network in the last couple of years. Apart from automating the warehouse through the implementation of a WMS, the brand has introduced many other technology-aided tools to enhance productivity, reduce shrinkage and enable faster throughput.

"We are further evaluating to ramp up the warehousing capacity and have undertaken a deep study to assess our logistics requirement for the future for which we need to initiate investments now," adds Agarwal.

### Best Performing Departmental Store

In April 2018, a report quoting a Jeffries brokerage report, resonated optimism about India's organised retail market. It also indicated that V-Mart has been the best performing

departmental stores chain this year as its shares rose 10-fold since it began trading in February 2013.

Expressing his happiness, Agarwal says, "We achieved this distinction, thanks to the faith our customers, investors and employees have consistently placed in us. As a company, and a brand, we believe in following three basic principles - providing lasting value to our customers; earning the trust and respect of our customers, investors and employees; and, focusing on fundamentals that drive the retail business. The rest, as they say, follows. I am confident that, as a company, we will continue to chart new and more exciting milestones, and create even greater value for our customers, investors and employees."

### Future Plans

As a part of ongoing expansion drive, V-Mart has identified new locations in existing clusters, as well as entirely new territories, example, the North East. The brand plans to invest ₹300 crore to double store count and treble its turnover to ₹3,500 crore in the next five years

"We aim to grow at a healthy rate and will continue to expand using internal accruals," says Agarwal.

The brand has been growing at a CAGR of 25 percent in the last 5 years and internally targets to maintain a similar growth rates for the future. In 2017-18, the company had reported a revenue of over ₹1,200 crore.

"Our same-store sales has been growing at a CAGR of 8 percent YoY. We are internally targeting to achieve similar numbers in the future," concludes Agarwal. **IR**



it easier for the customers to find relevant product easily, made the store more vibrant, introduced customer loyalty program, provided easy product exchange facilities and above all started communicating with the customer more often.

### Omnichannel Journey

"The customer is the reason we exist, and it is our main aim and priority to keep bettering their experiences

to our customers and have exciting innovations to make this transition as a company," he adds.

### Supply Chain & Logistics

V-Mart's supply chain is centrally managed. The brand has a central warehouse of 2.2 lakh sq. ft. in Bilaspur, Haryana, from where all products are distributed through a mix of market placement and company-owned vehicles.

# BENGALURU CELEBRATES BHARTIYA CITY

The emergence of Bhartiya City in the north of Bengaluru is probably the best thing to happen to this city. So say the experts, so say the residents of Bhartiya City. The ones who are cheering the most though is the section from the North of Bengaluru. These are a people who in search of the buzz of a city need to brave the gargantuan jams the city poses to emerge hours later at an overcrowded city center. The traffic seems to be in no mood of relenting anytime soon. So what's the cheer all about?

Well, if people can't get to the city centre, let's get a City Centre to the people. That seems to be the plan of Bhartiya Developers who are all out to create a City that will rival or even outdo the best in the world.

## **Bhartiya City: A breath of Fresh Air**

Bhartiya City is a little city about 132

odd acres in size. For within these 132 acres is not just a city, but a whole new universe in the making.

*“We use design thinking to create happiness. That's how we add value to what we do.”*

## **Nikoo Homes:**

### **A Whole new concept of a Home**

Way back in 2007 is when they first had an idea of a Nikoo Home. Their fundamental belief was that you should live in a home that makes you happy. And we humans are not satisfied easily, are we. What they discovered was for us all to be happy, we needed five critical tattvas to exist in our lives. Family, culture, community, health and learning. No matter which of those 30 plus Nikoo Home options you decide to pick, you

should have all these tattvas inbuilt into your lives.

On a more simpler level too, these Nikoo homes offer more than most. Italian kitchens for starters, a cinema pod right next to home, bay windows, a garden on just about every floor so that neighbours can congregate or a deck that can seat four of your friends – at a time when these are becoming a thing of the past. And we haven't spoken about the Black Swan Club as yet, which elevates the very definition of good living.

## **The Black Swan Club – The Crown Jewel of Nikoo Homes**

This incredibly cool club is (sorry north Bengaluru) – open for Nikoo residents only. You won't believe what this club offers. Nikoo Residents can shop here, they can chill here in one of the cafes, go for a swim, play a round of poker, or





Emerge Music & Arts Festival held at Bhartiya City

badminton or carom or whatever. They can come together and cook, they can learn yoga, tai chi, meditation or dance or music or whatever they choose to learn. They can take up a place that can become an office for a day, they can hire rooms where your guests can stay.

#### A City with a Nikoo Home

Nikoo residents will have every thing they need just a walk away from home. Here's the menu. The out-of-this-world business district with IBM and Infosys and Maersk among the list of blue chip occupants is just 7 minutes away from a Nikoo Home. Coming up a few blocks away is an International School which will be probably a school every parent in the country would want their children to attend. A stone's throw from there is a Hospital, again a tie-up with a rather big and respected giant in the fraternity. There is a Centre for Performing Arts not far away. There will be a convention centre here – the largest in Bengaluru. The Central Park is right here – a park that the Bengaluru of old would be proud of. Leela Hotels and Residences adds to the colour and style of this place.

*“For most people shopping is the greatest source of entertainment. With the help of intuitive technology and experience design, we will expand the definition of shopping to make it the emotional experience that it will be in the future.”*

- Mr. Arjun Aggarwal  
Managing Director

#### **The Piece De Resistance: The Shopping Centre**

While Nikoo residents will have all of the above and this to celebrate, those who live outside of this City will love the fact that the most happening spot in all of Bengaluru is just next door.

This Mall - which forms the heart of the City Centre is pure retail heaven. If you are used to flying to Singapore or Dubai to shop, you will want to reconsider your

options. This Mall right here, packs a shopping experience to attract shoppers from all over the city and country. Three floors of everything that a shopper would dream of – shops, spas, boutiques, brands, lifestyle stores, gaming zones, places for kids to unleash themselves and a seven screen luxury multiplex.

On the outside you'll have the Ramblas, a High Street that boasts the finest brands in the country, you have a Celebration Square, cafés and boutiques lined up, a plethora of performances taking place making it easily the most colourful spot in the entire City. It will be the place to be to maximize your evenings and especially your weekends.

It's not going to be much of a wait for Bengaluru to experience the magic of its new City Centre. But a wait, especially for something that's so full of excitement and promise is going to be a testing wait for Bengaluru.



Bhartiya City, Thanisandra Main Road,  
Bengaluru. E: [info@bhartiyacity.com](mailto:info@bhartiyacity.com),  
W: [bhartiyacity.com](http://bhartiyacity.com)

# Listed Retail Majors

– By Mohit Jain,  
Business Head-Transaction  
Advisory, Wazir Advisors

India is the world's fifth-largest global destination in the retail space having the world's second richest 'middle class' population. The organized and unorganized retail sector of India provides employment to about eight to 10 percent of the working population and accounts for over 10 per cent of the country's Gross Domestic Product (GDP). The country is witnessing urbanisation at an unprecedented pace, thanks to the concept of 'Smart Cities.' Additionally, over 300 million Indians are connected to the Internet with smart-phones. These facts make it lucrative for retail companies to operate in India.

## A look at the major retail players in India.

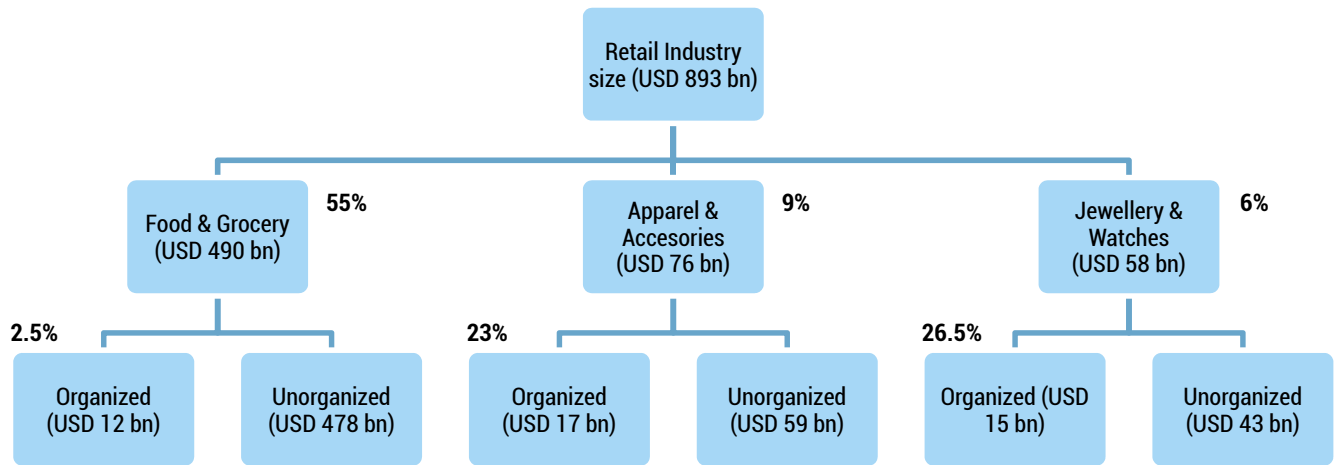
**LISTED RETAILERS:** Though listed retail companies, contributing around 14 percent share in total modern retail market, reflected healthy y-o-y net growth of 34 percent and 39 percent in 2017 and 2018, their overall average growth remained less than 20 percent. The companies grew at an average CAGR of 18 percent for the period from 2015 to 2018.



Company Name	FY 15 (Rs Cr)	Fy 16	FY 17	Fy 18
Reliance Retail Limited	17,640	21,612	33,765	69,198
Future Retail Limited (FRL)	1779.42	6844.96	17,075.09	18,477.97
Titan Company Limited	11,936.71	11,295.74	12,717.00	15,483.45
Avenue Supermarts Ltd. (ASL)	6419.16	8,557.30	11,897.70	15,009.00
PC Jeweller Limited	6,348.52	7232.1	8,104.58	9,488.97
Aditya Birla Fashion & Retail Limited (ABFRL)	1850.73	6,060.71	6,632.98	7,181.41
Arvind Limited	5,224.69	5,407.26	5,980.96	6,423.34
Future Lifestyle Fashions Ltd (FLFL) (Pantaloons Retail in FY 14)	3,134.09	3,300.19	3,866.68	4,219.15
Shoppers Stop Limited	3,406.13	3,715.45	4,000.96	4,179.31
Raymond Limited	2,645.47	2,793.60	2,822.18	3,011.56
Jubilant Foodworks Limited	2,231.84	2,410.21	2,546.07	2,980.44
PVR Limited	1,486.00	1,913.00	2,182.00	2,365.45
Trent Limited	1,323.30	1,491.91	1,716.58	2,066.29
Tribhovandas Bhimji Zaveri Limited	1,933.72	1,654.37	1,707.78	1,755.07
V-Mart Retail Limited	722.40	810.40	1,005.90	1,226.50
Khadim India Limited	460.16	534.50	621.25	625.55
Liberty Holdings Limited	546.46	452.48	470.66	518.90
Kewal Kiran Clothing Limited	405.14	457.30	477.09	461.92
V2 Retail Limited	286.77	319.94	471.42	559.40
Zodiac Clothing Company Ventures Limited	325.01	302.76	282.41	238.18
The Mandhana Retail Ventures Limited	172.81	218.12	218.30	257.03
Timex Group India Limited	142.43	173.38	200.48	209.40
Celebrity fashions Limited	205.87	197.31	192.29	203.54
Cantabil Retail India Limited	138.68	155.26	161.17	197.67
Sreeleathers Limited	66.76	79.73	99.58	140.96



Fig. 1: India retail sector—Snapshot



Source: IMAGES Research, Wazir Analysis

Note: Highlighted F&amp;G, apparel &amp; accessories and jewelry &amp; watches since they are top 3 verticals within retail industry

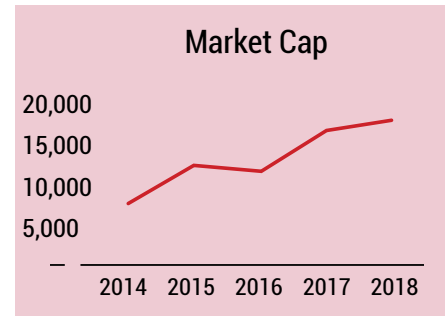
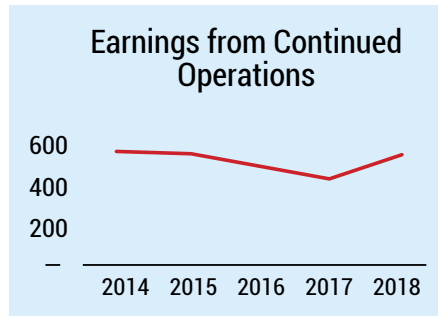
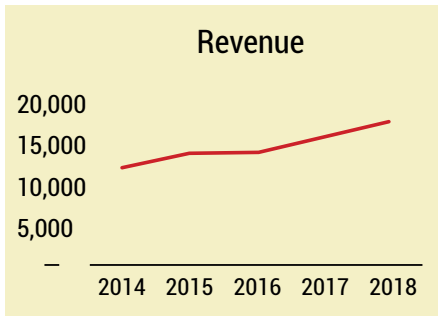
Table Retail penetration (%) to improve to 18% in FY21 from 14% in FY17						
	FY17			FY21		
	Retail Market Size (USD bn)	Organised Retail Market Size (USD bn)	Organised as % of overall retail	Retail Market Size (USD bn)	Organised Retail Market Size (USD bn)	Organised as % of overall retail
Food & Grocery	490	12	2.5	834	48	5.8
Apparel & Accessories	76	17	23.0	132	37	28.1
Watches & Jewellery	58	15	26.5	103	31	30.2
Foodservice	49	17	34.5	71	27	38.1
Telecom & broadcasting services	37	17	44.5	65	34	52.9
CDIT	32	8	25.3	58	18	31.5
Mobile phones & accessories	25	14	57.7	47	30	63.5
Pharmacy	24	2	7.4	44	7	15.3
Home & Interiors	23	5	19.7	40	9	22.0
Entertainment & gaming	20	4	19.4	34	8	22.3
Books & stationery and Recreation & travelware	18	3	19.2	25	6	22.8
Beauty, Personalcare & Fitness	17	3	19.2	32	8	23.5
Footwear	16	3	20.5	28	7	25.6
Medical services (Consultation fee & Clinical charges)	7	2	30.8	12	4	32.9
<b>Total</b>	<b>893</b>	<b>123</b>	<b>13.8</b>	<b>1,525</b>	<b>273</b>	<b>17.9</b>

Source: Wazir Analysis, IMAGES Research, <sup>^1</sup> USD = INR 70.00

Let us look at listed peers in Apparel, Retail, Grocery and Jewelry &amp; Watches.

**Branded Apparel**

Branded Apparel Company Name	Revenue					Earnings from Continued Operations					Market Cap				
	FY14	FY15	FY16	FY17	FY18	FY14	FY15	FY16	FY17	FY18	31-Mar-14	31-Mar-15	31-Mar-16	31-Mar-17	31-Mar-18
Arvind	6,862	7,851	7,896	9,221	10,821	357	344	316	321	316	4,482	6,766	7,053	10,174	9,949
Raymond	4,548	5,333	5,196	5,362	5,908	110	120	86	30	142	1,850	2,730	2,494	3,887	5,515
Kewal Kiran	367	408	457	492	460	67	66	68	85	73	1,396	2,613	2,098	2,138	1,875
Zodiac	411	394	352	280	238	22	9	(8)	(4)	(23)	455	556	418	356	324
Celebrity fashions	235	206	197	191	204	(2)	(2)	21	(13)	(1)	23	48	35	62	60
Cantabil	111	139	155	161	198	(9)	3	5	5	20	28	77	111	125	190
	12,534	14,331	14,254	15,708	17,829	546	540	488	423	526	8,234	12,790	12,209	16,741	17,915



Analyzing the performance of these companies over the 5 year period, we notice that even though the combined revenue has seen a growth of

around 9% the profitability has actually declined. On top of this, the combined market capitalisation of these companies have almost

doubled. Both the revenue and market cap growth has been led by Arvind and Raymond.

While the revenues of all the companies remained flat, major growth was seen on Arvind which registered an addition of around 4000 crores. Raymond, Cantabil and KKCL registered modest growth in the revenues whereas Zodiac and Celebrity fashions actually registering a decline.

The theme around brands and positioning apparel as a 'bridge to luxury' segment has seen only a handful of players like Madura and Page getting it right and being successful. The growth from branded apparel has been lumpy with close to 200 international brands currently present in the India fashion segment.

Let us have a closer look at Arvind. Currently, Arvind has four power brands with each having a turnover of approximately 2,500 crore. The company estimates that each of these brands

would be scaled up to 5,000 crore. Over a decade, the company believes it has added sufficient number of brands and now wants to focus on its monetisation. The restructuring of Megamart (to Unlimited) and closure of unsuccessful ventures like Debenhams and Next affirm the management efforts to focus on profitable growth. Majority of brands in India, though not profitable, are targeting revenue growth. However, profitability will creep in once significant scale is achieved. To quote the management, "When a brand attains a turnover of 100-150 crore it gets out of negative EBITDA. By the time it touches 250 crore, RoCE becomes attractive. By the time it gets to 350 crore, a brand makes tonnes of money". With the currently successful launch of GAP store and target audience for Aeropostale, it is well poised to create a number of power brands by 2020

### Fashion Retail

Fashion Retail Company Name	Revenue					Profit					Market Cap				
	FY14	FY15	FY16	FY17	FY18	FY14	FY15	FY16	FY17	FY18	31-Mar-14	31-Mar-15	31-Mar-16	31-Mar-17	31-Mar-18
Aditya Birla Fashion	1,661	1,851	6,034	6,603	7,172	(188)	(228)	(110)	54	118	755	1,053	11,048	11,851	11,618
Shoppers Stop	3,783	4,296	4,432	3,757	3,697	(50)	49	(40)	6	275	3,200	3,414	3,043	3,027	4,651
Trent	2,333	2,284	1,589	1,812	2,157	(19)	129	58	59	87	3,404	4,880	5,271	8,828	11,503
V-Mart	575	720	809	1,002	1,222	25	37	28	44	78	515	1,026	849	1,488	3,429
V2 Retail	229	287	320	471	559	(5)	10	12	37	31	34	73	120	588	1,416
Mandhana	-	172	218	219	261	(0)	20	21	20	9	-	-	-	474	237
<b>Total</b>	<b>8,582</b>	<b>9,610</b>	<b>13,403</b>	<b>13,864</b>	<b>15,069</b>	<b>(236)</b>	<b>18</b>	<b>(30)</b>	<b>219</b>	<b>598</b>	<b>7,909</b>	<b>10,446</b>	<b>20,331</b>	<b>26,256</b>	<b>32,854</b>

Let your **heart** speak through your **eyes**  
while we look after them



**80+ years, 100+ stores, 1 trusted name**

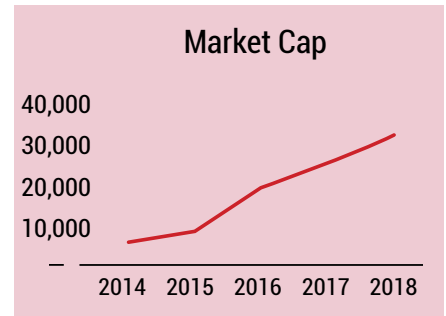
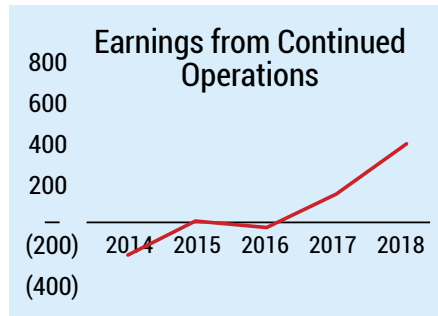
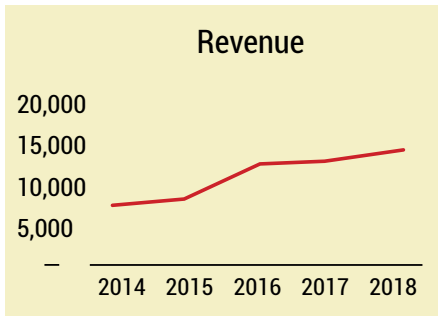
Designer Frames | Branded Sunglasses | Variety of Contact Lenses | Digital Eye Examination

**Himalaya Optical at:** Amritsar | Asansol | Aurangabad | Barrackpore | Bengaluru | Berhampur | Bhatinda | Bhilai | Bhopal | Bhubaneswar | Bilaspur | Bokaro | Burdwan | Contai | Cooch Behar | Cuttack | Dehradun | Deoghar | Dhanbad | Dibrugarh | Faridabad | Ghaziabad | Gurgaon | Guwahati | Gwalior | Haldia | Haldwani | Hooghly | Indore | Jabalpur | Jaipur | Jalandhar | Jalpaiguri | Jamshedpur | Jharsuguda | Jodhpur | Kakinada | Kanchrapara | Kanpur | Kolkata | Krishnanagar | Ludhiana | Malda | Meerut | Midnapore | Muzaffarpur | Nagpur | Nashik | New Delhi | Noida | Patiala | Patna | Purulia | Raigarh | Raipur | Rourkela | Siliguri | Sodepore | Suri | Tamluk | Varanasi | Vizag

**Corporate Office:** 285/F, B.B. Ganguly Street, Kolkata 700 012 | Ph: 033 4041 5000

**Franchisee invited**

**Email - [franchisee@himalayaoptical.com](mailto:franchisee@himalayaoptical.com) | Call 90078 85000**



Analyzing companies in Fashion retail, we notice that the revenues have almost doubled over the 5 year period in review. This is mainly because of ABFRL after 2016 when they merged Aditya Birla Nuvo and Pantaloons. Except for the relatively small growth shown by V-mart and V2 retail, sales growth in Shoppers Stop and Trent remained flat. As a matter of fact both the companies registered negative growth during the period.

On the profitability front, it has started to look decent. With a combined loss of more than 200 crore, the segment is now clocking profitability of around 600 crore. The major losses were because of ABFRL which now has managed to contribute a profit of more

than 100 crore. Shoppers stop also made a significant jump in its profitability with a contribution of 275 crore.

On the market capitalization front, there is an almost four times growth with Trent, ABFRL and V-Mart contributing the most. ABFRL contributed the most to the rise in market cap after the merger. The market cap growth of Shoppers Stop did not see much change as compared to Trent which tripled during the period. V-mart and V2 retail also saw their Market cap register a huge growth.

**The two themes that we see in the above chart playing out are:**

1. Multi-brand retail - Finally we can say that brick and mortar is here to stay. Online and offline have finally found a way to



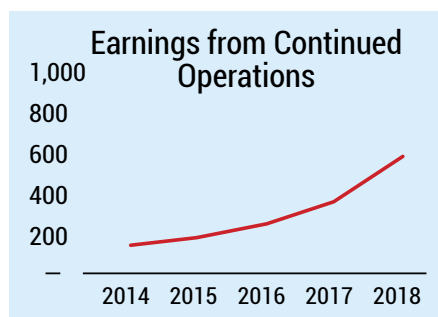
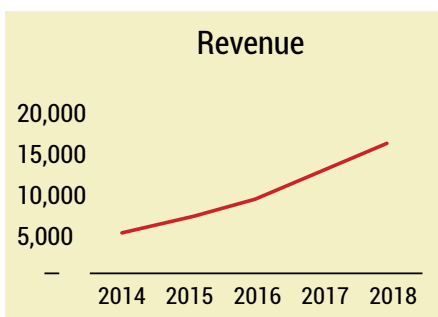
not only co-exist but also help each other grow. Companies have embraced the omni-channel strategy. 2. Value retail - Growing urbanization and a significantly large number of people moving up the socio economic class, this is a segment where we

see tremendous growth happening.

### Food & Grocery

D-Mart registered a blockbuster debut on the stock market and has kept growing since listing. Sales have shown continuous growth while profits have

Food & Grocery Company Name	Revenue					Profit					Market Cap				
	FY14	FY15	FY16	FY17	FY18	FY14	FY15	FY16	FY17	FY18	31-Mar-14	31-Mar-15	31-Mar-16	31-Mar-17	31-Mar-18
Avenue Supermarts	4,686	6,439	8,584	11,898	15,033	161	212	320	479	806	-	-	-	39,813	82,816
	4,686	6,439	8,584	11,898	15,033	161	212	320	479	806	-	-	-	39,813	82,816

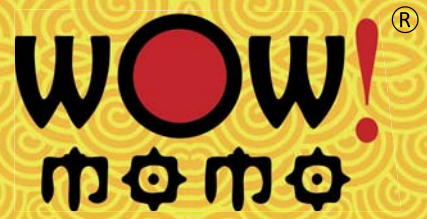




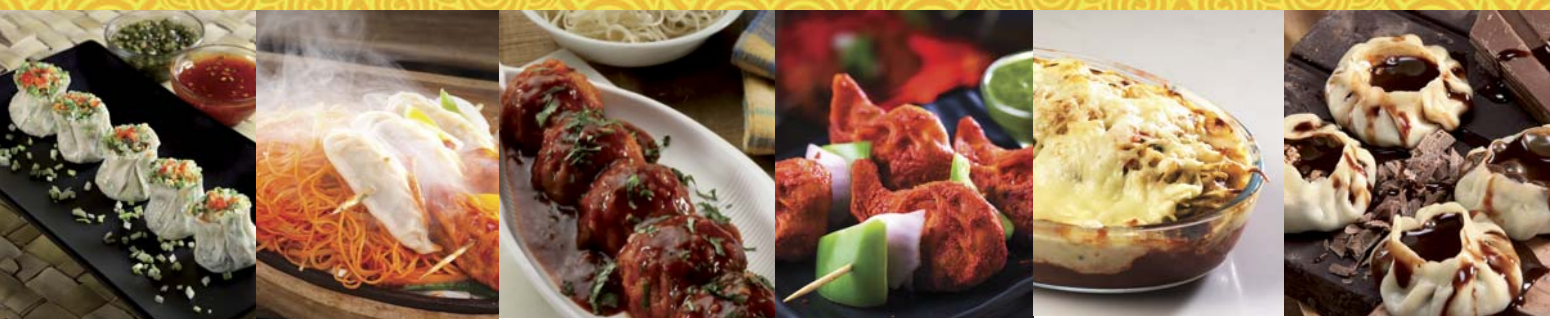
# GET A TASTE OF THE MOMO REVOLUTION!

## More than 200 outlets across 13 cities

Thank you for being with us every step of the way. The Wowness has only begun. Come, dig in!



Kolkata • Delhi NCR • Mumbai • Bengaluru • Chennai • Kochi • Pune • Bhubaneswar • Lucknow • Puri



Outlets at





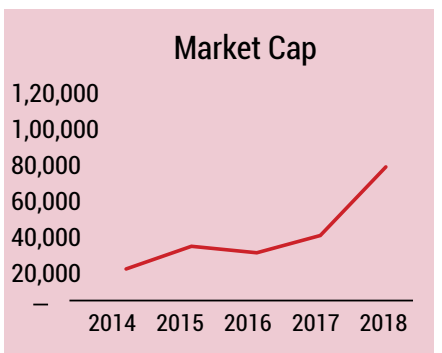
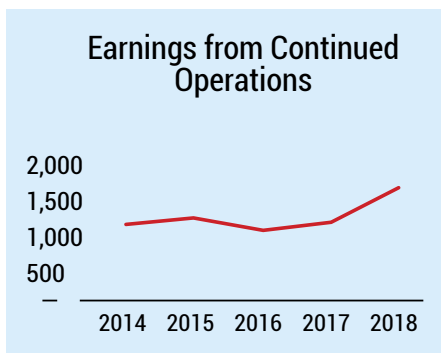
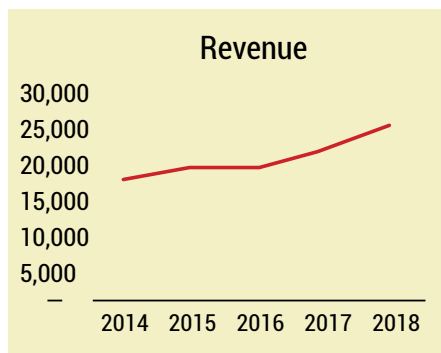
seen huge jump. The market cap has also more than doubled in 1 year. The core focus of D-mart remains on value retailing.

were located in Maharashtra and Gujarat, ASL manages a retail space of 4.4 mnsq ft. The cluster based approach for opening new stores

focuses on profitable growth, maintaining gross margins at 15%. **Watches and Jewellery**

of around 1,100 crore, the segment is now clocking profitability of more than 1,600 crore. Here again Titan and PC Jewellers have done

Watches & Jewellery	Revenue					Profit					Market Cap				
	FY14	FY15	FY16	FY17	FY18	FY14	FY15	FY16	FY17	FY18	31-Mar-14	31-Mar-15	31-Mar-16	31-Mar-17	31-Mar-18
Titan	10,927	11,913	11,276	13,261	16,120	735	816	675	697	1,102	23,300	34,801	30,078	40,954	83,558
PC Jeweller	5,325	6,361	7,303	8,474	9,612	356	378	398	421	536	1,735	5,688	6,511	7,488	12,627
Tribhovandas Bhimji	1,824	1,934	1,655	1,690	1,751	55	24	(28)	13	21	875	988	387	519	568
Timex Group	124	140	173	200	207	(33)	(11)	(9)	(3)	8	102	192	302	508	436
	18,200	20,349	20,407	23,625	27,690	1,113	1,208	1,036	1,128	1,666	26,013	41,669	37,278	49,469	97,189



D-Mart targets densely-populated residential areas with a majority of lower-middle, middle and aspiring upper-middle class consumers. ASL offers a wide range of products with focus on food, FMCG and general merchandise & apparel as product categories. With a network of 141 stores and as many as 68% of its stores

enables ASL to efficiently manage procurement, inventory and logistics costs. ASL believes in operating on an ownership model wherein it focuses on development of stores with area ranging from 10,000 square feet (sqft) to 60,000 sq ft. Adopting the low cost model and passing on the benefits to consumers, ASL

Analyzing companies in Watches and Jewelry, we notice that the revenues have grown by around 50% over the 5 year period in review. The major contribution came from Titan and PC Jewellers who revenue almost doubled. On the profitability front, it has started to look decent. With a combined profit

well while Timex has been able to come out of losses. The profits of TBZ fell by more than 50% to around 21 crore. On the market capitalization front, there is an almost four times growth with Titan and PCJ contributing the most. Titan market cap increased by 4 times while PCJ registered a market cap growth of more than 10 times. **IR**



Eastern India's largest electronic retail chain with 55 stores, is now expanding. Be ready to explore and experience.



We are hiring. For more details please contact : [hr@geconnect.in](mailto:hr@geconnect.in)

**Great Eastern™**  
RETAIL

EASTERN INDIA'S  
LARGEST ELECTRONICS  
RETAIL CHAIN

**55**  
STORES  
ACROSS INDIA

[crm@geapl.in](mailto:crm@geapl.in)  
[www.greateastern.co.in](http://www.greateastern.co.in)  
GreatEasternRetail 79800 90930

For institutional purchase  
[corporatesales@greateastern.co.in](mailto:corporatesales@greateastern.co.in)  
HELPLINE 033 4037 2000

# INFOBAHN: TRANSFORMING HOW THE RETAIL INDUSTRY CONSUMES & OPERATE IT

Infobahn provides IT Solutions to the Retail industry around Retail Point of Sale products and Digital Signage Systems. **Rajeev Krishnaswamy, Director, Infobahn Technical Solutions (I) Pvt. Ltd.** talks about the brand and solutions provided by it, focusing on the POS systems



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

Infobahn is a technology service provider and an IT systems integrator. We have been providing these solutions since last 18 years, to customers across India in various verticals including Retail, Manufacturing and IT/ITEs to name a few.

## **Tell us about Infobahn's focus on the retail industry?**

Infobahn provides IT solutions to the Retail Industry around retail point of sale products and digital signage systems. These solutions can be either turnkey or bespoke. Infobahn has developed processes, skills and partnerships to be able to deploy these solutions across the country. We have worked successfully with a number of retail majors to provide them with these solutions.

## **What was Infobahn's philosophy behind partnering with HP for the ElitePOS retail system?**

POS systems are an important component of the IT eco-system at a retail store. Since HP ElitePOS is one of the best products in the market, we decided to partner them, since we were keen to provide our retail customers with the ElitePOS and promote the product.

## **What are your expansion plans? Tell us about adding new features to the existing ElitePOS and adding new products to the line.**

We will continue to evolve along with the industry and add newer technologies like demography based digital signage systems, mobility solutions to leverage the ever growing mobile device and tablets. We are keeping a close watch on, and learning technologies like IoT, Machine Learning and AI. We will introduce solutions around these as the technologies mature.

## **Tell us about the features of ElitePOS. What are the key requirement of retailers**

## **that it will meet?**

With security, durability and flexibility built into a gorgeous design, HP Elite POS meets the demand of a business and marks a new era in retail. A device which is not only beautiful but retail-hardened, it's designed to pass MIL-STD 810G with a sturdy anodized aluminum chassis that resist spills by channeling liquid away from the screen. The HP Elite POS system is ready for duty with 7th generation Intel processor, efficient M.2 Storage, fast DDR 4 memory, Wireless LAN and Bluetooth, an integrated SD card reader supports easy backup, deployment and servicing.

## **How does ElitePOS have an edge over competition?**

ElitePOS is sleek modern and adaptable. It's built for ideal checkout, interactive signage or self service solution for retail or hospitality environment with the streamlined, versatile accessory ecosystem all available in choice of colors. Today's business calls for a next level security and HP ElitePOS answers with a self-healing PC BIOS and firmware that shields the BIOS against attack to help keep data, device and customer safe and secure.

HP ElitePOS sets a new bar for sophistication with components and accessories that complement its aesthetics - including the stand, magnetic strip reader, barcode scanner and customer-facing display.

## **What are key segments within Retail that ElitePOS is targeted at? Tell us about a success story you would like to share.**

ElitePOS is ideal for hospitality, apparel stores, supermarket, specialty stores and malls. It is also widely used as self-service kiosk across the industry.

## **How important is after sales support as a differentiator for the POS industry?**

Services is a key differentiator in the crowded IT solutions space. We understand the fact that our customers need to be able to service their own

customers with the best possible buying experience. We work towards achieving this goal by architecting the right solutions and providing the right products to our Customers. We focus on quick turnaround on post sales services delivery and we have a help desk dedicated to the retail Customers for a faster turnaround. We also train our people regularly to help them understand and keep customer requirements in mind.

HP ElitePOS is durable, powerful and built for the day ahead. The system has a 5-year lifecycle and 3-year standard limited warranty which can be upgraded to 5 years peace of mind with optional HP Care Services. Customers also get extra protection with automatic updates and security checks from the HP BIOSphere Gen3 Control application and system access with Device Guard, Credential Guard and an optional fingerprint reader. All these - backed by HP Support network - become an excellent value proposition for customers.

## **Which other services do you offer to the retail industry? Please list and detail all services / products that you would like the wider Retail universe to know of.**

Infobahn has several technology practices like Digital Signage, Cloud Services, Data Centre and hyper converged solutions, Networking and Wi-Fi Solutions. We are also amongst the largest partners in India for HP Inc for client devices including RPOS, media players, laptops, desktops, thin clients and more; Samsung and LG for LFD; and HP Enterprise for datacenter solutions.

## **Where are you currently based and which geographies do you serve in India? Has GST been an enabler for Infobahn for this offering?**

We are based in Mumbai and service customers across the country. GST has been a great enabler for us as a company since it has allowed us to seamlessly supply and deliver material and services across all states as one market.





keep reinventing

# HP ElitePOS Retail System

Retail redefined by design.



4BN89PA#ACJ



### Sleek. Modern. Adaptable.

Build the ideal solution for your business with a streamlined design and versatile ecosystem of accessories.<sup>1</sup>



### Secure data. Protect customers.

Safeguard every transaction with multi-layered security that protects data from the operating system and beyond.



### Durable. Powerful. Built for the day ahead.

This sleek POS system is designed specifically to keep up with the demands of retail and hospitality environments.



Powered by Intel® Core™ i5 processor.

For more information, write to Upasana Kagalkar at [Upasana.k@infobahnindia.com](mailto:Upasana.k@infobahnindia.com) or call **+91 8879674773/ +91 2267243333** | [www.infobahnindia.net](http://www.infobahnindia.net)



**Infobahn Technical Solutions (I) Pvt. Ltd | Address: 604, Lodha Supremus III, i-Think Techno Campus, Kanjurmarg (E), Mumbai – 400042, Maharashtra, India.**

<sup>1</sup>Optional features sold separately or as add-on features. Multi-core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. Performance and clock frequency will vary depending on application workload and your hardware and software configurations. Intel's numbering is not a measurement of higher performance. Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows 10 is automatically updated, which is always enabled. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.windows.com>. Intel, the Intel Logo, Intel Inside, Intel Core, and Core Inside are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries. © Copyright 2018 HP Development Company, L.P.



# India's Retail Tiger is Roaring Back

– By Abneesh Roy and Alok Shah, Edelweiss Group

India's retail tiger is roaring back—stocks up >25-500% over the past 18 months—and is ready to take the big leap. We expect the dream run to sustain and the sector's revenue (organised pie) to catapult to USD166bn by FY25E from USD55bn in FY16, >13% CAGR. Favourable macros—improving consumer sentiments, rising disposable incomes, urbanisation and lower penetration of organised retail—are envisaged to primarily fuel this boom. Moreover, recent structural reforms—demonetisation

and GST—have been potent catalysts. Also, post fiercely fought turf wars, offline and online players seem to have finally made their peace and are toying with the Omnichannel platform in their quest for success.

## Key Growth Levers:

### A. POTENT CATALYSTS IN PLACE TO FUEL RETAIL BOOM

India's organised retail tale is set for a fortunate twist and catapult to USD166bn by FY25E from USD55bn in FY16, >13% CAGR. The

retail boom is envisaged to be fuelled by favourable macros: (i) **Rising disposable incomes and improving consumer sentiments**—Per capita income clocked 10.2% CAGR over FY12-15; (ii) **Attractive demographics**—Median age of 27 with ~50% of population in working age bracket; and (iii) **Rising urbanisation**: 41% of population estimated to reside in urban areas by 2030 from 31.2% in FY11. Recent structural reforms are the icing on the cake, which will further burnish the industry's prospects: a) **GST** is expected

to accelerate demand shift to the organised segment as unorganised retailers cede turf due to stringent compliance requirements; and b) post **demonetisation**, we anticipate consumers to stay hooked to modern retail.

### B. RECONFIGURING BUSINESS MODELS TO MASTER GROWTH TEMPLATE

Retailers have, over the past few years, tested various business models and have finally identified their operating moat: 1) **Optimum store size:**

Compact hypermarket (20,000-30,000sq ft) and supermarket (3,000-4,000sq ft) formats enhance sales per sq ft by focusing on right assortment; 2) **Right product mix**: Players are targeting a balance between food & groceries (F&G) and apparel in their quest for profitability & productivity; and 3) **Private labels**: Organised retailers are training focus on private labels (20% in India versus 35% globally) as they fetch higher margins and ensure greater customer loyalty. Moreover, considering high real estate cost, most players (except DMart) have adopted the lease rental model. This lends flexibility in ease of entry and exit if sales per sq ft and returns on invested capital do not meet a company's internal benchmarks.



**C. THE RIGHT BLEND: OMNICHANNEL STRATEGY KEY SUCCESS MANTRA**

Post bitterly fought turf wars between brick-and-mortar stores and e-commerce companies, players have gleaned that **offering a**

**complete and seamless consumer experience is mantra to success.** Hence, while online retailers are shifting offline (Amazon's tie up with Shoppers Stop), we anticipate offline stores to resort to the digital medium to target consumers (Future



Retail shifting to Retail 3.0). **In our view, "Omnichannel strategy" / "Brick and click" is the way ahead.** Among categories, while F&G is likely to be resistant to e-commerce play, electronics and low-value jewellery are most likely to warm up to the platform. Branded apparels are envisaged to deploy omnichannel strategy with online as well as offline presence.

**Performance of Listed Companies**

SNAPSHOT OF PERFORMANCE OF APPAREL RETAILERS															
	Shoppers Stop (standalone)			Trent (Standalone)			VMART			FLF (Central)*			Pantaloons		
	FY16	FY17	FY18	FY16	FY17	FY18	FY16	FY17	FY18	FY16	FY17	FY18	FY16	FY17	FY18
Revenue (INR mn)	35,993	38,664	42,025	14,919	17,381	20,663	8,093	10,017	12,224	33,002	38,771	44,980	21,570	25,520	28,620
Raw material cost (INR mn)	23,125	25,058	25,058	7,213	8,275	9,587	5,712	7,028	8,303	20,455	24,452	28,466	NA	NA	NA
Rental cost (INR mn)	3,128	3,480	3,824	1,874	2,278	2,668	400	479	589	3,727	4,157	4,528	NA	NA	NA
EBITDA (INR mn)	1,791	1,743	2,018	928	1,257	2,014	620	826	1,328	3,252	3,580	4,087	1,030	1,260	1,134
<b>Key metrics</b>															
Same store sales growth (%)	8.5	3.1	2.1	7.9	9.0	9.0	(1.1)	13.0	9.0	10.3	18.1	10.0	5.9	3.3	(2.6)
Footfalls (mn)	45.4	46.8		25.2	26.1		20.0	24.8		NA	NA		NA	NA	
Transaction size (INR)	2,791	2,878		1,860	2,029		663	713		NA	NA		NA	NA	
Sales per sq ft per year (INR)	8,974	9,171	9,300	9,167	9,004	9,814	9,072	9,588	9,876	6,196	6,735	7,408	8,296	7,975	7,238
Apparel contribution (%)	64.2	63.6		-	77.0		78.4	78.7		NA	NA		NA	NA	
Shrinkage (as % of sales)	0.36	0.37		0.22	0.16		1.90	1.40		NA	NA		NA	NA	
Store count (no)	77	80	83	93	107	122	123	141	171	31	35	40	163	209	267
Total sq ft (mn)	3.9	3.9	4.0	1.6	1.9	2.1	1.0	1.2	1.4	3.2	3.5	4.0	2.6	3.2	4.0
Average store size (sq ft)	51,269	48,133	47,659	17,500		17,500	8,244	8,475	8,421	75,249	88,291	90,000	15,951	15,311	14,809
<b>% of sales</b>															
Gross margin	35.8	35.2	35.3	52	52	54	29.4	29.8	32.1	38.0	36.9	36.7	NA	NA	NA
Employee cost	6.8	7.1	7.0	8.9	9.6	9.8	7.7	7.8	8.0	5.7	5.3	5.9	NA	NA	NA
Rental cost	8.7	9.0	9.1	12.6	13.1	12.9	4.9	4.8	4.8	11.3	10.7	10.1	NA	NA	NA
EBITDA margin	5.7	5.0	4.8	6.2	7.1	9.7	7.7	8.2	10.9	9.9	9.2	9.1	4.8	4.9	4.0
<b>YoY growth (%)</b>															
Revenue	10.7	7.4	8.7	9.9	16.5	18.9	12.4	23.8	22.0	5.3	17.5	16.0	NA	18.3	12.1
Raw material	11.3	8.4	-	5.9	14.7	15.9	11.1	23.0	18.1	6.6	19.5	16.4	NA	NA	NA
Rental cost	9.7	11.3	9.9	75.7	21.6	17.1	21.8	19.8	22.9	7.6	11.6	8.9	NA	NA	NA
EBITDA	(33.2)	(2.7)	15.8	28.5	35.5	60.2	(2.5)	33.1	60.8	(1.5)	10.1	14.2	NA	22.3	(10.0)

\*Revenue, Raw material, rental, EBITDA are overall numbers and not specific to Central

SNAPSHOT OF PERFORMANCE OF F&G RETAILERS						
	DMart			Future Retail		
	FY16	FY17	FY18	FY16	FY17	FY18
Revenue (INR mn)	85,838	118,977	150,332	68,451	170,751	184,780
Raw material cost (INR mn)	73,035	100,810	126,356	50,651	128,344	137,407
Rental cost (INR mn)	204	354	447	6,043	13,595	14,053
EBITDA (INR mn)	6,636	9,812	13,528	834	5,813	8,323
<b>Key metrics</b>						
Same store sales growth* (%)	21.5	21.2	14.2	NA	14.0	13.4
Sales per sq ft per year* (%)	28,660	32,026	33,407	NA	12,309	13,172
Store count*	110	131	155	228	235	285
Total sq ft (mn)*	3.3	4.1	4.9	9.8	10.2	12.1
Average store size (sq ft)*	30,273	31,298	31,613	43,026	43,319	42,456
<b>% of sales</b>						
Gross margin	14.9	15.3	15.9	26.0	24.8	25.6
Employee cost	1.7	1.6	1.9	4.8	4.7	5.0
Rental cost	0.2	0.3	0.3	8.8	8.0	7.6
EBITDA margin	7.7	8.2	9.0	1.2	3.4	4.5
<b>YoY growth (%)</b>						
Revenue	33.3	38.6	26.4	NA	149.4	8.2
Raw material	33.1	38.0	25.3	NA	153.4	7.1
Rental cost	54.6	73.7	26.2	NA	125.0	3.4
EBITDA	44.6	47.9	37.9	NA	597.2	43.2

Inventory days

SNAPSHOT OF PERFORMANCE OF A JEWELLERY COMPANY – TITAN			
	Titan		
	FY16	FY17	FY18
Revenue (INR mn)	112,759	129,789	161,198
Raw material cost (INR mn)	81,807	94,292	116,862
Ad spends (INR mn)	4,295	4,630	4,940
EBITDA (INR mn)	9,347	11,555	16,447
Reported PAT (INR mn)	6,745	8,000	11,186
<b>% of sales</b>			
Gross margin	27.4	27.3	27.5
Ad spends	3.8	3.6	3.1
EBITDA margin	8.3	8.9	10.2
PAT margins	6.0	6.2	6.9
<b>YoY growth</b>			
Revenue	(5.4)	15.1	24.2
Raw material	(6.5)	15.3	23.9
Ad spends	12.4	7.8	6.7
EBITDA	(18.6)	23.6	42.3
Store numbers			
Total square ft			



### Company Specific

#### 1. SHOPPERS STOP:

Shoppers Stop (SSL) is one of the best run retail companies in India and likely to reap benefits of management's recent turnaround strategies. We expect same store sales growth (SSSG) to be aided by macro-economic improvement, which should drive discretionary spends. An improving proportion of the private label mix is also expected to boost SSSG. The company has maintained momentum in its retail space expansion (opening three-four SSL departmental stores per annum), which too should aid future growth. The company's omni-channel strategy to counter online competition is on track, especially following its tie-up with Amazon.

Besides, the government's directive (press note 3)

coupled with draft policy on curbing discounting on e-commerce platform is aimed at curbing irrational discounting by online players. Stress in many online players is positive for physical retailers. However, the entry of single brand retailers such as H&M & Forever21 and heightening competitive intensity in the e-commerce space are key monitorables.

We believe, SSL is a potential turnaround story in light of: 1) new management team; 2) tie-up with Amazon which will boost growth via omni-channel (with estimated CAGR of 100% over the next two-three years); 3) rising salience of private labels; and 4) negligible net debt.

We expect SSL to post revenue and EBITDA CAGR of 12.0% and 32.7% over FY18-20, respectively.



**Khadim's<sup>®</sup>**



BRITISH WALKERS<sup>®</sup>  
by **Khadim's**

TABLE: TRENDS AT A GLANCE (SHOPPERS STOP LIMITED)

	Q1FY17	Q2FY17	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Revenue	7,722	9,544	10,112	9,103	9,411	8,376	9,632	8,496	8,266
EBITDA	237	479	684	525	301	507	794	515	415
EBITDA margin (%)	3.1	5.0	6.8	5.8	3.2	6.0	8.2	6.1	5.0
SS department stores (LTL)	5.5	2.2	6.4	(1.1)	19.8	(5.5)	1.4	(4.1)	(1.2)
LTL volume growth departmental store	5.7	(3.1)	4.2	(3.3)	16.2	(10.4)	(0.3)	(8.7)	(4.5)
Customer entry (mn)	10.7	12.7	11.3	11.0	11.0	10.9	10.8	9.9	10.1
Conversion ratio (%)	23.9	26.6	26.8	27.4	26.8	27.9	27.1	28.2	27.9
Transaction size (INR)	2,818	2,667	3,066	2,920	3,041	2,832	3,321	3,030	3,178
Average selling price (INR)	1,179	1,070	1,331	1,143	1,222	1,122	1,354	1,213	1,266
Merchandi mix (%)									
Private brand	13.7	12.2	11.5	11.0	12.2	10.7	8.9	8.5	10.2
Exclusive brand	4.5	4.0	4.1	4.1	4.2	4.0	3.7	3.4	3.7
Merchandise Buying Model (%)									
Bought Out	45.1	40.5	40.4	38.1	39.6	37.9	36.2	35.2	NA
Consignment/ SOR	53.2	57.9	58.1	60.4	59.0	61.1	62.9	64.0	NA
Concession	1.7	1.5	1.5	1.5	1.4	1.0	1.0	0.8	NA

Source: Company, Edelweiss research

**2. TRENT:**

Trent was amongst the earliest entrants in the organised retail sector in India and has focused on developing a robust business model in each of the retail formats pursued. The company primarily operates stores across three formats—Westside, Star Bazaar and Zara. In our view, the businesses should be seen separately and valued also separately as each entails distinct value proposition.

**Standalone business (Westside + Landmark)**

We estimate Westside to continue to report 11% and 12% YoY SSSG in FY19 and FY20, respectively, anchored by focus on private labels and enhancing shopping experience. We expect

improvement in EBITDA margin, which will play out due to double digit SSSG aided by operating leverage. Further, losses in Landmark will reduce which will improve overall EBITDA margin.

**Star Bazaar**

Trent's focus on branded private labels and providing customers quality & reasonably priced fresh produce and meat & fish is a win-win strategy. Focus on fresh food offerings by emphasizing the proposition of "great quality at reasonable prices" is bound to attract higher footfalls. These footfalls can then be targeted for branded offerings. Moreover, housing of Star Bazaar's private apparels into a standalone store under

the Zudio brand can yield significant benefits in tier II & III cities.

**Zara**

Zara reported strong growth in FY18 despite stiff competition from H&M, reflecting its brand prowess. Going forward, we expect it to clock ~13-14% YoY revenue growth.

Baking in all at the company level, we estimate Trent to clock revenue and EBITDA CAGR of 21.9% and 39.4% YoYover FY18-20, respectively.

**3. V-MART**

Of the USD616bn India retail market, organised accounts for ~9% (retail market was USD386bn in FY12, of which organised was ~7%). Apparels & accessories contribute 22%

to organised retail. VMart is present in this segment and will continue to benefit from rising population, rapid urbanisation and presence in tier II, III & IV cities.

We believe, the company is well poised to tap big opportunities in tier II, III & IV cities where its potential customers do not have access to aspirational products. Further, the company enjoys



# zink london



## AUTUMN/WINTER' 18

Our exclusive outlets- DLF Mall of India, Noida/ Ambience Mall, Delhi/ Infiniti Mall, Mumbai/ Mantri Square Mall, Bengaluru

Available Nationwide- Pantaloons | Shoppers Stop | Central | Globus | Kapsons | Sohum | All That Jazz

Online Partners- Myntra | Amazon | Flipkart | Jabong | Paytm | Snapdeal

Shop 24X7- [www.zinklondon.in](http://www.zinklondon.in)

For enquiries- [contact@zinklondon.co.uk](mailto:contact@zinklondon.co.uk)



an edge in cost structure (lowest rental costs) over peers. We expect VMart to benefit from GST. Currently, the company pays 5-6% VAT on products. With readymade garments priced lower than INR1,000 attracting mere 5% GST, we believe it will benefit from the same. VMart's average selling price is

may emerge in the company's dominant geographies, it is unlikely to disrupt its growth trajectory and only expand the consumption pattern from unorganised to organised format. We estimate V-Mart to clock revenue and EBITDA CAGR of 20.9% and 23.4% YoYover FY18-20, respectively.

and strong brands. From its strong portfolio of owned, licensed and investee brands, the company has identified six power brands to drive growth (Lee Cooper being the largest), which are currently contributing ~64% to FFL's total brands (share expected to further increase on sharper focus and better brands).

business.

Power brands are margin accretive as they gain scale and garner operating leverage. Investee brands, on the other hand, provide an opportunity for stake sale as the brands grow. By virtue of an integrated model, FFL is a much better bet than other retailers. We estimate the

**TABLE: TRENDS AT A GLANCE (V- MART RETAIL LIMITED)**

	Q1FY16	Q2FY16	Q3FY16	Q4FY16	Q1FY17	Q2FY17	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Metro and Tier I	18	18	18	18	18	18	18	19	20	20	22	22	25
Tier II	35	36	36	36	35	39	40	40	41	41	41	41	44
Tier III	55	55	68	69	74	77	78	79	83	84	87	89	89
Tier IV	-	-	-	-	-	-	-	3	5	12	17	19	21
Total Stores	108	109	122	123	127	134	136	141	149	157	167	171	179
Gross store adds	-	3	13	1	5	8	2	5	8	8	10	5	8
Closed stores	-	2	-	-	1	1	-	-	-	-	-	1	-
Retail Space (sq ft'000)	880	890	1,000	1,010	1,010	1,130	1,150	1,190	1,300	1,330	1,400	1,440	1,500
Same Store sales growth (fashion)	8.7	(2.0)	(4.0)	(7.5)	(4.0)	8.0	17.0	34.0	23.1	8.0	-	7.0	1.0
Same store volume growth (fashion)	12.7	1.0	(5.0)	(8.6)	(4.9)	4.0	13.0	36.0	27.4	13.0	-	11.0	4.0
Sales per sq. ft per month	820	637	950	620	806	637	1,009	764	913	678	957	748	874
<b>Sales Mix</b>													
Apparels (%)	81.6	76.9	81.6	76.6	79.4	76.2	80.1	78.3	80.3	79.2	79.4	79.7	81.7
Non apparels (%)	10.6	13.3	12.2	15.1	13.7	15.0	14.0	14.7	13.7	13.5	15.0	14.1	12.3
Kiryana (%)	7.9	9.9	6.2	8.2	6.9	8.8	5.9	7.1	6.0	7.4	5.6	6.2	6.0
Footfalls (mn)	5.1	4.7	5.7	4.5	5.8	5.5	7.1	6.3	8.0	6.8	8.2	7.4	8.9
Conversion rate (%)	64.7	64.2	62.8	62.8	62.2	60.6	58.5	57.6	59.7	58.8	56.4	57.5	60.0
Transaction size (INR)	645	565	768	654	663	616	825	724	699	644	847	745	718
<b>Average selling price (INR)</b>													
Fashion	216	218	308	253	277	287	443	328	269	281	445	321	264
Total	178	170	240	197	190	180	256	202	188	182	252	206	187

Source: Edelweiss research

~INR300 owing to which the impact of GST will be limited. VMart is a play on organised retail largely in Uttar Pradesh, Bihar and other North Eastern geographies. The company will be key beneficiary of recovery in discretionary spending as well as potential shift in spending pattern from unorganised to organised retail chain. Further, improving share of private labels from current level of >50% with potential to take it to ~75% will boost margins. We remain positive on the stock from long-term perspective as we believe that though new competition

#### 4. FUTURE LIFESTYLE FASHION

Future Lifestyle Fashion (FLF) is one of the largest branded apparels and physical retailers in India with total retail space of 6mn sq ft spread across >90 cities and a diversified portfolio of 30 brands straddling different segments (men's, women's and kid's wear) and price points. The company has been logging strong SSSG (double-digit adjusted for base effect) and outperforming industry led by better inventory management, focus on premiumisation, better store layout, inventory liquidation

FLF has bagged a licence to sell Lee Cooper's footwear business—another growth lever within FLF's branded

company to clock revenue and EBITDA CAGR of 26.1% and 31.4% YoY, respectively, over FY18-20.







₹2900  
#02682

₹3100  
#02684

Response India

**Come early in the morning to shop comfortably.**

Visit our showrooms to explore our collection. You can also buy online at [sreeleathers.com](https://www.sreeleathers.com)

Conditions apply

**TRENDS AT A GLANCE (FUTURE LIFESTYLE FASHION LTD)**

	Q1FY17	Q2FY17	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Revenues (INR mn)	8,005	10,188	10,597	9,874	10,830	11,178	12,256	10,720	13,190
Material costs (INR mn)	4,895	6,606	6,762	6,190	6,870	7,114	7,853	6,630	8,570
Rent expense (INR mn)	995	1,118	1,143	1,081	1,200	1,062	1,136	1,130	1,260
EBITDA (INR mn)	737	873	1,015	948	980	1,040	1,149	920	1,190
<b>Key metrics</b>									
FLF (SSSG growth)	10.1	16.1	21.4	17.4	29.4	4.5	10.0	4.8	8.2
Central (SSSG growth)	10.0	15.6	21.7	23.3	31.1	3.0	11.8	1.0	3.7
Brand Factory (SSSG growth)	11.8	23.2	20.7	9.6	31.2	12.5	6.6	13.7	15.4
Central stores	31	33	34	35	36	37	39	40	42
Brand factory outlets	46	46	51	53	54	57	60	63	69
EBOs	289	288	295	284	267	256	246	229	211
Total sq ft (mn)	5.05	5.27	5.50	5.40	5.20	5.50	5.60	5.70	6.00
<b>Power brands MRP sales (INR mn)</b>									
Lee Cooper	1,190	2,240	1,650	1,430	1,370	1,930	1,400	1,970	1,640
Scullers	360	640	440	580	340	390	430	530	540
Indigo Nation	370	630	580	530	320	570	500	770	570
John Millers	480	540	640	460	400	700	770	680	730
Bare Casuals	330	450	560	510	470	490	610	570	830
aLL	358	486	400	550	450	480	440	570	470
Jealous 21	270	320	220	270	150	390	390	560	360
<b>% of revenues</b>									
Material costs	61.1	64.8	63.8	62.7	63.4	63.6	64.1	61.8	65.0
Rent expense	12.4	11.0	10.8	10.9	11.1	9.5	9.3	10.5	9.6
EBITDA margin	9.2	8.6	9.6	9.6	9.0	9.3	9.4	8.6	9.0
<b>YoY growth</b>									
Lee Cooper	33.7	89.8	(8.3)	(20.6)	15.1	(13.8)	(15.2)	37.8	19.7
Scullers	12.5	36.2	41.9	13.7	(5.6)	(39.1)	(2.3)	(8.6)	58.8
Indigo Nation	19.4	50.0	28.9	12.8	(13.5)	(9.5)	(13.8)	45.3	78.1
John Millers	(2.0)	(25.0)	8.5	(27.0)	(16.7)	29.6	20.3	47.8	82.5
Bare Casuals	(10.8)	(8.2)	60.0	41.7	42.4	8.9	8.9	11.8	76.6
aLL	50.4	33.5	14.9	14.1	25.7	(1.2)	10.0	3.6	4.4
Jealous 21	-	(25.6)	(37.1)	(32.5)	(44.4)	21.9	77.3	107.4	140.0

Source: Edelweiss research

**5. ADITYA BIRLA FASHION AND RETAIL**

ABFRL is the No.1 player in men's wear on account of Madura; it is No. 1 in women's wear as well driven by Pantaloons. We believe, the company is better placed to exploit the recovery in discretionary spending than other branded apparel players owing to its sheer scale and widespread network. Madura's growth and margins—which had been impacted by heightened competition from e-commerce players, higher ad spends and lower operating leverage—have bounced back strongly. We envisage a gradual recovery driven by renewed focus on

new & fast-growing segments and improvement in throughput per outlet. Entry in the online segment and focus on becoming the largest brand therein are also bound to boost long-term growth. Hence, Madura's growth trajectory will sustain, in our view.

Pantaloons, which is a turnaround story, has panned out as anticipated. Revenue pickup and strong margin expansion have led to Pantaloonsgenerating free cash flow, which is encouraging. This, coupled with focus on strong store expansion, should help tap the pickup in discretionary spends. We expect the company to post decent SSSG



led by a new business model with focus on right pricing, fashion and private label mix. The company's initiatives like increasing the proportion of private labels, enhancing inventory turns and reducing

the sale season period should drive a sustainable improvement in margin.

Anchored by anticipated revival in organised retail formats as well as prudent store expansion and cost



deepee®

# Twister

## LEGGINGS

Har Pal Rangon Ki Azadi



| Churidar | Ankle Length

| Palazzo Pants | Kids Leggings

| Camisoles | Knit Pant | Straight Pant

Trade Enquiry Solicited :  
08232025855 / 09073211013  
care@twisterleggings.com

Available Online :

deepeeonlinestore.com • **amazon** Follow us :  

rationalisation drive, we are confident of resumption of robust revenue and margin trajectory. We estimate ABFRL to clock revenue and EBITDA CAGR of 14.0% and 43.9% YoY, respectively, over FY18-20.

considering creditors' payables are mere 8-10 days; 2) reap leverage benefits once new stores reach the vintage stage; 3) control inventory turnover ratio; and 4) sustain favourable assortment,

among others.

The company's balance sheet increased at 27.6% CAGR over FY13-16 (excluding the INR18.7bn IPO proceeds in FY17) against revenue/PAT CAGR

of 36.9%/50.5% during the period. This highlights the company's fine asset turnover and prudent capital allocation policies. Over FY18-20, we expect revenue, EBITDA and PAT CAGR of 25.6%, 32.3% and 33.2%, respectively. This is far superior to the balance sheet CAGR of ~21.6% for the same period. DMart is well poised to sustain strong RoE which we estimate to improve from 18.9% in FY18 to 22.1% in FY20.

TRENDS AT A GLANCE (ADITYA BIRLA FASHION & RETAIL LIMITED)							
	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
<b>Madura</b>							
Revenues (INRmn)	10,550	10,450	10,500	11,190	11,380	11,610	11,040
- Lifestyle brands	9,090	9,090	8,910	9,770	9,830	10,150	9,450
- Fast Fashion	1,150	1,020	1,200	970	990	810	880
- Other businesses	310	340	390	450	560	650	710
EBITDA (INR mn)	610	1,170	370	1,020	840	1,490	460
- Lifestyle brands	870	1,420	640	1,300	1,150	1,660	770
- Fast Fashion	(160)	(190)	(140)	(120)	(230)	(50)	(60)
- Other businesses	(100)	(60)	(130)	(160)	(80)	(120)	(250)
EBITDA margin (%)	5.8	11.2	3.5	9.1	7.4	12.8	4.2
- Lifestyle brands	9.6	15.6	7.2	13.3	11.7	16.4	8.1
- Fast Fashion	(13.9)	(18.6)	(11.7)	(12.4)	(23.2)	(6.2)	(6.8)
- Other businesses	(32.3)	(17.6)	(33.3)	(35.6)	(14.3)	(18.5)	(35.2)
EBIT (INRmn)	372	864	140	430	490	1,063	137
<b>Key metrics</b>							
EBO's (Nos.)	1,895	1,878	1,862	1,893	1,906	1,818	1,818
SSG (%)	(7.0)	0.2	21.0	(2.0)	4.0	7.7	1.0
<b>Pantaloons</b>							
Revenues (INRmn)	6,666	5,857	7,310	7,400	7,500	6,410	8,130
EBITDA (INR mn)	360	140	460	350	650	270	780
EBIT (INRmn)	(59)	(218)	100	10	290	(177)	387
EBITDA margin (%)	5.4	2.4	6.3	4.7	8.7	4.2	9.6
EBIT margin (%)	(0.9)	(3.7)	1.4	0.1	3.9	(2.8)	4.8
SSG (%)	(1.8)	(5.0)	14.0	(11.0)	0.1	(6.0)	(2.0)

Source: Company, Edelweiss research

## 6. AVENUE SUPERMARTS

Avenue Supermarts (DMart), one of the few retailers in India with enviable revenue, earnings growth and return ratios, has sustained robust SSSG (>20%, except in FY18) over the past few years. In our view, though the SSSG momentum will come off the >20% mark to 15-18% YoY over the next two-three years led by changing consumer preferences, consolidation of distribution network (particularly wholesale currently), increased penetration in territories with opportunities aplenty and favourable macros. We expect DMart to: 1) continue to benefit from favourable rates from FMCG companies



TRENDS AT A GLANCE (AVENUE SUPERMARTS)										
(INR mn)	FY14	FY15	FY16	FY17	FY18	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Revenues	46,865	64,394	85,838	118,977	150,332	35,981	35,083	40,948	38,100	45,594
EBITDA	3,418	4,590	6,636	9,812	13,528	3,032	3,179	4,217	2,945	4,227
Gross margins (%)	15.0	14.8	14.9	15.3	15.9	15.5	16.1	16.4	14.9	15.6
EBITDA margins (%)	7.3	7.1	7.7	8.2	9.0	8.4	9.1	10.3	7.7	9.3
Store Count (Nos.)	75	89	110	131	155	132	136	141	155	157
SSSG (%)	26.1	22.4	21.5	21.2	14.2	NA	NA	NA	NA	NA

Source: Company, Edelweiss research

## 7. FUTURE RETAIL

Future Retail, India's largest grocery retailer and the No.2 fashion retailer, has been clocking robust SSSG in the past 8-10 quarters in its Big Bazaar format. We expect this to sustain led by changing consumer habits (helped by demonetisation), consolidation in distribution network (wholesale getting consolidated) and various initiatives to prune inventory and assortment, etc. The company's margin is expected to improve gradually led by a better mix and turnaround in Easy Day & Hypercity business. Balance sheet improvement will be led by further improvement in inventory days.

Improvement in financial metrics apart, FRL has successfully realigned to have in place an asset-light model with better return ratios. Notably, it is one of the few players to have successfully cracked this model along with being profitable (DMart

# RETAIL VIEW

TRAINING & CONSULTING

[www.retailview.in](http://www.retailview.in)

## SALES TRAINING & CONSULTING

### RETAIL/SALES TRAINING SOLUTION

Retail View is expert at delivering following services.



#### PEOPLE

We Train your Store Teams / Cluster Managers / Account Managers / Trainers / VM on key deliverables based on current Market needs.



#### PROCESS

We Customized training aimed at improving specific KPI: Basket size / Average Ticket Value/ Total Sales / GMROI / GRMROF / Mystery Shopping Scores/C.Satisfaction Index/SOP/Visual Merchandising.



#### PRODUCTIVITY

We Collaborate with your design team and conceptualise product knowledge module with Verbatims and USP's that consumers understand.



#### PARTNERSHIP

We imbibe your company values and goals to deliver Outbound Experiential Programs coupled with Reward and Recognition Program.

### WE SPECIALIZE IN

✔ TRAINING THAT DIRECTLY IMPACTS KPI

✔ 60+ CURATED MODULE LIBRARY

✔ BEST IN CLASS TRAINERS

✔ UNCONVENTIONAL DELIVERY METHODS

We at Retail View are EXPERTS in delivering Retail/Sales Training since last 10 years to Retailers / Franchisees / Wholesalers and Sales Organization.

**CONTACT:  
DEV BORAH**

+91-7019770270  
+91-8553108398  
[www.retailview.in](http://www.retailview.in)

BANGALORE | MUMBAI | GUWAHATI  
DELHI | HYDERABAD | CHENNAI | KOLKATTA

being the bellwether) and reach across the country. We estimate FRL to clock revenue and EBITDA CAGR of 15.8% and 27.4% YoY, respectively, over FY18-20.

YoY during Akshya Tritiya) and the company has not seen much impact of GST implementation. Hence, we expect market share gains to sustain. Improvement in

productivity in manufacturing, sourcing and rising margin in studded jewellery have helped Titan maintain margin despite cut in making charges. Innovations like Uttara,



#### TRENDS AT A GLANCE (FUTURE RETAIL)

	Q1FY17	Q2FY17	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Revenue	39,797	41,915	44,201	44,838	47,049	45,063	46,934	45,747	45,387
EBITDA	1,168	1,282	1,558	1,805	2,096	2,111	2,149	2,015	2,208
EBIT	1,099	1,200	1,472	1,716	1,988	2,000	2,037	1,835	2,010
PAT	706	736	1,010	1,231	1,479	1,532	1,831	(4,636)	1,531
<b>Key metrics</b>									
Total no. of stores	743	751	794	901	893	914	955	1,035	1,123
Big Bazaar	231	230	231	235	253	257	259	285	285
fbb	50	50	54	54	54	57	59	61	67
Easy day	331	338	379	538	523	537	611	666	749
Foodhall	5	6	6	7	7	7	9	10	10
ezone	88	90	87	30	19	19	17	13	12
Hometown	38	37	37	37	37	37	NA	NA	NA
Total sq ft (mn)	12.9	12.9	13.0	13.8	13.5	13.6	13.0	14.4	14.7
Overall SSSG (%)	8.8	13.1	12.5	13.3	11.8	10.2	10.4	6.0	3.6
Big Bazaar SSSG (%)	9.9	15.1	15.3	15.3	15.9	13.8	13.1	11.0	10.1
Easy Day SSSG (%)	NA	NA	NA	NA	NA	1.5	2.0	(2.0)	(11.0)
<b>% of revenue</b>									
EBITDA	2.9	3.1	3.5	4.0	4.5	4.7	4.6	4.4	4.9
EBIT	2.8	2.9	3.3	3.8	4.2	4.4	4.3	4.0	4.4
PAT	1.8	1.8	2.3	2.7	3.1	3.4	3.9	(10.1)	3.4

Source: Edelweiss research

## 8. TITAN

Demand is improving led by improving consumer sentiments and brand salience. Titan stands to benefit from retail expansion. It will focus on expansion in smaller towns and enhancing share in the high-margin wedding jewellery segment (management believes ~40 plus stores can be added annually to tap demand in smaller towns).

We expect the strong run rate clocked in FY18 to sustain going ahead, amply fueled by robust macro tail winds. Growth, going forward, will also be amplified by gold exchange scheme, store expansion as well as new launches, new enrolments and rising preference for the Tanishq brand.

The year has commenced with strong surge in the jewellery business (up 50%

#### TRENDS AT A GLANCE (TITAN COMPANY LIMITED)

	Q4FY16	Q1FY17	Q2FY17	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Watches & clocks sales growth (% YoY)	(12.1)	1.5	(5.2)	5.1	10.8	3.7	8.8	4.7	(0.7)	16.4
Watches volume growth (% YoY)	(19.0)	1.0	(9.0)	4.0	10.0	5.0	9.0	11.0	(1.0)	10.0
Jewellery sales growth (% YoY)	1.0	3.2	0.2	15.2	55.0	54.7	36.4	7.6	15.0	8.0
Jewellery gramage growth (% YoY)	15.0	6.0	(32.0)	4.0	4.0	49.0	49.0	6.0	6.0	(2.6)
Gold price change (% YoY)	13.0	20.0	21.0	14.0	4.9	(0.7)	(6.3)	0.3	4.7	6.0
Eyewear sales growth (% YoY)	10.0	2.9	6.6	12.4	13.1	0.7	3.5	(0.3)	(0.9)	18.9
Others sales growth (% YoY)	(82.3)	36.4	(71.7)	44.5	19.2	(68.9)	52.9	(71.1)	63.4	32.2
<b>LTL sales growth (%)</b>										
World of Titan	(9.0)	6.0	(2.0)	9.0	5.0	6.0	5.0	7.0	(4.0)	2.0
Tanishq	(5.0)	3.0	4.0	15.0	52.0	51.0	18.0	12.0	17.0	2.0
Goldplus	(16.0)	(1.0)	(7.0)	8.0	NA	NA	NA	NA	NA	NA
Helios	15.0	13.0	1.0	11.0	(3.0)	24.0	(9.0)	4.0	5.0	(2.0)
Fastrack	(5.0)	(1.0)	(5.0)	1.0	(1.0)	(3.0)	2.0	6.0	(6.0)	-
LFS - Watches	(7.0)	16.0	4.0	13.0	3.0	8.0	1.0	6.0	11.0	12.0
Titan Eye+	7.0		4.0	4.0	1.0	3.0	3.0	14.0	1.0	8.0
<b>PBIT margins %</b>										
Watches & clocks	1.7	14.3	12.3	10.4	2.4	9.6	16.0	15.5	7.1	18.8
Jewellery	11.3	10.2	11.0	10.3	9.9	10.2	13.6	11.0	13.7	11.0
Eyewear	13.8	5.9	2.1	(3.2)	9.8	2.9	1.4	(4.9)	2.1	1.3
Others	(70.0)	(3.1)	(112.8)	(8.7)	(103.4)	(30.7)	(50.0)	(56.1)	(48.0)	(49.8)

Source: Company, Edelweiss research



RASCI (not-for-profit Section 8 of Companies Act, 2013) has been institutionalised to function as the apex skill development and Government recognized certifying body, servicing the retail industry aligned with the Ministry of Skill Development & Entrepreneurship.



**For your existing employee...**

- Government recognised Certification giving pride, respect & dignity for your existing workforce
- Co-branding of company logo on the Government recognised certificate
- Monetary reward of INR 500/- for every certified employee
- 3 years of accident insurance coverage for every certified employee
- Empowering existing supervisors to assess existing workforce - no disturbance to routine
- Tech enabled assessment platforms ensure no disruption to operations

**For your fresh hiring needs...**

- Reduce your costs, time and efforts with free-of-cost access to the RASCI Job Portal [www.job.rasci.in](http://www.job.rasci.in)
- Unlimited access to Industry for sourcing / hiring RASCI certified candidates across 1100+ audited Training Centres (PAN India)
- Dedicated employer access for unlimited Job Posting, customised candidate search and auto profile recommendations as per posting given
- Digital Platform - Post, shortlist, select, reject candidates on-line
- Employer confidentiality maintained from candidate for vacancies posted

**For your workforce optimisation...**

- Engage fresh candidates directly as apprentices and nurture as per your needs [www.apprenticeshipindia.org](http://www.apprenticeshipindia.org)
- Eligibility of 2.5 to 10% of your total workforce (including contractual)
- Stipends of minimum 70% of the Minimum Wage of a Semi - Skilled Worker
- 25% reimbursement benefit on prescribed stipend subject to maximum of INR 1500/- per month, per apprentice
- Engagement of apprentices does not increase your actual headcount hence statutory compliances like EPF & ESI are not mandatory.

To get started, please contact: R. Subramanian ([R.subramanian@rasci.in](mailto:R.subramanian@rasci.in) - 9167775544)  
Heena Panchal ([Heena.panchal@rasci.in](mailto:Heena.panchal@rasci.in) - 9769646747)

**Retailers Association's Skill Council of India**

A-703/704, Sagar Tech Plaza, 7th floor, Andheri Kurla Road, Sakinaka, Andheri (east), Mumbai-400072

Tel: +91 2240058210-5, E-mail: [info@rasci.in](mailto:info@rasci.in), Website : [www.rasci.in](http://www.rasci.in)

Follow us on : [f](#) RetailSkillCouncil [i](#) rascitweet [t](#) rasci123

# Bata Bets Big on Youth Appeal to Achieve Double Digit Growth

– By Charu Lamba

**As a brand, Bata has continuously evolved over the years and has shown strong growth. It has come a long way since its foray into India and has today, grown into one of the largest footwear retailers with approximately 1,400 outlets across the country...**

**B**ata began operations in India in 1932 with small scale organisations in Konnagar, near Kolkata. During the 70s and 80s, the brand emphasised range, comfort and durability making it a one-stop-trusted family footwear shop for

decades. As a brand, Bata has continuously evolved over the years in India and has shown strong growth. It has come a long way since its foray into India and has today, grown into one of the largest footwear retailers with approximately 1,400 outlets across the country.

“Bata has always been a

popular brand. However, despite being a dependable and value-for-money brand, consumers started call us boring. To bring back excitement and lure youth, we have been revamping the stores and collections for the last four to five years now,” says **Sandeep Kataria, Country Manager, Bata India.**



“BATA HAS ALWAYS BEEN A POPULAR BRAND. HOWEVER, DESPITE BEING A DEPENDABLE AND VALUE-FOR-MONEY BRAND, CONSUMERS STARTED CALL US BORING. TO BRING BACK EXCITEMENT AND LURE YOUTH, WE HAVE BEEN REVAMPING THE STORES AND COLLECTIONS FOR THE LAST FOUR TO FIVE YEARS NOW.”

– Sandeep Kataria, Country Manager, Bata India



“Now, our stores look brighter, vibrant, customer-friendly and our designs look more contemporary than ever. For us, as we re-write our strategy, the biggest and most important pillar of success is our product. We are offering best quality products to the consumers at different price ranges,” he adds.

The footwear major is trying to re-design its stores to a contemporize them, improve store decor to strengthen its popularity among Millennials.

“As a part of this strategy, Bata has rolled out the ‘Red Angela’ store concept with a red and white colour format that is aimed at standardizing the Bata brand identity,” says Kataria.





### The Bollywood Factor

To reach out to youngsters, Bata has appointed Bollywood actor Kriti Sanon as brand ambassador. She has been promoting Bata's newly launched 'Bata Red Label' fashion collection along with their other ranges.

"Kriti's creative talent, drive and her fresh approach to style are the perfect match for Bata. We are very excited to have her as the face of brand Bata in India. She is the perfect choice as she reflects Bata's personality of being vibrant and authentic," asserts Kataria.

### Technology: The Enabler

While the brand ambassador will serve to pull consumers into a store, to enhance brick-and-mortar experience and serve them better, Bata is also focusing on revamping in-store technology.

"Bata has recently introduced home delivery facility in Delhi-NCR and Bengaluru. Consumers can place orders in-store, pay in-store and get their product delivered at home within 48 hours. This facility is a huge hit since many-a-times, stores



may not carry a particular style in a particular colour or size. Customers can then place an order for any of our 1,500-3,000 different lines of footwear, as per their specifications and use the home delivery facility," Kataria explains, talking about in-store innovations.

The brand is planning to roll-out this feature in other parts of the country soon. The footwear major is also using technology to get the feedback from customers and to ensure the sales staff is equipped to serve them better.

"We are equipping our retail associates with the capability of finding out whether they have an article in the right size / colour in-store in minutes. If a particular store doesn't have

a product, salespeople are also being trained to contact Bata stores in the vicinity, procuring the product in the least amount of time and providing it to customers. We are ensuring that this exercise takes 15-20 minutes, tops," explains Kataria.

### Loyalty Program

Another way Bata is trying to strengthen its brand image among Millennials is giving it a push through advertisements and communication using mass media like billboards, TVCs, newspaper and digital ads to communicate with the consumers. Apart from using social media heavily to connect with new-age shoppers, Bata is also aggressively pushing its loyalty program, Bata Club.

"Any consumer who comes into our stores and buys from us and is ready to share their contact details, automatically becomes the part of the Bata Club which allows them to take advantage of the loyalty program and a whole lot of other benefits like previews of sales, faster check-outs etc. This is another channel which we are beginning to use very strongly for communication," says Kataria.

### More Power To Bata

In March, Bata launched its first exclusive store of Power – its international sportswear brand at Great India Place Mall, Noida.

The 750 sq. ft., spacious high-tech store, caters to the increasing demand for active lifestyle with a range of shoes, apparel, bags, and accessories.

Kataria says, "Designed in Canada, Power is an iconic brand world over, and building exclusive retail touch points for Power with an international retail environment is a key aspect of our growth strategy. The active lifestyle trend across India presents a big opportunity for the Power brand."

Creating a new-age, high-tech retail experience, the store has six high-tech merchandise display walls with a large LED Panel and blue LED lights that lend an attractive yet clean and minimal look to the store.

"Over the last few years we have witnessed a change in the Indian consumer, who is becoming more focused on leading an active lifestyle. This has spurred a demand for international running and training footwear. Exclusive Power stores shall enable us to fulfil this growing demand by delivering world-class

products in an unmatched retail environment. We are supporting this new brand initiative, through our latest 'FIND YOUR POWER' campaign which features celebrity Indian cricketer Smriti Mandhana who has been an inspiration to scores of young Indians for adopting an active and fit lifestyle," says Kataria.

He adds, "Together with Smriti, we hope to inspire and motivate young Indians, to start an active and healthy lifestyle. Our goal is to provide excellent value to our customers and succeed as the India's leading athletic and sport-lifestyle footwear brand."

Bata has opened two more Power stores - one in V3S Mall, Delhi and other in Indore.

Just like Power, other sub-brands of Bata are Bubblegummers, Footin, Naturalizer, Marie Claire, Hush Puppies, North Star and Scholl.

### Future Plans

Currently, the brand has almost 1,400 stores across the country and aims to open 100 new stores every fiscal year.

In 2017-18, the footwear major added over 100 new retail stores, 31 franchise stores and renovated more than 90 stores across India.

Bata India is aggressively penetrating into footwear markets of Tier III & IV cities in order to reach out to consumers in untapped markets. The footwear major had adopted a dual strategy of driving same store growth while adding new retail stores in malls, high street locations.

"We have opened 101st franchisee store recently and aim to have 500 stores in next 4-5 years," says Kataria.

The growth of the industry

**“THE INTENTION HAS BEEN TO BE ABLE TO LEVERAGE TECHNOLOGY AND TO OFFER ALL THE SIZES AND DESIGNS WHERE EVER THE CUSTOMERS WANT TO SHOP FROM. WE ALREADY HAVE BATA HOME DELIVERY, WHERE CONSUMERS CAN TRY SIZES AT OUR STORES AND CAN GET IT DELIVERED AT THEIR HOME.”**



has been triggered by increasing internet and smartphone penetration and the shoe maker sold more than 8.9 lakh pairs of footwear through e-commerce channels, recording a turnover of ₹879 million during 2017-18.

In order to expand its presence in the e-commerce space, the company also listed its products on high traffic-generating websites. The brand has presence on

Amazon, Flipkart, Jabong, Myntra, ShopClues, TataCliq along with its own website Bata.in.

"The intention has been to be able to leverage technology and to offer all the sizes and designs where ever the customers want to shop from. We already have Bata home delivery, where consumers can try sizes at our stores and can get it delivered at their home. As we go forward, we are also looking at being able

to offer consumers 'click-and-pick' from stores facility," says Kataria.

E-commerce currently accounts for 4-4.5 percent of the company's revenue. The figure will move into double digits pretty soon. For the financial year 2017-18, Bata's net profit was at ₹224 crore while its revenue stood at ₹2,636 crore

"We are looking at double digit growth for current fiscal year," Kataria concludes. **R**

46<sup>th</sup>  
edition

ENTRY BY  
INVITATION  
ONLY

Made For International Markets, Now Available In India

HOME | LIFESTYLE | FASHION | TEXTILES



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS  
INVITES

INTERIOR DESIGNERS

ARCHITECTS, RETAIL CHAINS, HOTELIERS & E-COMMERCE PORTALS

Gifts & Decoratives | Furniture & Accessories  
| Home Furnishings | Houseware | Fashion  
Jewellery & Accessories | Lamps & Lighting  
| Christmas & Festive Décor | Carpets & Rugs  
| Bathroom & Accessories | Garden & Outdoor  
| Educational Toys & Games | Handmade Paper  
Products & Stationery | Leather Bags & Cases  
| Candles, Incense & Potpourri

3,000+ Exhibitors  
197,000+ Sq. Meter Area

Save your dates  
REGISTER NOW  
[www.epch.in/focusindia](http://www.epch.in/focusindia)



IHGF  
**DELHI FAIR**  
AUTUMN 2018 | 14-18 OCTOBER

India Expo Centre & Mart Greater Noida Expressway, Delhi-NCR

Advertising space sponsored by the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India

Organised by :



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS  
Tel: +91-11-26125893, Fax: +91-11-26135518/19  
E-mail: [epchdomestic@epch.com](mailto:epchdomestic@epch.com) Web: [www.epch.in](http://www.epch.in)

Interact with us at: [epchindia](http://epchindia)



## AGENDA 2018 MRF

### Day 1 – October 8

Keynote address: What lies beyond 2020?  
Exclusive report release: Retail's road ahead  
Retail Business Owners & CEOs Conclave:  
Going strong over decades  
Up Close with CEOs: Future-proofing retail  
Fireside chat: It's a mistake to stop believing  
Panel discussion: Blurring the line between spaces

### Day 2 – October 9

Exclusive report release: Future consumption outlook in KSA  
Panel discussion: KSA & its many flavours  
F&B conclave: Food business made 'smart'  
Panel discussion: Demystifying 'phygital'  
Keynote address: Home-grown is the new flavour  
Start-up conclave: Building an entrepreneurial nation

### OUR PARTNERS NETWORK

GOLD PARTNER



SILVER PARTNER

7<sup>th</sup> MIDDLE EAST

Retail  
FORUM

8 - 9 October 2018

PALAZZO VERSACE HOTEL  
D U B A I

**BLOCK YOUR DATES FOR THE  
BIGGEST RETAIL FUSION**

**PHYSICAL.  
MEETS  
DIGITAL.**

**EXHIBITION. CONFERENCE. AWARDS.**



Let us come together  
to share knowledge  
& celebrate retailing  
excellence in the region.

**CONTACT US**

**Partnership opportunities**

Raja Swamy  
+ 971 58 519 1087  
[raja@imagesretailme.com](mailto:raja@imagesretailme.com)

Nikhil Gupta  
+ 971 56 406 6722  
[nikhil@imagesretailme.com](mailto:nikhil@imagesretailme.com)

**Speaking opportunities**

Rupkatha Bhowmick  
+ 971 52 981 1183  
[rupkatha@imagesretailme.com](mailto:rupkatha@imagesretailme.com)

**Delegate registration**

Chelene Raath  
+971 4 446 7553, +971 50 122 0017  
[chelene@imagesretailme.com](mailto:chelene@imagesretailme.com)



# Retail Technology in India – from there to here

– By Arun Gupta

***In the late 80s technology-based solutions began to make inroads into the Indian enterprise and the ability to scale unimaginable in the past. It was only in the early 90s that seeds for organised retail were sown and it took almost another decade for it to catch speed. The chapter explains how digital transformation is affecting all aspects of our lives, the retail sector more so with the customer being targeted across different channels and the rise of Omnichannel euphoria.***

**D**ominated by small format stores – referred to as Mom-n-Pop shops, retail primarily focused on need based shopping to the Indian diaspora. It was never

seen as an industry – for that matter even today there are debates on whether retail should be classified as an industry; Consumer Products distribution was configured to supply small quantities to the shops who were run by owners with helpers. They

knew customers, their likes, preferences and catered to frequent replenishment of essentials. Lifestyle shopping was limited to a few standalone stores in the larger cities and metros. The well-heeled talked about big malls, brands and retail outlets of

size that India had yet to see.

Shopping was a chore and not everyone was excited to go to shop for anything; manufacturers limited by licence produced what they could and focused on supply chain to distribute merchandise and collect cash. Technology was non-existent barring the Financial Accounting and stock management at warehouses and distribution centres. In the late 80s technology-based solutions began to make inroads into the Indian enterprise and the ability to scale unimaginable in the past. It was only in the early 90s that seeds for organised retail were sown and it took almost another decade for it to catch speed. Following case is based on my experience with Shoppers Stop.

In 1991 Shoppers Stop started with a promise to provide electronically printed bills to their customers from their first store in Mumbai, slowly and steadily increasing their footprint until the need for an enterprise class system was felt. The journey to select and implement a retail ERP (Enterprise Resource Planning) system was full of potholes considering that organised retailers were a handful and the market size was miniscule. Global vendors did not see India as a market with perceptions of limited market potential, price sensitivity, and a largely fragmented unorganised nature of business. The logistics networks were beginning to take shape despite challenges with the transportation infrastructure – some of them exist in pockets even today.

Being the first has advantages and disadvantages – others wait and watch for you to fail while the disadvantage is that you become the guinea pig and must put in twice the effort to succeed. Shoppers Stop went through this cycle learning and adapting until success found them; the scale up and advantages ensured that they stay ahead of competitors for a long time. Competitive advantage is not easy to find in a crowded market, technology is one of the differentiators and others catch up sooner or later; they continued to fuel the momentum and stacked up gains in the evolving market.

Technology decisions were made with clear decision-making criterion that has stood the test of time even today across industries based on personal experience. The key parameters:

Who/What does it Benefit	Impact Measurement
Customers	Customer satisfaction, Net Promoter Score, Experience
Employees	Serve customers better, customer delight, ease of doing business
Revenue	Increase Average Ticket Size or number of transactions
Profitability	Improved Gross Margin, Reduced cost, faster throughput
Regulatory	Addresses regulatory need and compliance
Capability	Enter new markets, attract new customers, create new categories

*Lessons learned: Evaluate solutions with business in mind and impact what matters; take time to understand and articulate the case. ROI is not always a good measure for every initiative, at times it is about creating a new capability that may appear to be “nice to have” but will pay off in the future. The leap of faith requires credibility and conviction that IT leaders need to build along with the rest of the company. Being a leader means taking risks that may sound foolish at times; with no data to validate, assess the cost (what will not happen) of not doing something.*

### Digital is Disruptive, IT has Struggled to Take Charge

Digital transformation is affecting all aspects of our lives, the retail sector more so with the customer being targeted across different channels and the rise of Omnichannel euphoria. Across digital social media – Facebook, Instagram, YouTube, WhatsApp, Websites, and physical signages across the city, in malls, print media, and within stores vie for the elusive customer attention. Overload of messages from retail and brands ensure that the customer has enough and more information on what she should choose among the

plethora of choices.

From aspirational products to lifestyle living, same day delivery, hyperlocal, deep discounts, big sale days, the customer is not just spoilt for choice, she is confused; in many cases, inertia prevails over action



confusing Retailers on why the customer did not act despite them offering her the best of options. The cycle thus continues with retailers trying to outdo each other in their quest to get the customer to buy. As technology consumerisation is now mass market, Retailers have been pushing the agenda to the IT leadership to take charge and get out of their backend role.

Chief Information Officer (CIO), Chief Technology Officer (CTO), Director/ Vice President IT, whatever the title, the Head of the IT

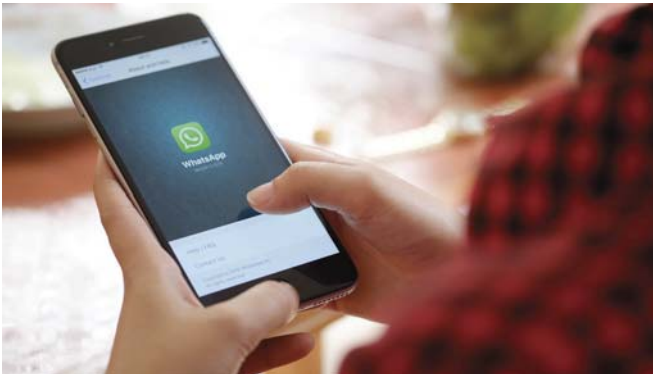
function was expected to take charge of the business going digital, taking a leadership position within the company and work with cross-functional teams to help the business win in a fiercely competitive arena. Globally the trend that started less than a decade back had more misses than hits in the early days giving rise to the role of the Chief Digital Officer (CDO) as an alternative to inadequacies of the current teams; the loss was purely of the operational CIO.

Chief Digital Officers were appointed from the outside – primarily consulting companies or self-professed experts with a technology background, the moot point

being that the problem appeared solvable with the help of technology rather than a holistic view across the enterprise involving cross-functional teams (read people), a change of process to align to the new way of working, and finally a dose of technology to digitize the process or connect the dots across the three tenets of change. Quickly it was evident that most CDOs will not be able to take the company to the summit. Retail is in the detail.

According to McKinsey

mirtmit / Shutterstock.com



study earlier this year only 8 percent of companies surveyed will be able to achieve success if they continue their efforts at current pace; clearly the pace of change needs acceleration. The answer has to do with the magnitude of the disruptive economic force – digital has become and its incompatibility with traditional economic, strategic, and operating models. A CB Insights survey of retailers in the US portrays retail apocalypse with more than 7000 retail shops that shutdown in the US alone in 2017. Brands like ToysRUs and Radio Shack filed for bankruptcy; closer in India too we have seen demise as well as acquisition of struggling retailers – pure play online to store only retailers and some who attempted to bridge the digital wave unsuccessfully.

Few successful transformations at Crate & Barrel and Sephora with a judicious mix of technology

to enable their stores. At the same time companies such as Warby Parker and Nordstrom focused on customer experience gathering data across the journeys to help the customer buy at her terms.

***The lesson to IT leaders: they need to look forward and prepare themselves to adapt to new realities so that they can capitalize on the change that they can create. Technology matters when analysing data and trends; focus on customers matters more to understand how they shop. Aligning the tools to customer journeys has better chances of success. Know your business: being business-savvy and cooperating with other stakeholders are essential to improving the experiences of customers and end-users. Also keep the lights on: innovation and widespread digital transformation aren't possible without stable business operations.***

### CIO Challenges in Leading Transformation

Technology has always been the mainstay of retail providing the foundation for merchandising, sale, and replenishment at a basic level; almost all Retailers have successfully created this stack. This hygiene is something CIOs and IT has done well; they run the data centre, networks, point of sale machines, and enable the supply chain to replenish at predefined frequencies. Organic growth of stores kept everyone busy until pureplay internet retailers started eating away market share. As more consumers connected to the internet the need to also have an e-commerce site was acknowledged and the CIO was given the task.

Almost a decade back when Flipkart was beginning to raise its head, few retailers recognized the threat and decided to get on the e-commerce bandwagon. Talking to some of the IT Heads of that time, the simplistic view of what it takes to run an online store was a certain disaster, which did not take too long to fail. With recessionary trends and slowing economy in 2008, investments dried up quickly; some of the challenges faced by IT without the clear alignment with the business were:

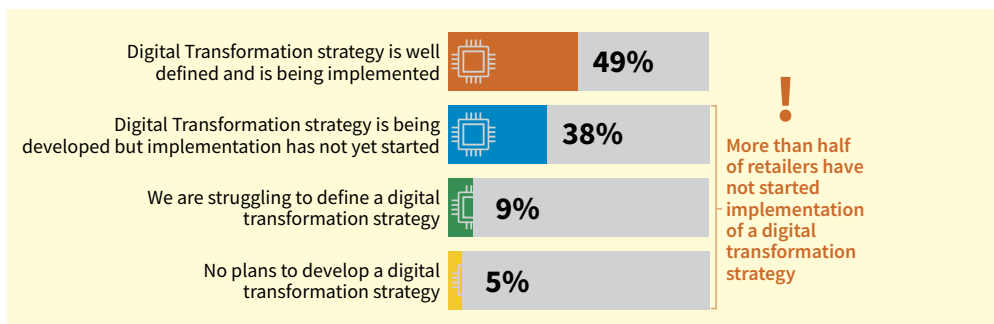
- Limited product catalogue, images, descriptions for

available and upcoming inventory – physical stores do not need these attributes to sell.

- Inconsistent availability of products for the new channel to ship for orders received – store pickup, or warehouse ?End result, 15-20% order cancellation due to inventory issues.
- Who gets the credit for the sale when merchandise is picked from store for online orders ?
- Customers enjoyed Free Shipping; cost of shipping left limited margins to fund overheads.



- Online discounts for same/similar merchandise drove customers away from brands.
- Returns process complexity created dissatisfied customers with stores not integrated into the process. Pilferage in the supply chain also aggrieved customers.
- Cash on Delivery was still evolving and ate into the margins
- Technology was still evolving, and investments required were quite high
- Stores were not interested in promoting online channels with sparse change management on the new business opportunities.
- Expectation of quick ROI (Return on Investment) versus pureplay burning investor money.





# DELOPT RETAIL SOLUTIONS

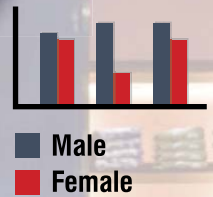
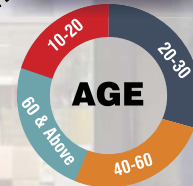
# RoboVision3D + 1 PEOPLE COUNTING SOLUTIONS

Enabling Retail with In - Store Technology...

## PEOPLE COUNTING



## DEMOGRAPHY



## DELBI RETAIL REPORTS

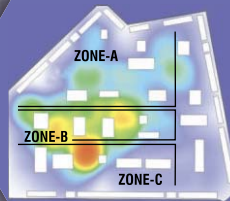


## QUEUE MANAGEMENT



QUEUE SIZE	AVG SERVICE TIME	AVG WAITING TIME
3	00:23 MIN SEC	01:23 MIN SEC

## Wi-Fi ANALYTICS



## HEATMAP & DWELL ANALYSIS



**Deepti Electronics & Electro-Optics Pvt. Ltd.**  
 #3&4, 1st Cross, 7th Main, J C Industrial Area,  
 Off. Kanakapura Main Road, Bengaluru - 560062, Karnataka  
 Ph: +91-80-6720 0400, Fax: +91-80-6720 0400

+91 99723 02839  
[info@delopt.co.in](mailto:info@delopt.co.in)  
[www.delopt.co.in](http://www.delopt.co.in)  
[www.deloptcounts.com](http://www.deloptcounts.com)

CIOs struggled to get the organisation behind the new business opportunity resulting in marginal business at costs that were not sustainable. Customers sought deals across channels and took their business to whosoever offered instant gratification of lower prices. Unfortunately, the blame fell squarely on the technology choices and project execution, which CIOs were unable to defend. Large retailers in India struggled with multiple attempts

**IN THE LATE 80S TECHNOLOGY-BASED SOLUTIONS BEGAN TO MAKE INROADS INTO THE INDIAN ENTERPRISE AND THE ABILITY TO SCALE UNIMAGINABLE IN THE PAST. IT WAS ONLY IN THE EARLY 90S THAT SEEDS FOR ORGANIZED RETAIL WERE SOWN AND IT TOOK ALMOST ANOTHER DECADE FOR IT TO CATCH SPEED.**

with fresh talent from the disruptors (e-commerce companies). They knew how to scale but did not know how to make money. Thus, traditional metrics limited the cash burn and restricted sales. IT went back to managing what they knew best, new talent was recruited; without alignment across people, process and technology, the struggle continued.

Fail fast is often heard of in conferences, read about in case studies and self-help books; in reality, within enterprises this does not gain favour adequately for people to take risks. IT driven projects typically end up in Orphanages with no owner, no usage, relegated to ignominy. For success it is critical for every project to be a Business project enabled by IT and outcomes owned by business. Most global IT project failures (greater than 80%) according to a 2-decade running study by The

Standish Group, are due to lack of business involvement and ownership. Today awareness levels are higher and most CXOs understand impact of technology on their business activities and the overall organisation and industry at large.

MIT Sloan Management Review cites 7 technologies that are changing every dimension of our lives (see chart). While all of these may not be immediately relevant to retail, their implications over time need to be

understood and weaved into future experiments and Proof of Concepts. Uber for example is using Pervasive Computing to utilize vehicle capacities and earn more. Similarly, wireless networks are evolving with 5G experiments globally potentially opening up new business opportunities not feasible in the current environment. Off course,

Machine Learning is already finding mainstream use cases within all kinds of industries; Retailers are experimenting with algorithms to improve ability to understand customers better, define merchandising strategies and create better promotions and offers.

*Lesson for CIOs: The subject of Business IT Alignment has been discussed, debated and stressed upon for more than 2 decades; Technology for technology has never been a formula for success. The business needs to be thought through with process re-engineering and alignment to expectations from customers. Don't rush into solving a problem until you understand the larger implications to internal stakeholders and the customers. CIOs need to articulate and communicate new upcoming trends and how they may potentially impact the company in a time horizon.*

**Evolution Does Not Stop, There is no Getting Off the Treadmill**

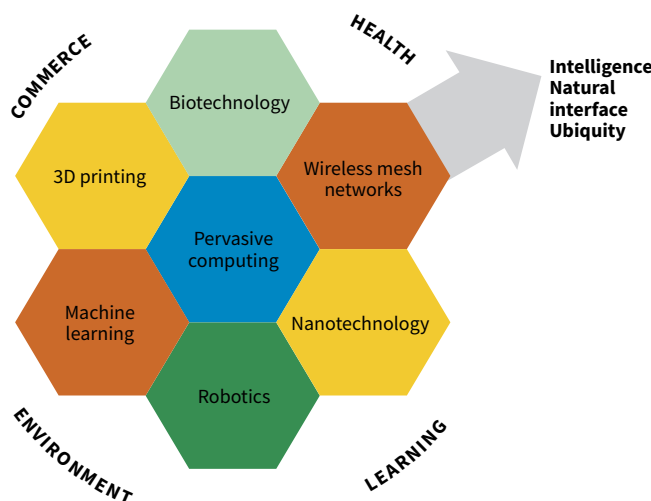
Wiser from the experience, CIOs drove into the emerging convergence that promised

to once again change the way people used technology. Enterprises were challenged to create a strategy around SMACS – Social Mobile Analytics Cloud and Security. The combination was expected to be a potent force that would create success.

The questions and counter-questions around these had everyone scrambling for action:

- How do we leverage Social media to attract and retain customers? How do we limit the negative comments and trolling on Twitter and Facebook?
- More followers were celebrated, consumers expected some gratification for their "Likes". What is the value of one Like on Facebook?
- How do we translate "Following" and "Likes" to incremental revenue or increased customer satisfaction?
- Smartphones explosion implied consumer shift from fixed to mobile internet. The opportunity: how to get onto the mobile of the customer? Mobile is the future!
- Large volumes of transactional data and some customer loyalty data; how can we use Analytics and Big Data to get actionable insights?
- Why are we spending on infrastructure? Can we not leverage the Cloud? Capital Investment is bad, Operating Expenses are good became the mantra.
- Finally how secure is our data? Target (hacked in December 2013) has already been targeted! But how do we prevent data leakage from internal users?

Investments in analytics beyond the reporting is



5x  
**N<sup>o</sup>1** RECEIPT  
**MOBILE**  
**PRINTER**  
 MANUFACTURER



No.1



Fast



Flexible



Friendly

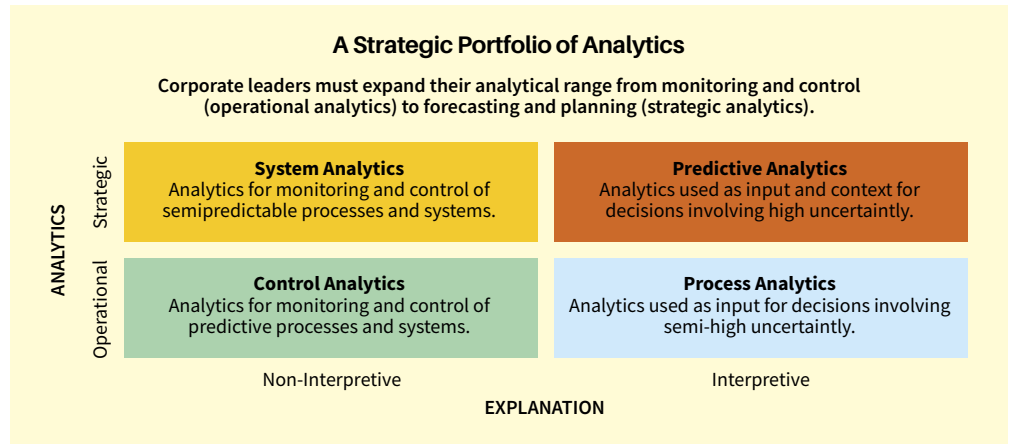
## Explore · Dream · Discover **Mobile & mPOS Solutions**

Mobile Printer		Receipt Printer				Label Printer		
SPP-R410	SPP-R310	SRP-F310III	SRP-350plusIII	SRP-350III	SRP-330	SLP-TX400	SLP-TX420	SLP-TX220
SPP-R200III	SPP-R210	SRP-275III	SRP-270	SRP-Q300	SRP-E300	SLP-DX420	SLP-DX220	SLP-DL410

**BIXOLON India Office**  
 99 & 100, Prestige Tower, Residency Road, Bangalore 560025, Karnataka INDIA  
**Phone:** +91 9886569255 **Email:** anton.jebadurai@bixolon.com

**BIXOLON**<sup>®</sup>  
[www.Bixolon.com](http://www.Bixolon.com)

critical for every retailer; transactional data juxtaposed with customer information, embellished with social media listening, and finally topped up with demographics and psychographics is a winning proposition that many retailers are using globally to sustain their competitive advantage. The chart courtesy MIT Sloan Management Review provides the use cases and benefits that an enterprise can accrue. Analytics can be the difference between being the number 1 or an always second aspirant in quest for the customers business. Analytics is not basic transactional reporting, it requires careful thought on insights that impact and aid decision making; the difference between knowing what happened to why it happened and what will the future hold. IBM Watson was the first to excite the world on possibilities with Machine Learning and Deep Learning based analytics – possible with low cost high powered compute capacities and evolving models of analysing data.



Efficiency improvements were expected with the help of technology thus improving profitability; Social, Mobile and Analytics should contribute to revenue growth, metrics that most CIOs were not comfortable with. The Leaders in embracing technology were able to translate their investments into meaningful KPIs (Key Performance Indicators). How do we improve supply chain efficiencies, what can we do to improve inventory turns, what can be done to improve margins by staggering markdowns or discounts; these questions thrown at CIOs expected use

of innovative new tools and technologies with Artificial Intelligence and Machine Learning.

While improvements in IT infrastructure, particularly in hardware, help reduce the risk of catastrophic failures, there are still legacy tools, technical debt and manual processes where mistakes small and large could lead to big-time failures as projects come online. In the end, it's important to remember that whatever the reason for the failure when it comes to projects that involve technology, IT is likely to get the blame if it doesn't work out — whether it's fair or not.

The bigger challenge faced by CIOs is to ensure that existing teams can be re-skilled for the new normal and they are able to participate in and contribute to the new initiatives. According to Economist Intelligence Unit study in 2017, one of the biggest threats to success for companies is the ability to ensure that current teams are trainable on new skills that matter for the future. Finding talent from outside is extremely difficult especially for some of the new technologies. Limited talent being wooed by multiple interested organisations out

prices affordability for most. Organisations need to be visible as innovative and great places to work to attract and retain the right people.

**Lessons for CIOs:** *Business as usual is basic expectation from IT teams; CIOs need to stay abreast with potentially disruptive forces, assess their impact, and educate the organisation on how and what is the probable impact of doing something or inaction/maintaining status quo. Be a talent magnet by projecting your company as the place for innovators and highly skilled people to find their careers. This is a continuous engagement that requires convincing skills, great articulation, and networking. It requires giving up the Left-Brain mentality and moving towards Right-Brain behaviours.*

### Shoppers are Changing and so are Stores

The surge of Millennials as influencers or purchasers is creating a shift for retailers; they love their mobile phones and being Digital Natives, the journey starts with technology and in almost 50 percent of the cases ends with technology. It is not that they don't like conventional retail, their choices are



## RT SERIES

The Most Stylish POS Ever!  
Make Your Business Look More Attractive



Full HD

- Fanless Technology
- Dust Resistant
- Cost Saving
- Water Resistant
- Higher ROI



Expandable USB Module



Ultra-slim and Sleek look  
(Optional 15"/16" TFT LCD)



Maintenance & Shipment with Ease



POSIFLEX Technology (India) Pvt. Ltd.

# 985, 1<sup>st</sup> A Main, 4<sup>th</sup> Cross, New Thippasandra, Bangalore 560 075

+91 80 4078 2700/16, +91 953 543 2110 sales.ig@posiflexindia.com

f in t+ / Posiflexindia

strongly influenced by their network and references. The concept of loyalty is alien to Millennials as they flirt with brands and expect instant gratification rather than long drawn programs by retailers that expect consumers to shop over time. Technology driven stores are frequented by them often in comparison to standard stores of the past.

According to Barbara Kahn, Marketing Professor at Harvard Business School, “Any retailer that doesn’t understand the changing

adopted technology in their daily lives. They have high disposable incomes and are willing to explore. For retailers, it is important to do customer segmentation and map customer journeys to understand how, what, when and why are customers buying from them.

Mark Cohen, Director of Retail Studies at Columbia University Graduate School of Business states of the recent demise of ToysRUs, “Company leaders became complacent after years of

which was the last straw, if you will.” Similar behaviours seem to be manifested at other categories of retail too.

Stores have started experimenting with different models, such as showrooms that hold a limited inventory or pop-ups that exist for a limited time. Cohen also talks about “Twenty years ago, customers had very little choice. They had to shop locally. Today, customers can shop anywhere in the world, effortlessly,” Cohen said.” These legacy formats who just don’t get it – and there’s quite a few – are in for terrible trouble as we look toward the future.” With business changing, IT must adapt to the new way of working and create models that can be tailored to the new reality. This would apply to not just the basic processes of merchandise selection and replenishment for such stores, it would also impact the billing and integration back into the corporate systems.

No company is an island and connecting the upstream and downstream supply chain –suppliers, logistics partners,

malls, within and outside the organisation requires an ecosystem of technology vendors and partners who can work with the Technology team to keep the systems agile. The partner eco-system typically would comprise large tech providers, system integrators, startups, and consulting or research companies who can keep retailers abreast of upcoming trends and provide a local and global perspective. IT and business teams also need to participate in technology and industry events and conferences to learn from different perspectives as well as showcase their company’s vision.

Retail has been working in parallel linear tracks: improve store experiences, transform digitally, and connect the two pieces. Those parallel tracks are hard enough. But that’s not the mandate: The mandate is to leverage physical and digital assets differently. Retailers will need to consider how to work with intelligent agents that will take a greater share of how customers discover and order; create immersive, dynamic store experiences; use physical stores as logistics nodes for intra-day fulfilment; expand the digital catalogue to match platforms like Amazon; and harmonize all of this in a graceful, differentiated journey for customers.

**MACHINE LEARNING IS ALREADY FINDING MAINSTREAM USE CASES WITHIN ALL KINDS OF INDUSTRIES; RETAILERS ARE EXPERIMENTING WITH ALGORITHMS TO IMPROVE ABILITY TO UNDERSTAND CUSTOMERS BETTER, DEFINE MERCHANDISING STRATEGIES AND CREATE BETTER PROMOTIONS AND OFFERS.**

shopping behaviour is going to be at a loss.”The majority of customers between people now in late 50s (referred to as Baby Boomers) and the Millennials or those born after the turn of the century, have been classified as Digital Migrants who have more or less successfully

sitting at the top of the toy-store game, and they did nothing to improve stores, adapt to technology or tackle competition head-on. They never reorganised their stores to become more attractive, appealing and experiential. And they decided they didn’t have to be price-competitive,



**Key takeaways for IT:** Stay connected to the industry, consumers, and technology, balancing one with the other to craft solutions, and sell them internally to stakeholders. Keep learning and influence your team to do the same. Have industry conversations on what others are thinking about, try to leverage the collective ecosystem for higher probability of success.



# THE THICKSHAKE FACTORY

INDIA'S 1<sup>ST</sup> & LARGEST PREMIUM THICKSHAKE BRAND

## INDIA'S FASTEST GROWING AND MOST AWARDED SHAKES BRAND

ESTB. IN 2013 | 15 CITIES | 2 COUNTRIES | 80 OPERATIONAL STORES

### AWARDS & ACCOLADES



**200  
OUTLETS BY  
2019**



#ShakeItYourWay

**BREAKFAST SHAKES | CLASSIC SHAKES | FRUITY DELIGHTS | CHOCOLATE DELIGHTS | CANDY DELIGHTS  
EXOTIC ADDICTIONS | PROTEIN POWER | SLUSHES | ICE TEAS | KOFFEE INDULGENCES**

**NOW OPEN AT :**



CONTACT DETAILS: +91 9100011703, +91 9100011705, +91 9100063979

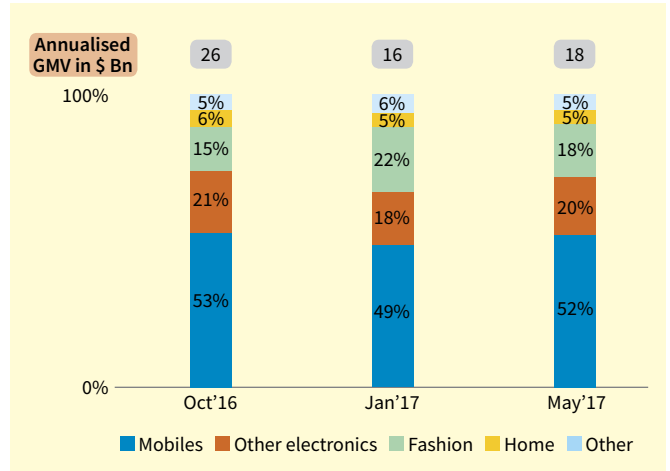
For more details contact: [franchise@thethickshakefactory.com](mailto:franchise@thethickshakefactory.com)

**Preparing for the Future**

The future is already here and how; Omnichannel that was just a buzzword not too long ago has created a wave of projects for the big Consulting Companies. It is also true that Customer buying habits are changing slowly and steadily, a survey of over 2000 customers validated the shifts that we are beginning to see. The changing trends are not surprising with the evolution and mass adoption of technology by consumers helped by the

smartphone adoption driven by price drops and improved capabilities with every new model. The question is not whether to embrace the shifts offered by the shifting reality, it is about how quickly retailers can weave it into their fabric. Leaders in this category will be rewarded with higher sales and better customer loyalty.

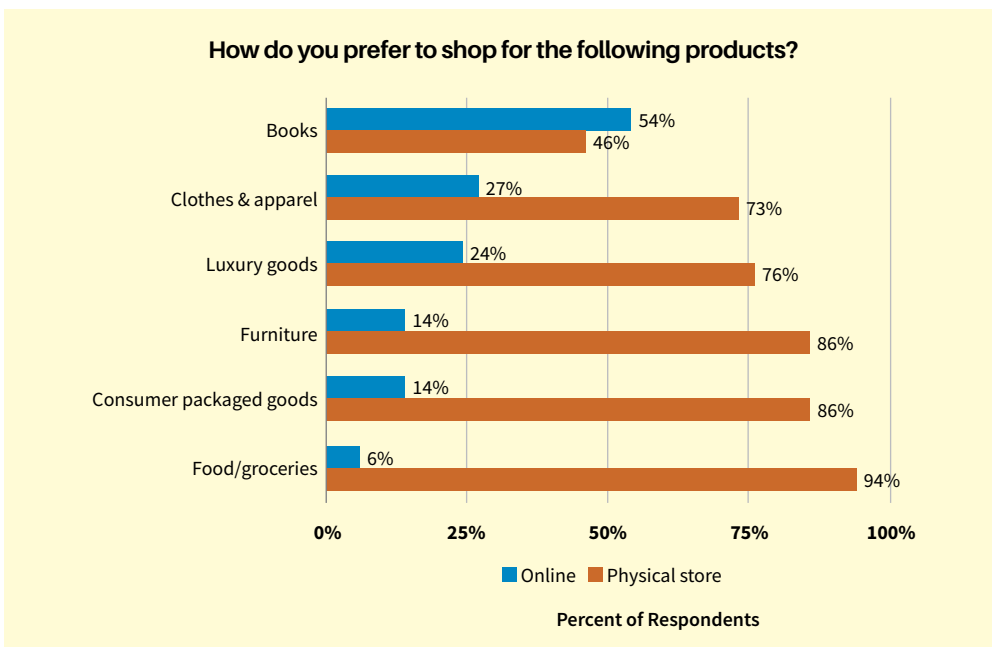
Yes, it is true that despite the hype, globally the shift in categories has been slow (see chart on the left). Indian metrics are however



a different story (Chart on the right). Discounts are the primary drivers for 70% of the sales by value, i.e. Mobiles and Electronics. Grocery is the new favourite and the overall market size is expected to be \$1 trillion by 2020 (source IBEF), how much of that sale will be driven by digital is anybody's guess. Because of high frequency of purchase, most retailers are attempting to lure the customer with... discounts off course!

Majority of Customers are gravitating towards value which is visible with the success of some of the mass retailers; as per NRF survey last year (2017), between Dollar General and Dollar Tree were planning to open more than 1200 stores in 2018. At the same time many retailers are leveraging technology to improve customer experience. Over the decade gone by, CIOs pulled up their socks and started introducing Augmented Reality and Virtual Reality for differentiated customer experiences. Startups are now gaining acceptance with IT leadership, providing niche solutions for micro problems and opportunities.

Electronic shelf edge labels are the new way to provide dynamic pricing especially in







**FOR SOME  
IT'S A BARRIER.  
FOR OTHERS IT'S THE GATEWAY  
TO A SUCCESSFUL FUTURE.**

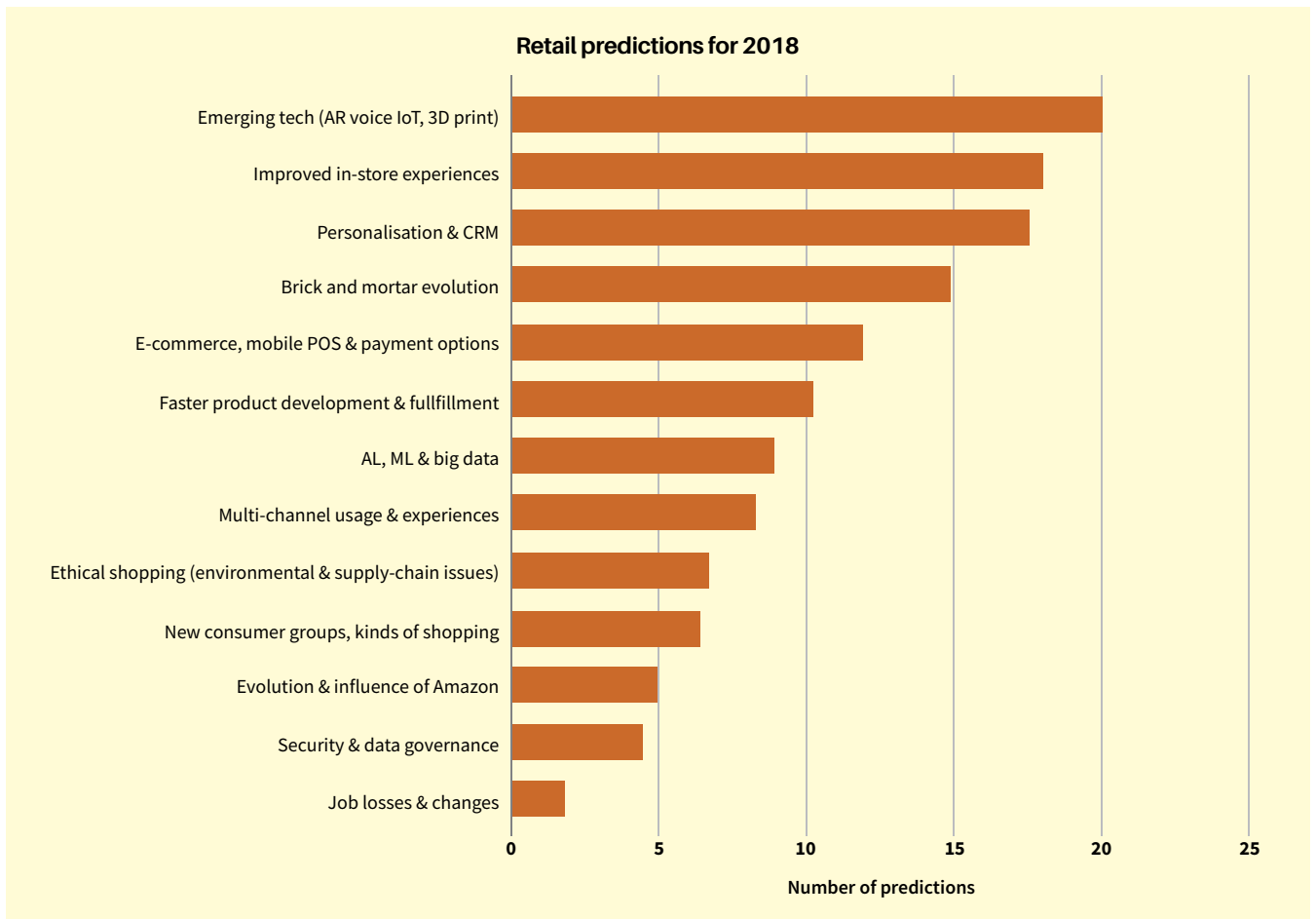
## SKIDATA *car access*

With over 10,000 installations around the world, SKIDATA is one of the leading global providers of innovative parking solutions. SKIDATA specializes in tailoring the latest technologies to operators' & users' needs, thus delivering highly profitable, complete solutions for all.

SKIDATA (India) Pvt. Ltd.  
23-B, Industry House • Mahal Industrial Estate  
Mahakali Caves Road • Andheri (East)  
Mumbai 400 093 • INDIA • phone +91 22-4218-1000  
indiasales@skidata.com • www.skidata.com

**SKIDATA**<sup>®</sup>  
KUDELSKI GROUP





fast moving and short shelf life products like groceries. Globally this is now becoming the norm while it is yet to catch up in India with the high cost of initial acquisition. Internet of Things (IoT) and beacons are providing data unseen in the past on customer behaviours in the store. B2B engagements with suppliers across the value chain now offers faster turnaround times and efficiency not possible in the past. Fast retail made popular by fast fashion leverages agile supply chains to reduce inventory in warehouses and in transit. Zara pioneered this globally with concept to shelf lifecycle of less than 30 days.

China has been able to up the ante with digital payments and cashier less stores with mobile payments; in India, UPI (United Payments Interface) has brought digital

transactions to the masses. Integrated payment systems have done away with the clutter of payment acquisition devices for different modes or issuers. Technology is now driving better customer experience with effective personalization using the consumers mobile linked with face recognition and GPS. According to Lisa Landsman, former President of Jet.com, I think the day of the pure play [retail] is dead; Consumers want that choice—they don't want companies' operational complexity thrust upon them, pushing them to only one way to do business. And that gives rise to the new world of Omnichannel retail.

PwC's 2017 Global Digital IQ Survey polled 2,216 business and IT leaders from 53 countries and asked them what hinders digital transformation. Some 64

percent of respondents said lack of collaboration between IT and business is to blame, 58 percent cited inflexible or slow processes, 41 percent listed lack of integration of new and existing technologies, 38 percent named outdated technologies and 37 percent put down lack of properly skilled teams. These newest corporate cultural trends and IT methodologies certainly don't guarantee success or fully guard against project failure. In fact, some say that there are elements in the modern IT shop that could even exacerbate the potential for problems that could take down a project.

Consumers are still shopping in stores and the number of reasons is reducing with time. Price and convenience are now synonymous with online

retail which in the early days of retail was the forte of retail shops. Retail space limited the breadth and depth and retailers created Omnichannel strategies to address this constraint. Global and local players who started their journey in an online avatar are now setting up shops and retailers born in the pre-digital era have put in all their efforts to compete with their newer brethren by becoming Omnichannel retailers with web, mobile, endless aisles and more. The remnants of why consumers still want to visit stores are:

- PRODUCT VETTING AND TOUCH AND FEEL:** I can try the product – apparel, electronics, furniture and a few other categories, experience it – assess quality and then decide on my purchase.



# Reinventing Traditional Antennas

Powerful      Revolutionary  
Sleek

NP10 / 20 is a radical shake-up of Checkpoint's range of electronic article surveillance (EAS) antennas, with the introduction of a revolutionary new electronics platform, NEO with wireless connected sensors which detect up to 2.7m.



Multiple audio files

Increased aisle width

Wireless connectivity



Contact Info:

306, C-Wing, Pramukh Plaza, Cardinaal Gracious Road, Chakala, Andheri (East), Mumbai, Maharashtra 400093, India

Tel: 91 22 4255 9700

Email: [india.sales@checkpt.com](mailto:india.sales@checkpt.com)

Website: [www.checkpointsystems.com](http://www.checkpointsystems.com)

**Checkpoint**®

*Intelligent Retail  
Solutions*



**CONSUMERS ARE STILL SHOPPING IN STORES AND THE NUMBER OF REASONS IS REDUCING WITH TIME. PRICE AND CONVENIENCE ARE NOW SYNONYMOUS WITH ONLINE RETAIL WHICH IN THE EARLY DAYS OF RETAIL WAS THE FORTE OF RETAIL SHOPS. RETAIL SPACE LIMITED THE BREADTH AND DEPTH AND RETAILERS CREATED OMNICHANNEL STRATEGIES TO ADDRESS THIS CONSTRAINT.**

- **CONSULTATION AND STYLING:** Many categories still require consultative selling especially when it impacts personal appearances or aesthetics and styling of homes. Fashion consultants are helping customers decide on the right choice of fashionwear, cosmetics and makeup that would be best for skin tones, shapes and occasions. Similarly, for someone wanting to do up their homes, designers can create picture perfect room settings and execute them.

- **EXPERIENCES AND COMMUNITY:** In many markets including India,

shopping is a social experience that involves friends and family, an outing that combines entertainment and shopping. Retailers are beginning to offer tools of engagement in store beyond the normal food and beverage, alteration, to engaging outside the store also with events like Lululemon offering Yoga classes and runs.

- **SHOWROOM EXPERIENCES CREATE BETTER CUSTOMERS:** Customers are exposed to the brand in a more meaningful and immersive way, and they are better

able to resolve any uncertainty about the non digital attributes of the retailer's products. Likewise, showrooms create better retailers: When customers are physically present in the retail environment, observation of their behaviours can lead to meaningful insights. Sales Associates can anticipate and respond to customer needs, provide exceptional service, recommend additional items, look for signs of customer discomfort, and so on.

Is 2019 going to be the year that retail will pivot with technology to create seamless experiences for consumers with physical retailers going Omnichannel while the e-commerce giants are turning towards alliances with brick and mortar retailers or creating their own outlets? Will shopping see reduced friction towards purchases with virtual inventories enabled with Endless Aisle and shrinking store formats and sales associates leveraging data to help the customer buy?

According to a study conducted by Cognizant - the IT company - The behaviour and expectations of today's consumers are rapidly evolving under the influence of digital and mobile technologies; as a result, retail growth and profits are quickly shifting to digital commerce. These changes require retail industry decision makers to acquire real-time situational awareness, new digital strategies and a digital mindset around business transformation. Retailers must recognise and act pro-actively when customers, competitors and markets change by deploying the

appropriate digital strategies and technologies in the right sequence to maximize returns and competitive advantage.

CEOs, CIOs and other executives understand a shift in business is necessary to adapt to the changing world but may fail to realize how important their own mindset is to the success of the transition. "While the world is moving forward at breakneck speed, the core beliefs wired into our brains often are not," says Graham Waller - Gartner Research Vice President & Distinguished Analyst. The leader's mindset provides a frame of reference that affects how they hear, interpret and act on information, which in turn affects how the company operates. Successful disruptive digital leaders can transform themselves to transform the company. CEOs, CIOs and other executives understand a shift in business is necessary to adapt to the changing world but may fail to realize how important their own mindset is to the success of the transition.

*Key lesson for not just the IT folks, but other CXOs too: No organisation can implement all digital technologies simultaneously due to budget and resource limitations; instead, they need to prioritize their timing of digital initiatives, based on business impact. This is where CIOs need to take a leadership position and drive the digital agenda along with the Board and other CXOs. It is anticipated that in the next 5-7 years, at least 25 percent of digital leaders believe that cyber security, big data/ business analytics, mobile technology, social media and cloud will have the highest impact on the business. IR*



# IT IS ABOUT PERFORMANCE, EFFICIENCY, RUGGEDNESS! NOT JUST SPECIFICATIONS!



**The Complete POS-Hardware Range**  
PRINTERS • SCANNERS • CASH DRAWER  
POLE - DISPLAY • MSR • TOUCH KIOSKS  
TOUCH DISPLAY POS • ALL-IN-ONE POS

**POINT-OF-SALE (POS)**

**R-UPOS-211 V**

\*Single/Dual Panel options available

RAISER, India's one-stop POS-HARDWARE solutions provider, offers a wide range of hardware choices to suit your business processes and business investment. *Dependability delivered with compliments.*

RAISER is committed to building robust systems that meet the challenge of usability, durability and reusability, thus providing a business with optimised operations and improved efficiency.

📍 Corporate Office: 406- Business Classic, Chincholi Bandar Phatak, Off S V Road, Malad(West), Mumbai - 400 064

[www.raiserpos.in](http://www.raiserpos.in)

# Busters: Bringing World Class Gaming, Entertainment & Leisure to Indian Malls

– By Images Retail Bureau

**The brand offers the best hang out experience by bringing together world class gaming and entertainment equipment under an ambience that is at par with the best international brands in the world...**

**B**usters was conceived to be a true and full-fledged FEC offering. The concept was created to introduce world class gaming, entertainment and leisure formats to the metro markets, and tap into the FEC potential of Tier II & III markets across India.

The brand offers the best hang out experience by bringing together world class gaming and entertainment equipment under an ambience that is at par with the best international brands in the world.

“FECs certainly change dynamics for a mall, when there is extra emphasis given to a user’s experience, right from the mall development phase. Experiences like roller coaster, large adventure rides involve a high degree of initial planning, but the results are equally good for the malls,” says **Abhishek Jain, CMD, Busters**.

“We develop our centres to be true FECs that offer the best in gaming and entertainment experiences for various age groups. We are customer-centric in our designs, gaming choices, and most importantly, pricing. Our centres offer a

wide price range to ensure a lower entry barrier and more choice,” he adds.

## Major Attractions

The bowling arena, rides and an exclusive selection of arcade games are the key attractions at Busters. The brand believes in changing key attractions from centre to centre, depending on the access to space – including vertical space / height – that they have.

“Busters is a very adaptive FEC business. With mall sizes increasing, FECs are gaining in prominence too. Brand Busters is evaluating options in the 20,000 to 65,000 sq.ft. space, where the concept is going to be totally different, in addition to the regular entertainment and gaming options. We are developing some bespoke rides for these centers, and a special kids’ format that mixes science with fun. After an in-depth study of the mall and catchment, we will develop the right FEC mix that will work,” says Jain.

## Technology Maintenance and Safety

Every Busters centre has a minimum of two technicians at all times who are backed by



technical heads based at the brand’s headquarters.

“Our technical heads have more than 40 years of experience in the industry who constantly train and update the rest of technical team. All our equipment is under constant supervision and is checked on a regular basis for damages and repairs,” explains **Aditya Konka, CEO, Busters**.

## Staff

Busters have about 12 to 18 people for every 10,000 sq.ft. centre. The staff is trained regularly as there is constant movement of machines happening within and between the centers, every month to maximize user experience.

## Investment & Revenue

Busters is a fully self-funded venture at this point. Currently, the brand is operating in Mantra Mall and L and T Next Galleria Mall, Hyderabad, two centers are under fit-out at GSM Mall (Hyderabad) and GT Mall (Bengaluru).

“We will end this year with a capital outflow of close to Rs

60 crore and we have another Rs 120 crore earmarked for next year. It is difficult to say at this point what will be the optimum capital for Year 3, but the promoters are keen on investing in and building Busters further, making it a dominant player in the market,” says Jain.

## Expansion Spree

Currently, Busters has three operational centers, both in Hyderabad, but they are on an aggressive expansion spree. There are four more centers under fit-out. In total the brand boasts of 19 centers, including operational, under fit-out and upcoming centers.

“Busters is planning to operate five more properties by December 2018 and close this year with eight centres. For 2019, we already have 11 signed and we are evaluating several other sites across the country. We are constantly looking to expand both organically and inorganically and are hoping to touch 30 centres by 2020,” says Jain.

“We do not have any standalone formats in the pipeline, but we are open to the idea,” he concludes. ■



# NEXT LEVEL OF GAMING IS HERE!!



Hyderabad | Bengaluru | Chennai | Mysuru | Hubli | Davanagere..  
and many more coming shortly!!

## FRANCHISING OPEN



[WWW.BUSTERS.FUN](http://WWW.BUSTERS.FUN)



[INFO@BUSTERS.FUN](mailto:INFO@BUSTERS.FUN)



+91 9666 080 220



## Van Heusen Innerwear: Built on Fashion and Innovation

– By IMAGES Retail Bureau

***Van Heusen intends to take over a large share of the innerwear market in India in the years to come since product acceptability has been phenomenal in all the brand’s markets and the management is buoyed by the success...***

**L**ast year, Van Heusen – a part of Aditya Birla Fashion & Retail – decided on a category expansion and decided to venture in the innerwear space in India. The move was a smart one and showed results within just one year. Since its launch, Van Heusen Innerwear has become a significant No. 2 player with regard to the competition in the mid-premium segment.

“For Van Heusen, focusing on this category was a natural progression as this category had a lot of opportunity for the brand. This is just the beginning. We intend to take over a large share of the innerwear market in India in years to come. Product acceptability has been phenomenal in all our markets and we are pretty buoyed by the success,” says **Puneet Kumar Malik, COO, Van Heusen Innerwear.**





Despite being a new entrant in the market, Van Heusen – built on the pillars of fashion and innovation with technologically superior quality products – found it easy to deal with the competition that established brands posed.

“Our main client is the ambitious man, the on the move, go-getter. We plan to differentiate our offering to



this target audience and the key differentiators that will help us win are Brand Recall, Innovation at the Core and Addressing Consumer Pain points in this category,” says Malik.

### India's Innerwear Market

As of FY 17 reports available online Innerwear market is at ₹25,000 crore with men's being ₹9,000 crore and women's being ₹16,000 crore. This market is seeing a CAGR of 12 percent and has huge potential.

“The main reasons for this change is that category is evolving as consumers are moving from economy to premium segments. The annual spends are on apparel by consumers

As of the First Quarter of FY19, the Brand has:

MBO: **7964** doors

EBOs: **15** doors

LFS: **367** doors

VAN HEUSEN & PF:  
**221** doors

is now 8 percent and the segment is moving from a low involvement category to high involvement category,” explains Malik.

Marketing spends have gone up in this category, mass communication media – hoardings, radio ads, TVCs – is being engaged to reach out to the consumer. In terms of distribution, retail has started seeing more spaces being given even to men's innerwear as the category continues to grow, whereas earlier, only the women's lingerie segment had open



displays. Retailers are giving equal prominence to innerwear as they are to other apparel categories.

“Mid premium and premium segments are seeing

the highest growth in this category and trusted brands are always welcomed by the consumers. Advertising is of critical importance to stay competitive in this market as well as to make the product communication far stronger than before wherein it used to just be an impulse buy with low involvement,” adds Malik.

Van Heusen Innerwear is capitalising on this growth environment and providing a product that is innovative as well as fashionable

### Product Portfolio & Innovation

The brand's products include a classic range which are elevated everyday essentials with timeless design aesthetics and functional finishes, a platinum range of premium underwear made of superior fabrications and a signature range – fashionable underwear – which can be flaunted. There is also an active range – sports underwear – a function driven range made with superior performance fabrics like 100 percent mesh and neon accents.

“The brand doesn't believe in seasonality for its innerwear category. In fact, the focus is solely on creating a product that is of the best quality and design in this segment. Having said this we do constantly look up new innovation that evolves in the international market. Our effort around product and marketing are always either fashion-led or product-led and never generic,” says Malik.

VH Innerwear's mantra is that innovation and quality are two integral parts of going big in this category.

“Our key success on innovation has been twofold. The first innovation is our 'All Day Fresh' technology, for which innerwear is designed

to perform all day through, by preventing growth of bacteria and also by quickly absorbing the moisture hence keeping people cool and dry. The second innovation is focused on fashion and we call it 'The Metallic', wherein we have developed a more fashion-forward band and fabric that urban men really love,” explains Malik.


### Expansion Plans

Van Heusen's product design and R&D team is constantly churning new ideas for expansion within the category. In the immediate future however, there is a lot of potential in men's active innerwear segment and Van Heusen is keen on exploring this segment.

“We are soon going to launch a lingerie line as well,” reveals Malik.

The brand is currently focusing on Tier I&II cities and simultaneously also getting ready with Tier III cities launch plans. It is also concentrating on increasing distribution and trying to reach a larger consumer base.

“The potential of Tier II and III cities are untapped. In some cities, brand awareness is huge but there is no retailer fulfilling this need. The most important reason for this brand consciousness rising is digital technology. With most of India being converted with Internet, the consumer has a whole lot of variety at their disposal. Price sensitivity has gone down and disposable income has gone up. This makes Tier II & III cities huge potential markets for us,” says Malik.

“Online is a space that has huge untapped potential. Van Heusen realizes this and is currently available on major e-commerce partner portals,” he concludes. 



all of the italicised words above, string them in any interchangeable combination, package it as the future “digital” state of a brand/retailer and you have talking points for board meetings and strategy sessions for the second coming of your business to combat slowing comps, shrinking margins, and competition from marketplaces. In fact for most of the last decade in modern retail, we have been heralding Omnichannel as the messianic solution to an otherwise hyper competitive industry. It’s like a bad Chinese calendar: every year is the “Year of Omnichannel (plans)” for most brands and retailers, with an aspiration to cater to the new mysterious digital consumer. Our continued commitment to this quest for the holy grail in retail has even induced us to come with new words to

## “Doesn’t matter what you call it, unless you’re building Omnichannel. Smartly.”

– Mukul Bafana, Co-founder & CEO, Arvind Internet

**At Arvind Internet, we work closely with our brand partners to build long-term playbooks focused on the jobs to be done and therefore the operating logic to be built into the Omnichannel network to solve core customer needs, seamlessly.**

**L**et’s call a spade a spade: Omnichannel is one of the most bastardised words in the retail lexicon. Every one of us in the industry has at one point or another (loosely)

used the word to refer to the evolution of organized brick-and-mortar retail to this fuzzy wuzzy, feel-good future utopian vision of *seamless multi-channel consumer journeys* where consumers *effortlessly* float between the *offline* and *online* worlds,

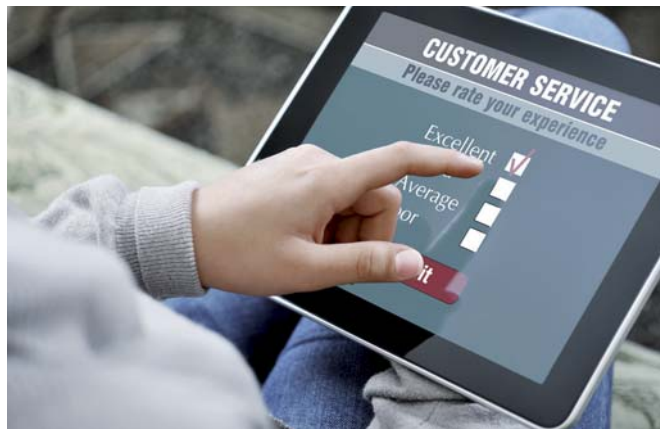
with magical *smartphones* in their hands, purchase-inducing tablets in those of store staff, dazzling large-form factor *digital interfaces* in stores, and *unified inventory & order management* as free-flowing manna powering these journeys. Take any/



continue selling the dream: New Retail, Phygital, Retail 3.0, Me-tail, etc. But here is the other fact that we need to internalize: most brands/retailers have still to create meaningful Omnichannel results that deliver value for their consumers and their businesses. So regardless of what we call it and how we choose to define it, as practitioners we still need to build on Omnichannel retail correctly--or more apt, smartly.

**First Principles**

At Arvind Internet, we also started off with the same fuzzy vision of Omnichannel retail, but after working with leading brands and retailers in India to enable their Omnichannel playbooks, we've come to realize that the missing element in failed Omnichannel roadmaps vs. their successful counterparts is often the "smarts". While we're being a bit cheeky in using the word smartly, it is meant to highlight one important fact that is often written off given all the noise around this topic: there are significant positive benefits for the consumer



AND positive ROI for retailers in implementing an Omnichannel playbook, if implemented keeping the key job to be done in mind. So what is the key job to be done in Omnichannel retail? That's the topic for the rest of this article but before we get into it, let's state a few first principles regarding Omnichannel retail--a few "we hold these truths to be self-evident" statements before proceeding further:

1. Omnichannel retail is not a sprint to a utopian vision but a learnings-driven, long-term, sequenced organizational transformation playbook, equally technology and

operations driven, to create value for your customers first and thereby for your business.

2. There is no offline consumer or online consumer. There is the (same) consumer who interacts with your brand/ retail business through multiple channels: stores, apps, sites, pop-ups, emails, SMS, call-centers, chatbots, etc.
3. Just because you build, does not mean your consumers will use it; building multiple channels/touchpoints for your consumers does not necessarily give you a win but just gets you to

the [poker] table. Your subsequent playbook enables you to win.

4. A corollary to the previous point: if you build without a thoughtful playbook, you're at the table, but you're not committing to a losing game. Add confirmation + outcome biases and you start questioning the value of Omnichannel retail.
5. Omnichannel retail is like an iceberg. The hype is currently about the tip of it--the hygiene "plumbing" needed to connect channels. The large value-creating "bulk" of an Omnichannel transformation still remains

below the surface of the water--well out of view of most brands/retailers trying to surmount the tip of it.

**The Job to be Done**

If we believe these principles, then we come back to the question about the job to be done: what value are we creating for the customer



and therefore, what must our carefully sequenced transformational playbook be focused on to truly realise the larger value in Omnichannel retail, beyond the hygiene plumbing? If we speak about fashion, then the job to be done becomes quite simple: we should be solving core fashion shopping needs in a smarter, more effective manner than in the past. Sounds quite simple, eh? So why the struggle to reach our utopian destination?

Let's try an analogy to answer this question. Imagine if a consumer goes to a store to buy a computer and the retailer hands him a display, keyboard, mouse, motherboard, casing, power supply and all the other unassembled hardware required for a functioning personal computer. Does the consumer have a computer? Yes, in a manner of speaking, but is that really the computer the consumer had in mind?

Let's say that instead of disparate hardware, the computer hardware came pre-assembled? Would that solve the consumer's needs? Again, yes to a better extent but let's pause for a moment to reflect on the real needs of the consumer. When the consumer is asking for a computer, he/she is not really

asking for hardware. The real needs of that consumer are word-processing or browsing the internet or printing a document, etc. These are the core reasons why the consumer wants a personal computer and thus along with the hardware the consumer is also looking for operating logic (an operating system) to enable these activities. The consumer is implicitly asking for the 'smarts' needed to solve his/her computing needs in the most effective manner.

Similarly when it comes to fashion shopping, a consumer's core needs are not "hardware"--websites, apps, kiosks, chatbots or any other channel/touch point. Consumers are looking to purchase a cocktail dress for a party in three days or a pair of pants to wear with a given shirt or the latest trends from a favorite brand--these are the core needs to be solved for and the job to be done in Omnichannel retail is to

cater to these needs in a more seamless manner. Rather than focusing on the core needs, most retailers are focused on knee-jerk, flavor of the month “hardware” strategies and are still struggling to execute Omnichannel at a hardware level, the tip of the iceberg. Retail insiders often make the mistake of defining Omnichannel success around channels, features or technology implementations rather than the operating logic to solve customer needs. We are often more enamored about the thought of digital interfaces in stores rather than thinking about what that interface does to solve real customer needs. Thus shopping logic and therefore seamless experiences are often completely missing from our Omnichannel playbooks. Some retailers are further down the roadmap with a rudimentary operating system, like MS-DOS, if you may. Like MS-DOS, the current operating logic built into our shopping systems requires the consumer to figure out what commands to execute to get what they want. Just as the user must memorize the command prompt commands to be able to access files, print, browse, etc. in MS-DOS, shoppers in the current shopping system must rely

on their logic to decide how to use various touch points to get what they want in the most headache-free manner. But the true holy grail of retailing is not having consumers jump through hoops to get what they really want, but to provide them with superior operating logic via the shopping system to get what they want, when they want it and with minimal effort. The job to be done is to progressively and swiftly move away from MS-DOS to a Siri-like operating system which enables consumers to tell the shopping operating system “what to do” rather than “how to do it”. Keeping these core customer needs at the center of the playbook, the goals of Omnichannel transformations then is to abstract the shopping logic away from the consumer and build it seamlessly into the retail network to allow a consumer to get what they want, when they want it and in the smartest manner possible.

**Building-in Retail “Smarts”**

At Arvind Internet, we work closely with our brand partners to build long-term playbooks focused on the jobs to be done and therefore the operating logic to be built into the Omnichannel network to solve core customer needs,

seamlessly. Our product platform, Omuni, offers an integrated SaaS technology stack with the building blocks needed to create retail “smarts” for consumers to get what they want most effectively. While there are many areas where we bring in better operating logic into the shopping system, let’s discuss three areas that are low hanging fruits to build-in smarts into fashion Omnichannel playbooks:



**Relevant Product Discovery**

A simple need like buying a pair of jeans to replace an old pair can often be daunting process for consumers. After identifying the need, a consumer will often have to use their head to decide how best to shop that need. Should I go to a store or check online? If I shop online, will I get it on time? Which store should I go to, given the brand has four stores in my city to get what I want? Where will I get the best price? These are all answers that require the consumer to think through “how to” shop. And even after going through this decision making each time, retail data tells us that consumers have broken journeys. 1 in 4 customers typically walk out of a store because they might have an intention to buy but can’t find their size, style or price point. While the sale might be lost what’s even more painful (and sadly accepted shopping expectations) is that the consumer might have to hop

between 3-4 stores before they can find the “right” product. Now imagine a journey where a consumer starts the journey on a mobile app and simply specifies the need to be solved via a natural language voice input: “I want a pair of dark jeans in my size, under Rs. 3000 and I need it today”. Connecting the consumer’s opted-in identity, shopping history, preferences, and 360 degree customer data model genome mapping vs. others, along with geo-location sensor data, the app is able to show all recommended products as a personalized lookbook available in driving distance of the consumer to ensure that he/she gets it the same day. More importantly, the personalized listing shows the exact size, inventory, and price availability of the products before a customer even decides to step foot into a store and allows the consumers to buy the item on the app. When the item is ready for pickup, the app notifies the customer that the order is ready, maps the directions to the store, and informs the store associate that the customer has walked into the store for the pickup and to recommend two shirts that complete the look based on predictive AI-driven recommendations. This example of a simplified end-to-end product discovery journey exemplifies the power of abstracting the “how” operating logic away from the customer and builds it into a “what” driven guided journey.

**Connecting Content to Context**

Shopping for fashion is no longer simple, linear, single session journeys. Inspiration, awareness, consideration, purchase, service, and loyalty often happen today in a series of micro-moments across



IDEAS, CONCEPTS & STRATEGIES  
CUSTOMISED FOR INDIA'S  
BOOMING CONSUMER INDUSTRY

[www.indiafoodforum.com](http://www.indiafoodforum.com)

# BLOCK YOUR DATES

for the 12<sup>th</sup> edition of



**5-6<sup>th</sup> FEBRUARY 2019**

**Renaissance Hotel, Mumbai**

CONCURRENT SHOWS



Organised By



**Association & Partnerships**

Lokesh Arora: +91-9999033612 | [lokesharora@imagesgroup.in](mailto:lokesharora@imagesgroup.in)

**Delhi:**

Ridhi Sood: +91-8447880949  
[ridhisood@imagesgroup.in](mailto:ridhisood@imagesgroup.in)

**Mumbai:**

Savita Vasandi: +91-9833145494  
[savitavasandi@imagesgroup.in](mailto:savitavasandi@imagesgroup.in)

**For Delegate Registration:**

Sarika Gautam: +91-9717544226  
[sarikagautam@imagesgroup.in](mailto:sarikagautam@imagesgroup.in)

**Kolkata:**

Piyali Roy Oberoi: +91-9831171388  
[piyalioberoi@imagesgroup.in](mailto:piyalioberoi@imagesgroup.in)

**Bengaluru:**

Ekta Roy: +91-9811635408  
[ektaroy@imagesgroup.in](mailto:ektaroy@imagesgroup.in)

**For Privilege Membership:**

Anil Nagar: +91-9811333099  
[anilnagar@imagesgroup.in](mailto:anilnagar@imagesgroup.in)

physical and digital media. A consumer, made aware of a brand by user-generated content on Instagram two days ago, might see the same brand's ad on Instagram while riding the train to work and decide to click through to the brand's landing page. The journey might pick-up at lunch the same day, where the consumer considers a few products and adds them to the shopping cart but having to rush to a post-lunch meeting abandons the items in the cart. Two weeks later, the consumer might walk into a mall with family and happen to notice the same brand's store and decide to purchase the items, he/she had shortlisted on the brand's site. To usher the customer through these cross-session and cross-channel journeys requires the Omnichannel network to have operating logic

customer, recommend the abandoned cart item available in the store along with five other products available in the store, based on a cross-channel single data model of the customer and a predictive recommendations engine, all offered with a personalised, dynamic pricing for the customer basis the customers lifecycle with the brand and sell-through dynamics of the products being recommended. Thus, you're able to connect context and content to simplify the consideration set for a customer and complete logical journeys when he/she walks into a store.

**Inspiring to purchase**

Fashion retailers spend a tremendous amount of effort and money to build brand and inspire shoppers via great creatives often disseminated via traditional

**SHOPPING FOR FASHION IS NO LONGER SIMPLE, LINEAR, SINGLE SESSION JOURNEYS. INSPIRATION, AWARENESS, CONSIDERATION, PURCHASE, SERVICE, AND LOYALTY OFTEN HAPPEN TODAY IN A SERIES OF MICRO-MOMENTS ACROSS PHYSICAL AND DIGITAL MEDIA.**

this product online? Again, a series of questions that the consumer needs to think through to figure out a path to purchase. Now imagine a journey where using an app, the consumer is able to capture the inspiration via a photo and the app is able to connect the consumer to a stylist, who using AI driven matching and a real-time CRM capabilities

here lies in not just providing shopping channels but rather building shopping logic across touchpoints to deliver end-to-end needs solving journeys to consumers.

**Doubling down & diving in**


Thus, the long-term success of Omnichannel retail playbooks must lie in a customer-centric approach where our prime job as retail practitioners is to build smarter shopping logic to connect the dots for our customers--not building disparate channels or flavor of the month features. For nearly three decades of organised retail, we have been getting the hardware built and rationalised, but the future calls for data-driven, personalised logic across channels to guide customers through multi-session purchase funnels. While this sounds obvious



features to serve customers. Customer interactions, sessions, preferences, carts, and recommendations need to be tracked across time and channels to offer relevant content to customers in the future. Making sense of these inputs, the platform would be able to take the abandoned cart data in the example above and when the customer walks into the brand's store two weeks later, the platform would be able to identify the

media (billboards, magazines, newspapers, etc.). While these media help in brand building and creating inspiration, they have poor call-to-actions especially when they are product oriented. If a consumer wants to purchase the products in these campaigns, they again need to think through how to shop the inspiration. Do I go to the website of the brand or to a store? Which store carries this product? How do I search for

is able to help the customer to shop the inspiration via a digital channel or in a store. Moreover, imagine if the stylist is a local sales staff who is able to have a real-time conversation with the customer to guide him to the store 5 kilometers away to shop the relevant range of items in the collection highlighted in the campaign with the in-store identification journey described above. Again, the differential success

and innocuous, it requires organisational fortitude to realign your Omnichannel playbook, beyond the hygiene use cases, to double-down on the harder, more time-consuming shopping logic driven roadmap. As Arvind Internet, we are able to help our brand partners scale the tip of the iceberg fast and start diving deeper into end-to-end smarts driven journeys that create lasting ROI for brands in the future. 

# SUBSCRIBE NOW!



## HIGHLIGHTS OF THE NEXT THREE ISSUES

**OCTOBER 2018 STORE CEOS LOVE SPECIAL:** In this edition, we bring out a list of store (concepts) loved by top CEOs from the Indian Retail industry. The edition will also cover a special feature on Travel Retail.

**NOVEMBER 2018 Importance of Franchising in Retail:** In this edition, we explain 'Franchising as a way of expanding brand retail's footprint'. How to choose the right franchise along with the breakup between the own stores and franchises.

**DECEMBER 2018 Who's Who of Indian Retail:** In this edition, we will focus on the Who's who of the Indian Retail industry in terms of malls, stores and service providers. We will be featuring the top retail leaders, also what they are doing differently in order to stay ahead.

## FUTURE OF BUSINESSES ANALYSING THE BUSINESS OF ORGANIZED RETAIL IN INDIA.

**IMAGES**  
GROUP. IN

Please fill up the subscription form & mail with your remittance to: **Subscription Department, Images Multimedia Pvt. Ltd.**

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001  
E-Mail: subscription@imagesgroup.in

**Mumbai:** 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East) Mumbai 400059, Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

**Bengaluru:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075  
Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

**Kolkata:** P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700 029  
Ph: +91 33 40080480, 40080488

	PRINT			PRINT+ PDF		
Term	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹2400	₹4800	₹7200
<b>SAVING</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>25%</b>	<b>35%</b>	<b>45%</b>
Discount	₹180	₹480	₹900	₹600	₹1680	₹3240
You pay	₹1020	₹1920	₹2700	₹1800	₹3120	₹3960
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SPECIAL COMBO OFFER**  
Pay ₹3960/- and get **RETAILERS IN INDIA VOL. 1** worth ₹5000/- **FREE** with 3 Years Subscription

**YES, I would like to subscribe for**

PRINT VERSION  COMBO OFFER

Name  Mr.  Ms. \_\_\_\_\_

Designation \_\_\_\_\_

Business Activity \_\_\_\_\_

Company \_\_\_\_\_

Delivery Address \_\_\_\_\_

City \_\_\_\_\_ Pin Code \_\_\_\_\_ State \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

### PAYMENT OPTION 1

Please charge my card

Amount \_\_\_\_\_ Card Expiry Date \_\_\_\_\_

Card No. \_\_\_\_\_

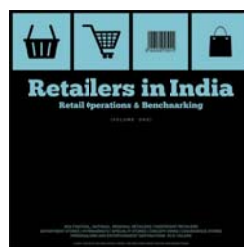
Card Member's Signature \_\_\_\_\_

### PAYMENT OPTION 2

I am enclosing Cheque/ DD No. \_\_\_\_\_

drawn on (specify bank) \_\_\_\_\_

favouring **Images Multimedia Pvt. Ltd.**, payable at New Delhi



### RETAILERS IN INDIA VOL. 1

"Retailers in India" - Retail Operations & Benchmarking" is a special hardbound coffee table book featuring India's most progressive retailers. The book promises to be a central reference for all global and national interest groups who are seeking information, alliance, partnerships, or investment returns in retailing in India.

The book presents India pioneering Progressive Retailers – Department Stores, Hypermarkets, Special Concept Stores, Convenience Stores, Omnichannel Retailers etc.



**Terms & Conditions:** • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

For online subscription, please visit [shop.indiaretailing.com](http://shop.indiaretailing.com)



# Manpower: A Looming Specter on Modern Retailing in India!

– By Dr. Gibson Vedamani

**Manpower in modern retailing in India makes an interesting study. This brief account discusses the concerns and issues in the Indian retail manpower scenario, with a focus on the need to address skilling needs for the growth of the retail sector in India in the coming years.**

**R**etailing is a people intensive business. Indian retailing is yet more people intensive as every customer expects to be personally served! It needs a great deal of manpower to energize the business that involves human interventions at all levels of its functional activities. Estimates published by the Ministry of Skill Development & Entrepreneurship in their Annual Report 2016-17 show that Indian organised retail sector would employ around 5.6 crores by 2022, which renders an immediate incremental requirement of 1.07 crores of direct retail manpower (Ref: Table 1). And many more are said to be engaged indirectly in employment that relates or adds value to the retail sector. Thus the retail sector comes second only to agriculture in direct manpower employment. Manpower in modern retailing in India makes an interesting study. This brief account discusses the concerns and issues in the Indian retail manpower scenario, with a focus on the need to address skilling needs for the growth of the retail sector in India in the coming years.

Incremental Human Resource Requirement Across 24 sectors				
Sr No.	Sector	Projected Employment		Incremental Human Resource Requirement
		2017	2022	2017-2022
1.	Agriculture	229	215.5	-13.5
2.	Building Construction & Real Estate	60.4	91	30.6
3.	Retail	45.3	56	10.7
4.	Logistic, Transportation & Warehousing	23	31.2	8.2
5.	Textile & Clothing	18.3	25	6.7
6.	Education & Skill Development	14.6	18.1	3.3
7.	Handloom & Handicraft	14.1	18.8	4.7
8.	Auto & Auto Components	12.8	15	2.2
9.	Construction Material and Building Hardware	9.7	12.4	2.7
10.	Private Security Services	8.9	12	3.1
11.	Food Processing	8.8	11.6	2.8
12.	Tourism Hospitality and Travel	9.7	14.6	4.9
13.	Domestic Help	7.8	11.1	3.3
14.	Gems & Jewellery	6.1	9.4	3.3
15.	Electronics & IT Hardware	6.2	9.6	3.4
16.	Beauty & Wellness	7.4	15.6	8.2
17.	Furniture & Furnishing	6.5	12.2	5.7
18.	Healthcare	4.8	7.4	2.8
19.	Leather & Leather Goods	4.4	7.1	2.7
20.	IT & ITes	3.8	5.3	1.5
21.	Banking, Financial Services & Insurance	3.2	4.4	1.2
22.	Telecommunication	2.9	5.7	2.8
23.	Pharmaceuticals	2.6	4	1.4
24.	Media and Entertainment	0.7	1.3	0.6
<b>Total</b>		<b>510.8</b>	<b>614.2</b>	<b>103.4</b>

Source: Ministry of Skill Development & Entrepreneurship Annual Report 2016-17



## Issues and Concerns of Manpower in Indian Retailing

Images Analysis estimates that the industry with a whopping size of \$ 932.96 bn (2017) is currently growing at a CAGR of 14.3 percent. But, manpower availability is a concern that looms large as a specter on the face of the sector. With more than half of India's 1.2 billion population aged below 25, there is yet shortage of manpower foreseen in the retail sector, however. The attrition levels are high in the retail sector

### Key Drivers for Improving Retail Operations

1	Reduce Merchandising Cycle time Across Different Channels
2	Improve Inventory and stock movement visibility
3	Improve employee efficiency
4	Improve promotion and production allocation
5	Identify the right metrics and analyzing them

N=280 Asia Pacific retailers

Source: DC Asia Pacific Retail Industry Trend Survey, 2016

### SOCIO CULTURAL ISSUES

The cultural and social mindsets of our country make it difficult to motivate today's youth to enter the retail sector. Retail careers



that puts organisations in a situation where they constantly seek to scout for people with the right skills as they expand. DC Asia Pacific Retail Industry Trend Survey 2016, a study of 260 Asia Pacific retailers, shows the very significance of retail employee efficiency as it emerges as one of the key drivers of successful retail operations. Socio cultural issues, the nature of job itself, lack of formal education and lack of skilled manpower are the main concerns surrounding the very fabric of the Indian retail workforce.

are not much sought after by young people as they are considered low paying and time demanding. Retail employees need to work on festival days as well due to big business opportunities. They are seldom able to spend their time along with their family during festive seasons and this creates a great deal of stress in their personal life. Further it is yet considered by many as infra-dig to be employed in retailing, especially in front-end positions where direct sales and customer service roles are involved.



### NATURE OF THE RETAIL JOB

The tiring nature of retail job demands long working hours. In retailing, the employees are required to stand and serve customers in the store throughout the day. Most of the retail employees need to work on weekends, as we are aware that customer traffic surges during Saturdays and Sundays and the weekly off day for them is generally scheduled on a weekday. This too puts the retail manpower to great inconvenience as it could contradict with the weekend holiday of the other family members. Just

**MANY RETAIL EMPLOYEES JOIN AS CUSTOMER SERVICE ASSOCIATES AFTER COMPLETING THEIR HIGHER SECONDARY EDUCATION (10+2). THE RETAIL JOB DEMANDS SO MUCH OF THEIR TIME THAT THEY LOSE OUT ON OPPORTUNITIES TO CONTINUE THEIR EDUCATION FURTHER.**



imagine the plight of a family where the wife engaged in retailing has her weekly off on a Tuesday and the bank employed husband has his day off on a Sunday with no common day in a week to spend together! So the personal family time in the retail employee's life is in jeopardy, leading to tons of stress in life. This stress could even lead to serious health issues like deprivation of sleep and anxiety among the employee. This could also result in lower motivation levels affecting the very performance of organisations.

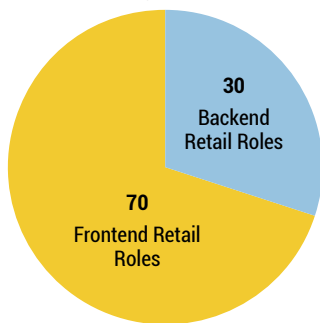
### THE ISSUE OF LOW REMUNERATION

The salary levels for front-end employees are very low in the Indian retail industry. The Customer Service Associate who is selling products behind the counter is often paid only around the minimum wage of that particular region. With a high cost of living in tier 1 and tier 2 cities and the demanding nature of the retail job, it is no longer a lucrative job option with many. There is a high level of attrition in the front-end positions of the

retail sector, as employees don't hesitate to shift even for a meager increase in their salary. So the major part of retail employees is not seen to be loyal to their organisations.

There are comparatively less prospects of career growth for the frontline employees than the ones engaged in back-end roles like Merchandising, Buying or Marketing. Of the total manpower, 70% of retail employees are found to be in the frontline positions. There aren't enough hierarchical levels for them to grow in their career too, given the limiting nature of the available skill sets in them. So organisations are often constrained to neither find the right people nor retain them for long periods in the same position.

Retail Employment in India %



**LACK OF MANPOWER WITH FORMAL EDUCATION & SKILLS**

Many retail employees join as customer service associates after completing their Higher Secondary Education (10+2). The retail job demands so much of their time that they lose out on opportunities to continue their education further. Promotions also become elusive since they do not have adequate opportunities to upgrade themselves by improving in their educational qualification. Of two

employees with the same work experience, the one who has higher educational qualification stand a better chance of getting promoted. Relevant higher education or up-skilling can give them a broader perspective of the retail industry and can make them feel more confident to have a winning career. The present opportunities to update and upgrade themselves are found to be few and far between, and this discourages them largely.

**Big Retail Growth Means Big Opportunities**

The behavior pattern of the Indian consumer has undergone a major change thanks to the Country's fast economic growth. The Indian consumer is earning more now and he/she has western influences too. Consumers seek better quality. Consumers now want to eat, shop, and get entertained preferably under the same roof. They expect excellent service levels and they relate their own satisfaction with the service rendered by the retail organisations through employees. The retail manpower has to be qualified and trained enough with appropriate skills and knowledge to understand customer needs and serve them. The gap in supply of quality manpower against the demand is deeply felt by retail organisations, especially at a critical time when many organisations are seen to be in a fast expansion spree. The opportunities are huge. As organisations expand, so does the demand for manpower in retailing. The irony of the situation is that India is said to have has over 40 lakh unemployed graduates when employers are desperate for finding people with the right talent! Most of the big



business houses strong in manufacturing also have been expanding fast in the retail sector like Tata, Aditya Birla, Mahindra and Reliance besides the existing retail behemoths like Future Group, Rahejas, RPG, etc The big brand proliferation in India has recently seen the setting up of large exclusive brand stores like H&M, Zara and IKEA. India witnessed the launch of the first IKEA store in 4 lakh square feet in Hyderabad in August 2018. The single store is said to have employed 950 employees! With each IKEA store, employing around a 1000 employees one can imagine the big need for retail people as they open many stores in the very near future! Companies are also seen to poach skilled employees, luring them with higher salary, designation, perks etc. as organisations continue to open their new stores. There is now a big need for creating new retailing talents fast.

**Initiatives to Bridge the Skill Gap in Retail Sector NATIONAL SKILLS DEVELOPMENT CORPORATION (NSDC)**

It is expected that India may face a daunting challenge by 2022 as the country may see a manufacturing skills gap of nearly 90 million workers and some 500 million workers

**THE GAP IN SUPPLY OF QUALITY MANPOWER AGAINST THE DEMAND IS DEEPLY FELT BY RETAIL ORGANISATIONS, ESPECIALLY AT A CRITICAL TIME WHEN MANY ORGANIZATIONS ARE SEEN TO BE IN A FAST EXPANSION SPREE.**

across all skilled sectors. India's National Skills Development Corporation (NSDC), a non-profit company, aims to help solve this problem. NSDC aspires to create 150 million skilled laborers across 21 sectors that may meet or exceed international standards. The main thrust of NSDC's mission lies in the promotion of skill development through proper funding – either through loans or equity – of large, quality, for-profit vocational training institutions, programs that are proposed by way of private (both for profit and not for profit) sector initiatives. It is said to be truly a demand-led model, designed to develop and supply the talent needed by the private sector to grow. NSDC is sincere in its intent to create talent pools by constantly putting in efforts through the several skill sector councils and facilitating sector skill training on a mass

scale. NSDC's initiative has given rise to the formation of Retailers Association Skill Council of India (RASCI), that focuses on creating and developing National Occupational Standards (NOS) for all relevant roles in the Retail Industry, to create a well-structured labour market information system, to accredit training partners, to certify trainers, to assess and certify learners. RASCI represents the retail industry in India. RASCI is a comprehensive source of retail expertise and independent advice for the retailing industry with a clear mandate to work with training organisations, educational institutions, certifying bodies, employees, students or job seekers on skills development for the retailing industry. RASCI spares no efforts to make available trained manpower in quality and quantity for the entire value chain requirement of the retail sector in India.

#### **NEED FOR INDUSTRY ALLIED RETAIL EDUCATION & TRAINING**

There is a dire need for industry-academia collaboration to bridge skill gaps and to educate people in the functional areas of retailing. Organisations such as the Future Group tried to have tie-ups with Universities to run special courses for those employed in their organisations. These efforts were said to have met with good enrolment responses from employees in the beginning though, many could not complete the course. The rate of fruition was way below expectations. However if changed methodologies of practical learning are introduced they may suit the employees' learning attitudes better. Special courses that may have an online access to

learning digitally along with providing an opportunity to relate those inputs to their practical experience, if introduced for retail employees, would not only stand them in good stead but also would make a big difference to the up-gradation of the retail sector in India, as a whole. Distance education with the same syllabi applicable to the general mass of students may not work for employees in the retail sector whose roles are oriented towards practical deliverables. Industry allied retail courses are the need of the hour. Bata as a global organisation has developed its own courses very relevant to each function and trains its appraised and identified employees to take up higher positions. They conduct short-term courses of their own such as 'Retailco' – a store operations focused course, 'Mermanco' – a buying and merchandising course and 'Advanco' – a course focused on retail leadership and management. Every employee attending these courses either within the country or abroad knows that he or she was due for a sure elevation post its completion.

#### **Employee Engagement in Retailing**

Employee engagement has become a highly acclaimed HR practice in the efficient

management of organisations recently. It is a hot topic discussed in various HR for a but often less understood and practiced in an organised manner. The Indian Retail industry is realizing the importance of using employee engagement as a HR practice to retain their employees with them for a considerable period of time to ensure the stable and sustainable growth of the organisation. Retailers view the collective energy of their workforce as one of their biggest assets in sustaining them in their organisation. Some organisations cling to certain practices without objectively analyzing and understanding what engages the employees in an effective manner. Research has found that employee engagement is mainly driven by the extent to which employees feel they are valued by their organisation. The driving factors point to the importance of employers having an in-depth understanding of employee engagement in their

#### **ORGANISATIONS SUCH AS THE FUTURE GROUP TRIED TO HAVE TIE-UPS WITH UNIVERSITIES TO RUN SPECIAL COURSES FOR THOSE EMPLOYED IN THEIR ORGANIZATIONS.**

organisation. It is a practice, if well understood and practiced, can help employees in an organisation not only be engaged with it long-term with belongingness, but also it can help employees work with organisations very effectively. It can bring a win-win situation for both the employee in terms of productivity and the organisation in terms of achieving its business objectives well. Employee engagement practices center around the ability of retail organisations to hand-hold employees at every stage of their careers chalking out a plan pursuant to their career growth needs within the organisation.

None can dispute the fact that the nature of the retail business is solely people oriented. Manpower in retailing especially in India as seen may play an important role for the growth of retail organisations in India. Various factors are found to govern manpower practices in the retailing sector. The key factor being skill availability for the sector, it is found that many initiatives are taken by Industry bodies to help build skills for the retail sector in India. The front-end tasks in retailing demand the maximum number of manpower to serve customers. The typical tasks in retailing are unique to the sector as the nature of the business is to serve customers in long spans of store operating hours. Employee engagement practices in a retail organisation may play a great role in building, nurturing and retaining retail talents and they can go a long way to address attrition in the sector too. The Indian retail sector is all set to grow by leaps and bounds and it throws open various avenues for people to be engaged with it and grow. **IR**





THE  
FASHION  
AND  
LIFESTYLE  
PROJECT

[www.indiafashionforum.in](http://www.indiafashionforum.in)

27-28 March 2019  
RENAISSANCE HOTEL, MUMBAI

Tailor-made

CONFERENCE  
MASTERCLASSES  
EXHIBITION  
NETWORKING  
& AWARDS

INTELLIGENCE  
DESIGN  
RETAIL  
TECHNOLOGY

iff 2019



27  
28

March  
2019

Renaissance Hotel  
MUMBAI

Book your  
Dates



The Designs, Trends,  
Sourcing Show.



The Fashion Exhibition &  
Ramp Launchpad



The Retail Real Estate  
Platform.



The Retail Technology  
Exhibition.



The Experiential Retail  
Exhibition.



Excellence in the  
Business of Fashion.

Supported By



The mall with infinite experiences  
Andheri (W) • Malad (W)



Come Live on Inorbit Experience

Charity of Choice



TRRAIN

Official Media Partners



Online Media Partner



INDIA RETAILING .COM

International  
Media Partner



Organised By



## For PARTNERSHIP & ASSOCIATION

### INDIA FASHION FORUM

Santosh Menezes, +91 9820371767  
santoshmenezes@imagesgroup.in

### NORTH INDIA:

Shivani Lorai, +91 9811511038  
shivaniilorai@imagesgroup.in

### WEST INDIA:

Radhika George, +91 9833446767  
radhikageorge@imagesgroup.in

### CUSTOMER EXPERIENCE FORUM

Anjali Sondhi, +91 9810204297  
anjalisondhi@imagesgroup.in

### SOUTH INDIA:

Suvir Jaggi, +91 9611127470  
suvirjaggi@imagesgroup.in

### EAST INDIA:

Piyali Oberoi, +91 9831171388  
piyalioberoi@imagesgroup.in

### FOR DELEGATE ENQUIRIES

Sarika Gautam, +91 9717544226  
sarikagautam@imagesgroup.in

Images Multimedia Pvt. Ltd.

CIN: U22122DL2003PTC120097

Registered Office:

S-21, Okhla Industrial Area, Phase-II

New Delhi - 110020, Ph: +91-11-40525000

Fax: +91-11-40525001, Email: info@imagesgroup.in

Website: www.imagesgroup.in

# Sumeru Helping Indian Kitchens Thaw Towards Frozen Foods

– By Mithun Appaiah, CEO, Sumeru Foods



Rising urbanisation, increasing number of refrigeration facilities in small retail shops and rural households, and growing cold chain industry are also expected to further significantly contribute towards the growth of frozen food market in the country over the coming years. Moreover, growing organised retail and e-commerce industry are among few other factors anticipated to propel demand for frozen food in India during forecast period.

**According to a research report compiled by Orbis Research, the Global Frozen Foods market will expand at a CAGR of 6.15 percent and reach market value of US \$309.98 billion by the end of forecast period 2016-2021...**

**F**rozen food has finally made its way into the Indian kitchen. Once out of bounds, frozen, ready-to-eat/cook products are becoming regulars on our grocery list. The changing Indian lifestyle, the rise in the number of women in the workforce and young professionals living

alone, and the resultant time-paucity, along with the increasing at home socialising, the preference for nuclear families, the growing acceptance of Western food, and the need for on-the-move freshly-cooked foods are the reasons for increasing demand for frozen foods and ready-to-eat meals/microwaveable meals in India.

Indians are eating more packaged and processed foods than ever, and their reservations about eating frozen foods - long dubbed an unsatisfying diet option or loaded with artificial ingredients - are starting to thaw.

According to a 2015 ASSOCHAM report, about 76 percent of nuclear families in India today feel that they

have less time to spend in the kitchen. This number has only increased in the recent years. Increasingly more households in urban India today associate ready-to-eat and frozen food products with convenience, fuelling the sale of these products in the country. India's frozen food market which stood at US \$310 million in 2017 is projected to grow at a CAGR of over 16 percent to reach US \$754 million by 2023.

Demand for frozen snacks, which together with frozen vegetables accounts for 85 percent of the market volume is expected double in the next four to five years due to supply and demand side growth, other categories like the meal will gain momentum.

## The Frozen Advantage

Frozen foods can also claim some nutritional and environmental advantages over fresher fare. Frozen



foods are often flash frozen using IQF (Individual Quick Freezing) after harvest or preparation, locking in nutrients that fresh foods gradually lose in the time it takes to reach a grocery store or kitchen. Fresh vegetables produce enzymes that cause the loss of colour, flavour and nutrients, the process kicks in right after harvest, freezing slows this reaction. But normal freezing just slows this process.

However, the advantage that IQF has over just freezing is that deactivates enzymes and prevents the formation of large ice crystals in cells of the produce which the key reason why there is a loss of

An estimated 40 percent of food wasted in India each year, according to the CSR journal study, freezing extends the lifespans of ingredients that people may be too quick to toss.

### Convenience Is Still King, But Nutrition & Health Gaining Ground

While dishes like Aloo Methi Parathas or Chicken Seekh Kebabs add an inventiveness to the freezer aisle, one of frozen foods' chief attractions that has stayed rock solid is convenience.

Though convenience is still the biggest draw, demand for nutrition and health are beginning to make their

heritage brand of Innovative Foods Limited, focused exclusively on the frozen foods segment, Sumeru is changing the face of how frozen food is perceived and consumed, with its product & technology innovation.

The brand that offers a wide variety of ready-to-cook as well as 'heat & eat' vegetarian and non-vegetarian products across 25+ product categories, not only identified the consumer shift but has been bold enough to risk product innovation in the frozen food category dominated largely by snacks or seafood and frozen vegetables. In the span of the last one year, Sumeru has not only made innovative additions to its range of fun snacks such as the launch of the first ever 'Chicken Tandoori and Chicken Garlic French Fries' an interesting twist to the most loved French Fries, it is for the first time in the frozen food segment launching a niche range of products under the 'quick meal category'.

Last year, Sumeru launched seven variants of frozen parathas ranging from Turmeric, Methi, Beetroot and Multi-grain Parathas to Malabar, flaky and the highly popular Aloo Parathas. The encouraging market response meant Sumeru increased its R&D focus on new, healthier alternatives and as a result, this year it is all set to further expand its product portfolio with what promises to be an exciting range, starting from rolls & wraps to a full range of four authentic kebabs to seafood and poultry.

Sumeru has launched 12 new products that have been successful, in a short span of 6 months and has seen positive growth in business. Refocussing on the 10 metro cities, the brand has also

aggressively expanded its retail network in the last year and has adopted a direct distribution model in 2 key cities, leading to a significant spurt in sales.

Sumeru has state of the art production facilities at both Kochi and Chittoor. In fact, Innovative Foods started as a manufacturer and exporter of processed and frozen food way back in 1988 and the brand quickly became popular in the Indian ethnic export markets like the USA, Canada and UK, before it further expanded to Singapore, Fiji, Nepal, Middle East and Japan and strengthened focus on the domestic India market.

### Expansion Plans

Today, Sumeru has a pan India distribution network covering 6000+ retail outlets with presence in over 150+ cities and towns in India, besides 12 countries to which it exports. The brand's vision this year is to double their revenues and distribution width by making Sumeru available at arms length of reach and also expand further in their international markets.

Sumeru products are already a favourite in the US and UK markets garnering 11-12 percent from exports, targeting the Indian diaspora, catering to their craving for home food and winning the hearts of westerners too.

The brand is expanding its reach in the middle-east markets which has large populations of Indian expats. Innovative Foods also serves customized products for food service businesses across India and has built long-standing relationships with marquee QSR (Quick Service Restaurants) chains some of which are well known international brands. **R**



taste, texture and nutrients during freezing, it eliminates this. And since each piece is individually frozen, they do not cohere, and the final product is not frozen into a solid block. Ensuring the produce remains as fresh and nutritious as it was at the time of first defrost, bringing the "farm to table" goodness to the consumer's kitchen. The process works the same way in the case of meat and seafood.

Further, fresh food when it travels to the market also runs the risk of contamination. Frozen food companies eliminate this risk by ensuring the food is frozen under highly regulated and quality-controlled environment.

presence felt in this segment. The new breed of 'Fast & Fit' consumers- young working professionals and millennials are looking for not mere convenience, but more importantly healthier alternatives to junk food and economic alternatives to restaurants. And expecting frozen food companies to revamp their products to include more healthful, flavourful options.

While the F&B majors continue to experiment with multiple product offerings and models to cater to this growing consumer segment, it is a few emerging brands that are making dents and Sumeru Frozen Foods is one must mention. A 30-year-old



# Changing pace of e-tail in India

– By Sreedhar Prasad, Partner, Consumer Markets and Internet Business and Angad Singh, Associate Director, Consumer Markets and Internet Business, KPMG in India

***Intense competition among online retail players in the industry has seen a general rise in acquisitions, resulting in consolidation. Top players are acquiring smaller rivals to increase their market share, in many cases influenced by international investors. Unrelated diversifications have also started gathering steam as e-retailers are now attempting to ensure a stronger outreach and connect with customers. This is aimed at getting higher timeshare, mind share and wallet share of the already acquired customer. This chapter explains how widespread adoption of digital wallets, enhanced customer experience, emergence of private labels and social commerce are aiding the overall shift towards e-tail in the country.***

## **Overview**

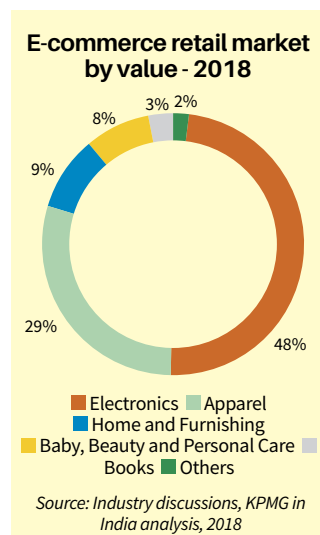
The online retail market in India has grown from its relatively nascent state in the mid-2000s to its current market of around INR 1,300 billion<sup>1</sup>. Strong government initiatives coupled with reducing prices of smartphones and data plans by telecom service providers have led to an increase in adoption of internet enabled shopping in India. Further, widespread adoption of digital wallets, enhanced customer experience, emergence of private labels and social commerce are aiding the overall shift towards e-tail in the country.

The market growth is also complemented by evolving consumer perception – from an initial view of e-commerce as a heavily discounted market place, to today, where users seek an online experience and



convenience of ordering products from their hand held devices. The market has about 80-100 million online shoppers among the 450 million internet users<sup>2</sup>. The new shoppers are predominantly from tier II and III cities which come across as potential for future growth. They are joining the online shopping bandwagon due to various digital interventions by e-retailers as well as ecosystem players.

Intense competition among players in the industry has also seen a general rise in acquisitions,



resulting in consolidation. Top players are acquiring smaller rivals to increase their market share, in many cases influenced by international investors. Unrelated diversifications have also started gathering steam as e-retailers are now attempting to ensure a stronger outreach and connect with customers. This is aimed at getting higher timeshare, mind share and wallet share of the already acquired customer.

Many private labels promoted by leading






platforms are also on a rise with significant investments being made by leading players in categories like food and grocery, fashion, electronics, home & furniture.

It is not just the e-commerce players benefitting from this growth, but traditional players who are now investing significantly in e-commerce and alternate commerce channels are also to reap the benefits.

### Emerging Trends

The e-tailing industry is experiencing rapid evolution

in the ecosystem with innovative approaches like social commerce and personalised services redefining the operations for all major e-commerce players. Social media monitoring, activity tracking, AR based apps, etc. have helped in enhancing the overall experience of customers while helping them create advocacy for brands by providing easy options to share their experiences. Few of the major trends that are likely to shape the industry are:

 <p><b>Rising internet penetration</b></p> <ul style="list-style-type: none"> <li>Internet users in India expected to reach 500 million by June 2018<sup>3</sup></li> </ul>	 <p><b>Mobile - All enveloping</b></p> <ul style="list-style-type: none"> <li>A major chunk of the traffic on e-commerce portals today comes via mobile apps</li> <li>Affordable smartphone options and cheaper access to the internet makes it an attractive space, driving traffic in the future</li> </ul>	 <p><b>Vernacular apps</b></p> <ul style="list-style-type: none"> <li>Language diversity and support on apps could help in on boarding customers from tier II and III cities</li> </ul>	 <p><b>Personalised content</b></p> <ul style="list-style-type: none"> <li>Data tracking and use of digital technologies could help in providing specific customised suggestions</li> <li>Location specific options/offers</li> </ul>	 <p><b>Evolving Omnichannel</b></p> <ul style="list-style-type: none"> <li>Reinventing the omni-channel strategies like                     <ul style="list-style-type: none"> <li>- BOPIS (Buy Online Pick In Store)</li> <li>- ROPIS (Reserve Online Pick In Store, etc.</li> </ul> </li> </ul>
--	--	--	---	--

<sup>1</sup> KPMG in India analysis, 2018

<sup>2</sup> Mobile Internet in India 2017, IAMA and KANTAR-IMRB, 2017

<sup>3</sup> Mobile Internet in India 2017, IAMA and KANTAR-IMRB, 2017

## Technology-driven Business Models

A key difference in the internet enabled operations of the businesses today vs the offline setup of yester-years, is the opportunity to capture data at each step of a business transaction and even much prior to an actual sale. This can be processed to generate the insights required for decision-making. Let us take an example of e-tailing – as a customer, as soon as you log in to an e-commerce website, all your activities are closely scrutinised, including information about the time that you spend on each page, the type of products you browse and what you add to your cart/wish list but do not purchase, etc. Not only is the transaction history of individual customers available for analysis, but the trends across types of products, delivery modes, mode of payment, geographical/ demographical data, complaints and a host of other parameters are recorded.

Companies today, have access to more data than they can fruitfully analyse and act on. There has been a gradual shift from using historical data to identify purchase patterns and customer preferences, to capturing behavioural data in order to predict and pre-empt customer purchases which helps in better conversions and reduced costs.

Predictive algorithms, artificial intelligence and technology tools today help generate relevant insights at much better speeds than the traditional technology services companies. Thus, the business analytics team in an e-commerce company becomes a key spoke in the steering wheel during the race among these players to outperform rivals.

## Personalised Content

Today, the onus is on the companies to best utilise the data available to them in order to create generic (mass market) as well as specific (personalised) content in their attempt to acquire new customers and increase the wallet share from current ones. While the conventional channels of television and print media help the former, mobile app and website-driven marketing is key to the latter. This further helps in reducing friction while shopping online.

**COMPANIES TODAY, HAVE ACCESS TO MORE DATA THAN THEY CAN FRUITFULLY ANALYSE AND ACT ON. THERE HAS BEEN A GRADUAL SHIFT FROM USING HISTORICAL DATA TO IDENTIFY PURCHASE PATTERNS AND CUSTOMER PREFERENCES, TO CAPTURING BEHAVIOURAL DATA IN ORDER TO PREDICT AND PRE-EMPT CUSTOMER PURCHASES WHICH HELPS IN BETTER CONVERSIONS AND REDUCED COSTS.**

**Targeted Marketing** For each of the e-commerce players, the data available to them and its effective use to create meaningful content becomes key to differentiate their offerings and stand out in the e-tailing labyrinth in India. Digital advertising has proven itself to be one of the most effective channels justifying the cost and enhancing the reach of campaigns making it the preferred choice. An

interesting example is when products for senior citizens are marketed to customers in the age group of 30 – 45, where the buyer is the child and the user is the parent.

the e-commerce industry and big data is only expected to get bigger and organisations shall have to continuously evolve in the race to make the best use of this.



## Content Generation

Marketing content used to be an area for a select few in the e-commerce space, until a few years ago. Today, with widespread acceptance of user-generated content, companies encourage users to market their brands online and generate content which perhaps carries more credibility than marketing campaigns, in turn creating brand advocacy. Effective marketing campaigns help in brand recognition and recall at nearly no cost to the company. The growing number of consumers is likely to further fuel the growth of

## Impact on SMEs

E-commerce companies have been fairly vocal about their positive impact on SMEs and their contribution towards their growth and expansion, through campaigns highlighting the same. E-commerce has given several SMEs an additional channel for customer acquisition and sales through their platforms.

### The e-commerce platform benefits the SMEs by

- Helping in focusing on core business - By taking over activities such as

order management, logistics and complaints handling, e-commerce companies enable SMEs to focus on their core business i.e. manufacturing (or trading)

- Expanding their customer base - On their own, an SME may not be able to reach customers beyond the immediate geography and their expansion will be constrained by their ability to set up offline presence (offices or sales outlets). E-commerce gives them pan India reach from their base location
- Reducing costs - Customer acquisition costs for SMEs are reduced as they get access to captive customer of the platform, as well as a potential customer with every new customer added by the platform
- Broadening the offered modes of payment - An SME may not accept some modes of payment (credit card, wallet, bank transfers, etc.), but the e-commerce company ensures that such a bottleneck does not exist for the customers
- Justifying expenses - Leveraging economies of scale helps the e-commerce companies to negotiate on costs for forward, last mile and reverse logistics from the third party service providers
- Providing additional services - Many e-commerce companies also provide value added services such as analytics on customer preferences, sales and inventory management, among other relevant data points and business insights
- Supporting in non-core



activities - They may provide channels for liquidating old/outdated inventory, sale of used goods through appropriate e-commerce websites, support for invoicing and packaging, etc.

It has been found that SMEs who actively adopt internet for business activities boast up to 51 per cent higher revenues, which results in 49 per cent more profit and a 7 per cent broader customer base than their offline-only counterparts.<sup>4</sup>

### Future Outlook


E-commerce companies have an entire ecosystem of other companies that are vital to the sustenance of their operations. Many of these companies are start-ups, and their mere existence is by virtue of the growth and proliferation of larger players in the industry.

Multiple start-ups in the space of last mile logistics, cataloguing, analytics, technology, financial technology (Fintech) including payment gateways, online only sellers,

aggregators, liquidation/ refurbishing agencies have sprung up in response to the fast growing e-commerce industry. E-commerce companies' scale and growth is supported by these companies/start-ups and conversely, their growth closely mirrors the growth of the e-commerce sector as a whole.

Innovative strategies adopted by players such as introducing private labels, same day and next day delivery can all aid growth of the sector. The players also have a close focus on developing the subscription based models with categories like food & dairy products as well as predictable consumption products which require regular deliveries eventually resulting in customer stickiness and cross selling across categories.

The Fashion and Mobiles & accessories categories will continue to dominate this sector, however one of the segments expected to grow exponentially is Grocery. Grocery retail in India is estimated to be over 60 per cent of the country's total retail market. Online grocery is still small, but analysts see it has huge potential. It is estimated to be around USD500 million to a little over USD1 billion currently and expected to cross USD3 billion to USD5 billion or even much more by 2022.<sup>6</sup>

Along with gaining market share, the focus of e-commerce companies will be on geographical expansion, enhancing customer experience, cost effectiveness and improving customer stickiness. 

<sup>4</sup> Unleashing the potential, internet's role in the performance of India's small and medium enterprises, FICCI and Nathan Associates

<sup>5,6</sup> Why India's Online Grocery Battle Is Heating Up, <http://knowledge.wharton.upenn.edu>, Apr 26, 2018



# Sephora Leads the Way in Omnichannel Transformation, Consumer Connect

– By Charu Lamba

*Sephora is constantly evolving its experiences for beauty enthusiasts, with e-stores that encourage urban shopping in its true sense, but not dominated by metro cities...*

**A**rvind Limited, led by textile tycoon Sanjay Lalbhai, tied up with the French cosmetics and beauty retailer, Sephora, owned by Moët Hennessy Louis Vuitton (LVMH), to run its India operations, bagging both the store and e-commerce rights.

The brand re-introduced its first re-vamped flagship store at Select CityWalk, Saket in 2016. The Sephora stores were revamped after Arvind Ltd. took over the brand in India. The new outlets are brighter, with a much better laid-out in terms of category segregation and ease of product finding. The product merchandising is such that it is easy to select for consumers and is placed in the way the brand wants people to use the products. The display in the fragrance segment of the store is at par with any other Sephora store worldwide.

**Vivek Bali, Chief Operating Officer, Sephora India**, says, “With its navigation-friendly layout, the revamped store enhances the shopping experience of the customers. A customer can walk in to the store and go straight to the area which houses the products s/he wants to buy and find them easily.”

“A lot of emphasis is on category demarcation. Within the category, there is demarcation on the position of the brand and within the brand, the position of the products. The way we place the products is an effort to educate the customer in terms of buying the product,” he explains.

Apart from stressing on exclusive brands – Sephora, Make Up For Ever, Benefit, Burt’s Bees and Boscia – it also lays emphasis on Louis Vuitton brands like Dior and Bulgari, and also selective global partners including Estée Lauder, Clinique and Lancôme.

### Journey from Beginner to Best

Sephora has come a long way in the past two years.

“It has been a really long journey in the sense that the brand had a lot of problems initially when we took over and the major problems as we looked at it was managing the category – and there are number of categories inside Sephora. I think that had to be put in place. The other thing that had to be done was in terms of building the brand along with the customers,” Bali says.

The brand did a full research on what kind of customers shop at Sephora and narrowed down three segments that came out very clearly:

**EVOLVED BEAUTY** These are customers who are about 25-45 years old. They are premium customers and they are looking at products which are high on R&D and research and technology and innovations.

This the reason why Sephora tied up with a lot of brands on the selective side like Dior, Lancôme, Estee Lauder, Clinique, Bobbi



Femina Miss India Winners at the Sephora launch at the Oberoi Mall



“A LOT OF EMPHASIS IS ON CATEGORY DEMARCATION. WITHIN THE CATEGORY, THERE IS DEMARCATION ON THE POSITION OF THE BRAND AND WITHIN THE BRAND, THE POSITION OF THE PRODUCTS. THE WAY WE PLACE THE PRODUCTS IS AN EFFORT TO EDUCATE THE CUSTOMER IN TERMS OF BUYING THE PRODUCT.”

- Vivek Bali, Chief Operating Officer, Sephora India

Brown, Tom Ford, Gucci and Givenchy to cater to these customers.

**BEAUTY QUEENS** The second type of customer the brand worked upon was a category known as beauty queens. These are much younger customers between 18-35 years of age. They are also premium customers and primarily look for trends. They don't bother too much with

technology and innovations.

For these customers, Sephora roped in exclusive brands available only inside their outlets like Benefit, Make Up For Ever, Stellar, Becca, Cover FX and Foreo to name a few. This 'beauty queen' customer shops for these particular brands inside Sephora, something which is a major differentiator for the brand versus other beauty retailers.

**BEAUTY BASICS** The third set of customers are referred to as Beauty Basics. These are also young customers between the age group of 18-25 years. However, these consumers are the ones who are transitioning from mass brands like L'oreal, Garnier, Lakmé or Revlon and want to buy more premium products.

These are the customers who are looking for value and therefore within Sephora they can shop for brands like Beauty On The Go, which has small-sized products and they fit into their budget. The brand also has a lot of value gift sets and value palettes which satisfy their needs and helps them transition into Sephora.

“Category was the first thing that we worked on, and then on bringing in and retaining the customer. The third thing that we worked upon was engaging these customers. We also worked very strongly on our own Facebook page. We have our own Instagram page and Twitter handle. To become a part of the communication and conversation of our customers we ensure that a lot of regular content is put up, addressing them,” says Bali.

The brand also worked on changing and vastly improving its store design - how the store is laid out in terms of categories. “We have changed a lot of things inside the store and we have brought make-up right in the front, we have fragrance right in the front - these are two sunrise categories in India and we have taken skincare a little on the back while it was earlier kept in the front,” adds Bali.

Since the takeover by Arvind Ltd, Sephora India is going strong on the makeup and fragrances



front. Skincare is also a fast-growing category and then there are other categories like bath and body accessories, men's accessories and haircare, all of which are well represented in-store.

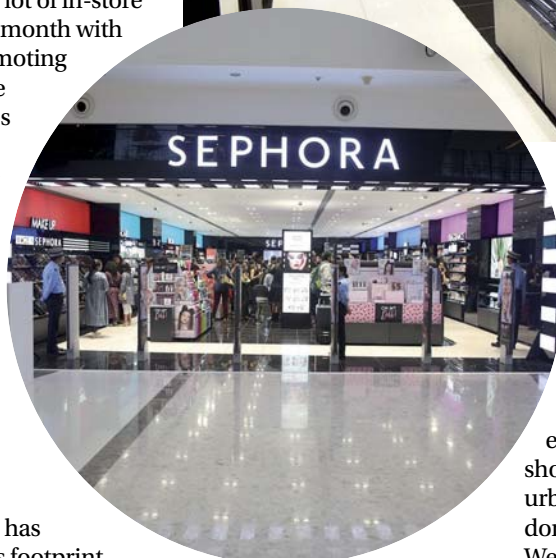
In any given store, Sephora stocks close to 13,000 SKUs and houses an inventory of roughly 40,000 pieces. Makeup is the largest and dominating category inside Sephora followed by skincare and fragrances.

Apart from this, the brand is conducting a lot of in-store activities every month with the idea of promoting looks where the brand promotes looks to customers. The store conducts a unique activity called Mini Flash Makeovers, which gives people a taste of products which they usually end up buying.

"This change has led to Sephora's footprint expanding from 4 stores to 16 stores in a matter of just two years and the business has almost become 10X from where it was two years ago," says Bali.

## Logging On

Brick-and-mortar stores apart, Sephora is available online in India at [nnow.com](http://nnow.com). The brand's seamless unification between online and offline stores, combining their strength using an Omnichannel model, allows consumers to do much more than just buy! The brand entices consumers to use technology to find their favourite stores near



them, place an order online - Sephora has presented its complete offering online with special sections for makeup, skincare, fragrances, bath and body, haircare and accessories for women and men's grooming - and either have it delivered to their location of choice or pick it up at a store.

The e-store also hosts several exclusive-to-Sephora brands including Benefit, Makeup Forever, Becca, CoverFX, Smashbox, Stilla, Burts Bees, Boscia, Foreo, and Percy & Reed. The website - optimised for both smartphones and tablets - is easy to navigate for first time

e-shoppers with its distinct sections. It's also a hot bed of innovations including shade sliders which add to the user experience.

Bali says, "Sephora is constantly evolving its experiences for beauty enthusiasts. Our e-store encourages urban shopping in its true sense. But urban shopping is not just dominated by metro cities. We have received requests for Sephora products from many small towns and cities in India and with the combined Omni-reach of our stores and [nnow.sephora.com](http://nnow.sephora.com), we are available across the country. We are very excited with this new business and we will continue to add more features and products to grow rapidly in e-commerce."

## Future Plans

Going forward, the brand is planning to aggressively foray into all key markets in India.

Bali says, "In India, 60 percent of the business comes from urban centres and 40 percent comes from Tier II and III cities, so all cities are

important for us and we have aggressive plans to enter all these cities. On the cards are stores in Hyderabad and Kolkata. We will be expanding aggressively in the North. We have already launched a store in Chandigarh and soon we will be entering Amritsar. We are also looking at Jaipur, we will be looking at going into Lucknow and Indore also."

By December end, Sephora is planning to add between 6 to 8 stores.

"All the upcoming stores will be launched in malls since high streets are more suited for fashion retailers than beauty. Also, all beauty stores require a good mix of people, a mix which is only possible in a mall," explains Bali.

"Sephora's inhouse private labels contribute almost 55 percent to the overall revenue. For this fiscal-end, we are looking at a very strong double-digit growth in terms of revenue and same-store sales growth, which we have been delivering consistently over the last two years," he concludes. **IR**

# MAKE A **SMart** MOVE

*The 2018 International Home + Housewares Show in Chicago was great.*

*The Show is well focused and targeted towards innovation. It is a great opportunity to learn about new trends, designs & color palettes. Also, not to forget the retail tour, which gives a chance to visit the best of retailers in the world and to see how they are competing with each other in an economy dominated by modern trade.*

Ajay Talwar, Vice President – Home & Living  
Spar Hypermarket

2 – 5 March  
Chicago, USA

Show information and free online  
pre-registration: [www.housewares.org](http://www.housewares.org)

international  
**home +  
housewares  
show** | 2019



INTERNATIONAL HOUSEWARES ASSOCIATION®  
the home authority

With any questions, please contact the Show's representative in India, CK Retail Consultancy:  
Mr. C.K. Nair, Tel: +91-9819788859, [ck.nair@ckretailconsultancy.com](mailto:ck.nair@ckretailconsultancy.com)  
Ms. Esha Guha, Tel: +91-9950053777, [esha.guha@ckretailconsultancy.com](mailto:esha.guha@ckretailconsultancy.com)



THEMED FOOD COURT



# foodforum™

Not Just  
a **Food Court**  
It's an  
**Experience**



LIVE MUSIC

BE A PART OF  
INDIA'S LARGEST  
FOOD COURT  
BRAND



TRADITIONAL & INTERNATIONAL MIX

For Business Enquiry

✉ [info@foodforum.co.in](mailto:info@foodforum.co.in)

🌐 [www.foodforum.co.in](http://www.foodforum.co.in)

☎ +91- 9899757970

+91- 9729276001



FESTIVE CELEBRATIONS



FOOD COMPETITIONS



KIDS PLAY ZONE