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# RIMAGES Retail™

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## RETAIL EDUCATION:

TRAINING EMPLOYEES  
FOR GREATER SUCCESS,  
PRODUCTIVITY

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The retail sector is facing challenges like never before and one of the major bottlenecks has been attracting and retaining skilled, career staff. In fact, the retail industry in India is competing with other high growth sectors for skilled recruits – recruits who won't simply stand in a store and sell, but who will also get involved with and contribute towards taking business forward. This demand for highly professional, skilled and trained employees has made 'Retail Education' a necessity in India. In the October edition of IMAGES Retail, we take a look on the Retail Education and how it trains the employees for greater success and productivity.

With retailers demanding skilled workers and retail moving forward at a fast pace, it is no wonder then that India fascinated with foreign brands – something which is no secret, but the wheel has now turned a full circle. With India poised to become the third largest economy in the world by 2025, it is foreign brands that are chasing Indian consumers, not the other way around. In a special feature titled 'Global Retailers in India: Moves, Leaps & Hurdles', IMAGES Retail analyses the chief drivers of growth of all major foreign brands in the country.

The October edition also brings you an exclusive interaction with three industry stalwarts, **Samir Modi, Managing Director, Modi Enterprises; JP Shukla, co-Founder and CEO of 1-India Family Mart and Falguni Nayar, Founder & CEO, Nykaa.com** who talk about their brands, and how they are working towards revolutionising retail shopping and consumer experience in not just Tier I India, but Tier II, III & IV as well.

Last but not the least, the issue brings you a roundup of the retail industry's most prestigious awards ceremonies - IMAGES Retail Awards (IRA) and IMAGES Retail Technology Awards (IRTA). We thank retailers, brands and industry experts for being a part of the awards function held in Mumbai last month, congratulate the awardees and thank participants for creating a powerful, collaborative atmosphere at the event.

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



**Amitabh Taneja**

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## GLOBAL RETAILERS IN INDIA: MOVES, LEAPS & HURDLES

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*India's enchantment with foreign brands is no secret but the wheel has now turned to a full circle. Today, it's the foreign brands that are chasing the Indian consumers*



[COVER STORY]

## RETAIL EDUCATION: TRAINING EMPLOYEES FOR GREATER SUCCESS, PRODUCTIVITY

*In India's robust retail sector, the demand for skilled retail associates is never ending. There is mostly always a shortage of trained, informed staff and it has been estimated that India will require around 15 million educated retail staffers by the year 2020...*

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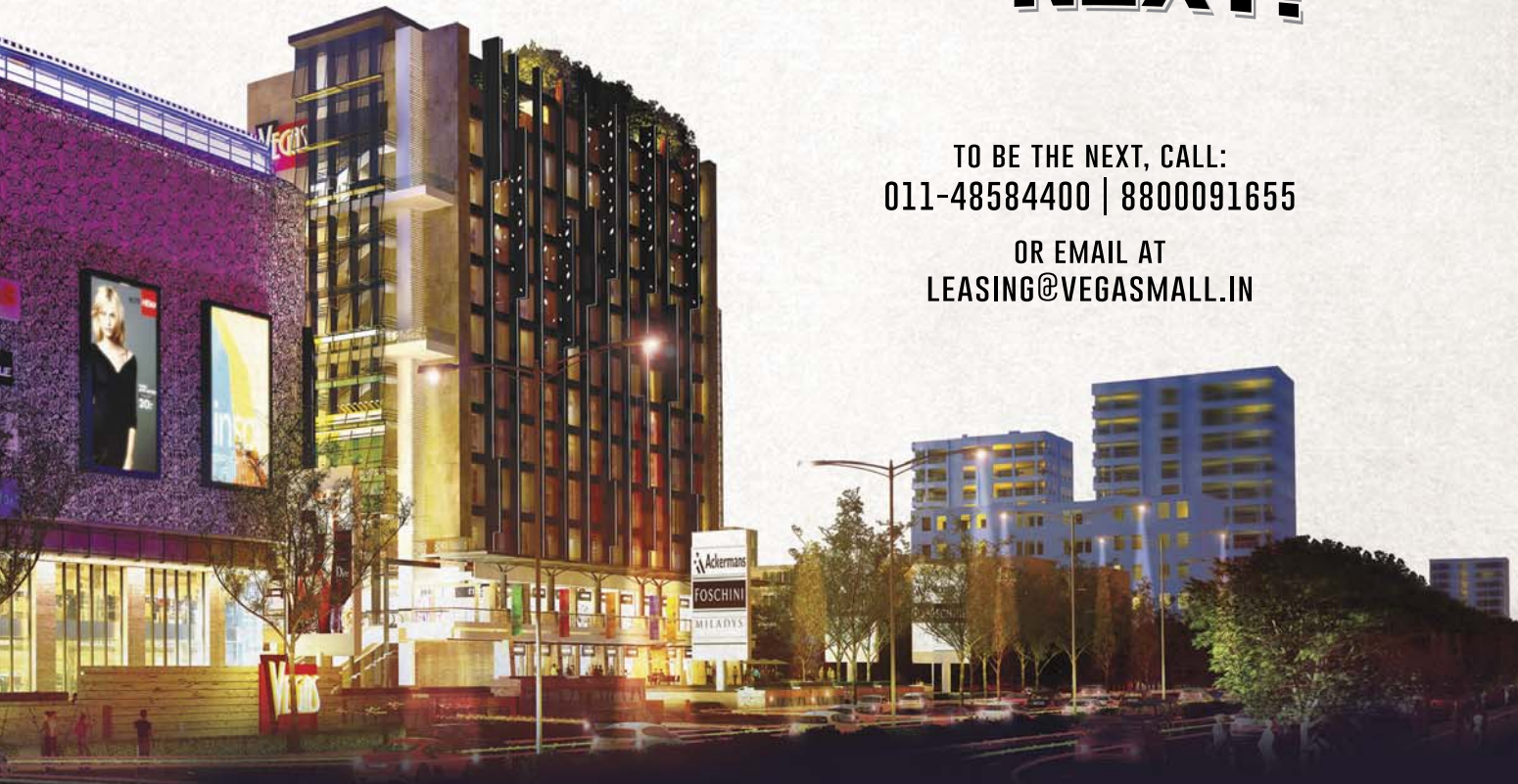
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## NEXUS MALLS

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We no longer seek inspiration from global benchmarks. We create our own. At Nexus Malls, it is our ambition to be a catalyst for change and transform the retail landscape for millennial India.

**07**  
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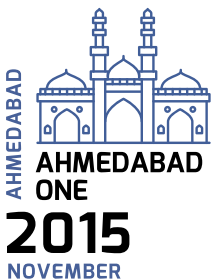
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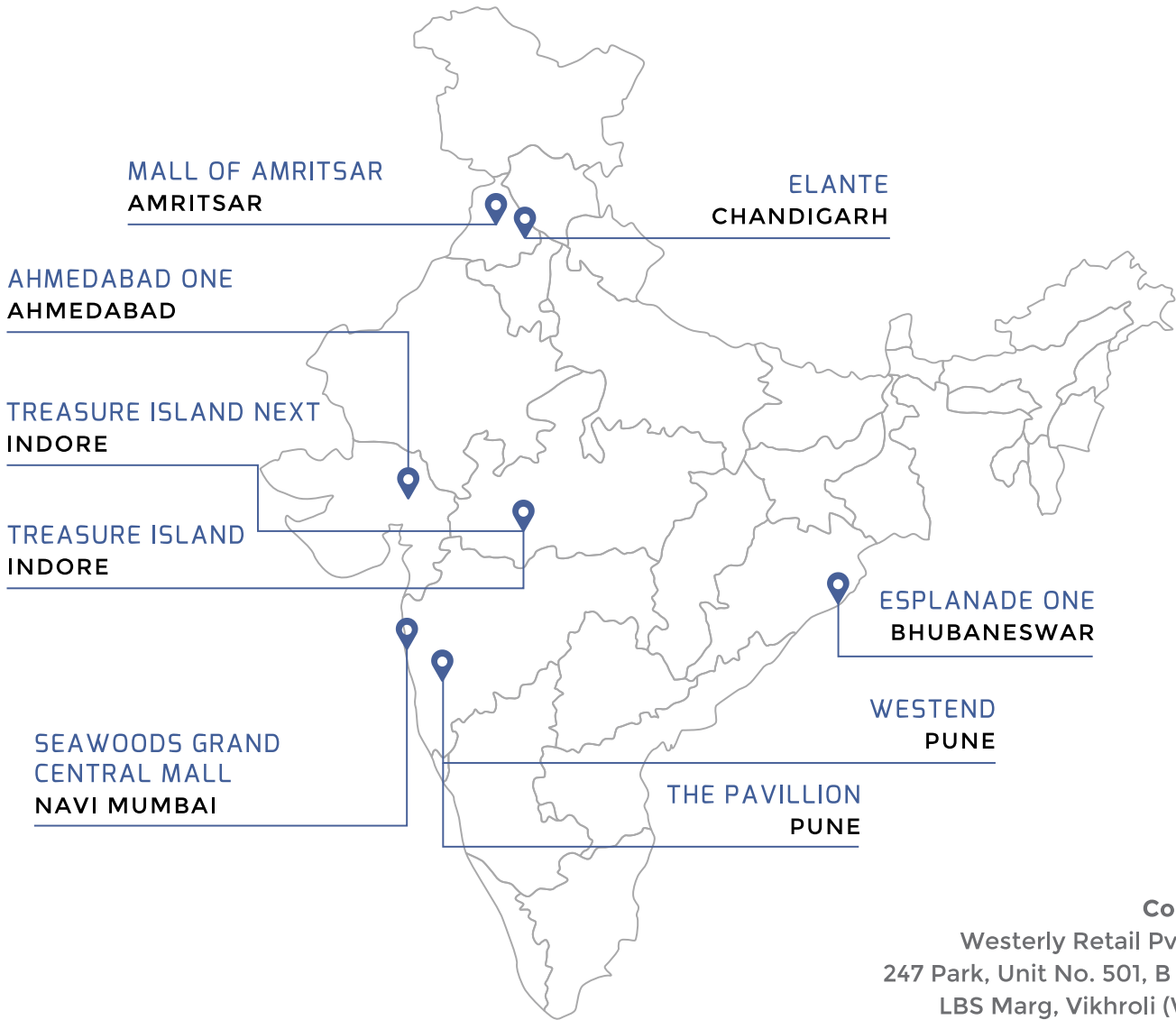
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 JULY



PUNE  
**THE PAVILLION**  
**2017**  
 AUGUST



BHUBANESWAR  
**ESPLANADE ONE**  
**2017**  
 OCTOBER



## Concept Stores, New Brand Launches Spell Growth for Indian Retail Sector

- By IMAGES Retail Bureau

Brands in India are growing bolder, understanding the consumer better and offering him experiences like no other in order to lure him in-store and tempt him to turn his visit into a buying visit. We bring you a quick glance at everything retailers are doing to enhance CX this month - from opening new stores to launching new brands...

### *Bata rolls out its new Red Concept store in Jadavpur*

➔ Keeping up with its commitment to provide a world class shopping experience to its customers, Bata, India's leading footwear manufacturer, announced the launch of its latest 'Red Concept' store at Kolkata's Raja SC Mallick Road in Jadavpur.

The new store introduces Indian customers to a global concept that exposes them to an improved in-store visual merchandising experience, unified throughout all Bata stores across the world with a red and white colour theme. The store design seamlessly marries visual merchandising with thematic windows to magnificently bring alive every product display. The soothing in-store music further amplifies the shopping experience for customers.

Speaking on the store launch, **Sandeep Kataria, CEO, Bata India Ltd.** said, "Since the launch of our first Red Concept store in Kolkata in February 2018, customer feedback has been nothing short of extraordinary. Our new Red Label collection that offers a great mix of stylish formal and casual shoes for men and women along with these new Red Concept stores will enhance the customer shopping experience."



The Red Concept store offers customers a breathtaking visual merchandising experience. It uses colour blocks to contrast against the wall and the product. The overall red and white color scheme delivers a clean and crisp look to the overall store. The entry tables have a red rubik cube as attractive point which allows it to be used as a secondary window in addition to the main entrance windows to keep consumers engaged inside the store. The store interiors showcase LED lighting in the shelves and headers highlighting products with red square graphics accentuating key sports products. The store's white lounge seating, encourages self-service in customers to comfortably try products in the store.

All the Red Concept stores are well stocked with the complete range of ladies and men's footwear as well as bags and other accessories that have caught on with customers. Buoyed by the tremendous response of these stores, Bata aims to introduce 150 more such stores in India by the end of this year by opening new and renovating the existing ones.



### *Macho launches sub-brand Macho Hint*

➔ Macho one of the leading brands in men's innerwear category in the Indian market has launched its sub-brand Macho Hint. The brand offers an exciting new range of innerwear backed by new colours, cuts and designs.

One of the main USP's of this new brand's product range is that, none of the prints will be repeated in the next collection of products. Made from 100 percent premium combed cotton, the



lowers and uppers maintain shape and appearance, wash after wash. The lowers have double layer contoured pouch design for maximum support, tailored cuts for perfect fit. The products are available in a price range from ₹150-250.

Speaking on the launch, **Sandeep Seksaria, Director, Macho Hint** said, "As part of our business strategy the brand is repositioning itself as a fashion led brand thus we are launching Macho Hint, a new range of men's innerwear with a touch of fashion targeting the age group of 15 to 45 years. The product range stands for flexibility, colors, comfort, quality along with a feel of luxury."

Macho was launched in 2005 and comes from the house of J.G. Hosiery Pvt. Ltd., a company in the knitwear business since 1980 with revenue over ₹1,200 crore. The company also has other popular brands such as Amul and Sporto in the innerwear and casual wear space.

### HomeLane Forays into North India, Launches Experience Centre in Gurugram

HomeLane.com, India's leading online home design and furnishing player has opened its first experience centre in North India. Located in Gurugram, HomeLane's new experience centre is one of their largest offline stores, spread over 4,000 sq. ft. The company is planning to invest close to ₹9 crore in expansion in the region.



**Srikanth Iyer, Co-founder & CEO of HomeLane.com** says, "India is a value-conscious market and the customer wants to touch and feel products especially if she is making a big-ticket

purchase. Therefore, setting up an experience centre in a growing and high-value market in Gurugram is a deliberate decision. We want people to truly experience how seamless the home furnishing process can be."

### Nykaa Luxe flagship store opens at the Chanakya



Nykaa.com, India's largest beauty retailer, celebrated the opening of its flagship Nykaa Luxe store as the exclusive beauty retailer in the newly opened lifestyle destination, The Chanakya, by the DLF Group at Chanakypuri, New Delhi.



The Nykaa Luxe store is spread over 2,500 sq.ft. and offers a unique set of luxe brands across makeup, skincare and fragrances, including M.A.C Cosmetics, Estée Lauder, Bobbi Brown, Clinique, Christian Dior, Guerlain, Givenchy, Forest Essentials and Kama Ayurveda. As an exclusive offering, the store will showcase for the first time a shop-in-shop experience from Jo Malone London and Tom Ford as well as the entire range of Huda Beauty products. Also available at the store is Nykaa Beauty, the in-house portfolio of beauty products across cosmetics, naturals, bath & body and fragrances.

This new retail concept resembles a luxurious beauty lounge. Focused on experientials, the signature feature of the store is the 100 sq.ft horseshoe shaped vanity area where customers can touch and feel products for a first-hand experience. Also featured is a dedicated social media section framed by the inspirational LED sign 'Led by

Dreams'. The store will regularly present new collections, preview offers, and host make overs and exclusive reveals as unique experiences for customers.

"This Nykaa Luxe flagship store is designed to allow customers to indulge themselves. It brings together our largest collection of luxury beauty brands with opportunities for customers to experience the products first hand at our vanity stations. Our expertly trained beauty assistants will be available to offer personalized solutions to every need. The growth in luxury beauty purchases reflects the discerning nature of our customers who are ready to invest in the best of beauty. With our Omnichannel access and educational content, we look to be able to guide and engage our customers as they build their beauty regimes", said **Falguni Nayar, Founder & CEO, Nykaa.com**.

### Vision Express Launches 15th Store in Delhi NCR



Optical retailer Vision Express recently opened their 167th store in India at Dwarka, New Delhi. The store launch, which marks the brand's 15th retail outlet in the city. Spread over 450 sq.ft., the Dwarka store will house all the exclusive brands of Vision Express along with the latest range of sunglasses. The store offers a curated collection of styles to delight the fashion conscious consumers of Delhi NCR.



On the occasion, **Gurpreet Singh Bhatia, CEO of Vision Express**, said, "We are pleased to add another store in Delhi through which our service can touch more lives. This is our second new store in the city in the last few months and the beginning of a new phase for the region."





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# Global Retailers in India: Moves, Leaps & Hurdles

– By Namita Bhagat

*India's enchantment with foreign brands is no secret but the wheel has now turned to a full circle. Today, it's the foreign brands that are chasing the Indian consumers.*

India is poised to become the third largest consumer economy in the world by 2025, its retail market is expected to hit US\$ 1.1 trillion by 2020, while e-commerce is expected to grow at 30-40 percent CAGR over the next three years. Clearly, no foreign brand or retailer with global aspirations can risk missing this exuberant market!

## The Backdrop of Global Brands in India

India's enchantment with foreign brands is well-known. Even decades ago, Indians – especially the middle-class and the well-heeled – were using a host of global brand products. Those were the days when exclusive brand outlets and department chains had yet to emerge and the imported and locally-made foreign brand merchandise was available through traditional shops only. Swiss food major Nestlé (best known for milk powder, Nescafe and Maggi) and Czech-born shoe brand Bata's relationship with India dates back to the pre-independence era and is still going strong. Brands and products of US-based

**Exhibit1: World's Top Listed Retailers 2018\***

Company	Country
Inditex Group	Spain
Fast Retailing	Japan
H&M	Sweden
GAP	USA
L Brands	USA
Ross Stores	USA
Nordstrom	USA
Tapestry	USA
Michael Kors Holdings	UK
Heilan Home	China
Christian Dior	France
Nike	USA
Kering	France
Adidas	Germany
Hermes International	France
VF	USA
Swatch Group	Switzerland
PVH	USA
Falabella	Chile
Macy's	USA
Kohl's	USA
Ceconomy	Germany
Lotte Shopping	South Korea
Next	UK
Marks & Spencer, UK	UK
JC Penny	UK
Mercuries & Associates	Taiwan
Walmart	USA
Target	USA
Costco Wholesale	US
Dollarama	Canada
Don Quijote Holdings	Japan
Seven & i Holdings	Japan
Tesco	UK
Kroger	USA
Couche Tard	Canada
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Metro Group	Germany
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Home Depot	USA
Lowe's	USA
Kingfisher	UK
Richmont	Switzerland
Luxottica Group	Italy
Bed Bath & Beyond	USA

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Unilever (Pond's cream and Lifebuoy soap), Colgate-Palmolive (Colgate toothpaste), Procter & Gamble (Old Spice men's grooming products and Vicks cold relief ointment, Coca-Cola (beverages) and Kraft Inc (Cadbury's chocolates); UK's Horlicks (nourishment drink) and Morphy Richards (small appliances), Japan's Sony and Dutch-born Philips (both consumer electronics) et al have been a part of Indian households for so many years. We are all aware that early 1990's had opened up a whole new world of retail for Indians – something that only a few had experienced on their foreign travels. McDonald's, KFC, Levi's, Adidas et al began setting up stores in the country and their coming was not about the products alone – these brands also brought in with them the modern shopping formats and culture. This was also the time when India's first mall Spencer's Plaza opened in 1993 in Chennai. Several home-grown brands and retailers soon followed suit. The modern retail had arrived in India and has continued to progress, despite challenges and evolutionary changes. But, there is an interesting new twist to the tale – although Indians are still hung up on foreign labels; it's now the foreign brands that are chasing them.

**Destination India – Why the Rush?**

Several of the world's largest retail companies are already present in India, such as Inditex Group, Nike, VF, PVH, H&M, GAP, L Brands, Swatch Group, Tesco and Metro Group among others. However, the influx of foreign brands/retailers into the country's market is becoming stronger and stronger of late. The rush to set up shop in India is an acknowledgement of its thriving retail climate and enormous potential. A massive market with 1.35 billion people, positive macro-economics, favourable government policies, socio-cultural shifts, rising incomes and growing consumer aspirations et al are some of the compelling drivers buttressing entry of foreign companies in the Indian retail. One defining factor that has further



cemented India's stature as a promising investment hotspot lately has been the buoyancy and sturdiness exhibited by it during the recent global economic meltdown of 2008. With the world's major consumer hubs – the developed economies – adversely impacted, the marketers were forced to look out for greener pastures i.e. budding Asian economies such as India and China. No doubt, the troubled US brands Aeropostale, BCBG Max Azria

and Toys R Us are betting on India to recover their fortunes.

The global economy is on a rebound now. The phase, nevertheless, has clearly amplified the interest of global marketers in India. There are several indicators and developments that bolster their belief in India growth saga. In 2017, India surpassed China to top global retail index (GRI) for 30 developing nations, a GRDI study. The country's retail market is pegged to surge over 60 percent to reach US\$ 1.1 trillion by 2020, says an ASSOCHAM and MRRSIndia.com report. India's per capita gross domestic product (GDP) is roughly \$1,800. Analyst firm Jefferies observes that the \$2,000 level

is a crucial threshold and discretionary spends go up considerably once GDP per capita exceeds this threshold. Countries like China, Russia and Brazil are an example.

Further, one of the prime concerns of global retailers entering India is the availability of quality retail real estate. While there are not many high streets, mall supply is heartening, at least in metros and large urban centres. As per property consultant JLL India, retail space leasing in shopping malls increased by close to 80 percent in the first half of 2018 at 1.94 million sq. ft. in the top seven cities. Both global and homegrown brands are driving the demand.

Significantly, e-commerce

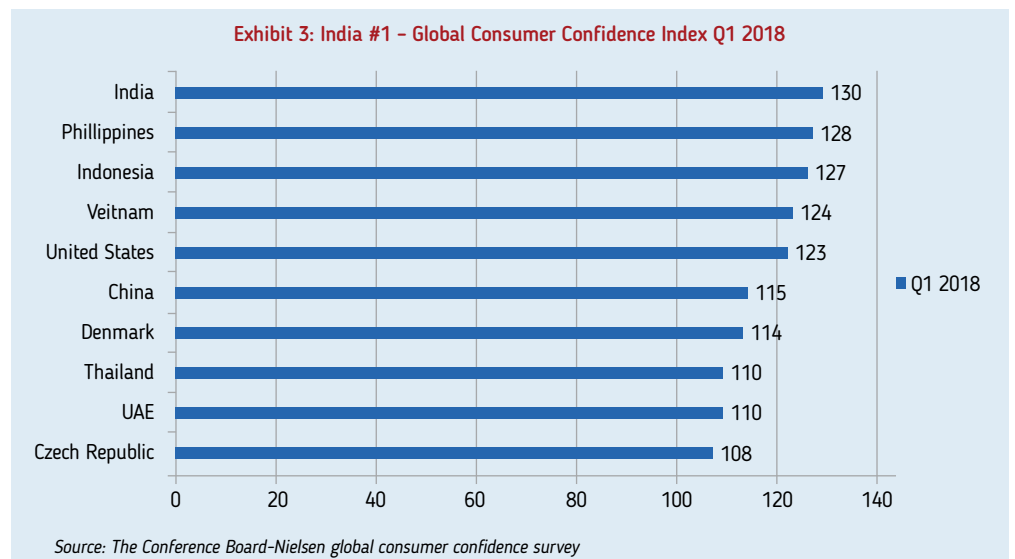
has also played an important role in acquainting Indian consumers with global trends and enhancing global brands' outreach to them. Over 50 percent of the populace is under the age of 25 and over 65 percent under the age of 35. This internet-savvy, aspirational youth inclined to global lifestyle presents a massive opportunity that every brand/retailer would like to tap into. Analyst firm Crisil estimates the Indian e-commerce to grow over 2.5X to about ₹1.8 trillion by FY2020. Not to disregard, India has made great strides in liberalizing in foreign direct investment (FDI) policy for both single-brand retail trade (SBRT) and multi-brand retail trade (MBRT) aspirants.

### Exhibit 2: FDI Confidence Index 2018

Country	Rank
United States	#1
Canada	#2
Germany	#3
UK	#4
China	#5
Japan	#6
France	#7
Australia	#8
Switzerland	#9
Italy	#10
India	#11
Singapore	#12
Netherlands	#13
Sweden	#14
Spain	#15
New Zealand	#16
Mexico	#17
South Korea	#18
Ireland	#19
Denmark	#20

Source: AT Kearny

Exhibit 3: India #1 – Global Consumer Confidence Index Q1 2018





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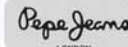


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India's retail market is inviting, exciting but daunting even for the biggest names in the business. Depending on the aim and level of readiness, a retailer may select any of these entry models to expand into the country viz., non-controlling stake, merger & acquisition (M&A), joint venture (JV), licensing and franchising besides setting up own international operations. Many prefer licensing/ franchising over other business models. In recent times, UK's Simon Carter, USA's American Eagle Outfitter, Bath & Body Works, Harry's of London and others have opted for the franchise route to foray into the country's market. Franchising apart, JVs (Zara, Tommy Hilfiger, Clarks, Calvin Klein, Starbucks have joint ventures in India) are also prevalent. Several renowned global brands have gone on to tie-up with Indian retail majors - Reliance, Future Group, Aditya Birla and Tata - to leverage their deep market understanding and large distribution and retail networks. Leading international brands like Adidas, Pepe H&M, Louis Vuitton, Swarovski, Ikea, Xiaomi among others have already lapped up the opportunity, while several others are considering. According to experts, having

own stores not only means no revenue sharing with a partner, it also enables the brand to own the end-to-end supply chain, strike a direct engagement with customers and manage the overall brand experience for them to enhance loyalty.

Pertinent to note many leading Indian e-commerce businesses are backed by the world's biggest retailers and e-tailers. Now the global giants have also started to acquire stakes in established Indian retail and e-commerce companies to gain a foothold in the country. Chinese internet mogul Alibaba Group has made a strategic investment in online grocer bigBasket and is reportedly also exploring a joint venture with Reliance Group to take on Amazon and Flipkart. It said that Alibaba is mulling acquiring a large stake in Reliance Retail to form a mammoth digital marketplace and also develop its offline retail businesses in India. Of late, the world's most valuable retailer Amazon has acquired a stake in Aditya Birla's supermarket chain 'More'. Amazon and Indian private equity firm Samara Capital have bought the retail chain for an enterprise value of US\$580.35 million (₹4,200 crore), according to Reuters. However, the recent Walmart-Flipkart deal has grabbed the maximum eyeballs. Walmart



**Exhibit 4.1: Global Brands' Indian Presence**

Brand	Store Count
Adidas	~450
Benetton (reported Dec' 2017)	~700
Pepe	~ 200
Celio	300+ POS
Skechers	~100
Zara	20
H&M	30+
Gap	11 standalone
Puma	~350
Marks & Spencer	53
Miniso	26
Asics	28
Swarovski	125 POS, inclu. 44 boutiques
Yum Brands! (KFC + Pizza Hut +Taco Bell)	~700
McDonald's (South & West)	281
Tommy Hilfiger (JV with Arvind Fashion)	276 (EBO + SIS + Outlet)
Subway	~600
Dominos	1,140 +
Starbucks	119
Burger King	100+
Xiaomi (*Franchised stores prior to SRBT; 1st COCO opened recently)	~ 35*
Apple (Franchised reseller stores)	~150
Montblanc	10
Hamley's	50
Funschool	16
Spar	20
IKEA	1

Source: Internet \*Store count may include COCO, franchisee, SIS

**Exhibit 4.2: Global Cash & Carry players in India**

Company	Store Count
Walmart (Best Price stores)	22
Metro AG	24
Booker Group (JV with Future Group)	6
Lots Wholesale Solutions (Part of Siam Makro PCL)	1

has bought an initial stake of 77 percent in Indian unicorn Flipkart for US\$ 16 billion. Markedly, Walmart already has wholesale cash-n-carry (B2B) business in India that

will continue to operate independently from Flipkart, a marketplace model. Indian FDI laws permit 100 percent stake in an e-commerce marketplace.

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Significantly, the Indian market so far has seen dominion of American and European brands. However, the country has now also become a key international market for brands from South Asia, the Middle East, Japan, China, Russia et al. Fashion, food and beverage (F&B) and consumer durable goods remain the topmost categories that attract international brand forays. Lately, Malaysia-based retail chain Kioda and yoghurt brand MooCow have forayed into the country via joint venture and franchise expansion model respectively. Japan's 'brand-less' retailer Muji operates three stores in an exclusive partnership with Reliance Brands; fast-fashion brand Miniso launched in August 2017 already has roughly 30 stores, while top fashion brand Uniqlo is expected to open its first store in the country in fall 2019.

Russia's Sistema JSFC, through its subsidiary, Concept Group, has forged a joint venture with Delhi-based Saamag Group to introduce Russian kids retail brand Acoola to India. The brand's first outlet opened in 2017 in Noida. International Turkish cosmetics brand Flormar has forayed into India in partnership with

Reliance Retail's subsidiary, Reliance Trends. Initially, the brand will import a part of its total 700 SKUs to India to retail in select 30-40 Reliance Trends stores, before launching across all the stores. This approach will help them to understand the customer preferences and product choices, believes the company.

**SIGNIFICANTLY, THE INDIAN MARKET SO FAR HAS SEEN DOMINION OF AMERICAN AND EUROPEAN BRANDS. HOWEVER, THE COUNTRY HAS NOW ALSO BECOME A KEY INTERNATIONAL MARKET FOR BRANDS FROM SOUTH ASIA, THE MIDDLE EAST, JAPAN, CHINA, RUSSIA ET AL.**

The mobility segment is drawing a great deal of interest from foreign players. Chinese brands Oppo and Xiaomi have obtained the SBRT license. Xiaomi India's first company-owned offline Mi Home store was rolled out in Bengaluru recently, as the company now looks forward to ramping up its retail play riding on the FDI bandwagon after reaching out directly to consumers through its own app and

e-commerce portal. The brand was already operating some 35 plus franchisee stores before getting the SBRT approval, however. Notably,

**Exhibit 5: Fact File**

- ▶ The country's retail market is expected to hit US\$ 1.1 trillion by 2020
- ▶ In 2017, India crossed China to top global retail index for 30 developing nations
- ▶ India's per capita gross domestic product (GDP) is roughly \$1,800
- ▶ Retail space leasing in shopping malls grew by close to 80 percent in 1st half of 2018 in the top 7 cities
- ▶ India tops the Global Consumer Confidence Index Q1 2018
- ▶ Indian e-commerce to grow over 2.5X to about ₹1.8 trillion by FY2020.
- ▶ India is set to become the world's third largest consumer economy by 2025
- ▶ Global CEO survey dubs India as the world's 5th most attractive investment destination
- ▶ World Bank Group's Ease of Doing Business 2018 report ranks India among the top 100 countries
- ▶ IMF projects India's economy is growing by 7.4 percent in 2018-19, the fastest by any major economy

US tech giant and smartphone maker Apple, too, has about 150 franchisee-run Apple Premium Reseller stores in the country. However, the recently announced FDI reforms have paved the way for the brand to open its retail stores. Samsung and Huawei are also said to be weighing their options to go the SBRT way. Vietnam's Mobiistar and China's HomTom are the recent entrants in the country's burgeoning smartphone market. HomTom will be setting up its own CKD manufacturing unit in Noida. The brand has signed up over 100 distributors for retail in north India and is targeting at having 1000 plus flagship stores by end of 2019 that will also act as service centers for its products.

Over the last decade or so, the Indian luxury market's growth was somewhat tardy, but the segment has started to look up now. The segment, according to Assocham, is poised to grow to US\$ 30 billion from US\$ 23.8 billion by the end of 2018. India's rich are increasingly spending on luxury and super-premium fashion products like clothing, accessories like footwear, watches, jewellery, handbags and beauty products along with electronic gadgets. Renowned global luxury brands like Armani, Burberry, Versace,

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Dior, Louis Vuitton, Paul & Shark et al have been present in India for quite some time. Hermes, Paul & Shark, Tom Ford and Canali have stores through local partners, while Louis Vuitton has obtained SBRT clearance, recently. Moreover, e-commerce platforms Tata CliQ Luxury and Luxepolis are also providing global luxury brands with online avenues to reach out to a wider audience.



despite being brand-conscious, and some might go for a relatively cheaper brand if it caters them well. Brands may tackle this issue by offering a limited range or tweaking the quality of their products. Interestingly, several global brands have manufacturing bases in India, and therefore, many consumers feel that those brands should retail their locally-made products at lower prices. Swedish furniture giant Ikea, which has recently opened its first store in India, is looking to capitalize on its growing middle class with lower pricing for some of its products. The company operates under SBRT license and has to comply with local sourcing clause.

Since most foreign brands launch in the Indian market through local partners, the challenge may also arise when

**Exhibit 6: FDI-approved Global Brands/Retailers in India**

SBRT		
Adidas	▶ 100% FDI in SBRT via automatic route	
Reebok		
Pepe		
Nike	▶ Foreign retailers can now delay having to meet the 30% local sourcing norm by five years. Approvals for such investments shall be automatic.	
Skechers		
Swatch Group	▶ 51% cap for FDI in MBRT	
Louis Vuitton		
Sketchers	▶ 100% FDI in Multi-Brand Processed Food Retailing	
Swarovski		
Montblanc	▶ 100% FDI in Marketplace Format of E-Commerce	
Kiko		
Dyson	▶ Amazon has been given FDI nod for food retail	
Bally International		
Fossil		
IKEA		
Xiaomi		
Oppo		
Daniel Wellington AB		
		▶ In MBRT, Tesco Overseas Investments Ltd has approval

India's affordable luxury market, too, is growing swiftly. According to market research firm Euromonitor International 2016 report, the affordable luxury segment in India is clocking 40 percent per annum. International brands like Michael Kors, Kate Spade, Coach, Diesel and Charles & Keith are catering to this segment, which is driven by aspirational young consumers and affluent upper middle-class who

happily shell out extra bucks for an almost luxury-like experience but reasonably priced. Interestingly, up until now, the bigger foreign brands were expanding into India. Now the mid-category brands are also fostering Indian dream. More than 250 mid-section brands are reportedly expected to launch into the country in a couple of years. These include Kiabi, Mavi, Avva, Colin's, Damat, Tudba Deri to name a few.

## Key Challenges and Hurdles

Generally, nearly all global brands start their journey in India by launching from Delhi, Mumbai and Bengaluru as these metro cities boast of superior infrastructure, cosmopolitan and affluent denizens. Even as the supply of malls and other types of retail real estate has been growing nationwide, it is still hard to



find quality locations beyond mini-metros and tier-I cities. Consequently, retailers looking to tap smaller cities and towns have to toil hard or have to restrict themselves to large urban centers only. High rentals, transport, logistics and warehousing remain other infrastructural challenges.

Indian consumers are extremely value-conscious

the partnership fails due to the incompetence of the existing partner or dissimilar views as to how the business has to operate or it could be the brand's decision to go on its own eventually. Sometimes, a brand may simply fail to crack the market - like Carrefour, Auchan, Bally and Timberland exited the market, for example. But some have made a comeback as well. Dutch

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retailer Spar exited India and re-launched in 2017 with same local partner Landmark Group and currently operates 20 hypermarkets in the country. Swiss luxury brand re-entered India but with a new partner, Reliance Brands.

US footwear brand Florsheim is re-launching in India with a new licensing agreement with Samar Lifestyle and plans to roll out around 25 exclusive stores in the next four years. UK's maternity wear brand Mothercare has recently split ways with DLF Brands to join hands with Reliance Group. US-based e-commerce firm eBay has also announced to re-launch its India business after selling its Flipkart stake to Walmart. eBay was acquired by Flipkart in 2017. In the past, Mango, Calvin Klein and Mont Blanc, too, have opted out of old partnerships to forge new ones.

Apart from revisiting their business models, brands may as well need to tweak their offerings to the liking of the locals. For instance, various international fashion brands in India offer products in a broader colour palette and brighter shades, while some add a dash of Indian design sensibilities to their articles like Canali has experimented with bandhgala (traditional Indian men's jacket), Hermes came up with Sari collection and recently Zara

created a buzz with lungi-inspired skirts. F&B concepts McDonald's Dominos and Starbucks, in addition to the signature offerings, have customized their menus to suit the local taste buds.

Other than the market and operational challenges, the global retailers may have to deal with policy-level hurdles also. India has progressively reformed its business environment and FDI policy to encourage foreign firms to invest in India. However, experts feel that the FDI policy could be simpler if it does away with distinction among various retail channels viz., single brand, multi-brand, physical and online, online marketplaces and B2B wholesale cash-n-carry.

On the other hand, Indian traders are demanding the government to make policies that are more favourable to them and help them withstand foreign competition. The Confederation of All India Traders (CAIT) has a lodged protest with the government over the Walmart-Flipkart deal, as it opines that the two have not complied with the prevalent norms in entirety. Competition Commission of India (CCI), a statutory body of the Government of India, has formally approved the deal, however.

### The Way Forward

Today, more and more consumers across India are looking for wider experiences and adapting to global trends,

making them appreciative of brands and concepts from around the world. However, Indians are no less attached to their culture and traditions. Therefore, brands may need to "glocalize" themselves to strike a chord with them and become successful.

Besides, the retail environment in India is quite evolved now – the new malls are no more just shopping complexes but are lifestyle experience. Organized retail is gradually penetrating into Tier-II and -III towns also. Despite various challenges and intensified competition from other international brands and domestic players, the market seems to be highly rewarding, nevertheless.

A BCG report estimates that India is on its way to become the world's third largest consumer economy by 2025 and will be next only to the US and China. Further, World Bank Group's Ease of Doing Business 2018 report also ranks India among the top 100 countries, while Global CEO survey dubs India as the fifth most attractive investment destination in the world.

In conclusion, one can say that size apart, an impressive growth rate and higher consumer and investor confidence will continue to inspire global brands and retail companies to expand into India. **IR**





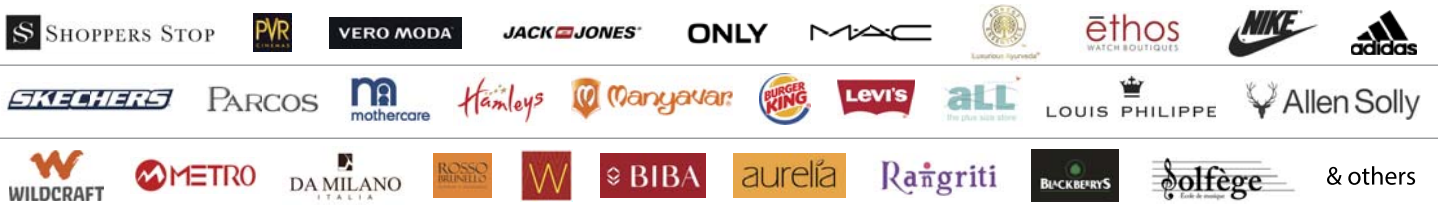
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**A Glimpse: Key Global Brands' Play in India**

Sr. No	International Brand/ Retailer	Launch Year	Country of Origin	Business Segment	Indian Company/JV Partner/ Franchisee/ Licensee/ Distributor/Retailer	Company Operating Structure
1	Bata	1931	Czech (Present HQ: Switzerland)	Footwear	Bata India Ltd.	Public Ltd. company since 1973
2	Pepe Jeans London	1989	UK (Current base: Spain)	Denim & casual wear for men & women	Pepe Jeans London Clothing India Ltd	Wholly owned subsidiary
3	United Colors of Benetton	1989	Italy	Apparel, Accessories, Footwear, Fragrance	Benetton India Pvt. Ltd.	Initially JV with DCM. Wholly owned subsidiary now.
4	Van Heusen	1990	USA	Formal shirts, Trousers, Undergarments & Accessories	Madura Fashion & Lifestyle, a division of Aditya Birla Fashion & Retail	Brand acquired/Licensed to Madura
5	Arrow	1992	USA	Apparel & Accessories	Arvind Group	Licensed
6	Allen Solly	1993	UK	Men's & women's Apparel & Accessories	Madura Fashion & Lifestyle, a division of Aditya Birla Fashion & Retail	Brand acquired/licensed to Madura
7	Lacoste	1993	France	Apparel, Leather and other Accessories, Footwear, Fragrance	Sports and Lesiure Apparel Ltd.	Licensed
8	Levi's	1995	USA	Jeans & Casual wear Apparel & Lifestyle products	Levi Strauss India Pvt. Ltd.	Wholly Owned Subsidiary
9	Disney	1995	USA	Various products	The Walt Disney Company (India) Pvt. Ltd.	Inked 50:50 JV with Modi Enterprises. Now fully owned by Disney
10	Jockey	1995	USA	Innerwear	Page Industries Ltd.	Licensed
11	Reebok	1995	USA	Sportswear Apparel, Footwear & Accessories	Reebok India Pvt. Ltd.	Wholly Owned Subsidiary of Germany's Adidas AG. Reebok India got FDI-SRBT approval in Oct. 2017.
12	Nike	1995	USA	Sportswear Apparel, Footwear & Accessories	Nike India Pvt. Ltd.	Forayed into India via licensing route in a tie-up with Sierra Group. Now a Wholly Owned Subsidiary.
13	Adidas	1996	Germany	Sportswear Apparel, Footwear & Accessories	Adidas India Pvt. Ltd.	Wholly Owned Subsidiary. The brand obtained FDI-SBRT license in 2015.
14	Lovable	1996	USA	Lingerie	Lovable Lingerie Pvt. Ltd.	Licensee of Lovable World Trading Co, Inc. USA
15	Swatch	1998	Switzerland	Watches & Accessories	Swatch Group (India) Pvt. Ltd.	Wholly Owned Subsidiary.
16	Omega	1998	Switzerland	Luxury watch	Omega India. A brand of Swatch Group	Wholly Owned Unit.
17	Tissot	1999	Switzerland	Luxury watch	Tissot India. A brand of Swatch Group.	Wholly Owned Unit.
18	Mango	2001	Spain	Fashion wear and Accessories for men/ women	Previous franchisees Major Brands and DLF Brands. Now Myntra.	Myntra has acquired master distribution & management rights for the brand in India.
19	Marks & Spencer	2001	UK	Apparel, Leather and other Accessories, Footwear, Home, Food and Furniture	Marks & Spencer Reliance India Pvt. Ltd.	Operated under franchise tie-up with Planet Retail till 2007. Now 51:49 JV with Reliance Retail.
20	Longines	2002	Switzerland	Luxury watch	Longines India	Wholly owned group subsidiary (wholesale trading to retailers and franchisee)
21	Puma	2002	Germany	Apparel, Footwear and Accessories	Puma Sports India	Entered via JV route. Now fully-owned subsidiary. Got FDI-SBRT approval in 2016.
22	Nine West	2002	USA	Footwear and Fashion Accessories for women	Major Brands (I) Pvt. Ltd.	Franchise
23	Triumph	2002	Germany	Lingerie	Triumph International (India) Pvt Ltd.	Wholly owned subsidiary
24	Rado	2003	Switzerland	Luxury watch	Rado India. A brand of Swatch Group.	Wholly owned group subsidiary (wholesale trading to retailers and franchisee)

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## GLOBAL RETAILERS

Sr. No	International Brand/ Retailer	Launch Year	Country of Origin	Business Segment	Indian Company/ JV Partner/ Franchisee/ Licensee/ Distributor/Retailer	Company Operating Structure
25	Canali	2004	Italy	Men's Clothing & Accessories	Genesis Luxury Fashion	Franchise
26	Tommy Hilfiger	2004	USA	Apparel, Accessories, Fragrance, Beauty products	Tommy Hilfiger Arvind Fashion Pvt Ltd. Eastman (for undergarments) Titan Industries (for watches)	Earlier operated via Arvind Murjani Brands Pvt Ltd. Now 50:50 JV with Arvind Group.
27	Hanes	2004	USA	Innerwear	Hanesbrands Apparel India Pvt. Ltd.	Entered as 100% subsidiary of Sara Lee. Post spin off from Sara Lee, 100% subsidiary of Hanesbrands Inc. Arvind acquired India business in 2013 via licensing deal.
28	Just Cavalli	2005	Italy	Men's & women's Clothing & Accessories	Genesis Luxury Fashion	Franchise
29	Guess	2005	USA	Apparel & Accessories	Revamping India business with own subsidiary, Guess India.	Now will have own operations. Previous licensee: Planet Retail.
30	Savile Row	2005	UK	Fine Tailoring & Formal wear	Re-entering India in a tie-up with Aditya Birla Fashion & Retail.	Initially will be sold via Van Huesen stores operated by Aditya Birla, followed by exclusive stores. Former partners: Forbes Brands, Alok H&A.
31	Breguet	2005	Switzerland	Prestige Luxury watch	Breguet India. Brand by Swatch Group.	Wholly owned group subsidiary (Wholesale trading to retailers)
32	Aldo	2005	Canada	Footwear and Fashion Accessories	Major Brands (I) Pvt. Ltd	Franchise
33	Promod	2005	France	Women's Fashion and Accessories	Major Brands (I) Pvt. Ltd	Franchise
34	Love Moschino	2018	Italy	Luxury Fashion brand	Samar Lifestyle	Opened its first ever boutique in India in at Palladium, Mumbai with India partner.
35	The Body Shop	2006	UK	Beauty products	Quest Retail Pvt. Ltd.	Licensed
36	Next	2006	UK	Women's & Men's Fashion, Children's Clothes	Arvind Group	Arvind in Sep 2012 bought the india business from Planet Retail Holdings Pvt. Ltd. (Master Franchisee)
37	Nautica	2006	USA	Men's, Women's and Children's Apparel and Accessories and Home	Arvind Group	Arvind in Sep 2012 bought the india business from Planet Retail Holdings Pvt. Ltd. (Master Franchisee)
38	Gant	2006	Sweden	Apparel	Arvind Group	Licensed
39	Gas (Grotto)	2006	Italy	Apparel	Gas Jeans Pvt. Ltd.	Entered with Raymond, followed by fully owned subsidiary in 2010. Eventually forged JV with Reliance.
40	Fendi	2006	Italy	Clothing, Accessories, Fragrances	Fun Fashion India (FFI)	"Fendi had acquired a 51% stake in the Mumbai-based FFI. As per 2017 reports, Fendi is seeking new partners to restructure its Indian operation."
41	Gucci	2006	Italy	Apparel, Leather and other Accessories, Footwear, Fragrance	Gucci India	Entered as JV with Murjani Group. Now on its own.
42	Mothercare	2006	UK	Baby Products	Reliance Brands Ltd.	"In early 2018, Reliance acquired the rights from DLF Brands to operate stores of Mothercare in India"
43	Calvin Klein	2007	USA	Apparel & Accessories	Arvind Group	In 2014, Arvind picked up the 49% stake held by the Murjani Group in Calvin Klein in India.
44	Ed Hardy	2007	USA	Urban Street wear	Arvind Group	First launched by Wadhawan Lifestyle. In 2012, Reliance Brands, the brand's parent US-based Iconix Group formed a JV. In 2013, Arvind inked a licensing deal with Reliance-Iconix JV to open stores in the country.
45	Giorgio Armani	2008	Italy	Apparel	Genesis Luxury Fashion	Initially 51:49 JV with DLF Retail Brands Pvt. Ltd. Now franchised to Genesis.

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## GLOBAL RETAILERS

Sr. No	International Brand/ Retailer	Launch Year	Country of Origin	Business Segment	Indian Company/ JV Partner/ Franchisee/ Licensee/ Distributor/Retailer	Company Operating Structure
46	Harry Winston	2008	USA / Switzerland	Jewellery/Luxury watches	Jot Impex Private Ltd.	Exclusive Sales
47	Inglot	2008	Poland	Cosmetics	Major Brands	Franchise
48	Paul Smith	2008	UK	Men's clothing & Accessories	Genesis Luxury Fashion	Franchise
49	Bottega Veneta	2008	Italy	Men's & women's clothing, Home Décor, Leather goods, Travel & Accessories	Genesis Luxury Fashion	Franchise
50	Celio	2008	France	Men's Clothing	Celio Future Fashion Pvt. Ltd.	Joint Venture with Future Group.
51	Cherokee	2008	USA	Apparel and Accessories	Arvind Group	Licensed
52	Bestseller - Vero Moda, Only, Jack & Jones, Selected	2008	Denmark	Apparel & Accessories	Bestseller India	Initially entered India via a JV. Now wholly-owned subsidiary.
53	Jimmy Choo	2009	UK	Shoes, Bags and Accessory	Genesis Luxury Fashion	Franchise
54	Beverly Hills Polo Club	2009	USA	Apparel and Accessories	Major Brands	Licensed. Current partner: Major Brands; Initial: RPG Enterprises
55	Izod	2010	USA	Apparel and Accessories	Arvind Group	Licensed
56	U. S. Polo Assn.	2010	USA	Apparel and Accessories	Arvind Group	Licensed
57	Diesel	2010	Italy	Apparel	Reliance Brands Ltd.	Joint Venture
58	Zara	2010	Spain	Apparel and Accessories	Trent Ltd	Joint Venture
59	Paul & Shark	2010	Italy	Apparel	Reliance Brands Ltd.	Joint Venture
60	Kenneth Cole	2011	USA	Footwear, Apparel & Travel gear	Brandzstorm India Marketing Pvt. Ltd.	The brand has recently swapped Reliance Brands with Brandzstorm as its South Asian partner
61	Forever 21	2011	USA	Fast Fashion Retailer	Aditya Birla Fashion & Retail	In 2016, Aditya Birla acquired Forever 21's India business from Diana Retail, the previous franchisee.
62	Steve Madden	2011	USA	Footwear & Accessories	Reliance Brands	Licensed
63	Mossimo	2011	USA	Apparel and Accessories	Arvind Group	Licensed
64	Sephora	2012	France	Beauty & Cosmetics	Arvind Group	Part of luxury conglomerate LVMH, Sephora had 3 stores in India before tying with Arvind in 2015 to scale up in the country.
65	Elle	2012	France	Apparel and Accessories	Arvind Group	Licensed
66	Superdry	2012	UK	Apparel and Accessories	Reliance Brands Ltd.	Franchise
67	Burger King	2013	USA	Fast Food Chain	Burger King India	Joint Venture with PE firm Everstone Capital.
68	Rosemoore	2013	UK	Home Fragrance	Renaissance Creations	Local partner
69	Tesco Plc	2014	UK	Supermarket Chain	Tata Group-owned Trent Ltd	Joint Venture
70	G Star-Raw	2014	Denmark	Luxury Denim	Genesis Luxury Fashion	Marketing and distribution pact.
71	Gap	2014	USA	Apparel & Accessories	Arvind Group	Franchise
72	H&M	2015	Switzerland	Fast Fashion	H&M India	Own operation. It's the first fashion label to open its single brand retail store in India through 100% FDI route
73	Aeropostale	2015	USA	Fast Fashion	Arvind Group	Licensing
74	The Children's Place	2015	USA	Kids' Apparel & Accessories	Arvind Group	Franchise
75	Asics	2015	Japan	Performance Sportswear	Asics India Pvt Ltd.	Asics India is a step down subsidiary of Asics Japan. First mono-brand store in the country in 2015.
76	Juicy Couture	2015	USA	Casual Luxury Lifestyle	Reliance Brands Ltd.	Franchise
77	Kate Spade New York	2016	USA	Fashion & Lifestyle	Reliance Brands Ltd.	Long-term distribution and retail license pact.

Sr. No	International Brand/ Retailer	Launch Year	Country of Origin	Business Segment	Indian Company/ JV Partner/ Franchisee/ Licensee/ Distributor/ Retailer	Company Operating Structure
78	FCUK (innerwear)	2016	UK	Innerwear	Oban Fashions Private Limited	In 2016, Rupa Group-owned Oban Fashions acquired exclusive licence from French Connection for the brand 'FCUK'.
79	Miniso	2017	Japan	Fast-fashion Designer Brand	Miniso India	Company-owned stores/franchising
80	Furla (watches)	2017	Italy	Watches	Brandzstorm India Marketing Pvt Ltd	Exclusive marketing, distribution and licensing pact
81	Tonino Lamborghini (watches)	2017	Italy	Watches	Brandzstorm India Marketing Pvt Ltd	Exclusive marketing, distribution and licensing pact
82	Steve Madden (watches)	2017	USA	Watches	Brandzstorm India Marketing Pvt Ltd	Exclusive marketing, distribution and licensing pact
83	Springfield	2017	Spain	Youth-oriented Casual Fashion	Tablez India	Part of LuLu Group International, Tablez has master franchise pact with the brand's parent, Tendam (earlier Grupo Cortefiel)
84	Women'secret	2017	Spain	Innerwear/Swimwear/ Homewear/Sleepwear	Tablez India	Tablez India has inked master franchisee deal with the brand's parent, Tendam.
85	Muji	2017	Japan	Lifestyle Retail	Reliance Brands Ltd.	Joint Venture
86	Kioda	2017	Malaysia	Concept Retail Store	Franchise India	Joint Venture
87	Onitsuka Tiger	2017	Japan	Luxury Fashion	Asics India Pvt Ltd.	Introduced by parent, Asics.
88	Bally	2017	Switzerland	Shoes, Accessories and Leather Goods	Reliance Brands Ltd	Joint Venture
89	Fruit of the Loom	2017	USA	Innerwear	Oban Fashions Private Limited	A part of Rupa Group, Oban Fashions has inked license pact the brand.
90	Miniso	2017	Japan	Fast-fashion Designer Brand	Miniso India	Company-owned stores/franchising
91	Furla	2017	Italy	Watches	Brandzstorm India Marketing Pvt Ltd	Exclusive marketing, distribution and licensing pact
92	Tonino Lamborghini	2017	Italy	Watches	Brandzstorm India Marketing Pvt Ltd	Exclusive marketing, distribution and licensing pact
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97	Kioda	2017	Malaysia	Concept Retail Store	Franchise India	Joint Venture
98	Bally	2017	Switzerland	Shoes, Accessories and Leather Goods	Reliance Brands Ltd	Joint Venture
99	Miniso	2017	Japan	Fast-fashion Designer Brand	Miniso India	Company-owned stores/franchising
100	Replay	2018	Italy	Denim	Reliance Brands Ltd.	Exclusive distribution rights in India
101	Bath & Body Works	2018	USA	Bath Essentials & Body Care	Major Brands	Franchise
102	Ikea	2018	Sweden	Furniture	Ikea India	Own operation. Obtained FDI-SBRT license. 1st India store opened in Hyderabad in August 2018.
103	Monalisa	2018	Italy	Luxury Kidswear	"PING Global Services"	Master Franchise
104	Hummel International	2018	Denmark	Sportswear	Flipkart-owned Myntra & Jabong	E-commerce route
105	American Eagle Outfitters	2018	USA	Jeans	Aditya Birla Fashion & Retail	Multi-store retail and e-commerce license deal.
106	Meccaniche Veneziane	2018	Italy	Luxury Watch	Excedo Luxuria	Exclusive marketing and distribution pact.
107	Swiss Military	2018	Switzerland	Apparels	Suisse A La Mode	Exclusive pact for manufacturing, marketing, selling and promotion of the brand's products in India.

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# Nykaa Aims at 100% Growth this Fiscal, to Open 200 Stores by 2020

– By Charu Lamba

**Nykaa reported a revenue of ₹570 crore in 2017-18. The brand has been EBITDA positive for two quarters in a row. The retailer is on a path to 100 percent revenue growth in the current financial year...**



In 2012, investment banker turned entrepreneur, **Falguni Nayar, Founder & CEO, Nykaa.com**, left the comfort of her 19-year-old job to pursue her dreams. She entered into the beauty space and launched a beauty portal, Nykaa, for the growing number of beauty consumers in India and since then there has been no looking back.

Talking about the idea of entering an altogether new space in the business of beauty, Falguni says, “I once walked into a Sephora store and was amazed by the profusion of brands, the beautiful displays and the women behind counters who offered advice, sold beauty products and helped women discover a whole new side to themselves. This and other exposures to multi-brand online retail made me realise there was such a huge gap in India with a severe dearth of good multi-brand retail experiences in the beauty and wellness space. I saw the need for a multi-brand retail format that gives unbiased advice to consumers, being able to guide them on the right products for their beauty and health concerns. It was a risk I was willing to take but, I am happy to say that they have been well-received by our customers.”



### Nykaa's Star Power

- The leading beauty retailer has signed on Bollywood actor and millennial icon Janhvi Kapoor as their brand ambassador. She is appearing in digital, TV and print advertising campaigns and playing an active role in creating social media content for Nykaa.
- Since the success of her first film earlier this year, Janhvi has emerged as a strong voice for millennials, showcasing an authenticity that makes her a perfect fit for Nykaa. Her talent, confidence and determination to succeed reflect Nykaa's values of empowerment and encouraging women to realise their dreams. She is helping communicate Nykaa's unique identity in the Indian market with an unmatched curation of the best of beauty products along with engaging content to excite and indulge beauty enthusiasts across India.

And there is no doubt, Falguni has achieved what she dreamt of. Today, Nykaa is one of the strongest players in the e-commerce space, which is all the more impressive since the portal caters to a niche category unlike others that have a multi-category offering.

"We started as a multi-brand player with 500 brands on-board. And at that time, there was no other like us. It was not so tough to attract customers and make them to shop from Nykaa.com, but at the end of the day, our private label is an incremental value add for our customer. We will never push only our private label and we continue to be a multi-brand retailer. Currently our private label business contributes less than 10 percent to the overall revenue," says **Adwaita Nayar, Head-Retail, Nykaa.com.**

"When she started the brand, Falguni's vision was to be synonymous with beauty in India. We started as online retailers, but we knew from day one that we will open stores as well. For the first four years, we were solely online-focussed and after that we added two more business verticals – our private label business and physical store business. At present, we have around 300 SKUs of our private label and 22 stores," she adds. At present, the company

delivers to 19,000 pincodes and has 1,20,000 SKUs to offer.

Reiterating on the key aspects that Nykaa has implemented which make it among the top players in e-commerce today, Adwaita says, "There are three things which have helped us perform well. First is our selection. We wanted to have the widest brand assortment in India for beauty. Any beauty brand you can imagine whether it is a local brand, national brand or international brand and even luxurious brand, we have it all. A large part of our focus is on brand assortment and getting brands and maintaining those brand relationships. We became known as the place to buy the largest selection of brands possible and that has been one of our core strengths."

Another strength of Nykaa's has been content. Beauty as a category needs a lot of education and advice. We wanted to integrate a lot of content into the experience. A team of 50 people work on content – making videos, beauty tutorials, and organising chat sessions of customers with beauty advisors to spread awareness of products.

The third largest pillars of strength for Nykaa have been marketing and brand creation. The digital marketing team of the company has had success in terms of creating a buzz around products.

### Offering a Luxe Experience

All Nykaa stores are company-owned and come in two formats - Luxe and On Trend. Luxe stores span around 1,500-2,000 sq.ft while the size of On Trend stores is around 600 sq.ft. Luxe stores are brand-focussed, whereas On Trend stores are less brand driven and – as the name



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– **Adwaita Nayar, Head-Retail, Nykaa.com**



“This Nykaa Luxe flagship store is designed to allow customers to indulge themselves. It brings together our largest collection of luxury beauty brands with opportunities for customers to experience the products first hand at our vanity stations.”

– **Falguni Nayar, Founder & CEO, Nykaa.com**

### IPO On The Cards

- The company is looking at going public in two years and has begun preparations for its initial public offering (IPO), something which is close to Falguni's heart since she is former investment banker-turned-entrepreneur.
- "We are already on a path to prepare for an IPO. Before IPO, you need to be formally run and follow a bunch of processes. We also have appointed KPMG as our internal auditor. It (IPO) will happen by calendar 2020," states Falguni.
- Lighthouse India Fund III Limited, an affiliate of Lighthouse Advisors, India's leading, consumer-focused private equity manager, has recently invested ₹113 crore to acquire a secondary stake in Nykaa. The beauty e-commerce portal raised ₹160 crore through primary and secondary share sale with participation of existing investors earlier this year.



suggests – more about hosting products that are in vogue and category-led.

The company has recently launched a flagship Nykaa Luxe store an exclusive beauty retailer in DLF Group's newly-opened lifestyle destination mall, The Chanakya, in New Delhi. The store is spread over 2,500 sq.ft. and offers a unique set of luxe brands across makeup, skincare and fragrances, including M.A.C Cosmetics, Estée Lauder, Bobbi Brown, Clinique, Christian Dior, Guerlain, Givenchy, Forest Essentials and Kama Ayurveda.

As an exclusive first, the store showcases a shop-in-shop experience from Jo Malone London and Tom Ford as well as the entire range of Huda Beauty products. Also, available at the

expanded its portfolio to include over 50 luxury beauty brands across makeup, skincare and fragrances with the luxe category now accounting for over 15 percent of the total sales at Nykaa.

According to Falguni, "This Nykaa Luxe flagship store is designed to allow customers to indulge themselves. It brings together our largest collection of luxury beauty brands with opportunities for customers to experience the products first hand at our vanity stations. Our expertly trained beauty assistants will be available to offer personalised solutions to every need. The growth in luxury beauty purchases reflects the discerning nature of our customers who are ready to invest in the best of beauty. With



store is Nykaa's in-house portfolio of beauty products across cosmetics, naturals, bath & body and fragrances, Nykaa Beauty.

The interiors are a completely new retail concept – a luxurious beauty lounge. Focused on experientials, the signature feature of the store is the 100 sq.ft horseshoe shaped vanity area where customers can touch and feel products for a first-hand experience. Also featured is a dedicated social media section framed by the inspirational LED sign 'Led by Dreams'.

Nykaa first introduced luxury beauty to the online consumer in 2016 with the launch of M.A.C Cosmetics, Clinique, Bobbi Brown and Estée Lauder. Since then it has

our Omnichannel access and educational content we look to be able to guide and engage our customers as they build their beauty regimes."

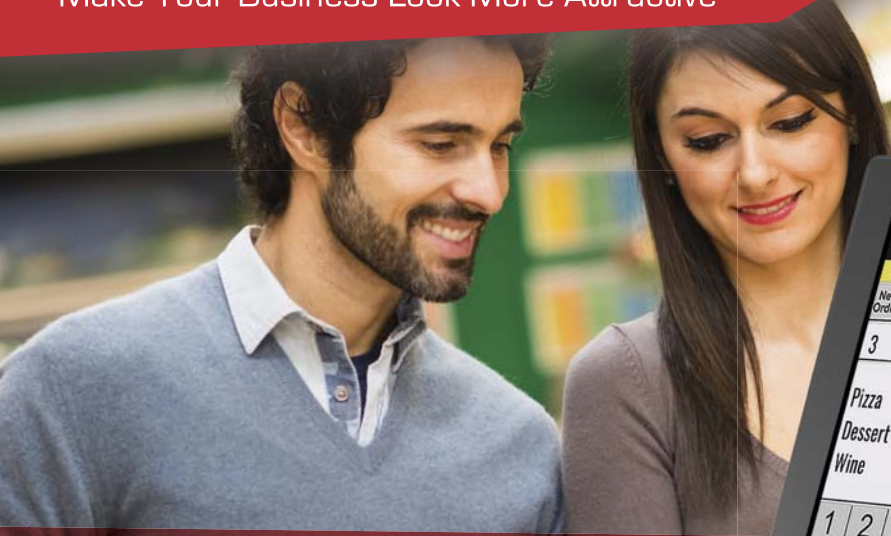
### Why Should Women Have All The Fun?

To capitalise on the growing interest among male consumers towards grooming and personal hygiene, Nykaa launched NykaaMan.com, India's first multi-brand e-commerce store dedicated to men's grooming.

Launched in July this year, NykaaMan.com offers products across categories like shaving, hair care, grooming kits, bath & body, beard care, sexual wellness and sports nutrition with brands

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such as The Shave Doctor is exclusively available in India with NykaaMan as well as brands like Kielh's, Clinique for Men and Beardo.

The e-tailer offers expert advice and opinions on choosing the best regime. Male customers currently account for 20 percent of the Nykaa database and 15 percent of the social media following. A significant focus of the product selection is on men's fragrances, luxury skincare and premium natural products as well.

Falguni says the market for male grooming in India is estimated to be worth more than ₹5,000 crore with male customers spending more time and money on personal grooming and this has led to the launch of several brands and product ranges specially targeted to men.

"We think by next fiscal year end, NykaaMan will be 10 percent of the overall revenue," states Adwaita.

The Nykaa Man curation will also extend soon to Nykaa's offline offering, available at Nykaa On Trend and Nykaa Luxe stores across the country.

### Exploring Other Categories

Apart from this, the beauty e-tailer has also introduced new verticals including Nykaa Design Studio, a curation of premium Indian fashion designers and Nykaa Pro - a portal for professional beauty consumers.



"Nykaa Design Studio is already live, and we will slowly start building in lingerie, athleisure into that," says Adwaita.

In March 2018, Nykaa also launched Nykaa Network - a

community for encouraging consumers to engage and create beauty conversations, which today has already built a user base of 300,000 followers.

### Expansion & Growth

Nykaa reported revenue of ₹570 crore in 2017-18. The

revenue to about ₹ 1,100 crore in the current financial year," asserts Falguni. Going forward, the company looks to expand its portfolio with the launch of exclusive brand partnerships and increasing its offline footprint to 180-200 Nykaa stores in the next 4-5 years. The beauty retailer is looking to spend ₹ 20-30 crore to aid the physical expansion plans.

At present, physical stores contribute under 10 percent to the online beauty retailer's revenue.

"I think offline will eventually contribute about 15-20 percent of the whole business but online will remain the main focus," states Adwaita.

When asked if the company is looking raising funds to support its expansion plans, Falguni reveals, "We may look at raising funds. But it will not be a lot."

Falguni concludes, the company is looking at bringing in about 20 new brands this year. At present, it sells over 850 brands across makeup, skincare, hair care and wellness categories. 

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# Retail Education:

## Training Employees for Greater Success, Productivity

– By Sandeep Kumar

***In India's robust retail sector, the demand for skilled retail associates is never ending. There is mostly always a shortage of trained, informed staff and it has been estimated that India will require around 15 million educated retail staffers by the year 2020...***

**T**he Indian Retail Industry is very vast and is considered to be a platform which has employment for all. Be it the educated, barely educated or the uneducated, the skilled or the unskilled, labours or managers, everyone can find some kind of employment in this industry. The reason for this endless employment opportunity is simple – the Indian Retail Industry has been on a continuous growth spree since its inception. With each passing day, plenty of retail space is being created, and along with this come employment opportunities.

There was a time, when making a career in the retail industry was considered an easy thing. Ideally, departmental stores, *kiranas*, local shops, factory outlets, warehouses, retail outlets etc. were the commonest areas of interest for an average individual seeking a job in retail. Store owners met and hired dozens of applicants seeking jobs, every single day.

India has the highest density of retail outlets in the world – for every 1,000 persons there are 15 retail outlets in the country. The overall size of the retail market here is estimated at ₹15 lakh crore at present. Out of this, 4 percent of retail trade is conducted in the organised sector, while the remaining 96 percent



is in the unorganised sector. Globalisation and economic liberalisation have opened new doors, pulling in retailers, brands and trends to the country.

In this robust sector, the demand for skilled retail associates is never ending. There is mostly always a shortage of trained, informed staff. It has been estimated that India will require around 15 million trained retail staffers by the year 2020 according to Confederation of All India Traders (CAIT).

However, it's no longer as simple as just walking into a store, handing in your resume and walking out with a job. The complex nature of the industry, the influx of foreign brands into India and the ushering in of a technology-led era have led to retailers seeking special requirements from candidates. The explosion

“The new business models such as e-commerce and mobile based e-tailing are increasingly becoming popular in India across Tier I, II and III cities. The impact of this growth is already visible on the job market. E-commerce companies are creating new job profiles in logistics, warehousing, web and app design, system integration, customer service, big data and machine learning. Hence, the need of the hour is to acquire new skill set through training, learning and development, adopt technology and be market ready for the changing job roles in the retail sector.”

Times have changed and with it, the retail industry. The sector is facing challenges like never before, a major one being in attracting and retaining career staff. In fact, the retail industry in India is

made ‘Retail Education’ a necessity in India.

### What is Retail Education

The end game of all brick-and-mortar retailers is to attract shoppers, but every single person doesn't always convert into a paying customer. Converting walk-in consumers into paying consumers is a task for retailers.

According to a recent study by PwC, shoppers want human interaction when they go into a store. They don't want to use self-service technology or talk to robots. In fact, 59 percent of global respondents in the survey said they felt brands had lost touch with the human element of customer experience.

Take for example any Apple store. These stores don't have a single till point in sight. Instead, there are retail associates moving around assisting and educating customers, with a mobile POS device in one hand.

This serves to do many things at once – it leads to a great consumer experience, which leads to increased sales. It also empowers the retail employee, who armed with knowledge, tech know-how and the freedom to move around and interact with consumers manages to work the shop floor better, interacting more with and engaging consumers and selling more, while delivering that crucial personal experience.

In order to build retail sales, retailers need to create and fine-tune a retail sales training plan, assess employee associates, choose the best systems to help and inspect what the consumer expects. All this comes under the ambit of retail education. For some retailers,

this knowledge comes with experience, while others need to hire professionals, qualified individuals with degree to take it forward.

One company which has been working out solutions for companies who feel the need to better train their retail employees is Yacobian Top-Line Solutions.

So, what does retail



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

– Retail guru, **Michael Yacobian**, CEO, Yacobian Top-Line Solutions – who has over 30 years of experience working with the finest retailers of the world.



of e-commerce on the Indian retail scene too has necessitated hiring of trained retail professionals.

**Anurag Malik, Partner – People & Organization, Advisory Services, EY**, explains this in a report titled *'Future of Jobs in India: A 2022 Perspective'*:

competing with other high growth sectors for skilled recruits – recruits who won't simply stand in a store and sell, but who will also get involved with and contribute towards taking business forward. This demand for highly professional, skilled and trained employees has

**What Trained Retail Professionals Can Do:**

**Attract Consumers:** Use marketing & promotional tactics on the company website and social media pages - Attract Consumers → Convert Consumers → Close Sale → Consumer Delight

**Convert Consumers:** Using window displays, visual merchandising, store design and friendly employees

**Close Sale:** Convert browsing consumers to buying consumers

**Delight Consumers:** Enhance consumer experience for repeat business, use consumers to spread the word on their product through social media, word of mouth, increase business

**Strangers** → Visitors → Browsers → Customers → Promoters



“At V-Mart, we believe that all corporate growth essentially begins with people. During the past few years, even during periods of economic and retail sluggishness, the one investment that we continued to emphasize on was our investment in human resources, which are the true assets on our balance sheet. In addition to recruitment in line with growth in the number of retail stores, we have enhanced the capabilities of our people through training to better manage consumer needs. The result is reflected in increased productivity: revenue per employee. The fact that a number of our customers were willing to buy from us indicates a stronger connect between our employees and customers.”

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

education entail? Briefly, retail education provides an aspiring employee the knowledge and training - through workshops - required



“Retail is a complicated business due to the multiple SKU's and categories it handles. Large number of customers with their different moods individually and as groups add to the complications. However, most successful retailers are the ones who have made the management of the retail business very simple. Therefore, the education required in retail is about making complicated things simple for both customers as well as employees. This is where people have to be trained at every level then be it online or offline business.”

- BS Nagesh, Founder, TRRAIN (Trust for Retailers & Retail Associates of India).

to excel at the job. It also arms workers with requisite skills and information on latest technologies being used by the retail sector, so that they can get a head start in the industry.

**Benefits of Retail Education**

Training and development programs are not only important for boosting sales, but also help businesses run better, promote employee job satisfaction, and give both retailers and consumers a better insight into the business model.

Retailers who embrace the training route find an unexpected benefit: employees pushing back with questions, contributing insights, establishing new templates for success and creating their own dynamic networks of internal contacts for greater productivity.

**Some of the benefits of retail education are:**

**Brand Image:** Sales associates are the biggest brand ambassadors that a company can hire. Training them, empowering them with knowledge about the product only helps enhance the sales ratio of a brand / company. While product knowledge is important, teaching your team how to sell is equally important. Associates must be



able to communicate clearly with customers, connect with them on an emotional level, and have the ability to give them real-world examples of how a product can be used. Training them with better communication skills will help in generating happy and satisfied consumers which will automatically help in building a brand's image.



**Creates Better Sales**

**Associates:** When your associates are selling more, it's not only a win-win situation for the company. Knowledgeable employees who are empowered to learn, grow, and achieve success will generally show more loyalty and commitment in the long run.

“We are training our staff to be more intuitive in their communication with their customers so that they are able to engage with them at an emotional level and understand what their needs are. This will empower them to serve the store's customers in a more meaningful way,” adds Venkateshwar Kumar, CEO of Nilgiris.



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“Since the last mile connect of all retail businesses happens by an associate, proper training, skilling and education can make a big difference. Impact on the brand and service happens at the point of contact. On the other hand, the curation of the product and services is done at the back office or the head office. Every function, therefore, has to be customer-centric so that the experience of buying and using the product is a seamless experience,” states Nagesh.

### Purpose of Retail Training

The purpose of the retail education /training is to focus and build a roadmap

to the future, to overcome adverse situations in the business successfully and also to strategize to avoid such situations. Another reason is to decode reasons behind businesses losing consumers and ways in which they can upgrade themselves and retain consumers. A good retail sales training strategy should include the following:

- A customer journey map that includes the path he takes from a brand’s company website to his front door, from the first engagement of the shopper by an associate to the close of the sale, from the delivery of the product to the follow-up and re-engagement.



- Specific on-boarding materials and training that answer a new employee’s top questions. A good idea is to use a poll to shortlist FAQs by employees prior to their start date so retailers are ready to address concerns.
- Product knowledge training on the retailer’s top 25 most

popular products – What is the brand known for? What are the opportunities to add-on? It’s important that retailers address all these queries so that employees have the ability to compare and contrast, know what competitors offer, and how to overcome common obstacles.

### Means of Retail Training

Retail training is all about studying consumer behavior and work according to it. It covers step-by-step engagement plans adopted by retailers for better functioning, and ultimately enhanced consumer experience and increased sales. This behavioral training includes:

- Greeting shoppers as you



### TRRAIN Pankh Livelihood Program

TRRAIN has undertaken various initiatives to enable retail associates to upgrade their skills through TRRAIN Education Program and build pride and dignity through the TRRAIN Retail Awards and Retail Employees Day. TRRAIN’s initiative on building inclusive retail work force by training and employing People with Disabilities in Retail roles has received tremendous support from the industry.

Inspired by Meera Shenoy’s work at Youth 4 Jobs Foundation, BS Nagesh, Founder – TRRAIN set up Pankh, which set off to spread its wings in May 2011 with mapping of various role in retail that complimented people with a disability. According to UDAAN, a recent report

on the impact of the TRRAIN Pankh livelihood program for PwD, published by AIF (American India Foundation) and RASCI (Retailers association’s Skill Council of India):

- Significantly lower monthly attrition rate of 2.2 percent compared to an otherwise 8.7 percent
- 82 percent positive impact on brand image, due to employment of PwD
- 94 percent retailers feel customers appreciate employment of PwD and like to be serviced by them
- 100 percent customers agree with the below points:
  - No difference in performance between PwD and Non PwD
  - PwD employment has positively

impacted their perception of the retailer and they will tell others about it

- Awareness of such initiatives will improve customer loyalty and customer retention
- Employers contribution towards Employee Provident Fund (EPF) and Employees’ State Insurance (ESI) are funded by the government\* which leads up to 18 percent annual savings
- Currently 2.2 percent of the population in India lives with disabilities but with 64% of the said PwD population unemployed. The Central Government and State Governments in India are taking initiatives to support them on an ongoing basis.



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- Do not rush in for an up sell or add-on additional product. Wait for the right time till the customer wants to explore further.
- Train staff to deal with a sudden rush of shoppers in stores and help them understand that customers aren't indecisive. It is imperative that retail associates appreciate the fact that consumers want to be treated special at stores where they are paying hard-earned money for a product or service.

### What Retailers Want

The success of a retail education/training program doesn't just rely on teaching methods. It also hinges on inherent attitudes and values of the staff. As Bruce Nordstrom, former chairman of international retailer Nordstrom puts it: "We can hire nice people and teach them to sell, but we can't hire salespeople and teach them to be nice." Therefore, it is advisable to hire trainable individuals with the right attitude. It is an easier – and of course intelligent – move to hire and train a positive person, who's open to learning, than it is to change someone's default mindset, attitude and disposition.

"At IKEA India, we recruit by values. It is more about understanding the person whom we are interviewing. We like to understand personal values of a candidate and how these come out in typical behaviour in every-

day life. I like to listen to the 'real stuff', like stories about how they have created togetherness and made things simpler. We believe that it is only together that we can achieve what we are achieving. It also means it does not matter where you come from, whether you have a degree or not - we all believe in the same values," says **Anna Carin Månsson, Country HR Manager, IKEA India.**

"The next core value we stress on is simplicity. We try to keep things simple. We have a simple and flat structure at IKEA, a simple way of talking to each other, a simple way of behaving. Simplicity allows us to focus on our tasks, on the right things," she adds.

"At IKEA, we always go for the new and improved, so modern thinking, bringing in innovation, and thinking differently, is also at the core of our value. We believe

### Walmart Goes Big with Virtual Reality for Employee Training

Walmart is distributing 17,000 virtual reality headsets as part of its training strategy as the Oculus Go gear is proving to boost store associate retention and confidence.

The program began last year, according to a Business Insider report, and the headsets were first used in special training centers to teach retail skills. Over one million employees will use the VR technology at more than 4,700 Walmart stores.

"The great thing about VR is its ability to make learning experiential," Andy Trainor, Senior Director for Walmart's US Academies, said in a press release, according to BI. "When you watch a module through the headset, your brain feels like you actually experienced a situation. We've also seen that VR training boosts confidence and retention while improving test scores 10 to 15 percent – even those associates who simply watched others experience the training saw the same retention boosts."



equality works better and we are committed to hire 50 percent women co-workers at all levels," she further states.

IKEA invests in the development of co-workers by offering a variety of internal training programs –for those who want to learn something new and grow. IKEA also encourages co-workers to create a development plan and co-workers help to set their goals for the coming year and the future with their managers.

“We have co-workers from DISHA programme, and recently, we have in-house assemblers, forklift drivers and Urban Clap carpenters who have been given trainings in their respective functions. IKEA has contributed to the training of the carpenters on UrbanClap’s platform, thereby, skilling them to become professional IKEAassemblers,” says Månsson.

According to BS Nagesh, attitude, life journey, alignment to the purpose of serving the customer are critical traits required in a retail associate.

“The rest of the learnings are acquired learning which can be done in a classroom or through education program Since retail deals with large number of people as employees and customer, empathy to human beings is very important lesson to be learnt or understood,” he says, highlighting the hiring practices at TRRAIN.

### The Pros & Cons of Retail Training

Retail training is a small duration thing. As the retail trends change every now and then, retailers aim to keep their staff/employees updated to the basic things revolving around the trend. However, there are brands that hire professional with degrees and experience gained from the foreign and Indian universities. The types of retail sales training are as follows:

#### ● In-Person Retail Sales

**Training:** This training works in two ways. First, a dedicated on-staff trainer, hired by the company/ brand goes around the stores conducting training sessions. Second, an external trainer comes

to company gatherings at stores or regions to conduct workshops, which could be a two-three day event. This type of training has the benefit of face-to-face training which helps associates excel at their work. It also helps in understand how individuals learn, understand and then implement what they’re being taught. Face-to-face training is usually very effective because it can immediately be corrected, explained and associates can be acknowledged.



The flipside is that it can be difficult to keep the attention of so many people during a training session. If found uninteresting, most associates lose interest and do not pay attention to what the trainer is saying. If too much information is given, associates tend to forget the key notes, so a trainer must be articulate, able to hold interest using anecdotes and present his material in a well-thought out manner. Also, associates should be able to train at any location and in any language of choice.

#### ● Online Retail Sales

**Training:** Online training is another trendy method



of keeping associates up to date. This training can be given anywhere in the world, due to its flexible nature – both in terms of location and timing. Associates are encouraged to ask questions online and they receive answers in real time. The best online training programs have comprehensive tracking and reporting tools, allowing management to see how their employees are faring at an ‘at-a-glance’ basis. Management can also view names of employees who have been certified by completing their training.

However, for the functioning of the online medium, there is a requirement of digital devices – mainly laptops, a working internet connection, and also an environment to gather all the equipment required for a workshop, in a comfortable and safe place.

#### ● Retail Training Degree from a University/College:

This approach is gaining maximum eyeballs in the retail industry. Many universities and colleges in India have introduced full courses on different aspects of retail training since today’s modern and tech-savvy retailers are looking for associates who are pre-trained and do not need any guidance in the initial stages. It is actually

an easy way to pick up the associates via college campus procedure and hire them at different stores and locations in India. Some bigger brands have started taking advantage of these courses, sending their best staff to attend them for small durations. Employees trained at these universities can then impart their learnings to other staff members.



“At TRRAIN, we offer many courses for front-end associates, but rarely have I met a retailer who wants to do a continuous training so that standards are maintained. Due to high attrition rates, retail training has to be a continuous process with all modules done through the year. The Indian retail market, on the grounds of retail education, has still a long way to go. Challenge is the compensation paid to the first few levels in the retail business is so low that parents and students do not get an ROI on their investment. As you go up the ladder, the industry is at par or above many service industries in terms of the compensation. What we require is to crack the code at the entry level up to the store manager of a shop or a chain of stores,” concludes Nagesh. **R**

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# Samir Modi to Open 10,000 24Seven Stores in 5 Years; Tests Cashier-Less Check Out

– By Charu Lamba

*Some of the tech-based innovations the brand is introducing in keeping with its revamped image include LCD screens, bar-code reading screens, digital bar-codes, self-service and food vending machines...*

**S**amir Modi launched 24Seven retail stores in 2005 as India's first convenience store chain that stays open round the clock. These stores offer Indian consumers a completely international shopping experience with a wide range of products from ready-to-eat food, beverages, groceries provisions, various convenient services and a lot more 24 hours a day, seven days a week.

When Modi launched 24Seven, he marketed them as a one-stop shop for all daily and general necessities of the modern-day double-income family.

Talking about the journey of the brand, Modi says, "It has not been a smooth journey. We had to struggle a lot running a convenience store business in India which runs 24x7. We had to modify our retail strategies many times. In fact, we had to shut the business for over a year."

However, the scenario changed in March 2017, when the government permitted shops to stay open round-the-clock. Sharing the secret of his brand's survival and eventual success, Modi states, "Running a convenience store business is not as easy as running a supermarket or a bakery business. It requires a different skill set and different assortment of products to run it successfully."

The company initially tied up with Indian Oil to open stores at their petrol stations, creating a fast turnaround service culture. Today, the brand has total 85 stores, including standalone stores, across Delhi and Chandigarh.

## International Look & Feel

In early 2017, the retail chain initiated the process of revamping the brand by introducing a new logo and a new tagline, along with changing the entire look and feel of the stores, which included digital screens, focused lighting and peppy music. Explaining the need for change, Modi says, "I wanted consumers to enjoy the overall shopping experience and we tried to enhance it by improving their overall interaction inside the store. Almost all of our stores have been revamped and going forward, we will be opening stores based on this new format."

Apart from digitisation, the store size of the revamped outlets have also changed. Earlier, the average size of store used to 1,000 sq. ft, whereas, the new stores span around 1,500 sq. ft.

## Innovation - The Key to Success

The brand, that boasts of 2,000-3,500 SKUs, is planning to install gizmos to digitise the stores further. "We are going more digital. Going further, we will be increasing spends on digital marketing. Apart from this introducing interactive racks, 3D imaging and tech-based training is on the cards," reveals Modi.

He further adds, "I am in the exploration stage of introducing cashless checkout. We are also testing recycling machine, where customers can trash





**Samir Modi, Managing Director, Modi Enterprises**

Samir Modi is fondly referred to as ‘Mr Mom’ for all the expert advice that he doles out on make-up and skin care and can speak on the subject endlessly. In business circles, he is the rebel who chooses to be whimsical about his business choices. And, to the insiders, he is a determined man who believes in the principle of Meraki and is capable of springing magic out of the ordinary.

In the last 14 years that he turned entrepreneur after an innings in the family business enterprise run by his father, KK Modi, the well-known industrialist he has carved an image of a maverick for himself! The only difference being that there is method to his madness.

Someone with great leadership qualities and ability lead from the front, he employs a team of highly charged, a dedicated and creative set

of minds. As he puts it: “I hate limitations and refuse to be caged. Creativity fuels me, and I thrive in charged environs. I believe it is all about thinking different. Meraki is what defines my business strategy. This principle is distilled into my philosophy of Samirness.”

As the Managing Director of Modi Enterprises, he drives the growth of each of the enterprises under him – Modi Care, Colorbar, and 24x7 chain of retail stores – making sure each holds its own place in its respective sector.

With a unique approach towards business and brand building, he is known to be driven by passion and instinct, the two key factors that define someone who does not believe in towing the conventional line.

Add to it a sharp business acumen backed with solid research, a focus on benchmarking of world class quality,

regionalisation and localization in tune with consumer behavior and aspirations and extremely competitive pricing, Modi has hence been able to create brand(s) that are known for providing exceptional value to the consumers.

An alumnus of the Harvard Business School, USA, a graduate from Hindu College, Delhi University, he completed his formative education from Doon School in Dehradun. He worked his way up the ranks in his father’s venture and earned himself a reputation of someone whose expertise lay in conceptualizing, strategising, creativity and setting up new businesses.

He is currently the Executive Director – Godfrey Phillips India Limited, Director – Indofil Industries Limited, President – 24Seven Convenience Stores, Managing Director – ColorBar Cosmetics Pvt. Ltd. and the Vice Chairman and Managing Director – Modicare Private Limited.

their bottles with bar-code and can get a coupon which they can spend on the spot.” LCD screens, bar-code reading screens, digital bar-codes, self-service and food vending machine are some of the other tech-based innovations that the brand is introducing.

**Future Plans**

Not just digital innovations, the brand is also looking forward to expanding its retail presence. By this fiscal end, Modi aims to open 130 24Seven stores.

“We are planning to spend over ₹100 crore to open 130 stores. Over the next five years, our target is to open 10,000 stores all across India,” states Modi.

“Starting next fiscal, we will be exploring new cities like Mumbai, Pune, Hyderabad, Kolkata, Chennai and Bengaluru,” he adds.

At present, all 24Seven stores are company-owned, but from next fiscal onwards, the brand is planning to franchise the stores. The first franchise store will be

opening in Delhi.

“We will be opening company-owned stores first when we enter any new city, but slowly and gradually, after understanding the market, we will be getting into a franchise-based model,” reveals Modi.

Along with this, the brand is also looking forward to expanding the product category by offering more ready-to-eat food options and services. 24Seven in Gurugram has recently received an alcohol license

for the Gurugram outlet from where customers can buy whiskey, vodka, gin and single malt.

“We are trying to make the lives of our customers easier by bringing in many service-based product lines like mobile phones, cash cards, stamps, xerox machines, passing service as well,” says Modi. “We are also introducing shawarma machines and a new bakery from where customers can buy fresh croissants and fresh bread,” he concludes. **IR**

# DN Regalia Mall Aims at Unique Retail Experience with a Focus on Exclusivity

– By IMAGES Retail Bureau

**Spread across 2,50,000 sq. ft. with two levels of dedicated fashion, lifestyle shops, restaurants and cafés along with a reputed hypermarket, the mall will be a complete shopping experience for both locals as well as tourists...**

**D**N Regalia Mall is slated to become one of the most promising retail destinations in Patrapada, Bhubaneswar. Spread across 2,50,000 sq. ft. with two levels of dedicated fashion, lifestyle shops, restaurants and cafés along with a reputed hypermarket, the mall will be a complete shopping experience for both locals as well as tourists.

DN Regalia Mall promises a mix of national, international and regional brands for customers who seek the finer things in life. It aims to offer a

unique shopping experience where the focus is on brand mix, exclusivity, space and aesthetics.

## Major Attractions

DN Regalia has INOX as their multiplex partner, Big Bazaar as hypermarket while Splash, Max, Zudio and Easy Buy are fashion anchors/mini anchors. These brands will soon commence their fit-outs in the coming months and to ensure a smooth and timely process. Beyond Square feet will be doing fit-out management for the mall.

The brand is also roping in key FEC players with bowling lanes, a separate toys concept, Virtual Reality concept, and a Scary House type of concept. Once the mall is operational the management plans to also add outdoor gaming zones. The mall will also have a 450 seater food court spread over 15,000 sq. ft. with 13 food outlets and four kiosks to cater to various taste buds.

Talking about the importance of F&B as one of the important categories at DN Regalia Mall, **Jagadish Prasad**



**Naik, Managing Director, Lifeline Multiventures Pvt. Ltd.**

says, “F&B as a category serves our day-to-day needs and as such generates assured and more footfalls in the mall compared to inline brands. Considering this fact at DN Regalia we have given special emphasis to F&B as a category and created a food Hub which would accommodate around 20-25 F&B concepts in addition to the food court.”

## Malls as FEC

For a mall to be successful it should cater to the needs of the entire family. Moreover, due to the popularity of online shopping, malls are working more on improving the experience of its customers. As such family entertainment

centers act as a magnet for the entire family and friends to come together and enjoy.

“We have partnered with INOX for better movie experience and they are coming up with 750+ seater multiplex. We are in advance discussion with one of the reputed national player in FEC category who would be doing bowling and other gaming formats. We have also signed ‘Scary House’ and virtual gaming concepts. Given the size of the mall, we have already dedicated a sizeable portion for entertainment brands. However, we have plans to add outdoor entertainment concepts in our beautifully landscaped zones for the mall,” says Naik.

## Technology: Omnichannel is the Buzzword

The kind of convenience and experience Omnichannelisation brings, is a path that DN Regalia wants to tread along with its retail partners.

“We are already working on an app. We are planning to have a cashless and digital parking management system, digital mall directory, digital signages etc. Our mall will give special focus on customer convenience and shall have services like; free Wi-Fi, valet parking, ATMs, baby changing, wheelchair accessibility throughout the mall, dedicated parking for women and differently abled,” says Naik, assuring patrons that the mall is embracing technology. **IR**





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# IRA 2018: Honouring Retail Excellence and Leaders



**T**he 15th Annual IMAGES Retail Awards (IRA), powered by Vegas Mall, celebrated some of India's most outstanding achievements in retail on September 6, 2018, at Hotel Renaissance in Mumbai. With no end in sight to the rise of online shopping, never has it been more important for retailers, shopping centre developers, city planners and communities to work together for creating a new ecosystem of lifestyle destinations.

Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India. The ceremony honoured the achievements of India's leading retailers with some high voltage entertainment.

## **Nomination & Jury process: IMAGES Retail Award 2018**

IRA nomination categories and entry details are announced through the website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business.

**BS Nagesh**, Founder TRRAIN was the Chairman of the Jury. The other jury members in the panel were **Abheek Singhi**, Sr. Partner & Director, BCG; **Ajay Macaden**, Executive Director, Nielsen India; **Ajay Kaul**, Senior Director, Everstone Group; **Anand Ramanathan**, Partner, Strategy & Operations Consulting Deloitte India; **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Sreedhar Prasad**, Partner & Head, Consumer Retail & Internet KPMG; **Harish Bijoor**, Founder, Harish Bijoor Consults, **Debashish Mukherjee**, AT Kearney, Partner & Co Head; **Harminder Sahni**, Founder & MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sunil Kumar Alagh**, Founder & Chairman, SKA Advisors; **Rama Bijapurkar**, Expert Marketing Strategy & Consumer Behaviour, **Professor Ravi Dhar**, Yale School of Management.



**IMAGES Most Admired Retailer of the Year: Department Store**



Westside currently has 125 stores across 72 cities in India. In 2017-18, the brand added 18 new stores. Westside recorded retail sales of ₹2062 cr with an increase of 20 percent in the turnover growth. The retail space growth increased by 10 percent, with same-store sales growth witnessing an increase by 9 percent. The ClubWest of Westside contributed 80 percent to its total sales.

**Received by:** R A Shah, Head - Property & Team, Trent Ltd

**Presented by:** Amitabh Taneja, CMD, IMAGES Group

**Nominees:** ★ Lifestyle ★ Shoppers Stop



**IMAGES Most Admired Retailer of the Year: Hypermarket**



Big Bazaar currently has 285 stores across 135 cities pan India. In 2017-18, the chain had a 19 percent growth in retail space over the previous year, while retail turnover grew by 22 percent. With revenue sales of ₹13400 cr, the brand witnessed a 19 percent growth in its customer base. The same store sales growth increased by 13 percent.

**Received by:** Chandan Kumar, Senior Manager, Partner Brands & Team

**Presented by:** Najeeb Kunil, Executive Director, PPZ

**Nominees:** ★ More Megastore ★ Reliance SMART ★ SPAR ★ Spencer's Hyper



**IMAGES Most Admired Retailer of the Year: Fashion & Lifestyle**

*For Value Fashion*



FBB currently has 341 stores in 139 cities in India. In 2017-18, the chain recorded Retail sales of ₹4251 cr with a turnover growth of 35 percent.

**Received by:** Karan Pethani, Chief- Real Estate, Future Group

**Presented by:** Rajneesh Mahajan, CEO, Inorbit Mall

*For Premium Fashion*



Tommy Hilfiger currently has 297 stores in 61 cities across India. In 2017-18, the brand recorded retail sales of ₹995 cr with a turnover growth of 6 percent.

**Received by:** Siddharth Kapoor, Senior Vice President - Business Development; Vishal Anand, Vice President- Retail, Calvin Klein & Tommy Hilfiger; Shailesh Chaturvedi, MD & CEO, Tommy Hilfiger & Calvin Klein

**Presented by:** Rajneesh Mahajan, CEO, Inorbit Mall

**Nominees:** ★ 1-India Family Mart ★ KLM Fashion Mall ★ Max Fashion ★ Neeru's ★ Pepe Jeans London ★ Vero Moda





**IMAGES Most Admired Retailer of the Year: Lifestyle Accessories**



Ayesha Fashion Accessories currently has 75 stores located across 24 cities in India. In 2017-18, the chain had a 15 percent growth in retail space growth over the previous year, while retail turnover grew by 25 percent. The brand recorded retail sales of ₹23 cr whereas the same-store sales growth grew by 25 percent, resulting in the brand being voted as the most admired retailer of the year.

**Received by:** *Jacqueline Kapur*, Founder & CEO, Ayesha Accessories

**Presented by:** *Mukesh Kumar*, CEO, Infiniti Mall

**Nominees:** ★ Bagline ★ Daniel Wellington



**IMAGES Most Admired Retailer of the Year: Footwear**



Bata currently has 1475 stores located across 360 cities pan India. In 2017-18, the brand added 131 new stores and 90 stores were renovated. Bata recorded retail sales of ₹2636 cr in the year, with a retail space growth of 15 percent. The turnover growth increased by 6 percent, as the brand sold 8.9 lac pairs of shoes adding ₹88 cr to the retail turnover.

**Received by:** *Ankur Kohli*, Head- Real Estate & Business Development (South Asia), Bata

**Presented by:** *Bhavik Jhaveri & Ankur Joshi*, Co-Founder & CEO, Pretr

**Nominees:** ★ Metro ★ Puma ★ Skechers



**IMAGES Most Admired Retailer of the Year: Jewellery**



Tanishq currently has 251 stores located across 158 cities pan India. In 2017-18, the brand had a 14 percent growth in retail space growth over previous year. Tanishq recorded retail sales of ₹14069 cr resulting in turnover growth of 24 percent. The same store sales witnessed a growth of 21 percent.

**Received by:** *R A Shah*, Head-Property, Trent Ltd

**Presented by:** *Honey Kalyal*, Founder & CEO, Investors Clinic and *Kapil Malhotra*

**Nominees:** ★ Reliance Jewels ★ Senco Gold



**IMAGES Most Admired Retailer of the Year: Food & Grocery**



Ratnadeep Supermarket currently has 40 stores located in two cities in South India. In 2017-18, the brand recorded retail sales of ₹519 cr resulting in turnover growth of 33 percent. The retail space growth witnessed a 90 percent growth whereas the same-store sales growth increased by 25 percent.

**Received by:** *Sandeep Agarwal*, Managing Director; *Manish Bhartiya*, Director, Ratnadeep Supermarket

**Presented by:** *Shubhranshu Pani*, MD - Retail Services, JLL

**Nominees:** ★ More ★ Spencer's



**IMAGES Most Admired Retailer of the Year: Foodservice**



Haldiram's currently has 49 stores across 12 cities pan India. In 2017-18, the brand recorded retail sales of ₹664 cr resulting in a turnover growth of 11 percent. The same store sales growth increased by 11 percent. Despite Noida plant being completely gutted in September 2017 fire, Haldiram's managed double-digit growth and did not default on promises, services, and deliveries to customers.

**Received by:** Ashok Kumar Tyagi, Executive Director, Haldiram's Group of Companies

**Presented by:** Shubhramshu Pani, MD - Retail Services, JLL

**Nominees:** ★ The Thick Shake Factory ★ Wok Express ★ Wow! Momo ★ Barbeque Nation ★ Burger Singh ★ Chai Point



**IMAGES Most Admired Retailer of the Year: Consumer Electronics**



Reliance Digital currently has 312 stores across 133 cities pan India. In 2017-18, the brand had a retail space growth of 15 percent with a thumping turning growth of 100+ percent., Reliance Digital's dedicated service arm, operates with 65 service centers across the country, authorisation by all major brands like Apple, Samsung, HP, Acer, Lenovo etc., 365 days open and working hours from 10 AM and 10 PM.

**Received by:** Manoj Jain, Head-Omnichannel Marketing, Reliance Retail & Team

**Presented by:** Nitin Bir, Mall Head, Mantri Square

**Nominees:** ★ Croma ★ Dell



**IMAGES Most Admired Retailer of the Year: Entertainment**



Cinépolis currently has 55 operational centers across 31 cities pan India. In 2017-18, Cinépolis recorded retail sales of ₹826 cr resulting in turnover growth of 17 percent. The same store sales growth increased by 15 percent whereas the sales per square feet growth also increased by 11 percent. In June 2017, Cinépolis became first Cinema company in India to launch Centralised Distribution center catering all their cinemas.

**Received by:** Amit Garg, Head-Business Development, Cinépolis India

**Presented by:** Santosh Kumar Pandey, Head, R City Mall

**Nominees:** ★ INOX ★ PVR ★ Smaaash



**IMAGES Most Admired Retailer of the Year: Beauty & Wellness**



Natural Salons currently has 562 centres across 350 cities pan India. In 2017-18, the brand witnessed a turnover growth of 33 percent. The retail space growth by 9 percent whereas same-store sales growth increased by 25 percent. Natural took the market by storm by introducing ₹1 haircut, which saw a great traction in terms of new footfalls.

**Received by:** CK Kumaravel, CEO, Naturals Salon & Spa

**Presented by:** Shibu Philips, Business Head, LuLu Mall

**Nominees:** ★ Enrich Salon ★ JCB Salons ★ VLCC





**IMAGES Most Admired Retailer of the Year: Turnaround Story**



Croma currently has 110 stores across 20 cities in India. Croma marked a profitability of ₹16.6 cr in FY18 compared to a loss of ₹55.5 cr in FY 2017. The brand recorded retail sales of ₹3764 cr with a turnover growth of 11 percent. The retail space growth increased by 16 percent, whereas the same store sales growth increasing by 13 percent. The footfall percentage in the Croma stores also increased by 5 percent.

**Received by:** **Raj Gopal Iyer**, General Manager -Marketing & Team, Croma  
**Presented by:** **Ravi Pratap Singh**, Head-Leasing, Gaursons

**Nominees:** ★ Magson Fresh ★ Neeru's ★ Parx



**IMAGES Most Admired Retail Launch of the Year**  
**PROJECT EVE**

Project Eve, the only large format woman conceptualised experiential store by Reliance Retail the only large format women experiential store by Reliance Retail has every product under its roof which a woman can think of. The store has special features such as Personal stylist, salon services; Curated collection; focusing on Women Empowerment. Launched in June 2017, Project Eve currently has 11 outlets. The retail turnover of the brand was ₹35 cr with average sales per square foot being 1100 spsf.

**Received by:** **Amit Singh**, Manager-Operation & Team, Project Eve  
**Presented by:** **Naresh Aggarwal & Suresh Anand**, Director, Pratham Group

**Nominees:** ★ Daniel Wellington ★ KLM Fashion Mall ★ Pizza Hut ★ Shoppers Stop ★ SPAR



**IMAGES Most Admired Retailer of the Year: Kiosk/ Express Formats**



The Thick Shake Factory currently has 76 outlets in 13 cities across India. In 2017-18, the brand recorded ₹46 cr of retail sales witnessing a turnover growth of 311 percent. The retail space growth percentage increased by 204, whereas the same store sales growth increased by 30 percent.

**Received by:** **Ashwin Mocherla**, Co- Founder, **Mrityunjai Mocherla**, Branding and Marketing Specialist, **Muffaddal Kanchwala**, Franchise Manager, The ThickShake Factory

**Presented by:** **Samir Kuckreja**, Founder & CEO, Tasanaya



Wow Momo currently has 190 stores in 11 cities across India. In 2017-18, the brand recorded ₹95 cr of retail sales witnessing a turnover growth of 58 percent. The retail space growth percentage increased by 33, whereas the same store sales growth increased by 19 percent. Wow Momo's valuation increased to ₹230 cr from ₹100 cr in 2016-17.

**Received by:** **Nilesh Gautam**, AVP - Operation; **Raj Kumar**, Manager - Operations; **Vishnu Reddy**, Vice President - Operations; **Indranil Banerjee**, AVP Business Development, Wow! Momo  
**Presented by:** **Samir Kuckreja**, Founder & CEO, Tasanaya

**Nominees:** ★ Magson Fresh ★ Neeru's ★ Parx ★ Daniel Wellington ★ Reliance Jewels

**IMAGES Most Admired Retailer of the Year: Customer Relations (Hyper/ Super Market/Convenience Chain )**



To boost membership, Spencer's crafted customised offers with special POPs for easy identification of the loyalty programme. The frequency of members increased from 2.3 visits per month to 2.5. The sales contribution of the members increased by 22%. Spencer's witnessed: • Loyalty Count: 22.4 Lakh+ • Added last Year: 13.9 Lakh • Loyalty club sales as % share of total sales: 62 percent • Average transaction value of loyalty club members: `1000 • Investment in CRM programme: It involved no additional cost in FY 17-18.

Received by: Team Spencer's

A TATA and TESCO Enterprise



Star Bazaar's loyalty pop-up installations at cash-tills incentivized cashiers to enroll customers. Each new customer gained incentives on next purchase. Loyalty penetration increased by 9 percent whereas retention rate saw an increase by 3 percent (Like for like stores). Conversion of customers from opportunity to loyal increased by 3.7 percent. • Loyalty Count: 17 Lakh+ • Added last Year: 13.9 Lakh • Loyalty club sales as % share of total sales: 97% • Average transaction value of loyalty club members: ₹2570 • Investment in CRM programme: 65 Lakh

Received by: RA Shah, Head -Property & Team, Trent Ltd,

Presented by: Harsh Bansal & Kawal Kumar, Director, Unity Group

Nominees: ★ Magson Fresh ★ Neeru's ★ Parx ★ Being Human ★ Cinepolis ★ Pantaloons  
★ Kaya Clinic India ★ Tanishq ★ Titan EyePlus ★ Tommy Hilfiger



**IMAGES Most Admired Retailer of the Year: Employee Practices**



Landmark Group is rated as a thoughtful company that cares for its people. The group rolled out 'Landmark Happiness Movement' which engaged over 20K employees, across 400+ stores and offices to build a great workplace culture by encouraging happiness, focusing on new HR policies and improving existing ones. 'Yellow Days' was introduced every month to encourage collaboration in teams, a reiteration of values, to provide a break from daily employee routines. 'Happy Clubs' to encourage employees to pursue passions outside of work. Landmark Discount Program was introduced to extend the privilege to employees outside retail stores.

Received by: Nimish Shah, President, Operations - East & West Region; Aditya Kothari, DGM, Marketing - West Region; Savio Nunes, Senior VP, Retail Operations, Lifestyle

Presented by: Pankaj Renjhen, Chief Operating Officer, Virtuous Retail



At Puma India employees are kept engaged at all levels. It has been recognised as 'Great Place to Work' consecutively for 2 years. The company conducts activities from time to time to keep their employees engaged and happy. In 'Puma Sports League', the employees are divided into 4 houses and competed against each other by playing 12 sports throughout the year. Puma also encourages the fashionistas in their Style Police program.

Received by: Rajib Deb, Regional Sales Manager - West; Vishal Rai, Area Retail Manager - West, Puma

Presented by: Pankaj Renjhen, Chief Operating Officer, Virtuous Retail

Nominees: ★ Cinepolis ★ Kabhi - B ★ Kaya Clinic India ★ Malabar Gold ★ SPAR  
★ Spencer's ★ Tommy Hilfiger





**IMAGES Most Admired Innovative Retail Concept of the Year**



Surrounded by diverse design stories, Anantaya is the thread that holds the pearls of crafts, culture, tradition and people together. Located in Narain Niwas Palace, Jaipur, Anantaya is a Contemporary structure with strong historical context. The special feature includes:

- Modular shelving, lighting and the architecture itself.
- Custom made hardware
- Innovative concept that has sustainability at heart. The reason it is a popular venue for events.

**Received by:** *Rajesh Jain & Team, Anantaya*

**Presented by:** *Rajendra Kalkar, President- West, The Phoenix Mills Limited*



Croma Gadgets of Desire, is a first-of-its-kind premium format with curated, innovative, unique tech products. The store has innovative in-store concepts with exceptional customer engagement and tech-savvy approach. The features include:

- Unique interactive touch-based “Sound Experience Zone” allows customers to indulge in world of music by playing & comparing 90+ speakers through audio kiosks at finger touch.
- Endless Aisle, a ‘wider than store’ approach enables consumers to access the entire range and capabilities of a full-fledged Croma store.
- Ability to browse, compare, select & purchase from entire Croma range via multiple interactive screens.

**Received by:** *Raj Gopal Iyer, General Manager-Marketing & Team, Croma*

**Presented by:** *Rajendra Kalkar, President- West, The Phoenix Mills Limited*



**SHINGORA**

Shingora’s mobile shop pop-ups and trunks make them distinguished from other concepts. Keeping the concept of minimalism, clean lines along with fluidity, the Pop-Ups carry out over 40 products with a variable number of concepts and displays at a time. The detachable accessory integration in this concept has been an added value to this concept due to the scope of creating and innovating a new look each and every time.

**Received by:** *Swatantra Raghuwanshi, Business Head, Shingora*

**Presented by:** *Rajendra Kalkar, President- West, The Phoenix Mills Limited*



**Can't Stop Playing**

SMAAASH rebranded all its F&B outlets/bars inside SMAAASH centers as ‘Pub Exchange’, to gamify F&B and stay true to the brand tagline of ‘Can’t Stop Playing’. The entire bar was designed to simulate stock exchange, with proprietary software and trading servers. The pub was lined with LCD screens, LED tickers and the legendary stock market ‘gong’ all of which added a ‘traders’ charm to the concept. Customers traded via an app/ viewed the price fluctuations live at the venue.

**Received by:** *Abhishek Agarwal, Head of Marketing; Siddharth Jain, Head of Business Development, Smaaash*

**Presented by:** *Rajendra Kalkar, President- West, The Phoenix Mills Limited*

- Nominees:** ★ Ancestry (Future Style Lab) ★ Home Centre (Lifestyle) ★ Project Eve (Reliance Retail) ★ Raymond ★ SPAR ★ The Irish House (TFS) ★ W ★ Wills Lifestyle ★ Wishful - Fixtures

**IMAGES Most Admired Retailer of the Year: Store Design & VM**



*Dilli Street, a 340 sq.mt. joint by TFS Travel Food & Retail company serves a gamut of cuisines in a concept which is unique in an airport. The food court set up is inspired by Wall Art, Arty Tiles, Dhaba-style Lit Ceiling, Quirky Furniture, Buffet & Live Counters. Graphics explore Juxtaposition of food shots, signage graphics and jali-work from Delhi streets.*

**Received by:** *Yusuf Khan, GM, Business Excellence, Travel Food Services*

**Presented by:** *S Raghunandan, Bhartiya City Centre*



*Lifestyle each store has its own set of unique features. Layouts are fluid to adjust to the changing emphasis and business- across categories. Brand changes and category swaps can be made without heavy capex expenditure or loss of trading hours. Top 4 initiatives that helped Lifestyle in building an exciting/ seamless fashion destination are Kinetic technology, Like button, Digital screens and Self-Checkout counters.*

**Received by:** *Nimish Shah, President Operations - East & West Region; Savio Nunes, Senior VP-Retail Operations, Lifestyle*

**Presented by:** *S Raghunandan, Bhartiya City Centre*



*Neeru's store implemented Omnichannel strategy by going online from touch screen to mobile shopping. The stores provided*

- 1000 sq.ft. for 1000 select pieces
- Brushed metallic surfaces on both store exterior and interior.
- Handmade fixtures, vintage props, waterfall, weaving machine Silk
- Retail environment stimulates all five senses to encourage curiosity, wonder excitement and confidence for long-term loyalty and increased sales.
- Gaint LED Screen on store elevation. 3D History wall and window display, e-catalog, Touchscreen shopping

**Received by:** *Asim Khan, Head-Marketing, Neeru's Ensembles Pvt Ltd*

**Presented by:** *S Raghunandan, Bhartiya City Centre*



*Pizza Hut transition from erstwhile Pizza Hut dine-in stores to Fast Casual Deliveries (FCDs) has been tastefully designed with a contemporary layout. Big glass windows and doors, allow light to fill the stores, adding to the story of freshness. The design has been tailored focusing on the youths in order to create an amalgamation of food and ambiance. This helped in reducing investment in the asset by 30-40 percent. Red colour has been effectively used to off-set against shades of grey and black, giving a modern yet edgy look to the stores.*

**Received by:** *Team Pizza Hut*

**Presented by:** *S Raghunandan, Bhartiya City Centre*



## SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop's "PUJOR BAZAAR 2017" display was inspired from the Bengal convergence of emotion, culture, love of life, warmth of being together, joy of celebration, pride in artistic expression and devotion to goddess DURGA. A mammoth 7 ft handcrafted Durga face with terracota horses painted in gold & dressed in maroon lace welcomed customers. Terracota theme well executed to showcase traditional Bengal & promote Bishnupur artisans. All materials specially designed for SS by artisans & transported from the village to the city stores.

**Received by:** Raman Gupta, Business Head, B&M; **Bembem K**, Category Visual Merchandiser; **Aeishvarya Dhingra**, Category Visual Merchandiser; **Shilpee Sharma**, Head, Design, Shoppers Stop

**Presented by:** S Raghunandan, Bhartiya City Centre



W's Festive Drama, MF'17 began with a rotating window, which communicated that the season would be different at W. It featured elements like a swirl, that indicated a revolutionary uprising in festive dressing and symbolizing the new collection. Lamps and motif-inspired hangings brought a rich touch to look and feel of the season; the gold clearly suggested a celebratory feel; colours and patterns indicated essence of design in festive drama. Window display provoked onlookers' imagination, curiosity. W's Monsoon Festival Concept was well executed with minimal elements and yet catchy.

**Received by:** Pulkit Sood, BD-Head; **Jayesh Savla**, ASM-West, TCNS Clothing Co Ltd

**Presented by:** S Raghunandan, Bhartiya City Centre



**Nominees:** ★ Daniel Wellington ★ Deal Jeans ★ Kaya Clinic Jayanagar ★ KLM Fashion Mall ★ Pantaloons ★ Pepe Jeans ★ Shingora ★ SPAR ★ Tommy Hilfiger ★ Wills Lifestyle

## IMAGES Most Admired Retailer of The Year: **Marketing & Promotions**



Kaya Clinic introduced Google Search Video Campaign as they wanted to engage with digital audiences through a series of videos by taking a clutter-breaking, edutainment approach. The brand saw an increase in the hair care category leads by 41 percent as compared to the duration prior to the campaign. The brand channeled the customer engagement programs suitably and aggressively and received unprecedented growth. There were over 1 million views of the campaign. This resulted in an unexpected growth of over 53 percent in the hair care category as compared to the previous year.

**Received by:** Saurabh Kumar, AGM Marketing and Promotions, Kaya Limited

**Presented by:** BS Nagesh, Founder, TRRAIN



Manyava's Naye Rishte Naye Vade campaign featuring Virat Kohli & Anushka Sharma was launched across media platforms - TV, cinemas across India, digital & social media channels, outdoor & print. The campaign gained attraction all over due to the celebrity pairing and added more visibility to the brand whirlwind across the nation and on social media. As a result, Manyavar got 1.3 plus followers on Facebook, 4000 plus followers on Twitter, 20 lac plus unique customers in the mailing list. The campaign was a super hit and resulted in high footfalls and increase in revenue. It also saw 29 percent rise in the franchise enquires.

**Received by:** Kumar Saurabh, Chief Business Officer; **Avijit Dhar**, AVP Marketing, Vedant Fashions Pvt Ltd

**Presented by:** BS Nagesh, Founder, TRRAIN





Pepe Jeans London effectively used social media to get the desired result. #MadetoCreate campaign featured Bollywood actor Sidharth Malhotra live on Pepe Jeans' social media platforms. Simultaneously, India's top fashion bloggers and influencers also posted about their experience. The activity alone garnered a cumulative social media reach of 7.5M across Pepe Jeans' Twitter 920.5K), Facebook (25,87,520) and Instagram (36.7 K). Moving away from vanilla advertising, the brand incorporated huge digital walls showcasing the campaign video.

**Received by:** Himanshu J Pant, Assistant General Manager - Distribution, Sharad Nigam, Assistant General Manager - Retail, Manish S Kapoor, Director - Sales, Pepe Jeans London

**Presented by:** BS Nagesh, Founder, TRRAIN



DANIEL WELLINGTON

Daniel Wellington introduced social media influencer marketing by using Instagram as the main tool. They collaborated with 300+ bloggers/influencers, TV celebrities, Life Blogger, Food to promote the brand on social media. By using influential marketing as the main tool of promotion, brand reached more than 30 million followers till March 2018. Collaborated with Parineeti Chopra, Kartik Aaryan, Nidhi Agrawal, who have 20 MN followers combined.

**Received by:** Sander Van Der Stroom, Director Operation India; Nadeem Ahmed, Retail Real Estate Manager India, Daniel Wellington

**Presented by:** BS Nagesh, Founder, TRRAIN



Brand Factory revolutionised the market by introducing 'Free Shopping Weekend' which was India's first ever ticketed retail promotion. The campaign contributed 10 percent of the brand sales. The brand also did full-fledged digital marketing mix including interactive quirky ads on Facebook, Instagram, Google, Yahoo and mobile apps. They also did a partnership with fashion influencers and ScoopWhoop, East India Comedy etc. Brand factory supported by ATL also did print jackets ads and outdoor activities in key markets and National Tv. The super hit campaign generated a massive increase in footfalls and profit in just 5 days.

**Received by:** Chandan Kumar, Senior Manager, Partner Brands; Lucky Choudhary, Deputy Manager, Sports Brand; Sohel Dalal, Digital Marketing Manager; Mitesh Maharaj, Senior Manager, Marketing; Manoj Singh, Senior Manager, Non-Apparel Brands, Brand Factory

**Presented by:** Rajneesh Mahajan, CEO, Inorbit Malls



- Nominees:** ★ Being Human ★ Reliance Jewels ★ Pantaloons ★ SPAR ★ Puma ★ Lifestyle ★ Neeru's ★ Smaaash ★ Tommy Hilfiger ★ Calvin Klein ★ Cinepolis ★ Reliance Digital ★ Only ★ Jack n Jones ★ W ★ Star Bazaar ★ Spencer's ★ TFS ★ Cover Story ★ Star Bazaar ★ Max Fashion ★ Project Eve

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# IMAGES RETAIL TECHNOLOGY AWARDS 2018

**T**he IMAGES Retail Technology Awards (IRTA 2018), which were held on September 5, 2018 at Hotel Renaissance in Mumbai; celebrated some of India's most outstanding achievements in retail. IRTA honoured excellence in digital innovation and implementation in the retail industry.

The categories were designed to ensure that not a single out of the box idea went unnoticed. The awards were rolled out highlighting the key aspects of retail operation- customer experience, innovation and excellence in operations.

**Method:** The entries underwent an extensive research and evaluation process designed to determine winners in truest sense of the term.

**Data collation and Validation:** The entries were scrutinised and validated with respect to the applications and data supporting that are received, in accordance with the pre-determined set of rules and regulations.

**Online Entry Forms:** The entry forms were available online both for the retailers and the service providers.

**Jury Process:** All entries were first scrutinised by an independent jury that shortlisted the top entries in each category. A final jury then reviewed then shortlisted entries and determined the winners.

**Jury Panel:** *Arun Gupta*, Consultant, Praxis Home Retail Ltd. (a Future Group company) and Managing Partner & Director, Ingenium Advisory was the Chairman of the jury. The other members in the panel were *Amarinder Singh*, Chief Involvement Officer, CIO Association of India; *KRC Murty*, Experienced BFSI IT Professional; *Kamal Goel*, Senior Vice President, Information Technology, *Anand Rathi*, Financial Services Ltd.; *Rahul Mahajan*, Group CIO, Lodha Group; *Ritu Madbhavi*, CIO, FCBulka; *Sabyasachi Thakur*, CIO, Parksons Packaging Ltd.; *Suresh Iyer*, CIO, Blue Star Ltd.





**IMAGES Most Admired Retailer of The Year: Loyalty Program Implementation**

★ **Big Bazaar Profit Club-FuturePay** ★

*Big Bazaar's Profit Club Loyalty programme is a first of its kind in offline retail as it integrates all loyalty programs within Future Pay. It is India's most convenient digital wallet to shop across Future Group outlets such as Big Bazaar, Brand Factory, Central, fbb, Food Bazaar & Ezone. It also allows users to manage all your loyalty accounts at their fingertips.*



*Nominees:* ★ Metro Shoes ★ SPAR ★ Spencer's



**IMAGES Most Admired Retailer of The Year: Payment Project Implementation**

★ **INOX** ★

*INOX's Payment Solution was deployed across 127 properties pan-India in a phased manner beginning October 2017. Using a Rules-based engine, technology enables dynamic optimization of both the speed and reliability of transaction processing - by pro-actively scanning multiple available acquiring bank networks whenever a new credit/debit card transaction is swiped on an EDC terminal. Overall Transaction Success Rate for Oct 2017- Mar 2018 touched 99.17 percent, against the norm for Transaction Processing Reliability in a high transaction retail environment, which is 85 percent.*



*Nominees:* ★ Home Centre



**IMAGES Most Admired Retailer of The Year: Mobile Technology Implementation**

★ **Food Box** ★

*At VR Bengaluru, Foodbox 2.0 was envisioned to challenge the status quo in orthodox Food courts in malls & leverage technology to bring disruption. The key initiatives were a Cash Card-based Foodbox System, Virtual e-VR Bengaluru, Free Wi-Fi & Promotions.*

*The mall succeeded in delivering queue-less, cashless, hassle free & personalised dining experiences and in addition, tenants were able to showcase products, offerings & buzz using the mobile app and give customers a sneak peek of the Omnichannel experience at the mall.*



*Nominees:* ★ Burger King ★ Lenskart ★ Wishbook



**IMAGES Most Admired Retailer of The Year: Enterprise Solution Implementation**

★ **Pantaloons** ★

*Pantaloons deployed an end-to-end digital transformation, including digitisation of vendor to store process and warehouse processes using a mix of technologies -- Cloud Services, Mobile Apps, SAP and SAP-EWM using Design Thinking as process with focus on internal customers and Vendors.*



*Benefits were across the chain, including significant 80 percent reduction in store inward process, 100 percent warehouse in-bound and outbound operation on HHT eliminated need for manual working, Box-In Box-Out Process for faster turn-around, Real-time delivery monitoring between Vendor to Warehouse and higher sustainability – there was a 25 percent reduction in documents printed at warehouse and sent to store.*

Nominees: ★ Raymond



**IMAGES Most Admired Retailer of The Year: Digital Marketing Campaign**

★ **Big Bazaar** ★

*Big Bazaar partnered with Facebook India to broadcast continuous 24 hours of LIVE video content. The two objectives of creating the first ever 24 hours Facebook LIVE event coupled with entertainment were:*



1. To create the biggest 'ONLINE to OFFLINE' campaign
2. Anyone who watched the event and communicated with the brand by giving a miss call would get an offer coupon from Big Bazaar in return.

*The coupon could be redeemed in stores for next two days. Big Bazaar gave away 1.1 Lakh coupons with redemption rate of 63 percent, and an average ticket size twice that of regular Big Bazaar customers.*

Nominees: ★ Inox ★ Metro Shoes



**IMAGES Most Admired Retailer of The Year: In-store Technology Deployment**

★ **Soch** ★

*Soch innovated a multi-tier display system linked to current store inventory, and running centrally monitored relevant content across the chain in real-time. Soch's high street stores run large video walls on the external façade where it is the most impactful in drawing footfalls, while mall stores run portals to give mall consumers a glimpse of what's available in store.*



*The chain developed a customised software to feed content only linked to product currently available in store. Also, content was optimised so that the storage and transmission costs were minimised and it could be effectively transmitted across the chain's MPLS network.*

Nominees: ★ Dell ★ Spar



**IMAGES Most Admired Omnichannel Retailer of The Year**

★ **SPAR** ★

SPAR's Omnichannel model includes the online ordering platform [www.sparindia.com](http://www.sparindia.com), Mobile App, Digital Kiosk (Endless Asile), Food truck-SPAR at your door steps, Market place and Neighborhood Store.



As seen at SPAR, the deployment of Omnichannel solutions with store inventory is a revolutionary trend in Retail. The benefits of these solutions at SPAR were well quantified, through significant Sales Uplift, Store Readiness, Information Availability and higher Customer Satisfaction resulting in higher sales and ticket sizes.

Nominees: ★ Being Human ★ Celio ★ Lenskart



**Special Jury Award for Excellence in Technology Innovation**

★ **Travel Food Services** ★

At a Frshly outlet in Kolkata, Mumbai, Pune or Chennai Airports, you can order, pay for and receive a hot meal in 90 seconds, thanks to Frshly's unique concept which eliminates the waiting time for a meal using a patented technology. The delivery is based on 3 pillars.



First, leading favourite local restaurants are roped in to provide a range of cuisine cooked and packaged for specific meal timings. These meal packs are bar coded and stacked into an automated outlet at the airport departures brought to the travel locations by TFS. Second, customers select their meals and place their order through a digital interface at the counter. Third, a robotized system automatically searches for the selected meal by reading the bar codes, retrieves the corresponding meal pack, heats it up and serves it - all in just 90 seconds.



**IMAGES Most Admired CIO of The Year powered by**



★ **Sandeep Mistry, Head IT, Pantaloons** ★

Sandeep Mistry considers himself fortunate to have acquired vast cross-sectoral experience - from pharma to manufacturing to FMCG and retail in his long career. His philosophy has always been to 'keep things simple'. At Pantaloons, he feels proud to have part of a team that has executed a remarkable transformational journey of end-to-end Digitisation -- from vendor to Store Process and Warehouse Processes using a mix of technologies including Cloud Services, Mobile Apps, SAP and SAP-EWM, and using Design Thinking as process with focus on internal customers and vendors.



Nominees: ★ Chirag Boonlia, Chief Technology Officer, Virtuous Retail ★ Jitender Verma, CIO, INOX Leisure Ltd. ★ Kiran Komatla, Vice President (Head IT), Burger King India Pvt. Ltd. ★ Sunil Nair, CIO - SPAR India, Max Hypermarkets

# IRF 2018: India's Retail Realty 3.0

– By IMAGES Retail Bureau

**IRF 2018 introduced three parallel conference tracks viz Retail Roulette – Trends, Strategy, Brand Building, Profitability, Expansion – a Retail Real Estate Track and The Tech Leap in form of the India Omnichannel Forum...**



▲ From L to R: Ashish Goel, Urban Ladder; Aymeric Lacroix, Swarovski; Rajiv Suri, Shoppers Stop; Ramanathan Hariharan, Landmark Group (Dubai) and B S Nagesh, TRRAIN

India Retail Forum (IRF) 2018, presented by MAPIC and powered by Future Group, the premier knowledge and networking platform for India's retail industry, celebrated its 15th edition on September 5&6, 2018 at Hotel Renaissance, Mumbai. IRF has evolved over the last 15 years into India's most robust and influential platform for Retail business, with the ardent support of the industry. Suresh Prabhu, Hon'ble Union Minister of Commerce & Industry and Civil Aviation, Government of India was the chief guest for the event.

India Retail Forum is the top choice of the who's who of the retail industry. Key decision makers and exhibitors representing Indian and international brands were instrumental in making IRF 2018, a grand success. The event was organised by REED Exhibitions.

This year, IRF introduced three parallel conference tracks viz Retail Roulette (Trends – Strategy-Brand Building-Profitability-Expansion), Retail Real Estate Track powered by ANAROCK (The football Game) and The Tech Leap (India Omnichannel Forum- Retail Hangar Technology/ Omnichannel/ Digital).

## INDIA RETAIL FORUM: RETAIL ROULETTE

The two day retail forum comprised of panel discussions, research presentations, knowledge presentations, insights and opinions from the industry experts and retail leaders. The sessions were mainly focused on:

- Sustaining Consumer Trends: From Mall to Mobile, Adjusting to New Consumer Habits
- Reshaping Retail Arena: Year of convergence & Global Power Play
- Setting the Strategic Agenda: Getting Fit for Growth

In a One-on-One Session, **Kishore Biyani, Founder and Chief Executive Officer, Future Group**, the doyen of modern Indian retail, said, "Future Group has set a target to be trillion-dollar company by 2047 driven by technology that would capture consumer behavior and data."

"Technology reduces space, time and increases customer interaction. Since we now know the buying behavior of the consumer, our factories will plan their production based on the data. Future Group is currently opening two small stores a day, which will increase it to three small stores a day and then to five small stores a day by next year. This will help us understand the assortment that we should keep and the production that should be undertaken," he said.

Stating that retail was Future Group's religion, consumer the God and stores the temple, Biyani said, "India is a heterogeneous market and unless you get your hands dirty, you will never understand it. As part of engaging the



▲ Kishore Biyani, Future Group with Anuj Puri, Anarock

customers, the group would also explore movies," he said.

Commenting on the retail potential in the country, Biyani said that as India's overall economy rises to \$5 trillion by 2030, it will trigger the consumption economy to \$2 trillion and the per capita consumption of \$2,000 will be a turning point.

Candidly admitting about being ignorant in their early days and also to being lucky in getting away with it, Biyani said, "I want to build into the biggest consumer business that the country has ever seen in less than 10 years with our own distribution."

## REBIRTH OF SHOPPING MALLS

After Kishore Biyani's session, ANAROCK released a Retail Report titled 'Rebirth of Retail Malls: New, Improved and Revitalized.' The report highlighted the coexistence of both e-commerce and brick-and-mortar stores on parallel grounds, giving an edge to e-commerce retail though in Tier II & III cities. The report stated that physical retail needs to undergo continuous and creative changes to maintain its growth pace.

"Nearly 100 million people out of India's 300-400 million-strong middle class currently live in Tier II & III cities," said **Anuj Kejriwal, MD & CEO - ANAROCK Retail**. "This indicates that a significant portion of Indian retailers' target clientele lives in the non-metro cities. In cities such as Jaipur and Surat, household incomes are expected to cross ₹800 billion and 26 other cities will cross ₹400 billion by 2020. Considering the rising purchasing power and the consumption pattern in these cities, the slow deployment

of physical organised retail there is worrisome."

The report warned that the lack of physical outlets is allowing e-commerce to flourish in these towns and cities. This main competitor to physical retail is growing rapidly and is expected to cross US\$ 100 billion of value by 2020. The major share of online shoppers in India includes Millennials (Gen Y) aged 18-35 who currently account for 34 percent of the population. The high purchasing power of this online shopping population is insufficiently

tapped in these cities due to the lack of good quality physical retail spaces.

The report emphasizes on the fact that retailers have several advantages in Tier II & III cities over Tier I counterparts:

- Location charges 30-40 percent lower than in metros.
- Rental values in the range of ₹40-80/sq.ft. in prime locations as against ₹150 -250/sq.ft. in equivalent metro locations.
- Operating costs 30-50 percent lower than in metros



While retail sales density in smaller cities will be lower than in metros, adoption of innovative models and diverse product mixes assures retailers not only of survival in Tier II & III cities but also of steady growth. On a larger scale, the report confirms that the Great Indian Mall Story is alive and growing rapidly. As much as 91 percent of retail sales in the country are driven by brick-and-mortar stores in India.

## URBANISATION: BINDING FORCE FOR OFFLINE & ONLINE RETAILERS

Speaking on urbanisation coupled with digital disruption forces; **Peeyush Bajpai, Director - Big Data Client Solutions, The Nielson Company**, highlighted the retail growth in Tier II & III cities giving credit to urbanisation which has made online and offline retailers to join hands.

"While the population of 2.6 million population of Mazgaon in Mumbai can be compared with Nagpur, the entire Patna city can be compared with Kandivli-Dahisar. Thane, Kalina and Andheri can be compared to Vadodara, Nashik and Meerut respectively. These localities had three times more per capital expenditure in the fast-moving consumer goods than their counterparts compared above, but the digital disruption is fast catching up. While offline and online players are shaking hands, global retail giants like Walmart, Amazon, IKEA are increasingly showing interest in the Indian growth story," he said.

"Decreasing data prices and a ubiquitous mobile penetration is driving the always online consumer with attractive online deals and discounts. Convenience is making mobile the all-pervasive tool, even for payments as 50 percent of all respondents use smartphones to complete payment at a bricks-and-mortar store," said **Anurag Mathur, Partner & Leader - Consumer Goods & Retail, PwC Strategy**.

## PHYGITAL RETAIL

DLF Shopping malls the country's biggest and largest physical market place has announced the launch of India's first ever retail Phygital application 'Lukout'. With the launch of Lukout, DLF Shopping Malls will enter a new realm of digitization, thereby strengthen its foothold in new cutting-edge technologies and retail solutions. This will empower DLF's vision to re-engineer the very definition of 'New Retail' experience, diminishing the boundaries between online and offline retail world.

The Lukout app is a one stop solution that offers highly personalized proximity based engaging content in terms of latest looks, latest trends, real time location based



▲ Pushpa Bector with DLF Team

offers while providing conveniences like one touch parking payment, one touch valet, one touch concierge along with having its own social network for millions of consumers.

**Pushpa Bector, EVP and Head, DLF Shopping Malls**, said, "At DLF Shopping Malls we are constantly innovating to meet and exceed the expectations of the evolved consumer. We

have pioneered and embarked upon our 'New Retail' journey based on the premise of our Phygital strategy, spearheaded by our endeavors of collaborating with strategic partners. This initiative will be instrumental in creating new benchmarks for Indian retail industry while offering unprecedented experience for our consumers."

## RAISING THE RETAIL BAR

In the opening session '*Retail Shark Tank: Retail 3.0 - Raising the Bar in Retail*' experts expressed their views on the following:

- 10 Trends that will disrupt Retail in the Next Decade and 10 lifestyle changes that retail will disrupt in the next decade
- Preserving brand heritage vs making them cool and trendy for Millennials - would Millennials loaded with money buy Burberry and Hermes?
- Too much discounting and frequent sales kill brand prestige - how to balance pressure of increasing Sales and walking the tightrope on the Right Pricing-Promotions-Brand Value Strategy
- Looking beyond the next quarter - fulfilling shareholder and investor expectations quarter to quarter, with an eye on long-term vision and sustainability
- What will it take for Indian brands to acquire international stage - few have done it - Titan, Tanishq, Fabindia, Nalli, Hidesign
- Marketing Adaptation - Lesser Budgets, More Impact: Days of ad blitzkrieg are over - How to capture 10x the eyeballs and consumer interest with 1/10th the budget of expensive TV spots and Full page ads
- Optimising consumption - Creating concepts and products that are made for India, provoking new consumption categories, building a critical mass of market-aligned products
- Retail a mix of science, art and lots of math thrown in to drive a profitable P&L - how a successful CEO can navigate this turf

**Pankaj Agarwal, Director and Head, Microsoft Business Applications** was the lead presenter. The session as co moderated by Namit Puri, Partner & Managing Director, The Boston Consulting Group (BCG).

The panel members included were Khurshid Vakil, Co-Owner, Marina Retail Corporation, UAE; Manjari Upadhye, CEO - Domestic Business, Welspun; Rajan Malhotra, President - Retail Strategy, Future Group; Pushkaraj Shenai, CEO, Lakme Lever; Naveen Jaggi, Chairman - Global Retail Leasing Board & President, Americas Retail Advisory Services Leasing and Capital Markets, JLL; Hemant Sheelvant, Head - Personalisation Technologies in Retail, Robert Bosch Engineering and Business Solutions.

The post lunch session on '*Behind the Scenes- What an Entrepreneur/Founder CEO Goes Through in Setting Up a Venture from Scratch*' was moderated by Shubhranshu Pani, MD - Retail Services & Stressed Asset Management Group (SAMG), JLL India. The panel spoke on various ways to start and scale up a new business, highlighting the factor associated



▲ Sagar Daryani, Wow Momo; Ashwin Mocherla, The ThickShake Factory; Pranav Desai, Cleveland CycleWerks India, Natasha Shah, The Nature's Co.; Nikhil Ranjan, William Penn; Sohrab Sitaram, Keventers; Shubhranshu Pani, JLL India

with the market, demographic and consumer insights. They discussed the challenges needed to be taken care of and also things not to do in early stages to avoid people and resources burnout.

The other point of discussion was on how to decode the funding myth and the media hype around it. The panelists included Pranav Desai, Director & CEO, Cleveland CycleWerks India; Natasha Shah, Founder, The Nature's Co.; Rohan Mirchandani, Co-Founder & CEO, Epigamia (Drums Food); Anuj Rakyam, Founder, RAW Pressery; Nikhil Ranjan, Founder and MD, William Penn; Sohrab Sitaram, Co-founder, Keventers; Ashwin Mocherla, Co-Founder, The ThickShake Factory; Sagar Daryani, CEO & Co-founder, Wow Momo.

The next session- '*How to Curate Shopping for the Consumer of Today: Fusion of Goods plus Experiences to add the next level of Zing to the Complete Customer Journey*'- highlighted on the Stores of the Future and the factors involving around it. The major points of discussion were:

- The Store of the Future: All about experiences, memories and an enchanted outing - product is becoming the side-show now : How to create those cherished experiences
- Re-imagining of the customer journey - slim down, stay relevant and sell more
- Size matters -- and niche (small and personalised) is where retail is headed
- The added zing of taste to overall shopping flavour: Customers who eat during a shopping centre trip spend on average 27 minutes longer in the shopping center / Customers who eat during a shopping center trip spend 18 percent more in overall transactions



- Customer Experience initiatives need a Mindset change – not just rehashing old tricks in the box but completely innovating from ground up – Experimenting is the new Experiential element • How your Product could be a souvenir of an outstanding shopping experience

**Ganesh Subramanian, Founder & CEO, Stylumia** was the moderator of the panel which included Ashish Saxena, Executive Director & CEO, Chili's Grill & Bar; Kaisar Kazi, Senior General Manager, Reliance Industries; Pradeep Hirani, Chairman, Kimaya Fashions; Rafique Malik, Chairman & MD, Metro Shoes; Hemang Bhatt, Co-founder & MD, HAS Juices & South Bombay (a south Indian café) & Director, B Bhagat Tarachand; Anjali Bilgikar, India Partner, HappyOrNot; Chavi Jafa, Head of Commercial Products, India & South Asia, VISA; Virender Pal Singh, Vice President, Intellect Commerce.



▲ Chavi Jafa, VISA; Ganesh Subramanian, Stylumia; Ashish Saxena, Chili's Grill & Bar; Kaisar Kazi, Reliance Industries; Pradeep Hirani, Kimaya Fashions; Hemang Bhatt, HAS Juices & South Bombay (a south Indian café), B Bhagat Tarachand; Virender Pal Singh, Intellect Commerce

After this came the session **'Reimagined! Brick-And-Mortar Businesses – The New Retail Spaces and Store Strategy of Iconic Retailers'** emphasised on the importance of location in redefining the brand. The idea was not to open more and more stores, in order to boost the flagships, but to explore new real strategies and to focus on investing in brick- and-mortar unique experiential moments.

Anurag Mathur, Partner & Leader - Consumer Goods & Retail, PwC Strategy moderated the session which included Mohit Kampani, CEO, Aditya Birla Retail; Mukul Bafana, CEO, Arvind Internet; Abhishek Ganguly, MD, Puma India; Rajesh Jain, MD & CEO, Lacoste; Rohan Jetley, Promoter & CEO, TGI Fridays; Rohan Batra, Managing Director, Fila (Cravatex Brands); Ankur Sabharwal, Country Manager – Value

Business (Workstations, Thin Clients and Retail Solutions, HP; Swarndeep Singh, Managing Director, Logic ERP Solutions.

There was even a session on **'Building Great Brands & Global Ventures – Opportunities and Best Practices for Brands to Grow Globally'** powered by Vinculum. This focused on the customer and the change in their buying behavior. The panel laid important guidelines for the brands to grow globally focusing more on the strategy building to sell in new geographies. The ways for Indian brands to reach International markets and try out the business models which are emerging to enable brands achieve quick go-to markets.

The panelists included Sumeet Yadav, CEO, Longchamp India (DO IT Retail Brands); Uma Talreja, Chief of Marketing & Customer Officer, Shoppers Stop; Mohit Khattar, CEO, Baskin Robbins (Graviss Group); Sachin Jain, President, Forevermark (A part of De Beers); Vishak Kumar, CEO, Madura Fashion & Lifestyle, Aditya Birla Retail; Adam Devey Smith, Managing Partner, One Off – Bentel. The session was moderated by Venkat Nott, Founder & CEO, Vinculum.

The session **'International Retailers in India - Indian Retail Market Overview & Industry Key Facts'** highlighted the right source and partner to find the best strategy to penetrate India. Focusing on established international brands & best experiences, the idea was to discover international retailers looking for expansion in India.

Jayne Rafter, Publishing Director, RLI, UK (World's only global Retail & Leisure magazine) moderated the session which included Vivek Kaul, Head of Retail, Advisory & Transaction Services, Asia, CBRE; Tushar Ved, President, Major Brands; Rajesh Jain, MD & CEO, Lacoste; Pankaj Renjhen, COO, Virtuous Retail; Rajneesh Mahajan, CEO, Inorbit Malls; Damian Hopkins, International Director, Matalan; Khurshid Wakil, Co-owner, Marina Retail Corporation, UAE; Anabel Soares, International Franchise Director, Camaieu; Alex Coombe, Business Development Director UK, Benelux & India, Bo Concept; Levan Tsulukidze, Business Development Director, Tous.

The last session **'Grand Finale: Fireside Chat and Breakthrough Conversation: Breaking the Conventions to Succeed Against all Odds'** focused on what it takes to be an unconventional leader, and how it motivates your team was moderated by B S Nagesh, Founder, TRRAIN; with Shailesh Chaturvedi, CEO, Tommy Hilfiger, Dilip Kapur, Founder & President, Hidesign; Sumitro Ghosh, CEO, Tata Starbucks; Anjan Chatterjee, Founder and Managing Director, Specialty Restaurants; Mukul Bafana, CEO, Arvind Internet forming the panel.

## INDIA OMNICHANNEL FORUM: THE TECH LEAP

The India Omnichannel Forum (IOF) 2018 – the concurrent show at IRF 2018 – featured targeted discussions.

**Prateek Sinha, Industry Manager, Retail & e-Commerce, Facebook India** spoke on the Internet linked mobile usage reshaping the retail business with mobile moving from being a mere technology to consumer behavior.

“Facebook sees rising mobile usage reshaping retail

business with rising influences. By 2020 mobile will drive the majority of all sales but 90 percent plus of these sales will still occur in stores. Mobile is increasingly reshaping the retail business with 2.2 hours per day mobile usage per young adult and 80 percent users using net on their mobile while watching TV. As mobile is disrupting business, media and experiences its influences on sales are on the rise with increasing co-

existence of offline and online retail,” he said.

According to Sinha, influences of mobile on business indicate that a market size of US\$ 66 billion constituting 65 percent of branded sales. “While 76 percent of mobile users explore products, 42 percent use for transaction and purchase. With people wanting experiences that enable expressions, reactions, messengers and Instagram stories are on the rise with traditional brands too joining in to capture the value of personalization. As a result, from a 12 second of an advertising message in the past, consumers now need to connect in 2.8 seconds or the message is likely to get lost,” Sinha said.

The opening Keynote session of the Omnichannel Forum, *Phygital – The Era of Experiential Digital Disruption in Retail*, was moderated by Amit Sharma, Founder & CEO, Narvaro L Subhash Chandra, MD, Sangeetha Mobiles. The panel spoke about the Phygital Vision 2020, emphasizing Phygital as the major shift in digitising the in-store experience to improve the customer journey.



▲ KT Prasad, Zendesk; Pooja Maheshwari Salwan, Ajjia.com; Kunal Joshi, StalkBuyLove.com, Dharmil Sheth, PharmEasy; Stephen Antony Venansious, Awok.com; Kiran Komatla, Burger King; Varun Alagh, Mamaearth; and Rohit Khetan, Ginesys

91 percent of all retail stores are still generated in brick-and-mortar so phygital becomes increasingly important for retailers to focus on. Innovative technologies such as micro-locationing, mobile devices, beacons and the role played by them in getting mass retail ecosystem from current prototype-stage being driven in selected stores by select retailers.

The session *‘Future of Customer Experience - Winning the Customer War in a World of AI, Bots and Automation’* highlighted the trends emerging from consumer behavior point of view

- The growth in terms of consumer touch-points and are we in the midst of a post-digital revolution
- Existing methods and technologies will not be enough to remain competitive in the digital age of the customer. What should companies do to innovate and provide better customer experiences
- How is Machine Learning and Artificial Intelligence transforming Customer Experience? (like chat-bots etc.). Will these technologies replace humans?
- Omnichannel being the most beaten word in recent tech glossary.

The session *‘How AI can transform your customer experience’* powered by Bold360<sup>®</sup> was moderated by Rahul Sharma, Director – Managing Director - India & SAARC,

LogMeIn. The session expressed views on

- How small and medium-sized retailers can compete
- A ‘Step Ahead- New Age of Retailing’ and going a step further than the ubiquitous ‘Big Data Analytics’
- From Predictive to Prescriptive Analytics - how to deploy this into actual meaningful actions which make a difference to the consumer
- A holistic view of brand’s performance - how retailers are deploying their cutting-edge retail analytics to manage Omnichannel data
- Loyalty is not price discounts, its customer experience–Reviving loyalty programs through AI- Personalization, Customisation, Individualisation - every customer is different and a special entity - how AI can manage this at scale
- Re-imagining the in-store Digital Retail Experience
- How retailers are using technology to gain an in-store edge that delivers value to the consumers.
- Engaging customers with personalised and seamless experiences
- What retailers must do to stay relevant to mobile and Millennial shoppers

The session *‘Omnichannel & Beyond - The Era of Unified Commerce: Building an integrated Customer Experience strategy that Inspires Shoppers Trust and Loyalty: Building an Involving, Engaging, Collaborating, and Seamless Interface’* powered by GSOT.

The panelists discussed the creation of a future store integrated with web, social networks and supply chain. To build a connection that matters to the customer throughout their shopping journey due to the increased desire for personalization. Also the focus would remain on delivering valuable and personal experiences in and out of the store.

IOF 2018 concluded with the session *‘Roundtable: Journey to New Retail’* powered by Alibaba Cloud. The lead speaker of the session was Vivek Gupta, Head & Director of Business Development - India & SAARC, Alibaba Cloud was the lead speaker. The other panelists included Harshavardhan Chauhan, Central Head of Marketing &Phygital, DLF Shopping Malls; Ranjit Satyanath, CIO, Infiniti Retail (Croma); Vikram Idnani, Senior VP & Head IT, Reliance Retail; Shirish Kalamkar, General Manager - Information Technology, Major Brands; Sandeep Mistry, Head of IT, Aditya Birla Fashion & Retail – Pantaloons; Nikhil Ranjan, Founder and MD, William Penn; Pawan Sarda, Group Head - Digital, Future Group; Reuben Pandian, Chief Omni Channel & Strategic Alliances Officer, Tata CLiQ; Viji Mishra, Business Head, Genesis Luxury; Mayank Mohan, Director, Mohanlal Sons (Estd. 1881); Ishita Yashvi, Head of Marketing, Forest Essentials; Darpan Kapoor, MD, Kapsons Fashions; Sudip Salgaonkar, Manager – Marketing, Celio\* Future Fashion; Sunil Nair, CTO, Spar India (Landmark Group); Atul Rohan Garg, Head - Marketing & E-commerce & VM, Baggit India; Ranjan Sharma, CIO & Head of Supply Chain, Bestseller (Jack & Jones, ONLY, Vero Moda); Jitendra Mangave, Chief - SAP & Business Transaction Solutions, Future Group India. **R**



# THE THICKSHAKE FACTORY

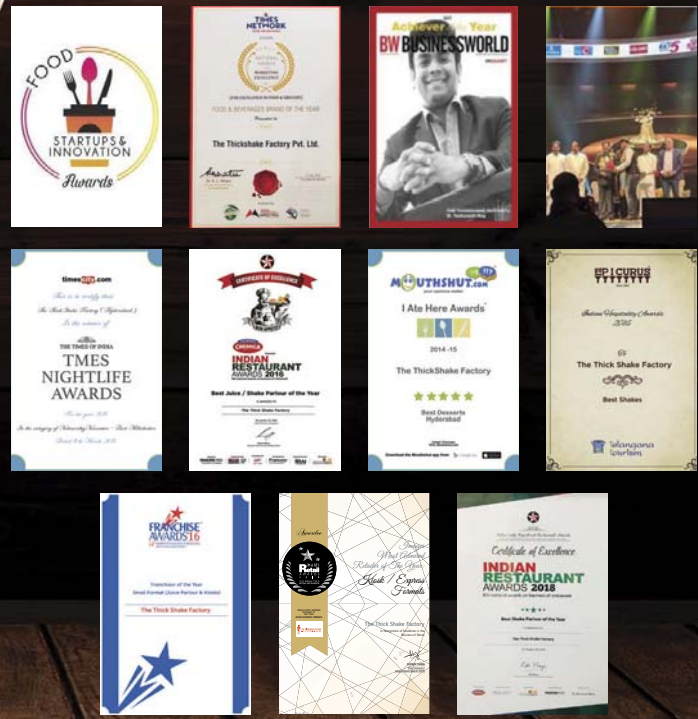
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**D**elhi-based Nysaa Retail Pvt. Ltd, which operates a chain of value retail stores

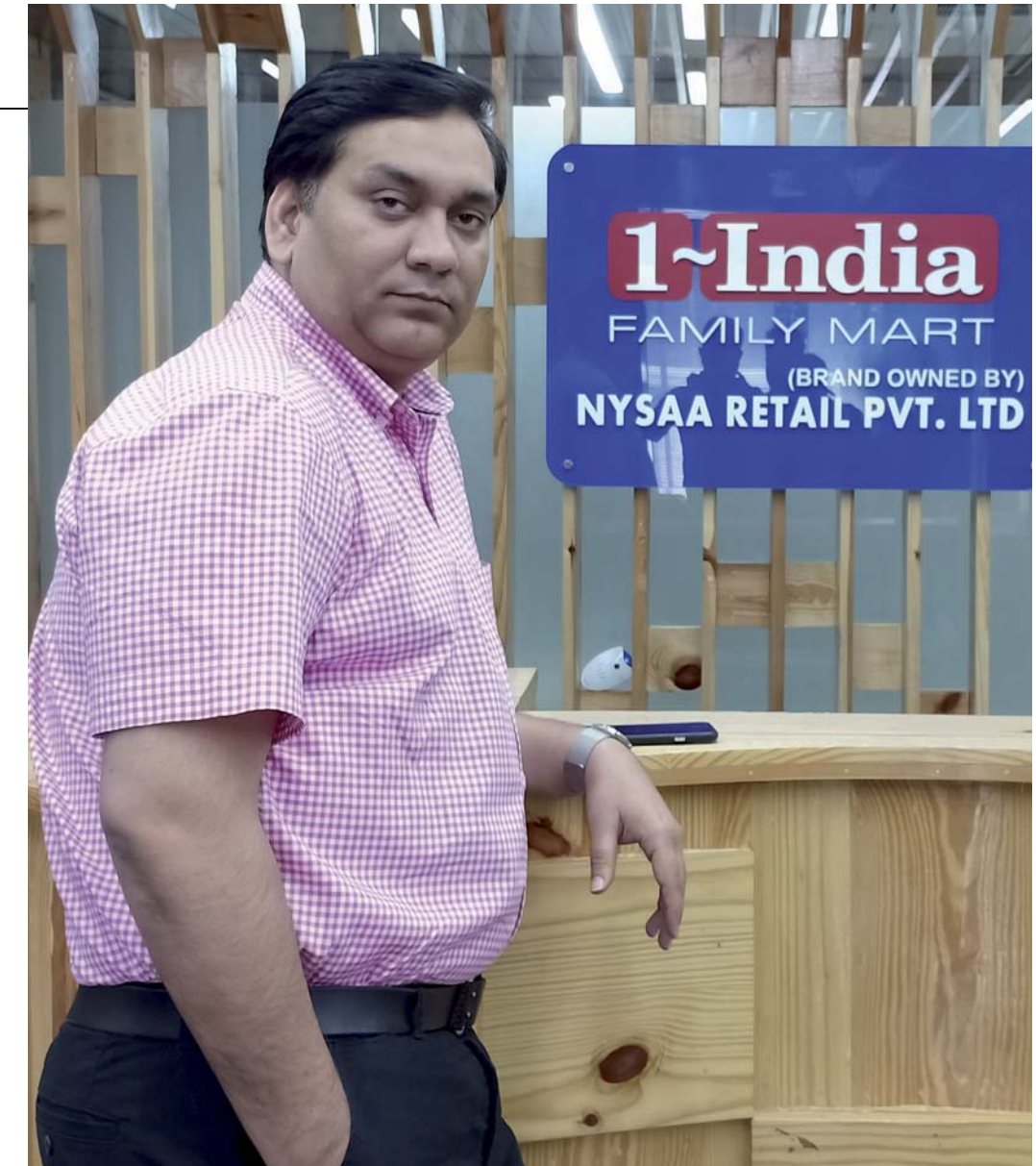
under the brand name 1-India Family Mart across Eastern and Northern India, has stepped up its expansion plans. The fastest growing value retail chain in India plans to invest ₹200 crore and open around 100 stores in the next fiscal.

1-India Family Mart has been consistently proving its mettle as one of the fastest growing value retail chains by providing affordable fresh fashion and general merchandise to its large customer base in Tier II and III cities. With its inception in 2013 and a vision to address the need of 75 percent of the population that resides in the small towns and cities of India, 1-India Family Mart looks to expand and accumulate around 12 lakh sq. ft. of retail space by 2020.

In an exclusive interview with IMAGES Retail, **JP Shukla, Co-founder and CEO of 1-India Family Mart**, talks about the thought behind starting his brand, the work that goes in catering to a small town, lower middle class audience and the company's plans for the future.

**Tell us about 1-India Family Mart.**

1-India Family Mart started in 2013. The major motive behind this brand is to cater to a lower income group and be present in B, C and D towns. Currently, we have 66 stores and they are majorly in C and D towns. It's not that we don't want to come up with A and B towns, but C and D



# 1-India Family Mart: A Big Deal in Small Towns

– By Surabhi Khosla

**Value retail store 1-India Family Mart has pioneered the concept of meeting profits by virtue of large scale reach and unique target audience segmentation, while maintaining quality at extremely competitive and affordable prices...**

towns are our primary focus areas, coming up to B in later stages. Initially we were more present in eastern UP – we are there 12 districts of Bihar and 8 districts of Jharkhand, we have a store in Chhattisgarh and we're coming up in 2 more there. We have a store

in Uttarakhand and we are planning to expand to the Northeast as well, before the Puja season starts. The initial idea is to cover prominent districts – UP, Bihar, Jharkhand, Assam and Chhattisgarh. We are planning on expanding to 100 stores in

these districts in the next two years and then we will think of expanding to other districts in the periphery.

We've already opened 66 stores in FY 2017-18. We plan to be 80 store-strong before Diwali 2018 and by the end of 2018, we aim to hit the 100

store mark. Stores can vary between 7,000 – 10,000 sq. ft. with the average store size being 8,000 sq. ft.

We specialize in apparel for men, women and kids, which makes up 80 percent of our business. Apart from this we have lifestyle products, accessories, home furnishings and household products that give us the other 20 percent of our revenue.

**What's your location strategy?**

Since we cater to the lower middle class category, we try and open stores in areas which already have some footfall. We try and enter markets where we are first or second movers at the most. We try and give people some sort of an experience in these places – more than just shopping.

Take for example our store in a remote place in UP called Balrampur. Our store is – believe it or not – the only recreational centre there. People come to our store at the end of the day to relax and we are trying to build on this experience by creating activities around special days like Valentine's Day. The ticket size is very small here.

**Who's your target audience and in this TG, how important is customer satisfaction in each group?**

Our target audience is lower middle class, whose average monthly take home is between ₹5,000 to ₹25,000.

It's very important – as important as when you would be targeting a high income group. We train our staff to ensure that our customers are a pampered lot and we were one of the first retailers to train our retail associates to look after all needs of



**INDIA IS NOT INDIA, IT IS ACTUALLY BHARAT AND THE PERIPHERY WHICH WE TARGET, AND INTERNET IS STILL NOT VERY WIDESPREAD, SO INTERNET SHOPPING WILL COME 15-20 YEARS DOWN THE LINE. WE DON'T WORRY ABOUT ONLINE COMPETITION FOR NOW.**

consumers. Shoppers in C and D towns are a more confused lot, so they probably need more convincing and indulging than others in A towns to come and shop.

**What are the marketing strategies that you need to employ to bring in consumers?**

We do everything we need to do – from door-to-door

pamphlets, targeted ads in print media, lucky draws, automobile pastings, hoardings. Ultimately, our marketing is not a very costly affair as compared to A towns or B towns, so we try and bombard the customer from all possible mediums. One of our most effective marketing campaigns has been scratch coupons which provide cashback – we activate this

whenever there is a dull season and we find that this has done very well for us.

**Tell us about your business model. How does your supply chain work?**

The concept of 'Value Retail' has been successfully cracked by 1-India Family Mart by catering to the aspirational and pocket-friendly requirement of the buyers, bringing high street designs at affordable prices for the multitude.

As far as work goes, we have a centralized sourcing model. We source from different manufacturers throughout India. All the material finally gets accumulated at our central warehouse which is in Gurgaon and then shipped to our stores with the aid of a fleet of which we have contracted.

Since we have a huge vendor base – almost 600 – which creates lines for us every day, we don't even have to worry about outdated fashion as everything is already updated. These vendors are creating, innovating and finding the latest trends in the trade and then supply to us. We create visibility of their products through our stores in a short period of 40-45 days.

**What's your pricing strategy?**

We work on an open costing model with the vendors, wherein the vendor has to present his costing and we price our products accordingly so that the vendor gets his share and we make a profit too.

Our business is purely price driven – not driven by fashion aspirations, hence we're very conscious about pricing. We need to study data and figure out which are the best price points to sell our products at.



**Internet penetration has increased in Tier III & IV towns giving them access to clothes via e-commerce. How do you counter the heavy discounting e-tailers have to offer?**

To be precise, even if you look at established markets of the world, the e-commerce penetration is not beyond 4-5 percent. India has a long way to go. Aside from that, India is not India, it is actually Bharat and the periphery which we target, and Internet is still not very widespread, so Internet shopping will come 15-20 years down the line. So, we really don't have much to worry about in terms of online competition for now.

**How much are you planning on investing in your business over the next year?**

We have recently raised close to US\$ 7 million from Carpediem Advisors Pvt. Ltd - the company's first and

**1-INDIA FAMILY MART STARTED IN 2013. THE MAJOR MOTIVE BEHIND THIS BRAND IS TO CATER TO A LOWER INCOME GROUP AND BE PRESENT IN B, C AND D TOWNS. CURRENTLY, WE HAVE 66 STORES AND THEY ARE MAJORLY IN C AND D TOWNS.**

only external funding round since it was founded - and the majority of this money will go towards expansion. Apart from the 50 new stores that we are eyeing, we want to invest in technology, CRM, warehousing and store front training.

**What kind of technology are you thinking of investing in?**

I heard a lot of about social media and the importance of engaging people at the India Fashion Forum 2018.

While net connectivity is low, everyone is certainly on Facebook and Whatsapp in the regions that we cater to and we want to invest in campaigns on both these mediums to engage audience.

**Tell us about your CRM.**

We already have more than 20 lakh registered customers. In as far as CRM goes, the main task is figuring out what these

lifestyle changes required by their consumers. So far, we have already implemented this in 35 stores and aim to further gain competitive insights regarding our customers' frequency of visits, buying behavior, instant preferences and repetitions via Big Data.

We also don't have a loyalty program as of yet, but we are looking to start one this year certainly.



consumer's need, what they are buying and offer them personalized services, so we can serve them better. This is the kind of technology I want to invest in.

Currently, 1-India Family Mart works to analyse data insights accumulated from our customer's buying habits and trends. These insights then give way to a unique growth strategy by anticipating the fashion and

**How much revenue are you targeting in the next one year?**

We closed FY2017-18 at ₹250 crore and we are hoping to touch a top line of ₹500 crore in net revenue by 2019. More stores have translated into significantly higher revenue, which has grown at a steady clip and 1-India Family Mart has been profitable for three years running. 

# Junction Mall to Set Up of Interactive Mediums of E-Portals

– By IMAGES Retail Bureau



**The young generation is shopping and demanding both fashion and quality along with value for money. Junction Mall is an excellent effort to meet these expectations and demands of consumers...**



In an exclusive interaction with IMAGES Retail, **Arijit Chatterjee, COO, Junction Mall Durgapur**, talks about the innovations Junction Mall has adopted to offer a unique retail experience to consumers and the roadmap for the future.

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

Every mall in present time has started designing or converting the mall to cater to the needs of visitors starting from shopping to food to entertainment to many services. Consumers look to a mall for more than just shopping now and the onus is on us to give them a reason to spend time at our

establishments and become the destination of choice for them. Apart from shopping options, entertainment elements – like movies, experience zone, activity zone, rides, 12D movie, Horror House and more – and food options have both become an integrated part of the tenant mix.

## **Does F&B generate as many footfalls in malls as brands do?**

F&B brands or formats of various cuisines and categories are equally important in a retail mix of any mall as compared to other brands. F&B and entertainment gives an additional edge to shopping experience to visitors. Apart from shopping options, F&B formats/brands provides reasons to visitors for visit and repeat visit to mall. Converting F&B portfolio of any mall to a proper mix of international, national and regional brands or formats gives an added scope to any mall for pulling visitors from a wide range of TG.

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

Omnichannelisation of malls is the next step to enhancing the mall culture in India. In near future we have plans of going Omnichannel. We have plans of setting up of interactive mediums of e-portals in mall. This will provide both online and offline shopping experience to customers in mall.

## **Tell us about your entertainment partners. Why did you choose them?**

Our entertainment partners include Priya Entertainment (Bioscope), Game Zone - Self Operated Rides, Lotus Entertainment, Horror House and rides. Most of our partners are regional players.

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

We plan to introduce new and renowned brands in our mall post-renovation. Although we have limited vacant space (currently we are 94 percent occupied), there is scope for further ventures. Presently, we are in Phase II of renovation and will provide a new set of options to our visitors by the next quarter.

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

We are concentrating on enhancing the tenant mix in Junction Mall and improving consumer experience. We are also focusing on expanding our reach to customers in our extended catchment. **IR**

**W**ith the change in shopping trends in Tier

I & II cities, there is a wave of emerging aspirational brands in East India. The middle class consumer has been elevated to a higher level. There is a rapid transformation in the eastern India market – from a traditional customer base into a fashion conscious, brand-savvy market. The young generation is shopping and demanding both fashion and quality along with value for money. Junction Mall is an excellent effort to meet these expectations and demands of consumers.

# Great Eastern Retail Eyes ₹1300 Crore in Revenue, to Add 40 Stores,

– By IMAGES Retail Bureau

**The brand is working on a seamless service application where customers can have a digital log of all products purchased along with their history and service plans...**

**G**

reat Eastern Retail Private Limited started in 1976 as a single store

consumer electronics retailer. The first store came up in the CBD of Kolkata and then at the Dalhousie Square. The brand deals in refrigerators, fans and radios. The sole focus was to provide better customer convenience during the product purchase. The price range of products sold here made Great Eastern a runaway hit in the city.

Today, the brand has 56 stores in five states in India (West Bengal; Odisha; Rajasthan; Uttar Pradesh; Andhra Pradesh). Due to the warmth of the management and employees in dealing

with customers, it has become one of the leading retailers of consumer electronic in Eastern India.

In an interaction with IMAGES Retail, **Pulkit Baid**,



**Director, Great Eastern Retail Pvt Ltd.**, talks about the journey of the brand, achievements, challenges and roadmap to future.

**How big is the market for your product and what is the growth rate?**

India's Consumer electronics market is expected to reach ₹3 trillion by 2020 making the country one of the fastest growing consumer electronics markets in the world. As of now the CAGR is above 14 percent and is expected to grow rapidly.

**What steps and strategies are you following to be the leader in your category?**

We feel the consumer in the offline space wants experiential shopping. He wants to indulge in and experience the product before buying it. All our new stores try and create an experience for our customers. We also feel that a customer seeks information about the product digitally and wants to interact digitally and hence we are building in store digital capabilities to address the changing consumer preferences.

**Do you have a pricing strategy?**

We clearly believe in offering the best price to the customer and hence our prices are always below market prices of other organised retailers. We believe it's the 'Indian DNA' to save out of every expense and nothing satisfies a customer more than a sweet bargain.

**What tech innovations (in-store and online) are you bringing in this year?**

We are working on a seamless

service application where customers can have a digital log of all products purchased along with their history and service plans. This will help keep a digital archive of all gadgets at the consumers' home and give him a one stop solution for all his after sales needs.

**Online vs in malls vs stores on high streets - what's your location preference?**

We feel high streets work best for us. Our products don't sell on impulse and hence mall footfalls don't really lead to sales. Online does give customers a whole lot of convenience which when coupled with a vintage brand's assurance works as a great combination for nervous shoppers.

**What are your expansion plans? How much revenue are you targeting in FY 2018-19?**

We plan to add another 40 odd stores in our existing states by the year 2020. For FY18-19, we are looking at ₹1,300 crore revenue from our stores.

**Tell us your views on the dynamics of the retail industry in your segment?**

The industry is facing increased competition from e-commerce and modern trade. Smaller retailers are feeling the heat and distributors are not being able to add value to the trade. GST coming in has locked up working capital in 'Input Tax Credit' and this in turn has created cost pressures on the retailers. **IR**





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▲ From L to R: **Krish Iyer**, President & CEO, Walmart India; **Kumar Rajagopalan**, CEO, Retailers Associations of India; **Sadashiv Nayak**, CEO, Big Bazaar; **Rajesh Jain**, Managing Director and CEO, Lacoste India; **Lalit Agarwal**, CMD, V-Mart Retail Ltd; **Ashok Sangwan**, IAS, Director - Industries & Commerce, Govt. of Haryana; **Pawan Kumar Agarwal**, CEO, FSSAI (Food Safety and Standards Authority of India)

**R**etailers Association of India (RAI) conducted the second edition of Retail India Summit and Expo (RISE) on September 18 and 19, 2018 in Delhi. Themed 'Successful Retail Through Innovation, Digital & Design', the two-day summit brought together key decision makers from across the Indian retail industry on the same platform to exchange ideas and discuss emerging retail paradigms.

**Pawan Kumar Agarwal**, *Honourable CEO, Food Safety & Standards Authority of India (FSSAI) & Additional Secretary, Ministry of Health & Family Welfare* was the chief guest for the day. He challenged retailers to help realise the vision of sustainable consumption that will help organised retail grow healthily and sustainably.

**Ashok Sangwan**, *IAS, Honourable Director-cum-Special Secretary, Industries & Commerce Department; Adviser, Civil*

*Aviation, Haryana and Special Secretary to Govt. of Haryana, Civil Aviation Department* was the guest of honour.

Both dignitaries acknowledged the contribution of retail to India's economy and reaffirmed the government's commitment to facilitate ease of business for retailers. Sangwan went a step further and also shared the state's plans for the warehousing, logistics as well as the development of the retail sector.

**Suresh Prabhu**, *Honourable Minister of Commerce & Industry and*

*Civil Aviation*, expressed his support to RISE through a video message. He said: "Recognising retail is one of the driving forces of the economy. The government realises the key role retailers play. Organised retailers bring in new ideas into play and should work with the multitudes of household/ small retailers in the country such that it becomes a win-win for all the stakeholders, mainly consumers."

**Krish Iyer**, *President & CEO, Walmart India* made the keynote address. He lauded the government for its work on improving ease

of doing business both at state and centre levels and emphasised that retailers should create shared value on every level.

"Undoubtedly, it is India's time and India continues to be on top for third year in a row as the most attractive market for everyone at both global and domestic level. The reason behind this is the 'focus on ease of doing business' by both center and the state. The efforts that are taking place at the back are enormous, the result on the ground will take some time. The quality of engagement is very superior. GST and Demonetisation are the two key factors which have made a huge difference. The GDP growth of 8.2 percent in the last quarter is a testimony of the scenario. As a result, in the second half of the year FMCG and retail companies can really look forward to some

# Retail India Summit & Expo 2018

- By IMAGES Retail Bureau

*The two-day summit brought together key decision makers from across the Indian retail industry on the same platform to exchange ideas and discuss emerging retail paradigms...*

good growth,” said Iyer.

The day progressed with several panel discussions and presentations on relevant topics. These included:

- Successful Retail through Innovation, Digital and Design
- Smartening up the customer experience
- Are You Ready for Omnichannel 3.0?
- The Retail Real Estate - The way forward
- The Secrets of Successful Retail Brands
- Food: Serving the Right Mix of Technology, Assortment and Experience

In the ‘Successful Retail through Innovation, Digital and Design’ session, experts talked about the new trends of retail industry and how they are inculcating / observing the same. **Sadashiv Nayak, CEO, Big Bazaar** said, “One trend which we are observing are that there is a certain non linearity in the way customers and shoppers behave. The second thing is about being more time bound. For some categories, customers want speed in delivery. This is the area we are focusing on more. We want to be more indulging.”

**Lalit Agarwal, CMD, V-Mart Retail Ltd.** said, “Success for me by keeping it simple is just success. The basic of retail has to be understood and kept alive and we need to remember those basic and be stuck to it. With increase in complexity of the retail, the challenges we have created for ourselves by expanding the product growth, we need to start using digitalization, innovation processes. We need to bring the key designing aspects which would lead us to high standards which the consumer is demanding.”

**Rajesh Jain, Managing Director & CEO, Lacoste India**, said “Retail has been going through paradigm shift for the last two three years. Customers now bring their own devices, apps and other tools with them which are outside the retail eco-system. The customer is very specific about they want to consume their demands. At Lacoste, we start preparing for our product launch for a season almost in a year in advance. We continue to offer new product and ranges to our

store every one or two months to keep the store fresh.”

Speaking on the ‘Smartening up the Consumer Experience’, **Rajiv Nair, CEO, Kaya Ltd** said, “Doctors typically like to write prescriptions and demonstrate everything on a piece of paper – records they call it. First thing we did is that we digitalized all these



#### About RAI

Retailers Association of India (RAI) is the unified voice of Indian retailers. RAI works with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. It is a strong advocate for retailing in India and works with all levels of government and stakeholders with the aim to support employment growth and career opportunities in retail, to promote and sustain retail investments in communities from coast-to-coast, and to enhance consumer choice and industry competitiveness.

#### RAI Provides:

- ▶ Advocacy support – Aggregates and represents the ‘Voice of Industry’ to policy makers and the government.
- ▶ Networking and Events – Provide regional and national events for members to network with each other and with the larger Retail Fraternity.
- ▶ Learning & Development – Provide a range of workshops and seminars for members to skill up as they scale up.
- ▶ Knowledge & Research – Work with a number of knowledge partners to deliver authoritative, insightful industry reports.

records. We are buying image recognising software, which will actually be able to study the face/skin of the consumer at the start of the consultation. It will monitor the changes if any throughout the period of consultancy and will highlight the change happening in the skin of the consumer over the sessions. By this, we intend to give a documented proof of the outcome to the consumers.”

“The biggest product for any company is customer experience, but most of us don’t put in enough effort towards this. At my company, we believe if we can experience something, we need to give the same experience to consumers. Customer experience is the key to success. Whether it is a new item or accessories of any category, the focus should be on what the

customer takes away from it. We intend to focus on this smartly and with the help of technology we make sure that the customer utilizes the time s/he has spent in our store well and buys a product,” said **Samir Modi, President, 24-Seven Convenience Stores & MD, Colorbar Cosmetics Pvt. Ltd.**

Talking about the Omnichannel in Retail, **Amit Chaudhary, Co-Founder & COO, Lenskart** said, “We were born online and one thing we realised that only 4 percent of the people who surf online actually buy something. The other 96 percent are just visiting. Omnichannel is not multichannel unlike traditional retail. For a category like ours, it is very important to know what the consumers actually want and then try and create a category in which most consumers can find something or the other to buy. This is what Omnichannel is all about and this is what we are focusing on.”

The audience also witnessed special addresses by representatives of some of the most respected brands in the country such as **Manish Sapra, Sr. DTC Director, Adidas India; Anna Carin Mansson, Country HR Manager, IKEA India; Sahil Jain, Co-Founder, Dineout** and **Vipin Gupta, Head - Digital, KFC India.**

The dignitaries shared their experiences on critical areas such as Digital in QSR, and the role of HR in the growth of a business. The Summit concluded with an interactive Masterclass on ‘Road to Retail Profitability - Store Design | Store Planning | Visual Merchandising’ by senior design consultant Surender Gnanaolivu. 

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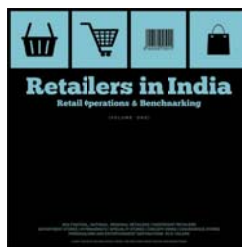
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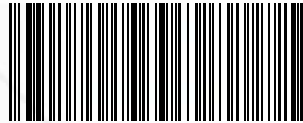
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