

[COVER STORY]



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## HUMANS & TECHNOLOGY: REVOLUTIONISING RETAIL, INFLUENCING CONSUMPTION & DRIVING THE CHANGE TOGETHER

*While replacing manpower with technology is not new in retail, the human touch of the business cannot be ignored. People have always been the appeal of the retail industry. While shoppers enjoy technology, they want to talk to retail associates who are attentive and well-informed about the product, when helping them choose what suits their requirements the most*

[RETAIL ROUNDUP]



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## YEAR-ENDER: FASHION & ACCESSORY RETAIL BRANDS LAUNCHED IN INDIA IN 2018

*A curated list of some of the top fashion brands that debuted in India in the year 2018*

**12. NEWSMAKERS NATIONAL**  
**Big Brands End 2018 on a High Profit Note**

**14. NEWSMAKERS INTERNATIONAL**  
**Retail Transformation Continues to Grow in Last Quarter of 2018**

**32. RETAIL DEBUT**  
**American Eagle Outfitters Bets Big in India**  
*The leading global specialty retailer is all set to open 25 outlets in 3 years*

**52. EXPERT SPEAK**  
**Human Resource in Retail: Past, Present and Future**  
*As robotics transform the working of the sector, 90 percent of employers focus on re-skilling their employees*

**60. RETAIL EXCELLENCE**  
**Understanding the HR Policies of IKEA**  
*Anna Carin Månsson, Country HR Manager, IKEA India talks about the HR policies at IKEA*

**64. RETAIL EMPLOYEES' DAY**  
**Retail Employees: The Real Brand Ambassadors Making a Difference in Growth**  
*Retailers are learning to engage and build a great relationship with their employees*

**68. IN CONVERSATION**  
**'I am Excited that RED is on its Way to Becoming a Global Phenomenon': BS Nagesh**  
*In an exclusive interview, the initiator of RED, talks about the popularity and success of the occasion.*

**70. RESEARCH**  
**Retail as a Service - The New Business Model**  
*A report highlighting the factors associated with the dominance of the unorganised market and growing consumer base projects a high growth potential for the Indian retail industry*

**76. SPOTLIGHT**  
**Kompanero Eyes 100 EBOs by 2025**  
*Indranath Sengupta, Director, Kompanero talks about the journey of his brand highlighting global achievements*

**80. WHAT'S HOT**  
**Lodha Xperia: Thane's Largest One-Stop-Destination Mall**  
*Brijesh Pandey, Associate VP, Lodha Xperia Mall, explains what makes the mall popular among the Millennials*

**82. FRANCHISING**  
**Chandrani Pearls: Taking the Franchise Route to Expansion**  
*By innovative marketing, honest prices and designs, Chandrani Pearls has become a household name pan India*

**FOCUS FEATURE**

**23. SCICO: Helping Companies Plan, Launch, Build & Grow Their Brand**

**36. Easybuy Revolutionizing India's Value Fashion Industry**

