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JANUARY 2019

VOL. 18 NO. 1 • ₹100

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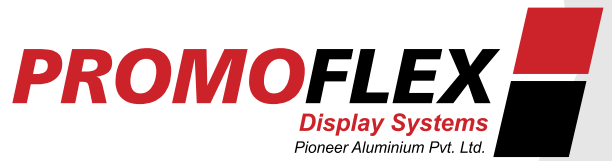


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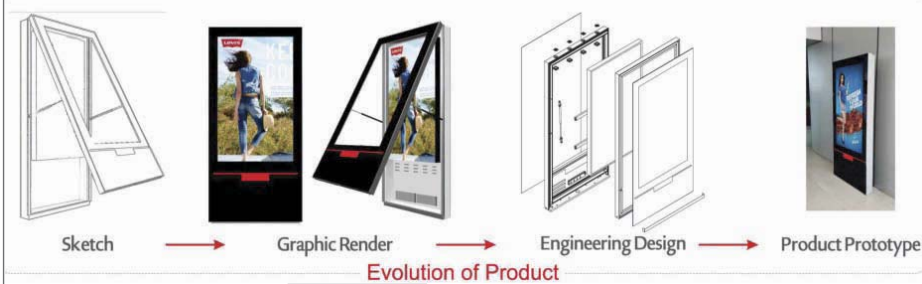
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A Happy New Year to you all. It has indeed been a momentous end of 2018 for us, with the successful conclusion of North India Retail Awards (NIRA 2018) and South India Retail Awards (SIRA 2018) in December. We want to thank all those who joined in creating a powerful and collaborative atmosphere at both the events. We hope you are already on your way to creating success stories from the experiences shared at the event. For those who couldn't make it to NIRA and SIRA, our January issue of IMAGES Retail magazine encapsulates the theme event.

We dedicate the first edition of 2019 to Technology. As we know, retail technology has been the greatest game-changer of all. The technology footprint leading to decisive impacts in numerous stages of retail such as enterprise system along with customer-facing functionalities like payments, customer services and loyalty programs has been a sure shot success formula for retailers. The issue brings you an overview of the top tech innovations which came into limelight in 2018 and were quite popular among the brands/retailers. The feature also highlights analysis/views/opinions from the CIOs and other retail experts from the industry. We also bring you major technology trends to look out in 2019.

We also bring you a feature on the Who's Who of the Indian Retail Industry. The story will walk readers through what these retail leaders are doing differently to stay ahead of the curve and also focusing on the challenges faced, marketing and Omnichannel strategies, and the expansion plans.

Shifting focus a little, as 2019 dawns, we are busy working towards creating another success story – the 12th Edition of our flagship event, India Food Forum 2019 to be held on February 5-6 at Hotel Renaissance, Mumbai.

We hope that you will find this edition of the year as insightful as the rest and we hope to see you in large numbers at the India Food Forum 2019.



Amitabh Taneja

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TECHNOLOGY: SHAPING THE FUTURE OF RETAIL WHAT'S IN STORE FOR 2019

The entire retail eco-system has smartened with technology. There are so many things a retailer can experiment with if he uses technology, for example: smart displays, in-store services, smart shelves, home delivery, brand optimisation options, supply chain optimisation, logistics and automation to name just a few

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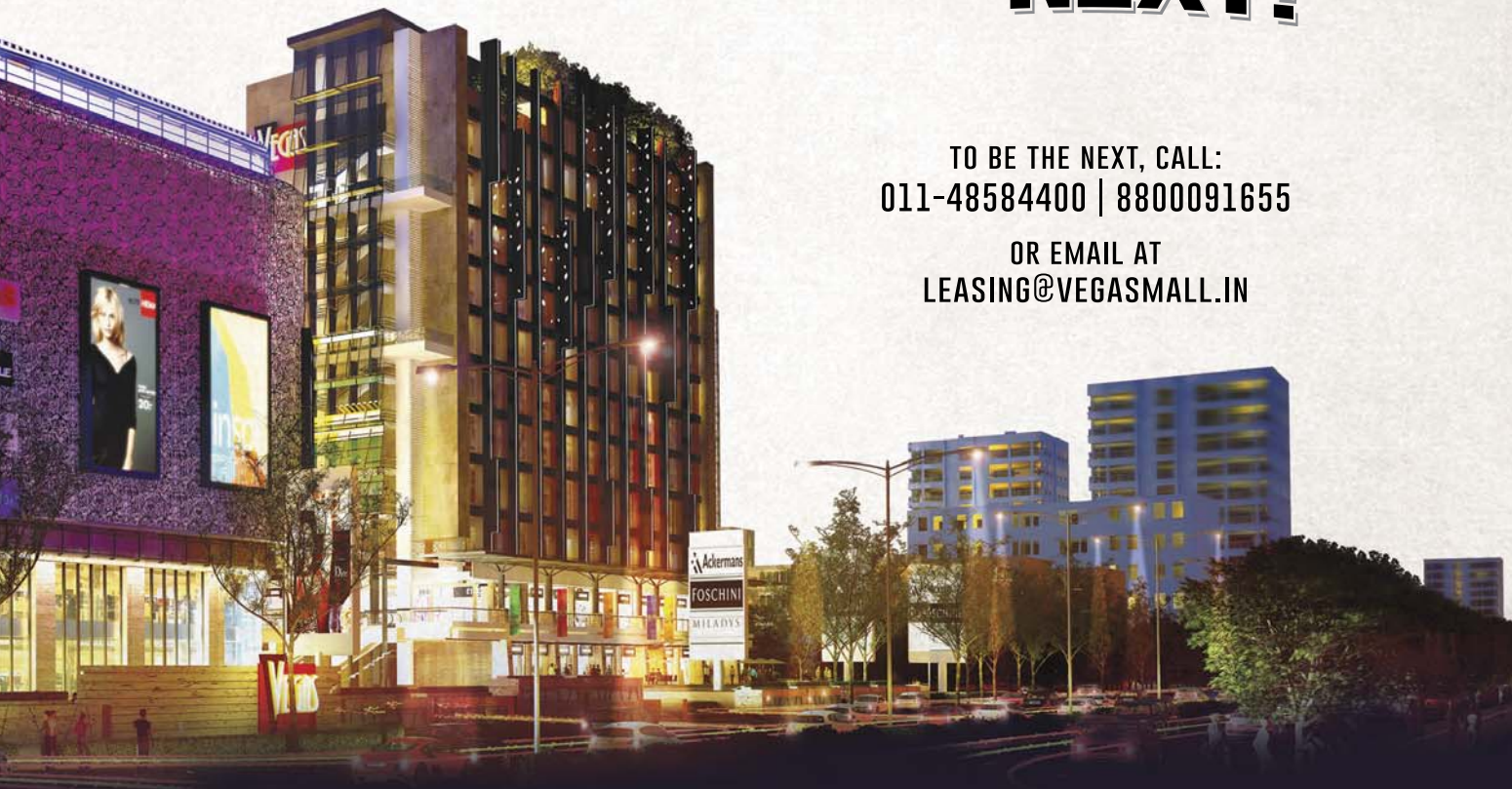
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New E-Commerce Rules to Boost Topline for Offline Retailers by ₹12,000 Cr: CRISIL

 Tighter norms for e-commerce players could help boost revenues of brick-and-mortar retail stores by 150-200 basis points (bps) or ₹10,000-12,000 crore in the 2020 fiscal, according to ratings agency CRISIL.

“Revenue growth of B&M retailers could increase 150-200 bps in fiscal 2020, as e-retailers re-engineer business models to conform to the revised – and more stringent – regulations, which would slow down their revenue growth,” CRISIL said in a statement.



In December 2018, the Government introduced new regulations that would bar online marketplaces with foreign investments from selling products of the companies where they hold stakes, and ban exclusive marketing arrangements. These norms, which are effective February 1, would hit Amazon and Walmart-backed Flipkart the hardest. These two e-commerce platforms are also the largest in the country.

“Nearly 35-40 percent of e-retail industry sales, amounting to ₹35,000-₹40,000 crore, could be impacted due to the tightened policy,” Anuj Sethi, Senior Director, CRISIL Ratings said in a release. Sethi added that the impact on e-retailers would be largely in the electronics and apparel segments, which account for a bulk of their revenues. CRISIL, in its statement, estimated that if B&M retailers lap up even a fourth of



Retailers Ring in 2019 With New Rules, Guidelines & Growth Targets

– By IMAGES Retail Bureau

The New Year brings fresh hope for the Indian retail industry as new e-commerce rules – barring online marketplaces with foreign investments from selling products of the companies where they hold stakes – help boost topline for offline retailers...

the impacted sales of e-retailers, it would lead to topline gains of ₹10,000- ₹12,000 crore.

“That, in turn, would mean revenue growth would be 150-200 bps higher at about 19 percent, compared with CRISIL’s earlier expectation of 17 percent for fiscal 2020,” it added. CRISIL noted that following the restriction on equity ownership in sellers, e-retailers will need to make changes in their supply chain. They may alter business model in several ways, including adoption of franchisee model, thereby leading to increase in the cost of compliance as they strive to adhere to revised guidelines in less than 40 days. Between fiscals 2014 and 2018, e-retail in India grew at 40 percent a year to reach ₹1 lakh crore, way faster than B&M’s growth at 13 percent to ₹3.2 lakh

crore during the same period, it added. “The strong growth in e-retail was driven by deeper market penetration and attractive pricing compared with B&M retailers. Robust FDI inflows of over Rs 95,000 crore in the past four fiscals have made this possible,” Gautam Shahi, Director, CRISIL Ratings said.

However, long-term growth potential for Indian e-retail continues to remain strong driven by increasing internet penetration, growing household private final consumption expenditure (PFCE) and convenience offered by online shopping, CRISIL said. In the near term, B&M retailers would see improving revenues, profitability and better cash flows, thus benefitting their overall credit profiles, it added.

India Inc Expects Over 7 Pct Growth In 2019

India Inc expects over 7 percent growth in the next 12 months on the back of a number of policy initiatives taken by the Government, said a PwC-FICCI survey. According to a PTI report: India Inc is upbeat about the future of the economy as growth is to be driven by strong domestic demand and an increased focus on export markets, the survey noted.

“Over seven percent growth in GDP in the next 12 months looks achievable, and is aligned with the views of institutions such as the World Bank, Asian Development Bank and IMF,” it said. The survey is based on interactions with chief executive officers, chief financial officers, chief operating officers and heads of strategy from the Indian manufacturing sector, among others during July-October 2018.



Key factors driving this confidence include strong public sector driven infrastructure development, easing out of business and regulatory processes, and opening up of FDI in several sectors, including simplification of FDI rules for large investments. About 76 percent of respondents were optimistic about the prospects of Indian economy for the coming year, representing a significant jump over last year (63 percent).

“Most also believed that India has the potential to grow at an average rate of 7 percent or more in the next 12 months,” said the 5th edition of the PwC-FICCI India Manufacturing Barometer: Building Export Competitiveness survey. As per the Central Statistics

Office (CSO), Indian economy is expected to grow at 7.2 percent in 2018-19 against 6.7 percent in the previous fiscal mainly due to improvement in the performance of agriculture and manufacturing sectors.

Retail Inflation Slows to 18-Month Low at 2.19 Percent in December

Retail inflation declined to an 18 month low of 2.19 percent in December 2018 mainly on account of sliding prices of fruits, vegetables and fuel. According to a PTI report: The inflation based on the Consumer Price Index (CPI) was 2.33 percent in November and 5.21 percent in December 2017. The previous low inflation was 1.46 percent in June 2017.

According to the data released by the Ministry of Statistics and Programme Implementation, food inflation remained in the negative zone at 2.51 percent compared to (-) 2.61 percent in the November. The rate of price rise in vegetables, fruits and protein-rich eggs continued to decline. However, there was a marginal increase in prices of meat, fish, and pulses. Fuel and light inflation was 4.54 percent in December, down from 7.39 percent in November on back of reduction in prices of petrol and diesel.



Another data released earlier in the day showed that inflation based on wholesale prices fell to an eight-month low of 3.80 percent in December, 2018, on softening prices of fuel and some food items. The Wholesale Price Index-

based inflation stood at 4.64 percent in November 2018 and 3.58 percent in December 2017.

NRAI Questions Deep Discounts on Swiggy, Zomato, Others

The National Restaurant Association of India (NRAI) on Tuesday said it has raised concerns over deep discounting and data masking by food ordering and delivery startups such as Swiggy, Zomato and Ola's Foodpanda. According to a PTI report: The restaurants' body said it flagged issues regarding misuse of dominant position, in a meeting with the app-based food ordering and delivery startups.



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“NRAI delivery task force had its first meeting with Swiggy, Zomato, Uber Eats and Foodpanda today (Tuesday). Concerns of the standalone and chain business operators regarding deep discounting, data masking, right to use own logistics, private labels and ad hoc campaigns were put forth,” NRAI president Rahul Singh said in a statement.

Stating that the “concerns have been well taken,” he said, “we aim to continue these meetings on a bi-monthly basis for communicating feedback from the restaurant industry to the aggregators to ensure a healthy business environment for all stakeholders.” NRAI is the apex body of the Indian restaurant industry, representing over one lakh restaurants across the country.

Amazon to Expand Whole Foods, Open More Stores



Nearly a year-and-a-half after Amazon acquired Whole Foods for approximately US \$13.5 billion, things are about to start changing. Amazon is planning to expand its Whole Foods Market portfolio by adding more



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stores to put more customers within its two-hour delivery service range, The Wall Street Journal reported last month. The report says Amazon has been scouting locations for bigger Whole Foods stores in states and regions where they don't currently have any stores at all—places like Idaho, southern Utah and Wyoming, along with many other suburban areas.

It further goes on to say that these stores will be approximately 45,000 sq. ft. in size and the extra space is intended to accommodate Amazon delivery and pickup from online orders. According to WSJ, the world's largest online retailer also plans to expand its two-hour delivery service, Prime Now, to nearly all of its roughly 475 Whole Foods stores in the United States.

The Coca-Cola Company Completes Acquisition of Costa Ltd



The Coca-Cola Company has announced that it has completed the acquisition of Costa Limited from Whitbread PLC. The US\$ 4.9 billion transaction follows approval from regulatory authorities in the European Union and China. The acquisition was first announced in August 2018. Costa, which has operations in



Robust Retail Outlook As Retail Giants Plan Expansion, M&As

– By IMAGES Retail Bureau

International retail giants are overhauling their working structures. They are opening new stores, completing acquisitions in the hope of revamping their businesses and raking in more profits. IMAGES Retail Bureau brings you a roundup of some of the prominent structural retail changes globally...



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more than 30 countries, gives Coca-Cola a significant footprint in the global coffee business. Worldwide, the coffee segment is growing 6 percent annually. Costa has a scalable platform across multiple formats and channels, from the existing Costa Express vending system to opportunities to introduce ready-to-drink products.

“We see great opportunities for value creation through the combination of Costa’s capabilities and Coca-Cola’s marketing expertise and global reach,” said James Quincey, CEO of The Coca-

Cola Company. “Our vision is to use the strong Costa platform to expand our portfolio in the growing coffee category.” “We wish our friends and colleagues at Costa all the very best for their future success,” said Alison Brittain, Whitbread Chief Executive. “Whitbread acquired Costa 23 years ago, when it had only 39 shops. Costa has grown to become a leading, international coffee brand, and Coca-Cola is the right partner to take Costa to the next stage of expansion.”

Kutchina Opens Second Store in Nepal



Kutchina Kitchens has opened its second store in Kathmandu spanning across 500 sq. ft. Targeting middle and higher income group customers, the store offers complete kitchen solutions including entire range of big appliances and modular kitchen.



Look and feel of the store is a mixture of Kutchina’s modern concept with a traditional touch of Nepal’s rich culture. The walls of the store are given a look of Brick Mounting which resembles traditional houses of Nepal and adds that wow factor to the store.

Designed by in-house designers, the store highlights all the elements of the products with the use of LED and Track lights. At present, the brand has 20 stores in India and 2 in Nepal.

Avon Announces Agreement to Sell China Manufacturing Ops

➔ Avon Products, a globally recognised leader in direct selling of beauty and related products, has announced it has entered into a definitive agreement with The Face Shop, a subsidiary of LG Household & Health Care Ltd., one of Asia’s largest consumer goods and beauty companies, under which The Face Shop will acquire all of the shares of Avon’s Beauty manufacturing operation in Guangzhou, China. Net proceeds to Avon will be US\$ 44 million. The companies also agreed to enter into a manufacturing and supply agreement, under which the Guangzhou factory will manufacture products for Avon’s fast-growing Chinese business and other markets, while maximizing the capacity of the plant for its own production. Avon’s associates at the facility will remain with the operation.

These agreements are another step in Avon’s strategic shift to opening up its business mindset with best in class partners to efficiently manufacture

and deliver products, in service of the millions of beauty entrepreneurs and their customers around the world.

Jan Zijderveld, CEO of Avon, said, “This transaction is a significant step forward in our efforts to ‘Open Up Avon’ by operating more efficiently, with a leaner, more agile global infrastructure. This agreement provides us with greater operational and financial flexibility, while allowing us to benefit from the local knowledge, world-class products, R&D expertise and infrastructure of internationally-recognized partners such as LG H&H. By operating with a local structure that fits our purpose,



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we will be better positioned to capture the significant opportunity in China and the wider Asian market. We know LG H&H well and believe that they will continue to be a strong partner for Avon as we collectively seek to grow our business in the region.” Suk Cha, CEO of LG Household & Health Care, said, “We are pleased to have reached this agreement with Avon and add a state-of-the-art facility with powerful capabilities to deliver quality products for the fast-growth local market. Our past interactions with Avon provide us a sound understanding of its brand power and global reach, and we look forward to continuing our relationship with Avon as we both explore ways to grow our product lines, bring desirable products to market faster, and each accelerate our growth across Asia.”

The transaction is expected to close by February 2019 following customary local regulatory approvals.

Starbucks Opens 23,000 sq.ft Immersive Coffee Destination in New York

➔ Starbucks has announced the opening of Starbucks Reserve Roastery New York, which opens its doors to the public on Friday, December 14. Located in the meatpacking district at 61 9th Avenue (on the corner of 9th Avenue and 15th Street), the New York location marks Starbucks fourth Roastery and second location in the U.S. The immersive coffee experience – across nearly 23,000 square feet of retail space – celebrates the heritage of roasting and the craft of coffee. The sights and sounds of coffee’s journey from bean to cup are reflected at every turn in the thoughtfully designed environment. The New York Roastery joins locations in Seattle, Shanghai and Milan with future openings coming to Tokyo and Chicago in 2019.



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“We designed the Roastery as the pinnacle experience around all-things-coffee, and there is nothing else like it in the world. With premium coffees, teas, mixology and the iconic Milanese Princi Bakery, it serves as a Starbucks brand amplifier and a platform for future innovation,” said Kevin Johnson, CEO, Starbucks. “Beverages such as Draft Nitro, Cold Foam and the recent launch of Juniper Latte all began at the Roastery and have since been introduced to Starbucks locations around the world. It is the ultimate Starbucks Experience and an unforgettable way to connect with our customers.”


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Kochi, Aravind Chandran: 759 381 2192





Quick Facts

- In 2016, Future Group on launched its first ever next generation Central Store in New Delhi's Aerocity, at Worldmark 3 (Bharti Realty's 1.5 million sq. ft. office-retail-leisure address).
- Next Generation Central has helped Future Retail's Group CEO Kishore Biyani move closer to his dream of being a leader in the department store formats in India.
- Germany-based architecture firm Blocher Partners has been redesigning the new look Central stores.
- With state of the art décor, minimalistic fixtures and an aspirational fashion boutique feel, the Next Generation Central vows to provide a delightful shopping experience to its customers right from the time they enter the store to the billing and cash counters.
- The Next Generation Central showcases a premium mix of national & international brands in various categories like Men's and Ladies Formal Wear, Casual Wear, Ethnic Wear, Cosmetics, Fragrances, Handbags, Watches, Men's and Ladies Footwear, Toys, Kids Apparel, Lingerie and more.

“Fashion to Contribute ₹70,000 Crore to Revenue in 7 Years”

– Kishore Biyani

Kishore Biyani, Chairman, Future Group says his company is planning to step up its focus on men's footwear retail since the category is becoming an important accessory for the Indian consumer...

– By Charu Lamba

Kishore Biyani, Chairman, Future Group says his company is planning to step up its focus on men's footwear retail since the category is becoming an important accessory for the Indian consumer. According to Biyani, footwear today is no longer category defined for just women. It's equally important for men – almost as important as buying trousers. With brands like Koovs, Lee Cooper, Clarks, Converse under one roof, Future Group claims to be the number two footwear retailer in India.

“We aim to be number one footwear retailer in India,” he says, adding, “Men are equally inclined towards buying footwear and on an average have at least 20 pairs to go with different trousers. This is the reason why we are expecting footwear to contribute approximately 18 percent to the overall revenue, an increase from the current 11 percent,” he says.

“We are expecting the share of footwear to increase from ₹1,600 crore to ₹2,500 crore by next year and we aim to be the number one footwear retailer in the country very soon,” he adds at the re-launch of Central at Ambience Mall, Vasant Kunj. The contribution of private labels to the group's revenue is around 40 percent presently. At Central, Hyderabad, the footwear section spans across 30,000 sq. ft. and even in Central, Vasant Kunj, footwear occupies a major space covering 15,000 sq. ft. Area.

Exploring Central Vasant Kunj

The re-launched Central Vasant Kunj, spanning across 44,000 sq.ft area, is a high-definition store offering luxury experiences while keeping the price of the products at masstige level. “Many online brands like Koovs, Craftsvilla have come offline with us. We are expecting an average ticket size of ₹4,000 here and

plan to take this up to ₹8,000," Biyani states.

With state-of-the-art décor, minimalistic fixtures and an aspirational fashion boutique feel, Central aims to provide a delightful shopping experience to its customers right from the time they enter the store to the time they reach the billing section. The space has subtle displays that compliments the store design and aesthetics. The store is

Handbags, Watches, Men's and Ladies Footwear, Toys, Kids Apparel, Lingerie and more. From brands like Tommy Hilfiger, Guess, Gucci, FCUK to acclaimed designer like Micheal Kors, Giorgio Armani, Ferragamo, Calvin Klein, Diesel, Roberto Cavalli, Versace, Dolce & Gabbana, Central serves as the one stop shop for fashion-conscious customers of the capital.

Central, which has at



designed and specialised to offer an enhanced and a more customised service to shoppers as per international standards.

The outlet showcases a premium mix of national and international brands in various categories like Men's and Ladies Formal Wear, Casual Wear, Ethnic Wear, Cosmetics, Fragrances,

present no plans to go Omnichannel, has always believed in redefining the fashion and lifestyle retailing concept in India. Offering world class designs, with over 500 brands displayed in high definition and latest trends, the stores offer an enhanced and a more customised service to customers as per international standards.

Unique offerings at Next-Gen Central

Fashion Stylists - They will help shoppers with expert advice on latest fashion trends

By Appointment - Shoppers will be able to book an appointment with fashion stylists at stores who will help them revamp their wardrobe

Fashion Attendants - Store staff to double up as fashion attendants for shoppers

Reserved - Shoppers can now choose a product and reserve it for free, for up to 48 hours if they are not sure about it instantly

WhatsApp Shopping - Customers can now send their requirements through a WhatsApp message, get options and have the chosen product delivered to their doorstep

Lux Billing - A sit down billing is a unique feature, to ensure comfort to the shoppers

Complimentary Wifi - Following the international store trends, this Next Generation Central offers complimentary Wi-Fi service to its shoppers

According to Vishnu Prasad, CEO, Central, "Every brand and its products have their own story to connect with customers and indulge in the latest in fashion. We also have exclusive brands in store resulting in a new and improved shopping experience."

"We intend to make next-gen Central's 'experience-savvy' stores rather than 'tech-savvy' stores, so all services and features that we are offering will be in that direction," he adds.

Highlighting the services that set Central apart from others, Prasad says, "We

have features like WhatsApp shopping - i.e. if a shopper likes something in our store but is not sure about the purchase, we can reserve the product for them and they can WhatsApp us once they have made up their mind to buy and we deliver the item to their doorstep."

Loyalty, cashback, wallets and HD services are some areas where Central has been focussing and has seen better results with technological advancements.

"With the help of technological advancements, we have observed a hike in business contribution from loyal customers and payment wallets to overall customers," Prasad says, adding, "A few other features that we offer at Central include priority billing counters for our customers, introduction of many unique services like automated wheel chairs in store for special customers." Currently, the company is operating 44 Central stores in large cities (including Mumbai, Bengaluru, Hyderabad, Pune) and some in smaller cities such as Indore, Patna, Baroda and Surat.

"We shall be touching 50 stores in just a few months from now," says Prasad. "Our focus is towards nurturing and identifying the relationship with loyal patrons along with using digital wallets and digital medium as an overall means to enhance the formats footprints," he adds.

At present, Future Group - which is selling 30 crore garments annually - occupies a 35 percent market share in the fashion segment.

"We are expecting fashion to contribute ₹70,000 core to the company revenue in the next seven years," says Kishore Biyani. 

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TECHNOLOGY: SHAPING THE FUTURE OF RETAIL WHAT'S IN STORE FOR 2019

– By Charu Lamba

The entire retail eco-system has smartened with technology. There are so many things a retailer can experiment with if he uses technology, for example: smart displays, in-store services, smart shelves, home delivery, brand optimization options, supply chain optimisation, logistics and automation to name just a few...

The Indian Retail Industry is considered one of the fastest growing industries in the world and technology has emerged as a helping hand to the industry. The world has seen a transition in retail planning –with the industry going from being product-centric to being customer-centric – and retailers are leveraging technologies to reach the modern shoppers.

Over time, retail technology has transcended from an aspiration to an expectation and has wedged itself securely between consumer and experience to create an everyday interface. While it has definitely made life easier for consumers, retailers in India have spent a better part of the last decade on their heels, reacting to profound changes throughout the sectors of the industry.

Retailers today are not fighting with retailers anymore; instead they're fighting with different technological interventions in order to be the most competitive in the world. With growing competition, it has become extremely vital for retailers to innovate continuously and implement cutting-edge technologies to fulfil today's demanding customers' need.



In order to stay relevant in a highly competitive market, every retailer needs to stay on top of technological advances and also learn how to exploit these technical innovations to forward their business goals.

Over the past few years, a number of technology trends have evolved and dramatically altered the retail industry. The emergence and the transformational growth of the new economy has unleashed powerful forces which are eventually and successfully reshaping the retail industry at a transformational speed. In order to succeed, today's retailers have to offer a seamless shopping experience across all channels – and should not lose track of their customers.

Today, the entire retail ecosystem has smartened with technology. There are so many things one can experiment with if a retailer uses technology, for example: smart displays, in-store services, smart shelves, home delivery, brand optimization options, supply chain optimisation, logistics automation to name just a few.

Then there are wallets, point of sale data, social networking – where you can home in on complaints as well as get

appreciated. All this is driven by the retailer into applications where the consumer sees, feels, asks the retailer questions and eventually buys the product.

Giant players of the retail industry have accepted technology with arms wide open to captivate and secure customers and have made optimum use of technology to optimize their business. Whereas small retailers, most of them belonging to the unorganised sector, are yet to adopt technology to be adept with the changes and technological innovations taking place in the retail market. If the entire unorganised retail trade, which is 80 percent of the entire retail trade, adopts technology, the retail industry will usher in a new era providing a much-needed thrust to the Indian economy. Technology is the knight on the white horse that will ride the retail market towards prosperity and triumph.

What took the year 2018 by storm is phrase 'Experiential Retail'. It became the code of the moment; delivered through convenient accessibility, in-store features, customer engagement through ATL and BTL animation or out-of-the-box blends of the physical and digital shopping universe.

Trends that impacted the retail industry in a big way in 2018 are:

IoT (Internet of Things)

IoT has big implications for in-store marketing efforts of retailers and brands. Connected devices aren't just changing the way consumers live, work and play – they're dramatically reshaping the entire industry. The IoT movement offers retailers opportunities in three critical areas: customer experience, supply chain and new channels-revenue streams.

Leading retailers across the globe are already investing heavily in IoT. They are

beginning to transform their business practices and recognise that, in time, IoT will touch nearly every area of retail operations and customer engagement. In the IoT of today, everything has the potential of coming under the IoT umbrella. From the lighting system in the store, the PoS (Point of Sales) system, to the electric switches and even garbage disposal units. IoT is at the heart of retail transformation. It connects people, machines, items,



and services to streamline the flow of information, enable real-time decisions, and heighten consumer experiences.

While the IoT may still seem like science fiction, it is becoming reality faster than most of us can comprehend. Retailers that hesitate to develop and execute an IoT strategy will open the door for competitors – old and new alike – to swoop in and capture early IoT mind and market share.

SMAC (Social, Mobile, Analytics & Cloud)

The relationship between consumers and enterprises has never been as intrigued as in the 21st century. As digital technologies augmented by SMAC are creating new touch points for enterprises to awe their consumers, there has been an evolution in consumer experiences. Social, mobile, analytics and cloud or SMAC are the nexus of forces, which are reshaping how consumers experience a brand.





SMAC are currently driving business innovation. It creates an ecosystem that allows a business to improve its operations and get closer to the customer with minimal overhead and maximum reach. Digital is now an essential part of the whole shopping experience and the entire business of retail, inside as well as outside the store. You don't need to leave a physical store to get your digital fix. Instead, retailers are leveraging a wide array of in-store technologies meant to draw consumers in the door. As the impact continues to increase, the way retailers think of digital and invest in it, besides addressing the digital wants and needs of their customers is changing dramatically.

Big Data

Today, retailers are constantly finding innovative ways to draw insights from the ever-increasing amount of structured and unstructured information available about their customers' behaviour.

Data gathering, and analytics are playing a key role in evolving business models in retail. Usage of data and analytics to better understand consumers in the form of branding, product management, leveraging loyalty card information to tracking customer buying behaviour and making better pricing decisions are the key factors. Collecting and leveraging customer information to provide personalised recommendations is the norm going forward.

Retailers – large and small – have been reaping the benefits of analysing structured data for years but are only just starting to get to grips with unstructured data. There is undoubtedly still a great deal of untapped potential in social media, customer feedback comments, video footage, recorded telephone conversations and locational GPS data. Great benefits have come to those who put it to best work, and the best solutions have more



likely come from innovative thinking and approaches to analytics, rather than those who simply try to collect as much data as possible and then see what it does.

Omnichannel Retail Adaptation

Omnichannel is a term that extends and supersedes multi-channel. Multi-channel (or cross-channel) refers to delivering content and considering consumer experience on more than one channel. Omnichannel is about understanding and optimising for the entire journey across all channels.

Omnichannel today is a necessity. Brick-and-mortar retailers have been left with no option but to add online channel to their offline operations in a bid to reach as many customers as possible, and quickly. Omnichannel retailing creates benefits for consumers and opportunities for retailers. For consumers, it empowers connected consumers by making it easier for them to access information and compare

product details; by increasing choice; and by increasing convenience and the range of options for shopping. For retailers Omnichannel creates opportunities, ranging from potential extension of sales and increasing brand awareness and loyalty.

A poorly executed Omnichannel or personalisation strategy, however, can do more harm than good. Handling one or two channels discretely but satisfying expectations is better than disappointing your consumers when you fail to deliver added value — or worse still, confuse or frustrate — while tackling all channels. Personalisation can be even more dangerous because of very real risks that your brand can be given the dreaded creepy label.

To be successful at delivering a personalised experience in Omnichannel marketplace, adaptive content is a requirement. It is content that is designed for both personalisation and delivery across many channels.

IMAGES Retail spoke to industry stalwarts to understand how technology has impacted their brands in 2018 and how it is going to shape its future in 2019:

Earl Grey Tea	45
English Breakfast Tea	45
Four Red Fruits Tea	45
Jasmine Oregan Tea	45
Pure Camomile Tea	45
Pure Peppermint Tea	45
Green Tea	45
Lemon Tea	45
Lemon Honey Tea	45
Park Thai Tea	45
Thai Tea (with milk)	45

Italian Sodas	
Ferry Mist (Blackberry Soda)	45
Black Ruby (Blackberry Soda)	45
Hot Orange (Hot Soda)	45
Cherry Angel (Cherry Soda)	45
Gravity Apple (Apple Soda)	45
Kiwi Paradise (Kiwi Soda)	45
Lemon Spirit (Lemon Soda)	45
Strawberry Phoenix (Strawberry Soda)	45

Smoothies	
Wild Smoothie (Strawberry & Raspberry)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65
Wow Smoothie (Apple & Mango)	65

Sodas	
Ferry Mist (Blackberry Soda)	45
Black Ruby (Blackberry Soda)	45
Hot Orange (Hot Soda)	45
Cherry Angel (Cherry Soda)	45
Gravity Apple (Apple Soda)	45
Kiwi Paradise (Kiwi Soda)	45
Lemon Spirit (Lemon Soda)	45
Strawberry Phoenix (Strawberry Soda)	45

Juices	
Green Tea	45
English Breakfast Tea	45
Four Red Fruits Tea	45
Jasmine Oregan Tea	45
Pure Camomile Tea	45
Pure Peppermint Tea	45
Green Tea	45
Lemon Tea	45
Lemon Honey Tea	45
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Lemon Tea	45

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SUNIL NAIR

SR VICE PRESIDENT (TECHNOLOGY & BUSINESS SOLUTIONS), SPAR

How is technology changing the retail industry?

Technologies are engaging customers both in stores and online. Earlier retail means only physical store but at present due to the revolution in technology now customers can shop multi-channel round the clock and customers are empowered comparing products & prices online, updating reviews in social/digital media and even personal connect happens through digital medium. Customers are now emotionally attached to technology.

Operational Excellence:

Interaction between customers and retailers are made easy by technology. Retailers can now quickly act on customers feedback and address the customer queries to give seamless experience by this way retailers can retain the loyal customers who is the backbone for our business.

Customer Experience &

Engagement: Technology has closed the gap between online and offline Stores. At SPAR India, we have deployed technologies in stores to give seamless customer experience and engagement.

Multi-Channel: We have implemented multi-channel solutions where offline products are sold through cross channels. Customers can't walk-in to store everyday hence adopting technology by retailers made them to sell same products offline and multi channels. It's a win-win situation for retailers as well as customers.

Tell us in detail about the retail technologies that you introduced in 2018.

Project (A): In-store Technologies

We at SPAR Hypermarket have established the future of shopping in-store with the innovations like

- 'Design Your Home' 3D Studio: Allows customers to mix and match home décor products virtually.
- Fun Station: Entertains kids with interesting games and art works.
- Product and Location Finder: Installed at key locations in-store to help customers find products with ease.
- Self-Checkout and Assisted Checkout: Where customers can pay their own bills without hassle.
- Energy Conservation: SPAR monitors and tracks electricity consumption of equipment with a tracking system.
- In Store Mobile App: Provides easy & quick information on stock availability, promotions, sales, price changes etc.

Project (B): Omnichannel Solution

SPAR Omnichannel solution aims at providing superior shopping convenience to customers through various channels:

- Website (www.sparindia.com): This e-commerce website is an Omnichannel model offering a virtual store.
- The Mobile Application: This App provides SPAR shopping experience on the go.
- Food Truck: This concept is a truck with fresh products

offering the best prices in the customer's locality.

- Digital Kiosk: "Closer to you" This is an innovative idea with easy and convenient interface for shopping to connect neighborhood store and communities.

According to you what are the retail tech trends that ruled the roost in 2018?

2018 was action teeming year in retail technology transformation. AI, IOT and VR on the rise. Now many retailers are tech companies. Several companies made advancement in Robotics, IOT, VR, AR, Analytics and Automation.

Retail tech trends that ruled in 2018:

Personalisation: The power of personalisation helped retailers to give unique customer experience and a boost to sales and make customers feel special during shopping. AI and Analytics platforms were used for better customer engagement with personalized shopping experience both online and in stores. More retailers have started adapting to use AI-based capabilities and technologies to better match shopper's expectation and convenience. Retailers can access personal shopping history, demographics, page views and clicks then use AI to offer better recommendations and individually tailor their marketing.

Self-Checkouts: Checkout experience is a key for customer experience and retention. Retailers have



done deep dive on improving the checkout experience by implementing mobile based checkouts, assisted checkouts, Q-busters, and express counters. Now checkouts are made faster and easier by online payments through wallets and payment gateways. Checkout based technology will continue to evolve that leads to better communication, connect and engage with customers in exciting new ways.

Cloud Solution: Big brand retailers have invested in cloud technologies and it is proven to be beneficial for business by reducing the hosting cost, equipment and increasing the productivity and capacity. Any technology deployed based on cloud solution will help in keeping the company flexible and agile.

Mobile Based technology: Emerging technologies built are mobile friendly.

- Websites are mobile responsive
- Mobile Self-checkouts: Faster checkout by customers
- Mobile Wallets: Make the payment easier

Mobile will become an increasingly important tool in retail, both online and in stores. Customers shopping experience and engagement are made better

47
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by implementing mobile based technologies. More customers are comparing prices and products in mobile before buying the product in a brick and mortar store. Many retailers will invest in and optimize their mobile experience in 2019 as well.

IoT: Internet of Things (IoT) is a network of connected physical objects embedded with sensors. IoT allows these devices to communicate, analyse and share data about the physical world around us via networks and cloud-based software platforms. Smart-store applications, connected consumer and supply chain applications are the key applications of IoT. Retailers used beacons, sensors, and the Internet of Things devices to drive the in-store experience. Retailers will continue to explore ways to use IoT in the coming year for everything from keeping better tabs on their inventory to managing losses from theft and connecting with shoppers.

IoT is the tool that have bridged the gap between the digital and physical worlds as it finally offers the ability to obtain and use data in stores. Advanced machine learning and AI are used to provide the personalized service based on the information gathered from the customers in stores. They will pilot more IoT programs to enhance store entry, customer interaction, improve merchandising and offer more rapid checkout.

What new can we expect from your kitty in 2019?

Next generation technologies will be implemented in stores and online to provide Omnichannel experience to customers.

Conversational Commerce:

Interaction through WhatsApp for improved customer connect.

- Online shoppers can contact a brand's customer service team directly.
- Helps in addressing all queries throughout customers buying journey.
- Shoppers simply add the number to their contact list and start interacting with service representatives.
- A discussion panel helps the service representatives to handle multiple queries at a time.

Virtual Reality and Augmented Reality:

The future of shopping is virtual reality (VR) and augmented reality (AR). VR and AR are set to transform the customer shopping experience and replacing the pain points with captivating, interactive experiences that both inform and entertain.

- Customer Engagement: Engage customers through an immersive interface

that allows them to "feel" products at highly engaging levels.

- Customer Entertainment: Provide multiple layers of entertainment to customers of all ages; and attempt to create a "Digital Theme Parks" kind of environment inside the store.
- Customer Education: Provide multiple education modes and help customers make more informed buying choices. All education will happen through immersive experiences.
- Management: The system can also be used for managing operations which can include multiple objectives like training, efficiency management, and floor management, among others.

In Store Experiences:

- AR and VR games to engage children.
- Augmented experience of recipes available on the shelves/kiosk.

- Virtual experiences of bedroom décor and apparels.
- Produce experiences to show the utility of various products on the shelf
- Cross sell with contextual content.

Chatbot: Chatbots are influencing customer shopping experience globally. There are immense benefits by chatbots.

- Customer engagement 24/7
- Automated shopping assistant.
- Suggestive selling as chatbots are enabled with AI/ML.
- Personalisation

Visual Analytics Solution:

- A video analytics solution which takes the existing video/Visually capturing the feeds from the store cameras to extract information on customer movement (footfall trends, heat mapping, trajectory view, demographics details etc.) in the premises.



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- Analyze and actionise on the insights to provide insights to improve the business.

To understand the customer shopping pattern, aligning the marketing campaign and stock of inventory accordingly

1 Shopper Behavior:

- Customer Walk-in trends
- In-store paths analysis
- Day-wise customer behavior

2 Store Attraction

- Footfall and engagement
- Promotional effectiveness

3 Store Performance

- Customer footfall conversion
- Revenue projection
- Monitoring checkout queue length and alerts to store team

Voice Assistant: Customers can buy or enquire the products through voice. This technology is powered by AI which understands customer shopping pattern and supports suggestive selling. Business benefits:

- Power to change customer behavior
- Creating new habits
- Voice of brand
- CX enhancement

Proximity Marketing:

Personalized ads for targeted in-store customers through our Omni Mobile App. Communicating to customers on relevant offers during their walkthrough in store on their smartphones.

- Welcome messages during entry point
- Promotions on store aisles based on purchase history
- Feedback on new products

This will enhance shopping experience, customer loyalty and improve the basket value.

Highlight the retail tech trends that will take the retail industry by storm in 2019.

Omnichannel Commerce:

Omnichannel retailing is a fully integrated approach provides shoppers a unified experience across online and offline channels. True Omnichannel shopping extends from brick and mortar store to mobile browsing, ecommerce, onsite storefronts, social/digital media, and any cross channels.

It is not about having a presence on multiple channels or giving customers

an option to shop in multiple places. Mobile, marketing, merchandising, fulfillment, marketplaces, supply chain, operations, all of it, needs to be taken into consideration to be a robust Omnichannel retailer.

Artificial Intelligence:

- Voice Assistant: Popular voice assistants are going to play a huge role in customer shopping pattern and experience.
- Robotic Assistant: Some of prominent restaurants and retailers are testing robotic assistant. This will be a trend setter technology for customer convenience.
- Last Mile Delivery by Drone: Drone will do Customer delivery.
- World's first drone Chai (Tea) Delivery in India
- Alphahet's Wing is launching a free drone delivery service
- Amazon is delivering items via drone

Bots:

- Customer experience: Bots are transforming shopping experience for millions of consumers globally.
- Customer engagement: It engages customers more and it is proven engaged customers spend more. 24/7 engagement is possible through bots.
- Customer service: Real time customer service across multiple channels.
- Digital Marketing: Personalized offers based on purchase history and search patterns. Real time actionable offers to customers.

Types of bots: Social network bots, monitoring bots, partner bots, searching engine crawler bots, security bots etc.

Cyber Security: Cyber security for retail companies needs to be a priority. As per the statistics, one in three retailers globally lose revenue over cyber-attacks. As per couple of articles published online, only 52 percent feel their security infrastructure is up-to-date with the latest threats. Even more worrying is that only 61 percent feel they're fully compliant with retail security standards. As a result, more companies are turning their attention toward cyber security and compliance in the retail industry.

IoT: Retailers see some alluring possibilities for using IoT technology in their businesses. 2019 seems likely to be a year for pilot programs and small-scale testing. IoT bridges the gap between online and in store shopping, automation, and new ways to engage with customers are all concepts with major upside for retailers, but the technology has only recently started to take hold.

IoT adoption by retailers has been growing rapidly and is being used to improve customer experience, track in-store assets, reduce theft, improve inventory management, and deliver personalized promotions. Also, due to the penetration and increasing usage of smartphones experiences enabled by IoT in retail are finding more adopters.

“ Technology will play a major role in customer experience, engagement and convenience which will influence shopping pattern. ”



MAKE A **Smart** MOVE

The International Home + Housewares Show in Chicago is a fantastic opportunity to get a truly holistic grasp of the latest trends and innovations from not only US brands but also global suppliers. We loved the focus on creativity and were particularly impressed with the large number of brilliant startups and emerging brands demonstrating unique products. The IHA team's meticulous attention to detail resonates through every organizational level of the event.

Matt Ryan, Partner Success Manager
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POORAAN JAISWAL

CHIEF TECHNICAL OFFICER, TBZ

How is technology changing the retail industry?

We all know that the world is completely depend on technology in the 21st century, as is the retail industry. In today's time, if we don't have technology, we are as good as non-existent on earth. Take the example of CRM (Customer Relationship Management) application/technology which has become integral part of the retail world, without which retailers can't maintain or improve customer experience.

With CRM technology, retailers don't have to depend on the store manager's ability to convert customer feedback in to analytical reports or remember customer birthdays to wish them. Everything is done automatically. Many other tasks are also taken care of by CRM which not only improve customer experience but also help to fine tune our products, based on customer feedback.

Omnichannel presence, along with 24x7 availability and cheap Internet has opened many more mediums for retailers to push their products to customers in a much better manner, including in live video formats.

Apart from this, IoT technologies are also improving customer satisfaction, which in turn are resulting in more sales for retailers.

Tell us in detail about the retail technologies that you have introduced this year.

We at TBZ LTD have introduced lot of new technologies to help our sales staff, marketing and retail teams to increase sales and improve customer experience. These include:

- **Integrated CRM Solution:** For one-point customer information, loyalty, discounts/coupons and his/her experience/feedback
- **E-Catalog:** For showing all the designs in TBZ, across showrooms and in our design bank. This was missing till last year.
- **Mobile POS:** Though it is still evolving, customers no longer need to stand in long queues for billings at TBZ stores now.
- **Free Wi-Fi:** We have started pushing free Wi-Fi to all our

customers in the showroom for better connectivity with their loved ones. This is more important when you are making big purchases or buying gifts for someone else.

According to you, what are the retail tech trends that ruled the roost in 2018?

2018 was the year of connected customers. After Jio's entry with free internet, customers started consuming more information regarding products, reviews, feedback and online buying. Apart from internet, the one technology which almost all retailers are trying to get their hands on is AI (Artificial Intelligence). Infact, we are also testing the same for a few of our stores, to showcase our designs to customers based on their liking, mood and past



purchase/search history. However, I still feel CRM technology is the best thing which has helped retailers a lot this past year.

What new can we expect from your kitty in 2019?

Many more technology innovations like:

- **Virtual Trial Along with Artificial Intelligence:** This is something we are testing currently, in a few stores, and will soon launch across all stores.
- **Facial Recognition:** We are working with a few partners





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Few of Our Esteemed Customers



to enable facial recognition of our customers, whenever they walk in to our stores, to provide them with better customer experience and products which they like.

- **Marketing Automation:** We are working on automating our marketing campaigns

for better customer engagement and improved services.

- **Try @ Home:** The brand is working on Try at Home solution on top of virtual trials to reach more and more customers at their comfort and convenience.

Highlight the retail tech trends that will take the retail industry by storm in 2019.

As per me, if focused more from a holistic approach, technologies like AI (Artificial Intelligence) will completely change the retail industry. I am sure by the end of 2019,

AI along with Machine Learning, will give us a completely new retail industry, which you can call Retail 3.0. We also need to be careful while choosing technology, as over-engineering can kill the experience and industry.

KIRAN KOMATLA

VICE PRESIDENT (INFORMATION TECHNOLOGY), BURGER KING



How is technology changing the retail industry?

The retail industry has undergone a significant transformation over the past decade, and it continues to evolve quickly. Almost every customer is an online customer, The 360 degrees life cycle of customer journey now starts from online research, product and price comparison, feedback and customer support about a product or service is as easy and digital as sending a tweet or comment, prompting

immediate actions. This has encouraged further tech innovation which allow customers to explore more and more, adding value to the retail experience.

Self-checkout kiosks and mobile-phone payments aim to speed up check-out and eliminate the queues and waiting time in-store. Overall consumer expectations in retail are changing rapidly. The Internet has given rise to a culture of instant gratification. Information and entertainment are available to anyone within seconds.

According to you what are the retail tech trends that ruled the roost in 2018?

In-Store Experience: With the use of beacons, mPOS (mobile point of sale), near field communication, Digital screens; retailers are able to know customers from the moment they walk in. With targeted marketing messages retailers are able to reach potential consumers, with the help of m-POS retailers have achieved faster checkout and improved



speed of services. Retailers are able to attract, engage and convert prospects into shoppers.

Online Experience: Online retailers are customising their shopping experience for mobile phones through building responsive websites / apps that adjust their user-interface as per the device the consumer is using.

Using IoT, AI and Robotics at retail warehouses optimized inventory management, error free shipments, digital integrations with supply chain network improved speed of delivery and transparency in shipment movement to customers.

Data's role in both online and brick-and-mortar retailer decision-making is key, especially as technologies like Big Data and Machine Learning continued to



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mature. Forward-thinking retailers are exploring ways to collect and leverage data in their sales, marketing, customer service, and operations.

Highlight the retail tech trends that will take the retail industry by storm in 2019.

In 2019, emerging technologies that change the way consumers interact with their favourite brands and retailers. Personalized shopping experience is the highest priority for both online and brick-and-mortar retailers.

- **Internet of Things:**

E-tailers will adopt IoT which will make shopping easier, quicker and more convenient. Retailers can collect voluminous data and actionable insights about customers' product usage and preferences. This will allow targeting marketing to customers throughout every phase of the buyer journey.

- **Artificial Intelligence (AI):**

These are powered computer programs that retailers can use to interact with their shoppers. It is the technology that will reshape

the retail landscape, driven by data from customers themselves. AI like Siri, Google and Alexa are already revamping the shopping experience. AI will play a crucial role in manufacturing, distribution to delivery. Chatbots will be used process orders, payments and post-sales support.

- **Big Data Analytics:** Big data analytics continues to mature. It is helping in strategic decision making. Retailers are exploring new ways to leverage big data analytics to enhance

different aspects of the business right from sales, marketing, payments and customer service to retail operations.

- **Subscription E-Commerce Model:**

Online retailers will adopt subscription e-commerce models which will help them retain consumers. In many categories, monthly subscriptions are disrupting industries and it's ideal for retailers because it guarantee customers into purchasing a particular product / service from them.

PIYUSH CHOWHAN

CIO, ARVIND LIFESTYLE BRANDS

How is technology changing the retail industry?

Shoppers are demanding more from retailers, with technology evolving faster. The Omnichannel demands from customers are shaking

the current business models of retailers and technology is becoming at the centre of Omnichannel offerings to the consumer. Mobility, alongside advancement of IoT technologies, are forcing retailers to integrate these

solutions for differentiation at the point of sales. Product offering is no longer going to be at the heart of the offerings to the consumer which the retailers are transitioning to. Retail experience is going to be



the core differentiator and new avenues are being experimented to provide a rich and unique experience to the customer in the Omnichannel journey.

Tell us in detail about the retail technologies that you have introduced this year.

We have created a total Omnichannel network which provides seamless product availability done experiments with lot of Insight driven Data Analytics. The data which is being generated is able to help make our offering far sharper. This integrated offering is helping

us serve the customer in the choice that they prefer to. This integrated solution was possible with a modern store infrastructure which included better network and modern POS solution.

According to you what are the retail tech trends that ruled the roost in 2018?

- Omni-commerce refinement was the theme for the year. Retailers were trying to optimise their offerings for the customer.
- Analytics solutions did become mainstream and

lot of data driven decision making like Assortment Planning, Markdown Planning etc were being implemented.

- POC of AI solutions gathered pace and solution definition was happening in the last year.
- Cost and Profitability was the key business driver for model optimisation throughout the year.

What new can we expect from your kitty in 2019?

- **Everywhere Commerce:** This is a significant trend

which is becoming more prevalent and customers are demanding choices of commerce of their convenience. The ability to serve seamlessly is becoming challenging.

- **Convergence of Voice / Image / Video** is happening fast and customer touch points are moving towards an integrated solution. Conversational commerce platforms are emerging and will evolve in the next few years. They will be initial offerings from providers to

refine their offering in this space.

- **Integrated Intelligent Enterprise Solution** with use of AI / ML will start seeing the reality.

Highlight the retail tech trends that will take the retail industry by storm in 2019.

Watch the space for conversational commerce. Image Recognition technologies are also maturing and will find its place in the coming year.

RANJAN SHARMA

CIO AND HEAD OF SCM, CAPTIVE ECOMMERCE BUSINESS & QA, BESTSELLER

How is technology changing the retail industry?

With ever increasing cost pressure, higher attrition rate, lack of quality manpower and increasing places of business it has become imperative to solve the problems raised by each of these areas. Technology has solved/solving some of the

issues related to productivity, reducing people dependency and making processes seamless.

Tell us in detail about the retail technologies that you have introduced this year.

We have introduced AI-backed BOT for employees on the employee App. This

is to ease the task being performed by employee and in the longer term to get more insights about people. We would launch the voice version of the same early next year. Apart from this we have launched RPA for automating some of the disparate processes which involved a lot of manual work.




According to you what are the retail tech trends that ruled the roost in 2018?

Analytics, AI/ML, IOT and RPA

What new can we expect from your kitty in 2019?

Advanced Supply Chain automation and optimisation solutions, planning using ML, strengthening people solutions and taking forward AI/ML to other business areas.

Highlight the retail tech trends that will take the retail industry by storm in 2019.

AI/ML and RPA will become core to the strategies of Retail CIO's. 





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REACH OUT TO NEW DESTINATIONS

IDENTIFEYE'S MULTICAMERA HEATMAP SOLUTION PROVIDES IN-DEPTH INSIGHTS INTO VISITOR BEHAVIOUR

– By IMAGES Retail Bureau

Identifeye Solutions is a provider of cutting-edge technology like People Counting, Queue Management, Heat Mapping and Staff Elimination that cater to numerous industry verticals. The brand's customer behavior analytics help businesses boost conversions, increase profits and optimize operations in their physical locations.

New Technologies Introduced

Ayush Jain, Co-Founder, Identifeye Solutions explains, "Our Multi camera Heatmap solution provides in-depth insights into visitor behaviors. It provides a map view where you can create multiple zones and receive counts and dwell time for each zone as well as visitor flow. With the Visitor Flow analysis, you can track every customer from the moment they enter your location to the moment they exit."

"With our new MAG (Mood/Age/Gender) Recognition technology, you can categorise the visitors on grounds of gender, age and status. Knowing the demographic profile of the customers is an important variable to provide better services. This data allows you to enhance customers' engagement level by offering them the right products and keeping your stocks up-to-date for the needs of your diverse customer base. One can change signage in real-time according to the mood of



visitors to boost conversions and optimise the design of your location as well as choosing assortments as per visitors demographics," adds **Puneet Jhawar, Co-Founder, Identifeye Solutions.**

Benefits of Identifeye

A multinational electronic company wanted to effectively count and understand traffic in various locations. Simultaneously, the solution needed to provide data for cross referencing with sales data to project conversion rates with high accuracy. In addition, they hoped for a versatile tool to compare store performances, monitor marketing effectiveness as well as employee productivity.

"Our platform allowed the company to analyze the relevant KPI's for

retail success. The data interpreted into actionable insights which allowed the management team to allocate staffing in peak hours. With the Heatmap device, the company effectively measured the total occupancy level within the stores, most visited areas along with customer time spent in various zones. Since the installment of the 3D Alpha+ Devices in-store conversion rates have increased over 5 percent in all stores," said Jhawar.

Retail Tech Trends That Ruled the Roost in 2018

Omnichannel experience was all the buzz in 2018. "Customers are looking for easier and more enjoyable shopping experiences no matter the medium. Shopping is changing with



the introduction of different platforms along with imposed rules of the new 'experience economy. In a world where online stores are moving to become brick-and-mortar destinations, it is impossible to succeed with the old rule book. Retailers need to think like technology businesses. They need to re-organise their IT to ensure their business interactions – with customers, partners, and wider ecosystems – are as seamless as possible," states Jain.

What does 2019 have in store for brands?

"The focus is to consistently develop our BIP with AI and Machine Learning tools. We're moving towards traffic and stock predictions by understanding the effect of seasonal changes and holiday periods on store efficiency and visitor experience. We will be able to estimate per shift and per hour the number of staff per visitor, giving you an overall view of your staffing status. Thanks to Computer Automated Tips, we ensure a day-to-day right staff allocation for an optimum performance, by letting you know when more or less staff is needed.

We will also be able to predict the incoming traffic for stores along with the stock the retailer needs to keep. This would help retailers pre plan their marketing and operation strategies," concludes Jhawar.

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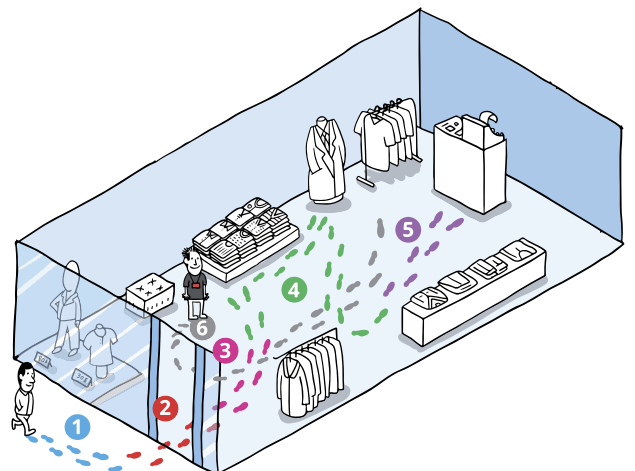
IN STORE HEATMAP ANALYTICS



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STAFF EXCLUSION



RANCELAB®: A ONE-STOP-DESTINATION FOR RETAIL SOFTWARE & POS HARDWARE SOLUTIONS

– By IMAGES Retail Bureau



RanceLab® is a one stop destination to shop for Retail Software and POS hardware products especially meant for the retail industry. Since its launch in 1996, the brand has been serving the retail and hospitality industries with its specialised services.

Retail Technologies Introduced in 2018

Constant innovation and user-friendly product development has been a forte of RanceLab for the past 20 years now.

“We invest heavily on R&D to ensure all our customers worldwide are upto date with current market trends and stay ahead of their respective competition,” says **Nilesh Shah, Co-Founder, RanceLab®**.

“Some of the most interesting technology deliveries of 2018 include Hybrid Cloud Solution for online and offline data storage, JWT (JSON Web Token) for security, JSON for storing data, Gzip for

compression, GitHub, Swagger UI for perfect documentation of API to connect the world of third party app and market places with our base product FusionERP,” he explains.

Brand Popularity & Benefits

Solutions developed by RanceLab® are delivered



to all its clients across the world, irrespective of their size, nature or volume of business. Some brands RanceLab®’s solution include **Aditya Vision, 8 Eleven Supermarket, Panda Retail, Bazar 365, Ghasiram Fashion, Anand Super Bazar** and **Samrat** to name just a few.

“FusionERP does 3X faster billing and comes with the easiest user-defined interface. It records customer’s data, helping retailers get better customer insight and leveraging the same to bringing their sales up by 40 percent. With effective customer engagement program it creates and retains 5X more loyal customers,” Shah says.

“With its efficient supply chain management, FusionERP saves costs on your small and petty purchases expenses by 3 percent. Broadly the business areas greatly and largely benefited include revenue increase, cost reduction and capital investment reduction. Since the entire process is automated, it eliminates costs and need of capital expenditures,” he further explains.

Retail Tech Trends That Ruled the Roost in 2018

There have been multiple trends that opened windows for the retail industry, starting from the larger ones to the SMEs. Since the emergence of the e-commerce, offline retailers are shifting to online stores and looking for e-commerce integrations, as this gives a new opportunity for retailers to benefit from.

One major attraction to the retail industry this year seen is Customer Loyalty. According to studies, consumers tend to spend 19 percent more to receive loyalty points and discounts. “Also, given the growth of personalized e-commerce, the choices of online payments have

become a mandatory need for retailers in India. The integration of multiple payment gateways are a huge demand found this year in the retail industry,” says Shah.

2019: The Year of Technology

“2019 is going to be the year of technology and we have spent huge resources on research for a future ready ERP Software. Some of the new technology from the house of RanceLab® will include Blockchain, Artificial Intelligence (AI), Machine Learning (ML), Natural Language Processing and Quantum Computing,” states Shah.

RanceLab® has been a pioneer in bringing world class technology to its customers’ doorsteps and will continue to do so in the future. Built-in AI and ML will help retailers leverage more out of their operations, build more revenue and significantly reduce cost of operations. With the addition of blockchain in FusionERP, retailers will be able to offer greater transparency to supply chain and more personalised experience to their customer network.

“While on the one hand, Natural Language Processing will improve the efficiency of documentation and identify the most pertinent information from the large database, on the other hand quantum computing will perform large number of computations at the same time, producing results which are both meaningful and measurable for business growth,” concludes Shah.



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WIKI WAKY WOO

Earthy Tales: Making the Farm-to-Fork Concept a Reality

– By Charu Lamba

The brand has already set up a centralised kitchen in Gurugram and plans to bring out value add ready-to-eat items using its organically grown ingredients from the kitchen. This centralised kitchen will give impetus to its new upcoming verticals – organic and healthy meal service and The Earthy Tales Cafe...



Organic grocery brand Earthy Tales – which has tied-up with farmers to provide fresh, organically-grown produce to consumers – started with a weekend getaway activity at family farm lands in Pushkar, Rajasthan. It was started with an initial boot-strapped investment of ₹15 lakh and turned profitable within 15 months of operations.

In a freewheeling chat with IMAGES Retail, **Laksh Sondhi, Head Marketing & Brand Strategy, Earthy Tales** talks about how the brand has grown from just being present in the online space to opening an offline store within just a few years of operations, while elaborating on the future of the brand.

Tell us about Earthy Tales and its business operations.

Earthy Tales is a socio-economic venture, started by farming aficionados to bridge the gap between the conscious farmers to the even more conscious consumers of NCR by delivering organic and chemical-free groceries including farm-fresh fruits and vegetables within 24-hours of harvest. We directly source from a trusted, mentored network of farmers and believe in putting their interests first.

What was the idea behind setting up your own store?

There were three main reasons why we decided to switch from an online-only model and open a brick-and-mortar store at Ireo, Grand Arch:

- We wanted to create an experience centre for our customers to highlight the source of our food, so they can appreciate how food is

grown and understand the relevance of organic food in today's time. Basically, it is all about bringing our customers closer to farms.

- It gives our patrons the flexibility to be able to reach us and make last minute purchases, seven days a week.
- We wanted to create another storage hub which would aid us to decentralise a huge chunk of our deliveries in and around Gurugram.

What is the USP of your store?

We engage with residents to bring health-conscious people together. We have tried to create an experience centre with activities including a storytelling session for 6 to 10 year-old kids. This makes children more appreciative of both organic food as well as our store.

We also have different kinds of grains on display for our patrons and their inquisitive children to touch and see for themselves before buying a pack of the same.

We ensure our customers are made fully aware of the source of each product, which includes the state and district of each farm where they come from by bringing our organic farmers out in the forefront under the 'Farmer of the Month' initiative.

Tell us about the product range at your store across various categories.

We offer over 150 items across these categories:

- Freshly harvested organic vegetables and fruits
- Unpolished and Organic pulses and beans
- Desi Cow's A2 Ghee
- Spices
- Rice and millets
- Freshly Milled Whole-wheat Flour

- 8 different kinds of naturally gluten-free and plant-based flour
- Super seeds
- Dry fruits
- Superfoods like quinoa and chia seeds
- Breakfast cereals
- Natural Sweeteners and fruit jams and preserves
- Herbal Tea Infusions
- Dried herbs like Thyme, Oregano, etc
- 6 kinds of naturally grown and produced edible cold-pressed oils

Who are your major clients and what demographics do you target?

Our major clients are a part of the health-conscious section of society, who understand that eating pure and nutritious food is as important as spending those hours at the gym. Young couples, nuclear families and parents who are aware of the rampant use of chemicals and pesticides in all food that we eat, which is harmful for their children's health, are our clients.

We have also started supplying fresh organic produce to two cafes in Delhi as part of their organic menu. We see this number growing in the future as the new wave of restaurants that are now coming up, are inclined towards healthy food. We currently deliver in New Delhi and Gurugram, with plans of launching various ready-to-eat products across different categories, through which we aim to reach audiences across the country via modes like select retail and online stores.

Tell us in detail about the pop-up stores that the brand has recently introduced.

Earthy Tales had been actively

taking part in this festive season's stalls and *melas* in various condominiums across Gurugram and Delhi. Being inspired by those, Earthy Tales started setting up its own pop-up store in three different condominiums in Gurugram.

Presently, you can find Earthy Tales every Wednesday and Saturday in the upscale Salcon verandas and DLF Icon on the Golf Course Road and Tatvam Villas on Sohna Road.

customer convenience being of utmost importance, we're trying to bring the market to the customer instead of bringing the customer to the market.

The great thing about these pop-up stores is that they were possible only because of our customers who spoke to and convinced their individual RWAs about a regular possible pop-up store in their own condominiums. Our customers are our true brand ambassadors.



The model is super beneficial to the residents of these condominiums as along with all kitchen groceries that come directly from farms, customers are able to pick the choicest of fresh produce that has been harvested just hours before its displayed at these stores.

The concept lies in the thought that in the age of

Which are the best-selling products in your portfolio?

Apart from fresh seasonal vegetables and fruits, whole-wheat flour – a native variety of Rajasthan – our entire range of freshly milled-to-order gluten free flour, unpolished and hand milled pulses, desi A2 cow ghee, cold pressed mustard oil and sesame oil

and natural and hand-rubbed spices and herbs are some of our most popular products. Jaggery brick, directly sourced from our mentored farmers in Maharashtra, also does extremely well.

How have the products grown and evolved over the years?

When Earthy Tales first started out, we only offered farm produce that we grew. However, when the demand for a variety of veggies and fruits increased, we started mentoring different farmers and directly sourcing from different parts of the country. This became our strength and from merely supplying 15 home-grown items in 2014, we now have a robust portfolio of over 150 items. Our family of mentored farmers has grown to over 400 now, and our customer base has grown to around 1,800 health conscious families.

What have been the consumption trends for these products and what is driving their growth?

We have noticed that once someone believes in the concept of eating naturally grown and unadulterated food, they want more and more items to be of that very nature. This goes beyond raw vegetables, fruits and groceries. As eating organic food isn't really a short-term diet, but a long-term lifestyle change, there's an emerging demand in the ready-to-at market segment.

With a base kitchen already in the works, and a bakery unit being set up, we plan to launch various kinds of breads and organic versions of crowd favorite sweets and savouries that will take us directly from kitchen

cabinets to dining tables. Our intention is to bring ease of consumption to the labour-intensive natural food, without compromising on our core ethics and values of keeping every ingredient organically grown without any artificial flavours and preservatives. The major driving force behind this is the health conscious and wellness sector really taking off and creating a unique space of its own.

What is your sourcing strategy?

Since the inception, our priority has been linking and connecting with farmers who share the same passion for growing food the natural way without the use of any chemicals and artificial pesticides. We started with mentoring small farmers about the ill-effects of chemicals with continued efforts in converting their farms into chemical-free farmlands. Today, we're at the centre of a strong family of over 400 passionate organic farmers across 12 states who believe in the cause and we only source directly from these farms and farmer groups. We're very hands-on with our approach as till date we continue to do multiple farm visits ourselves to check on-farm practices. Also, we pick-up random samples from across our product categories and agro-belts and get them tested for any chemical residue with an NABL accredited FICCI certified lab. These tests are done every quarter to ensure consistency and build trust of any new member joining.

What are your criteria for identifying new products and categories and your benchmarks for tying up

with new vendors and suppliers?

We're open to add those products to our portfolio that are organically grown in India. The products must resonate with our audience and become a part of their lives.

As we see ourselves as a healthy lifestyle brand, it's important that our products reflect our ethics and values and the honesty that we put into our work. We also work

grown ingredients from this kitchen. We have also test-marketed some curated products including *Atta laddoo* using jaggery (no sugar, no preservatives), Panjri (highly nutritional energy mix made using dry fruits, *desi ghee*) and homemade Nut Butters (no sugar, no preservatives) and these have already become popular with our existing customer base. In-fact, we are getting inquiries now



closely with various home-chefs to curate different products and add as an offering during festivals for gifting and also for corporate gifts.

Tell us about expansion strategy.

We have already set up a centralised kitchen in Gurugram and plan to bring out value added ready-to-eat items using our organically

from Indian diaspora based in Singapore and UK.

Also, this centralised kitchen will give impetus to our two new upcoming verticals - organic and healthy meal service and The Earthy Tales Cafe, a chain of concept cafes for which we plan to partner with like-minded outlets and use traditional recipes, ingredients and earthenware for cooking and serving. 



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COOL COLORS - EMERGING BRAND



Left to Right: Mr. KT Srinivasa Raja (MD - Adyar Ananda Bhavan), presenting the award to Mr. Praveen Mutha (MD - Bafna Clothing)

We thank the Images Group for awarding Cool Colors as an Emerging Brand at the Images South India Retail Awards 2018, in recognition of our work in the Industry and the efforts of the Cool Colors Team.





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LEADERS & THEIR BRANDS: TRANSFORMING THE INDIAN RETAIL SPACE

– By Sandeep Kumar

India's retail market is expected to increase by 60 percent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity. Online retail sales are forecasted to grow at the rate of 31 percent year-on-year to reach US\$ 32.70 billion in 2019 and the credit for this rise goes to the future-savvy leaders of the sector...

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries in the world due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10 percent of the country's Gross Domestic Product (GDP) and around 8 percent of the employment. India is the world's fifth-largest global destination in the retail space.

India's retail market is expected to increase by 60 percent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity. Online retail sales are forecasted to grow at the rate of 31 percent year-on-year to reach US\$ 32.70 billion in 2018.. We are expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. The country's luxury retail sector also approximately grew up to US\$ 30 billion by the end of 2018 from US\$ 23.8 billion 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in Tier II & III cities, according to ASSOCHAM.

Key Facts & Figures

The top retail companies in India contribute as much as almost 10 percent to the annual GDP of India. The top 10 retail companies in India generate almost 60 percent of their sales from the rural FMCG customer base in India and are increasing their investments on widening their distribution networks for these markets.

An extensive analysis of the Indian Retail Industry has shown that India is among the top 10 largest consumption nations in the world and is predicted to become the third largest consumer economy in the world within the next 10 years. This is also obvious in the fact that many top retail companies in the world are getting into M&A with the best retail companies in

India to create the best upcoming retail brands in India.

As a result of this, over the past ten years or so, retail in India has seen many domestic and global companies build a play into possibly the most promising consumer opportunity around the world, what with new startups, entrepreneurs and brands coming up and making an impact becoming the new trend.

Leading the Retail Sector

So, how has the retail industry in the country reached these heights? The credit towards the soaring graph as well as organisation of the sector goes to the leaders in the industry, stalwarts who have carried their brands with a solid vision and credibility. It is due to their effort that retail companies in India have turned focus towards semi-urban and rural sectors, keeping in mind the increasing levels of disposable incomes in these regions coupled with growing awareness of latest FMCG products.

These industry bigwigs are investing in the age of disruption, evolving retail for the smart consumer, ensuring that people and technology go hand in hand, working towards creating new value for consumers and attracting global Millennials, betting heavily on Omnichannel and Phygital strategies and transforming customer experiences through AI, ML and Big Data.

These men and women are not picking convenience over experience – instead, they are providing consumers with both, converting them into loyalists. They are of the firm belief that the future of retail will belong to the brands that find the best way for digital and physical services to complement each other.

Company heads who are letting their consumers make the decisions and pave the path to the future are winning.

IMAGES Retail brings you a comprehensive list of retail heads who are leading the change with the way they manage their brands, integrate technology in their workspace and let consumers be the voice of their brand.

KRISH IYER

WALMART INDIA

A long-term retail professional, KrishIyer brings a wealth of industry-specific management and leadership experience to his present role as President and CEO of Walmart India.

Iyer joined Walmart International as a Senior Vice President in 2012. Prior to this, he served as Managing Director, AS Watson Group, a leading international health, beauty and lifestyle retailer. During his six-year tenure at AS Watson Group, he handled the company's business in Thailand, Taiwan and Philippines as Managing Director, and as Regional Business Development Director and Regional Director of Store Design and Development for Asia and Eastern Europe. Prior to that, Iyer was Managing Director and CEO of Piramyd Retail Limited. He started as Executive Director and CEO of Piramyd Retail in April 1999. During his 7.5-year tenure, he was also CEO of Retail Business and Managing Director of Piramyd Retail. He successfully concluded an IPO for the company in December 2005.

Iyer holds a Bachelor's of Science (Hons.) degree in Commerce and Economics from the University of Mumbai, India. He is an Associate Chartered Accountant and member of the Institute of Chartered Accountants of India. He is also an associate member of the Institute of Company Secretaries of India.

His passion for retail comes from his enduring belief that the industry has exceptional talent, amazing agility and dynamism. "Our ecosystem helps us develop leaders of outstanding moral character who are passionate about people as well as performance," he notes.

To Iyer, the most significant day-to-day challenge is "to keep the customer at the centre of every action and every decision."



Walmart India owns and operates 23 B2B Modern Wholesale Stores under the brand name of 'Best Price'. The company also operates 2 Fulfillment Centre in India. In an exclusive interaction with KrishIyer, President and CEO, Walmart India, talks about the growth, key achievements of the brand in 2018.

What are the growth plans of Walmart India?

For Walmart, India is a priority market and we are deeply committed to contributing to the inclusive growth in the country as we grow our business & create

Shared Value here. Indeed, Walmart's commitment to India is multi-dimensional, with contribution to national and local economies through Cash & Carry business, global sourcing arm, Walmart technology centre and most recent investment in Flipkart. Through its B2B Cash&Carry stores under the brand name of Best Price, Walmart India has been serving over one million members since it started operations in 2009, majority of whom are *kiranas*/resellers. The company currently operates 23 B2B Cash & Carry stores in the country and 2 Fulfillment Centres and is on track to open 50 new stores in 4 to 5 years, thereby creating shared value by generating thousands of

local jobs, increasing direct sourcing from farmers, developing local suppliers and regional supply chains, economically empowering women and making important contributions to the environment through waste management, using renewable energy, water harvesting/recycling and replacing single use plastic with sustainable solutions in a phased manner.

Please elaborate on Walmart India's efforts to create shared value in the country.

Walmart India has been serving over one million members, majority of them being small resellers and *kiranas*, across the country since it opened its first store in Amritsar in 2009, and has

been creating shared value for partners, associates, members, small, local and regional suppliers, small farmers and the community at large. This is being done in several ways such as: by enabling small businesses to prosper; training and engaging with farmers to enhance their productivity, make them market savvy and by sourcing directly from them, wherever possible; economically empowering under-served women through training and running sustainable stores.

Enabling Small Businesses to Prosper:

With the objective of enabling small businesses to prosper, Walmart India supports traditional resellers/*kiranas* with knowledge and



expertise to enhance and upgrade their stores into modern outlets. Besides, the company sources from local suppliers and manufacturers in the SME category and develops them as compliant and efficient manufacturers. This not only strengthens the company's supply chain, it also boosts the local economy and provides the suppliers with the opportunity to become part of the inter-regional/global supply chain.

Women's Economic Empowerment: Through projects supported by Walmart Foundation to train women in agriculture, factories, and the company's focus on increasing diversity in the supply chain, Walmart's Women's Economic Empowerment Initiative is significantly expanding economic opportunities for women across India. For example -- through the flagship 'Women Entrepreneurship Development program' launched in 2016, Walmart is enhancing women entrepreneurs' professional and personal skills for building robust businesses. This program is not only helping the company build its pipeline

of suppliers but also providing a pool of trained women owned business for the industry at large.

Farmer Engagement: Building Agri supply chain is the central pillar of the growth agenda. Walmart India and the Walmart Foundation recently made an announcement to deepen their commitment to smallholder farmers in India. The Walmart Foundation, working beyond the Walmart India supply chain, will invest approximately ₹180 crore to improve farmer livelihoods over the next five years. Separately, Walmart India which already sources from farmers directly for its Stores, will further grow its direct sourcing from farmers to 25 percent of produce sold in its Cash & Carry stores over the same period.

Sustainability: Walmart India is committed to operating its operations sustainably through energy efficient solutions, renewable energy, waste management, water recycling through Sewage Treatment Plant and ground water recharging through collection of storm water.

Besides, the company has pledged to remove single-use shrink wrap used for storing merchandise and replace it with sustainable storage solutions across all its Best Price Stores in a phased manner.

What excites you about India's retail sector? India is expected to become the world's third largest consumer economy reaching USD 3.6 trillion in consumption by 2027 and the retail market is expected to more than double to USD 1.8 trillion by 2027 from USD 600 billion now as per an industry estimate. This year, organised retail sales witnessed healthy double digit growth with e-commerce firms expanding into grocery and launching private labels in segments such as fashion and electronic accessories. This was further complemented by enabling financial solutions for easy credit. Meanwhile, new technologies including Virtual Reality are re-shaping retail in interesting and unexpected ways as they are providing immersive experiences.

Whether offline or online, retail will continue to drive the virtuous cycle of growth.

Retail drives consumption which in turn drives demand and hence therefore leads to capacity creation / utilisation.

Spurring employment and sourcing from Indian markets. How does it give a competitive advantage to Walmart India?

Walmart India is augmenting the local economy by creating thousands of local jobs (at least 2,000 direct & indirect jobs per store). We employ unskilled local youths and make significant investments in training them. With more than 95 percent sourcing from within India, we are proud to be contributing to the 'Make in India' vision of the government. Our focus on local sourcing brings in significant amount of collateral advantages. It aids in the growth of local SME suppliers, small farmers, creates skilled jobs and contributes to local prosperity to the communities.

It provides the small suppliers, especially small & marginal farmers with the opportunity to become part of the inter-regional/global supply chain. As we source local, we are able to cater to the regional and local tastes.

AK TYAGI

EXECUTIVE DIRECTOR, HALDIRAM'S

Dr. AK Tyagi received his bachelor's degree in Physics, Chemistry and Mathematics from K V Degree College Meerut, UP in 1980 and completed his MSc. in 1984 from GB Pant University of Agriculture and Technology, Patna Nagar, Nanital, specializing in Principal of Foods Processing, Technology of Milk and Milk Products.

He joined Haldiram's in 2006 and was named Executive President. He has directed the company's global strategy for a decade and helped the Group to increase its market share through expansion / putting various green field projects, development of new innovative products and expanding network.

Since he joined, the group's FMCG annual turnover has risen from ₹137 crore in 2005-06 to ₹2480 Crore (US \$385 Million) in 2016-17 with improved market share and profitability. Haldiram's group of companies is in the business of packaged food, processing and selling branded namkeens, snacks, sweets, papad, syrups, ready to eat, bakery products and frozen foods to the retail and w/s markets. Currently, it has the multi-location plants with a processing capability of 2,00,000 Mt p.a.

Under his leadership, Haldiram's has become a market leader in the Salty Category from the past five years. It is an undisputed leader in the traditional snacks category with almost 31 market share points. The brand also has 50 restaurant-cum-showrooms at premium locations in Delhi-NCR with a plan to open various more outlets in North India.



What are the innovative in-store experiences that your brand has introduced to enhance customer experience?

We have done two new things to enhance consumer experience. The first is that we have started introducing products in accordance to seasons. These initiatives are termed LTO's (limited time offers). We have also started offering packaging innovations.

How do you work towards shortening the supply chain for the customer's convenience?

Our brand is very strong and popular in the take-away department. To enhance our delivery service, we have been doing innovations in packaging as well. RTE (ready-to-eat) products with a shelf life of 6 months and above is an example of innovation, where one can get 30 different vegetarian

products. The products can be consumed with or without using the microwave (a must have for all who are traveling abroad).

What's your pricing strategy?

We offer affordable products, ensuring value for money to all consumers irrespective of the economic background while at the same time giving top priority to quality.

Do you have a specific location strategy? Do you prefer malls or high-streets?

We have stores both in malls and on high streets as part of our current strategy and we will stay with this strategy in the future too.

Tell us about the marketing and promotional campaigns in 2018? Did they bring added footfalls/sales?

Our super campaign, Happy Breakfast increased footfalls a lot for us, especially in the morning hours of the

operations. We have many plans lined up for 2019 as well.

What has been your growth in 2018?

In FY18, we achieved 8 percent growth, which we consider very healthy.

Tell us about the market structure and competition from the other brands?

We compete with all the QSR businesses and medium-high profile sweets showrooms, across all regions. The biggest challenges are:

- Standard implementations right from street food vendors to restaurant sector
- Standardisation of raw material
- Standardisation from farm to folk

What are you doing to woo Millennials/GenZ?

We are working on products with health benefits like lower sodium and fat contents in our existing menu.





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AAYUSH RUNGTA

DIRECTOR, HOFFMEN FASHIONS PVT LTD



Aayush Rungta has acquired a B Com Graduate from St. Xavier's College, Kolkata. It is his dream to see Hoffmen expand its network of stores across India. His knowledge in finance is very valuable to the company and its growth.

Genesis of the Brand

The brand was inceptioned in the year 1991 and the humble beginnings constituted the offering of basic jeans for men across all social strata. The jeans were carefully priced so as to cater to a large section of the Indian middle class. So popular was the product that in time, it became known as Essential Jeans - a must have in one's wardrobe. Essential Jeans erased the perception of denim being western wear, only popular with niche consumers. This achievement has given Hoffmen the status it enjoys in the market today. The brand has moved with the times to expand its presence and services across the country and beyond. The aim is to make the brand one of the strongest denim and casual wear brands in India. It intends to complete 100 EBOs by 2020.

Product Categories

Hoffmen's product portfolio for men comprises denims, shirts (casual and semi-casuals), t-shirts and casual cotton trousers, *khakhis* and chinos. For women, it offers denims, tees, woven tops, etc. Denim occupies 40 percent of the total product range and makes up for 45 percent of the brand's revenues. Denims in the range of ₹2,499 - ₹2,999 sell the best, which include the latest washes such as vintage wash, cloud wash, pigment wash, permanent creasing effects, dense stitch effects, etc.



These effects make the range stand out specially amongst the mid-segment brands.

Ideal Customer

An ideal Hoffmen customer is a 20+ male and female who wants a premium product but at a price suitable to their pocket. S/he understands the nuances in terms of price that a premium denim brings and when S/he gets it at a reasonable price S/he urges to own it.

Primary Markets

The brand's primary markets are West Bengal, Jharkhand, Assam, Chhattisgarh, Uttar Pradesh, Bihar, Odisha and the North East. There is good competition in this region as all the brands are trying to make an impact. Thus, it is increasingly becoming difficult to stand out as a brand and keeping offering something that the market is not offering.

2019: Upcoming Collections & Theme

The latest collection highlights include boomerang stretch denims, knit denim trousers, 100 percent cotton yarn dyed trousers, knit indigo shirts and ombre shirts.

New Launches & Category Expansion

New launches include joggers and boomerang denims for men, which also comprise knitted denims for better flexibility and fit, and denim shorts. The brand will also introduce a comprehensive range of knit indigo shirts in the price bracket of ₹1,895 - ₹2,295.

Category expansion plans within the collection would be in bottoms as the product line is getting vast and prominent. Over the years, the brand has been opening 10-12 outlets, and hopes to continue it.

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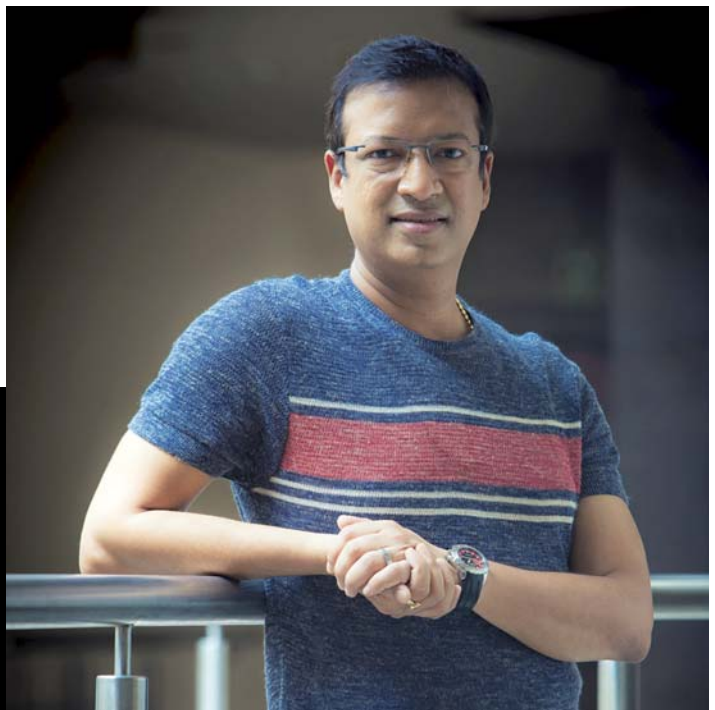


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NAMIT BAJORIA

MANAGING DIRECTOR,
KUTCHINA KITCHEN APPLIANCES



Namit Bajoria is a first-generation entrepreneur who laid the foundation stone of Kutchina in the year 2002. He has helped satisfy more than 1 million customers.

Bajoria has 15 years of tremendous experience in the retail industry. Under his able leadership, Kutchina has developed into the powerhouse of every kitchen that it is today.

Under his mentorship, the brand is purely running on the basis of innovation and intensive research, as a result of which it is being acknowledged and recognised all over country.

What are the innovative in-store experiences that your brand has introduced to enhance customer experience?

Store design is always important for Kutchina's Modern Concept, complete with the entire look and feel experience. This gives customers a sense of belonging in the store, as a result of which the experience for any customer increases manifold.

How do you work towards shortening the supply chain for the customer's convenience?

Reduction in the lead time between demand and supply of the product is the major view point in terms of the supply chain. For us, 'time curtailing' is equivalent to 'cost savings', therefore we are coming up with new warehouses in every major city that we are operating in.

Since we are into a trade which has vast product line extension, it is quite a challenge for the supply chain team to maintain the ROL (Re-ordering level) and MOQ (Minimum Ordering Quantity) for all the products that we offer to sell. To sort

this, we have integrated the ERP with the supply chain module.

What's your pricing strategy?

There is always a ceiling and floor price that is set when a new product comes into existence. We make it a point to introduce products that have some kind of aspiration, which tempt buyers to make a purchase. Various other factors are also taken into consideration when pricing is decided upon:

- The Target Market - which target group actually makes the purchase
- Demographics - the age group which decides to make the purchase
- Landing & Other Operational Cost of the Product - cost of production, fixed cost, variable cost and all the miscellaneous expenses

Do you have a specific location strategy? Do you prefer malls or high-streets?

Location defines the status and goodwill of the brand, but it always remains a challenge to find the desired location which is best suited in terms of visibility and

footfall of the prospective customer. We map down the places which are customer oriented, developed and soon to be developed region and accordingly open stores here. It is not a mandate to always prefer malls, because quite often it has been observed that the percentage of serious buyers in malls is less since malls are more hang out and experiential places today.

High streets are something that we think of more. These places are popular with the kind of clients we have which include aristocrats as well as Page 3 clients who prefer to visit high streets over malls.

Tell us about the marketing and promotional campaigns in 2018? Did they bring added footfalls/sales (percentage increase)?

What's planned for 2019?
A lot of marketing campaigns were executed in the financial year 2018. Some of these included Kutchina as a 'Co-Powered By Sponsor' for Dil Hai Hindustani 2, which was a mega success in terms of the brand awareness, Another significant campaign was 'Lighten Up Contest', which was run over a month around Diwali. We try and bundle up

all occasions with campaigns, which act as an appetizer throughout the year.

For 2019, we are still in planning stages but there are many more mega campaigns in store as compared to last year.

What is your Omnichannel strategy? What are you doing to woo Millennials/ GenZ?

All these years, we have focused on an offline mode of sales. After studying trends and realised that digital is the future for an industry like ours, we have immersed ourselves in digital marketing. We conducted a lot of activities including contests and online campaigns on our official Facebook page, Kutchina Connect. After seeing the amazing response, a lot more innovative online campaigns are being devised by us for the year 2019.

What are your expansion plans?

The company is targeting to grow exponentially in the next financial year. The marketing and sales campaigns that we have come up with after intensive and aggressive research are ready to be implemented pan India.

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RAJESH JAIN

MANAGING DIRECTOR AND CEO, SPORTS & LEISURE APPAREL LIMITED -
LACOSTE LICENSEE IN INDIA

With his persistent effort and focused vision, Rajesh Jain has built and propagated Lacoste in India as a complete lifestyle brand, offering a unique and original universe for different verticals including clothing for women, men and children, shoes, leather goods, watches etc. From a financial background, analyzing and evaluating company strategies to details, Jain's inclination for the retail industry was not a mere milestone but an opportunity to adapt to an industry which is characterized by ever-changing demands and varied preferences. Jain embraced the retail industry justifying his position as an ethical and process-oriented leader, always open to experimentation and taking calculated risks.

Prior to his position as CEO, Jain served as CFO, Sports & Leisure Apparel Limited (Lacoste Licensee in India) for three years wherein he directed and motivated the company to achieve results. Managing responsibilities that included supervising the financial risks of the corporation, designing and implementing systems and processes across the board and empowering people to execute them, Supply Chain, IT, Sourcing and Legal functions, Jain has imbibed the essential values of authenticity, performance and elegance from the brand. As a gregarious socialite, team cohesive, process-oriented entrepreneur, he has fostered the brand with remarkably positive sales growth, strategically implemented marketing campaigns and pioneering media and financial planning.



What are the innovative in-store experiences that your brand has introduced to enhance customer experience?

We are known for our strict clean-cut design codes and aesthetic. We continue to work towards creating a luxurious shopping environment, allowing the quality of product and

design to take center-stage in our boutiques. While developing the new products, we innovate for style and freedom of movement. The end customer should get an iconic wardrobe, contemporary and urban, inspired by sport and French elegance.

We believe in innovation from the word go. The first

innovation that we do is on our products. We start working on our launches for more than one year in advance. Every time, a lot of extensive research and effort is put into developing the new collection. Every one or two months, we launch new products to keep the points of sale looking fresh. We also believe in trying out new things; therefore, we keep on collaborating with illustrious designers on a global level to give the best to our customers. Above all, elegance requires clothes that are adapted to the situation or circumstances.

We take our Customer Service and Visual Merchandising very seriously. A very important part of our overall scheme of things is to ensure consistency. Whether a customer shops in India or Paris or China or US, he gets

exactly the same environment and the same merchandise. This helps us in maintaining similar customer experience across the world.

In addition to the above, as far as technology is concerned, it's certainly the way forward, the demand of today's times. We are completely for technology but just to add a word of caution, we evaluate our options very carefully and choose what is relevant for the brand and our customers. If I just take the example of India, we are present almost through all relevant channels of distribution, whether offline or online. We have started a CRM platform which has proved to be very fruitful. Then, we use ERP and POS systems which provide an effective solution to our supply chain needs and



end customer experience. Here, we are also working towards innovation like how to map inventories to try and give our customers the best Omnichannel experience.

Does Lacoste have a specific location strategy? Do you prefer malls or high-streets?

Whether we go in for a high-street or a mall, our locations are chosen very carefully. It has to be a premium environment; even our adjacencies have to be premium. At the same time, we also look at the customer profile in that territory, so that we don't keep on opening too many doors. We are very selective. One of the reasons for opening stores in premium malls is that we are already present in almost all premium high-streets, which are in tune with our brand profile.

Tell us about the marketing and promotional campaigns in 2018? Did they bring added footfalls/sales (percentage increase)? What's planned for 2019?

As far as marketing and promotional campaigns are concerned for 2018, we have certainly seen traction in terms of increased traffic and sales. We give priority to digital spends as it helps us in enhancing brand visibility in online space and drive traffic to our digital flagship store, www.lacoste.in, through Facebook, Instagram, Google adwords etc. As far the BTL is concerned, we execute email campaigns, in-mall activations, hoardings etc as and when required. For 2019, the marketing plan will be in sync with the Global guidelines though it is likely to be tilted towards digital outreach.

What, according to you, are the challenges the industry

is facing and how is your brand coping to stay ahead of the competition?

The biggest challenges that the retail market is facing in fashion retail are the non-availability of premium retail development at the right cost and terms, discounting by online players and counterfeiting /unauthorized sale of products.



Non-availability of Premium Retail Development at the

Right Cost: The costing – per square meter occupation cost – in India is almost as high as in any other part of the world, then be it Paris, USA or China. However, the throughput is not the same. This is a big challenge for fashion retailers. Adapting a robust real estate strategy is the backbone for the entire retail business & helps in achieving the economies of scale. For Lacoste India, whether we go in for a high-street or a mall, our locations are chosen very carefully. It has to be a premium environment; even our adjacencies have to be premium. We also look at the customer profile in that territory, so that we don't keep on opening too many doors.

Discounting by Online

Players: This percolated down to offline retailers, who

then had to come up with similar discounts to combat the e-commerce threat. This impacts retailers who do not compromise on the quality and positioning of the brand. We hope this will stabilize in the near future because at the end of the day, heavy discounts don't make a great business for anybody. We at Lacoste believe that it is the customer delight that matters & therefore all our efforts are aligned to win customers through exceptional service and products and not through discounting.



Counterfeiting / Unauthorised Sale of

Products: With the launch of e-commerce marketplaces, the incidence of the sale of counterfeit and/or Unauthorised products have increased significantly. Marketplaces are not taking effective steps to curb this rampant practice. Availability of counterfeit and/or unauthorized products, not only adversely affects the brands and the public in general, these have long term negative impact on the economy. IPR infringement could be an important source of income for organized criminal groups. The legal battle is expensive, lengthy, time-consuming and not sufficient to curb these practices. India today not only needs stricter

laws for counterfeit and Unauthorised sale through various channels, but it also needs a quick and effective implementation of those laws.

What are your expansion plans and pricing strategy?

We follow "Selective Distribution Network" policy across the globe. Each and every new point of sale is chosen very carefully, keeping the premium-ness of the brand in mind, hence we look for the premium environment, adjacencies, catchment, etc. Delhi and Mumbai being

the most important markets, the brand has much deeper penetration in these markets and intends to expand further. We are keenly watching the premium developments in Tier I & II cities both in terms of consumer demographics and psycho-graphics and also relevant retail developments. We started entering cities near metros sometime back and have received a good consumer response in those cities as well. We are open to exploring store opening at any location in India where like-minded brands are present and quality infrastructure is available. Our pricing strategy is in alignment with the fact that we are a bridge-to-luxury brand and are meant for people who aspire towards living a comfortable and well-appointed lifestyle.

KAVINDRA MISHRA

CEO AND MD, PEPE JEANS INDIA LIMITED

In his current role, Kavindra Mishra is responsible for the growth of the existing business portfolio and is instrumental in designing effective strategies for Pepe Jeans India that are aligned with the broader global strategy. He brings over 15+ years of relevant industry experience to his role. Mishra has a strong experience in business building across a multitude of leadership roles as Vice President, Commercial Director, Strategist and Entrepreneur.

Mishra acquired his Master's degree from Indian Institute of Management, Bangalore in 1999. Mishra complements his knowledge with insights from his previous leadership positions and is able to bring to Pepe Jeans a thoroughly unique approach. Known for his collaborative work-style, innovative problem solving and team-first orientation, he is also known to actively mentor those around him. Having been at Pepe Jeans India Limited since July 2013, his drive for challenges continues to keep him going.



As a denim pioneer, Pepe Jeans has consistently reinvented the definition of denim to keep up with the trends. The brand has a nationwide presence; retailing through 238 EBOS, 1350 MBOS and 582 LFS counters. The brand sees the online space as an opportunity wherein they can target newer set of audiences as well as increase awareness about the wide range of products the brand has to offer. Pepe Jeans is present on Amazon, Jabong, Myntra, Ajio and CILORY. In an exclusive interaction, **Neha Shah, Assistant General Manager-Marketing, Pepe Jeans India** talks about the innovative in-store experiences, marketing and promotional campaigns and Omnichannelisation of the brand.

What are the innovative in-store experiences that your brand has introduced to enhance customer experience?

Pepe Jeans is the first brand in India to introduce an

innovative customisation tool called 'Custom Studio.' The brand's customisation service allows customers to step into the design seat and customise their denim in a few easy steps. In four simple steps, the customisation process can be done according to what one wants to create on

their denims. First, pick a laser print to be featured on the denim. Next choose the fastenings – be it buttons, rivets or tacks. Then select the brush of the garment and where exactly you want it. Lastly, choose the colours you want your print to be in. At the time of customisation,

a Denim Expert will always be available to advise as well. The underlying idea was to encourage consumers to have fun in shopping and be creative when designing their own denims. What makes the Pepe Jeans Custom Studio to stand out is its ability to empower the customer with the opportunity for personalization. One can add laser prints, colours, rips & tears and various embellishments to create a unique denim piece that is a reflection of their personality. Pepe Jeans Custom Studio is present in our flagship stores in Mumbai, Delhi, Gurgaon, Bangalore and Kolkata.

Tell us about the marketing and promotional campaigns in 2018? Did they bring added footfalls/sales (percentage increase)? What's planned for 2019?

For Spring Summer 2018, Pepe Jeans wanted to create a larger than life advertising campaign to introduce its first ever brand ambassador in India. Keeping with the current trends, we wanted to leverage social media as a platform to create noise about



this innovative campaign. We realize the digital campaigns are increasingly becoming the front-and-center of marketing strategies for the brand.

Pepe Jeans signed Sidharth Malhotra as its first ever Indian brand ambassador as he was the perfect advocate for Pepe Jeans's newest Spring Summer 18 campaign #MadeToCreate. With an aim to make this campaign a larger than life one, Pepe Jeans worked on a 360 degree marketing plan to publicise the campaign across all platforms.

The media event took place on March 7, 2018 at High Street Phoenix in Lower Parel. Post the event, the campaign went live on Pepe Jeans' official social media handles

advertised in cinemas across the south as the affinity for cinema amongst the target consumers in that region is very high. In Delhi the entire metro train was wrapped in promotional material from the SS18 campaign. Taking it to a micro-level, Pepe Jeans also advertised in some of the premier malls across the country. Moving away from vanilla advertising, the brand incorporated huge digital walls that showcased the campaign video. Pepe Jeans explored outdoor advertising with huge hoardings placed in over 77 cities with a total of 120 hoardings. Lastly, taking into account the reach of Times of India, full page ads were placed across 25 cities(editions) making

share. What makes this market promising is the heavy investments and rapid increase of internet users. This internet penetration is not only seen in urban areas but also in emerging markets. Organised players can now get a hold in these markets through this medium. It is important to also consider the buying behavior of consumers in small towns which is different compared to consumers living in the urban areas. They seek value; they have an affinity towards local culture, and are more conservative in their choices.

Also in the last 2 years, the online delivery reach and speed in these areas has also picked up making it an ideal time to target additional customers with the help of e-commerce partners. While e-commerce expands your reach and customer base, another factor to consider is the influence of social media and its huge impact on the apparel industry. The internet has given social media the reach, which wasn't possible 10 years ago. Fashion in the age of Millennials & social media is different - influencers and bloggers are the new trend-setters. The internet has definitely changed our brand promotional strategy.

With a strong focus on the Millennial and Gen-Z demographic, we recognize that fashion consumers have an entirely new set of expectations. To meet these shoppers where they live, we are de-emphasizing traditional print and outdoor in favor of digital and online campaigns. Digital influencer campaigns are increasingly becoming front-and-center marketing strategy for the brand. Pepe Jeans continues to actively work

with influencers and micro-influencers to reach new audiences and raise further awareness for a brand.

What's your pricing strategy?

It's not about the price; it's about the value always! Our pricing strategy is fundamentally based on the value we are offering to the consumers, the right product, the denims which are classic and also have a long shelf life.

What are your expansion plans?

We have a list of stores as well as the cities where we want to open in. As the norms related to Single Brand Retail have been eased, it is the right time to hit the expansion button. We are really focusing on having a strong presence in all key markets and at the same time we are also in process of identifying cities where we are revamping our stores; so for instance if the store in a particular area is not profitable we're shutting it down or if it is performing well we are turning it into a big format store.

How is your brand coping to stay ahead of the competition?

Competition makes us work harder. Our approach is very simple. We stand for certain values and as long as we are able to make the consumer understand that his price product equation which is the value aspect that Pepe Jeans is offering is better than anybody else nothing else matters.

Our consumers look for a great fit, quality products and a sharp pricing. Keeping in mind our end customers and staying true to our values of a cool denim brand is all that matters.



which got a reach of 7.5M across Facebook, Twitter and Instagram. To further amplify the campaign, Pepe Jeans partnered with India's finest fashion bloggers to create conversations about the new campaign #MadetoCreate. In this activity the bloggers designed their Pepe denims that represented their style in a unique way but at the same time also keeping in mind the campaign theme. With a planned timeline, this activity received an astounding reach of 5.3M across social media.

The brand also heavily

this one of the brand's most prolific campaigns till date.

Tell us about the growth of Omnichannel? What are you doing to woo Millennials/ GenZ?

Internet has made a major influence on the fashion industry in recent years. The online space is growing at par with physical stores now; as brands are amping up their strategies to ensure an Omnichannel business. This will help to acquire new consumers as well as retain their existing market

AMIT JAIN

MANAGING DIRECTOR, SHINGORA

Amit Jain is a Bachelor of Science in Merchandising, Apparel & Textiles and a Minor in Business Studies from the University of Kentucky, Lexington (USA).

After completing his education, Jain joined the family enterprise as a product development head. He single-handedly set up a modern weaving, dyeing and printing facility for migration of family handloom shawl business to a technology and system driven modern enterprise.

Today, Shingora is a market leader in the fashion accessories especially in women's wear segment. Currently, he looks after the development activity in terms of future strategies, plants, machineries, products, markets, etc.



Shingora is a premium brand that caters to the high fashion lifestyle of women, men and kids. A leading manufacturer of scarves, shawls, throw blankets, cushion covers, shrugs, ponchos, ties and belts, the brand stylishly caters to the needs of the entire family. Recently, Shingora launched

a range of trendy belts and ties for men along with the shrugs and ponchos for women.

Growth in 2018

Shingora witnessed tremendous growth on field as the brand increased its presence from 5 locations in 2016 to 50+ location by the end of 2018. The brand apart from launching EBOs and MBOs, also marked their

presence in airports. Apart from their own flagship stores in Select CityWalk and DLF Promenade in New Delhi and at Chandigarh airport as well as pop-up shops in various MBOs, Shingora is coming soon to Ambience Mall, Gurugram.

The brand is constantly studying the country's geography for new locations and has, as of now, shortlisted the Northeastern region of India as a beneficial space to explore their business.

2018 saw Shingora updating their technology and software by introducing TAB billing software like Zenscale (managed software designed by "Shingora Technologies LLP) that speeds up the very accurate process of managing inventory and carrying out billing easily and effectively.

Innovative In-Store Experiences

"Shingora as a brand pays attention to detail and to create the signatory look of their stores visually. This idea is generally executed with

the use of iron grills or mesh for our flagship stores and pop-up modules in EBOs and MBOs. The iron grills/mesh lets us generate a different kind of visual, so that when customers enter the store, they experience something new each time," explains Amit Jain, Managing Director of Shingora.

Omnichannel

Shingora as a brand prevail various kinds of discounts and exciting offers to engage in customer interactions as much as possible such as website sign in offers of shopping, discounts at pop-up locations - all these ultimately result in active engagement.

In order to woo Millennials and GenZ consumers, Shingora focuses on design innovations, colours and other such preferences. There is also a focus on what the end product is going to look like. For example, along with the ethnic and intricate (paisleys and buti) designs the variation goes





on to contemporary designs (liquid distortion theme) and pop funky (logo to emojis) designs to create a specific kind of interest for particular segments of audience.

Marketing Campaigns in 2018

The marketing and promotional campaigns in 2018 were focused on social media platforms like Facebook, Instagram, Twitter, Pinterest and on Shingora's official website. The brand is also present on platforms like Myntra, Jabong, Limeroad, TatacliQ and Amazon for increased consumer engagement.

Shingora also ups brand presence by participating actively in platforms like exhibitions of Maison and Object, Vogue Wedding Show, Vogue Women of the year awards and digitally associating with Vogue India and GQ India. The brand's constant association with fashion and lifestyle bloggers has helped increase its engagement manifold, bringing in more footfalls.



"For the year 2019, we have planned to work more on these platforms as we believe they have got tremendous potential to grow our reach to our targeted audience," says Jain.

Customer Convenience & Supply Chain

Shingora's supply chain process is extremely organised. "We have linked all the locations online and all our FC's can see transparently

as to which stock is available on other locations and what are their best sellers. This is very convenient for us, since we can do stock transfers from stores rather than getting everything from the main head office. This saves time and money and makes supply chain process smoother as well as more efficient.

"We plan a month ahead for all shipments, so that stock is transferred to all locations on time," says Jain.

Location Strategy

Shingora has a specific location strategy. It starts from the kind of audience we target in specific location and on the kind of product the brand wants to sell in a certain place. For core or premium collections, the brand prefers to target developing cities through EBOs and MBOs as well as pop-up modules.

Market Structure & Challenges

There are very few brands that focus only on shawls and this gives Shingora an edge.

"Being a textile-oriented company, the biggest challenge is the high price in processing and producing the product out of it, ultimately leading to an increase in the price value of the product. One of the main challenges for us is when countries like China sell nearly the same products (looks-wise) but blended at a low quality. This makes it tough for us since in India, price margins matter and people prefer to go in for lower price points over quality. To cope up with this situation, we believe in educating and training FCs (Shingora Fashion Consultants) so that they can educate people on the concept of value for money," states Jain.

Expansion Plans

Shingora has plans to open more flagship stores and establish new pop-ups in 2019. The brand plans to bring in advance technology to ease out the whole process. The main aim is to enhance their associations and mark their presence at more prestigious and vital platforms.

VINAY CHATLANI

MD & CEO, SOCH

As the Chief Executive Officer, Chatlani defines the road map for all creative design strategy, operations and marketing at the specialist fashion chain.

A graduate from the University of Miami with a major in Entrepreneurship and a minor in Marketing, Chatlani kick-started his career in 2002 by setting up a promotions company along with his friends targeting some of the most exclusive restaurants, bars, lounges and night clubs in Miami. In a couple of years, the company was already one of the most successful promotions companies in the city.

In end-2003, Chatlani moved to Bangalore from Miami and joined his family business, with a vision to establish Soch as one of the leading ethnic wear brands in the country. Driven by this objective, over the past decade, he has been actively involved in strategising, conceptualising, business development and branding activities for the brand.



A powerhouse of exquisiteness, Soch represents heritage like no other.

Be it designer apparel to elegant fashionwear, Soch is a one-stop retail brand for all your ethnic needs. Since its inception in 2005, the brand has reflected the ancient traditions of Indian craftsmanship in a contemporary vocabulary. Today, Soch has grown to retail through over 100 exclusive brand outlets across 39 cities that include Bangalore, New Delhi, Mumbai, Chennai, Hyderabad, Pune, Mysore, Coimbatore, Vijayawada, Cochin and many more. Soch also retails through shop-in-shops across Shopper's Stop and Central outlets, with a further presence in over 50 large format stores.

Under the leadership of Vinay Chatlani, the brand has grown tremendously.

Growth in 2018

"Growth has been difficult through the year owing to round the year discounting by competition brands and online players. As a brand we do not believe in discounting throughout the year to lure consumers. However, we have been able to retain our margins and kept our focus on the bottom line," says Chatlani.

Marketing Campaigns in 2018

Soch has been evolving its marketing initiatives to consistently reflect consumer aspiration in the ethnic wear space.

"Along with our signature multi-media campaigns through the year, a unique marketing tool for Soch is our catalogs, which are a curated selection of styles for the consumers to choose from. Shot with great attention to detail, we have now launched video catalogs in our stores as well. The video catalogs are an effective tool to showcase



our latest range to our consumers," says Chatlani.

This Diwali the PR and Digital Marketing Campaign "Gift with Soch" garnered a great response. The brand saw many consumers participate and share their gifting story and pictures with family and friends. This was amplified through PR and Social Media. Many influencers, celebrities and bloggers gifted Soch hampers to their friends this Diwali adding more buzz to "Gift with Soch" campaign.

"To add to the festive spirit, we also ran a promotional offer at our stores where

consumers took home designer candles with their festive shopping. Next year as well, we aim to bring relevant propositions to our consumers via innovative mediums," elaborates Chatlani.

Innovative In-Store Experiences

Soch has implemented a digital display technology solution composed of video walls, LED tiles and tablets, linked by a central content management system which helps us play content linked to stock currently in stores.



Not only has it helped bring the merchandise alive to the consumer by showcasing it on video, it also promotes offers live in stores in real time and helps conversion at the Point of Sale by helping consumers appreciate product details better - e.g. low/look/ensemble etc. They also launched Omnichannel retailing with the capability to deliver sizes and styles not limited by the stores' physical inventory. This has helped ensure better consumer satisfaction and minimize sales loss.

Omnichannelisation

As part of its Omnichannel strategy, Soch has launched endless aisle in all its brand outlets. It is a digital sales assistant for enabling consumers to get a size/style that is currently unavailable at a store.

"Banking on our inventory across the chain and warehouses, the consumer can get the desired product delivered at home or pick it up at the store, helping them choose the style they want; at the time they want; at the location they are comfortable in. Also, to reach out to the young Indian women, we launched a new category- Week Wear- last

year to address the emerging need for work and college appropriate ethnic wear.

We believe that the way to get closer to our Millennial consumers lies in effective digital integration so we can connect better with them and effectively satisfy their evolving needs with fresh products," explains Chatlani. Customer Convenience & Supply Chain

- Soch emphasizes in providing fashion at the right time. They keep a tight schedule on processes end to end - right from planning and designing to merchandise availability on floor. To elaborate further some of the key features to achieve this goal are:
- Shortening the lead time in sampling and finalization of order. This is done through constant involvement in creation and selection of designs as well as a collaborative effort by Soch's internal team and the vendor's in-house team.
- Strictly adhering to the time and action calendar for every season, which includes planning, buying, distribution, logistics and marketing.
- Servicing stores efficiently through multiple distribution centres,

cutting the lead time of transportation of goods.

- Use of digital channels like website ad Omnichannel retailing to solve for time and location constraints for our consumers

Market Structure and Challenges

"The women's ethnic wear segment is highly unorganised with a few brands operating in the organized space. However, in the recent past, we have seen a shift with consumption in the category moving more towards the branded organized space. Many new players have also come up in the online space, and the competition has grown rapidly. At Soch, we recognise this as an opportunity to bring better and more relevant value propositions to our consumers. The product offering, retail experience and how we communicate these to our consumers are constantly evolving so we can serve our consumers better," says Chatlani.

The explosion of e-commerce and the predatory discounting in this medium is also a new challenge for the retail industry. This is leading to increase of the discount

period affecting the full price sell through. Fluctuating demands and uncertainty in raw material prices coupled with implementation of GST are certain other challenges that the industry is facing.

"Our end-to-end planning and execution is attuned to service the fashion requirement of our consumers and this is one of our key differentiators with respect to our competitors. All aspects of the brand including design, aesthetic appeal of our line, pricing, supply chain, store look and feel and campaigns are planned and executed with a focus to ensure the right fashion can be made available at the right time and place, at the right price," he adds.

Location Strategy & Expansion Plans

"Our strategy is based on market mapping, competition presence and performance. High streets and malls both help reach our target group and are equally important for us from a business stand point. We plan to double EBO stores in the next three years. We aim to expand distribution with a 4X growth in touch points in Large Format Retail chains," concludes Chatlani.

REESHAB AGARWAL

BUSINESS DEVELOPMENT HEAD,
STELLAR FURNISHING & SCHILLERE
FURNITURE



Reeshab Agarwal has acquired a Master's degree in Management from Singapore Management University and specializes in Finance. His main goal is expanding Stellar Furnishings by opening new franchises in different part of the world. His knowledge in finance is very valuable to the company and its growth.

What are the innovative in-store experiences that your brand has introduced to enhance customer experience?

Stellar Furnishing & Schillere Furniture has recently divided its store into several parts, starting from mid-range till high range of products. There are different sections in our showroom by which a customer can easily come and find their best upholstery. We have a large number of weavers and tailors who provide perfectly tailored upholstery on time. We also provide after-sales services which include, fitting.

What's your pricing strategy?

At Stellar we have products of different ranges, depending on the client's spending capacity. Normally our project starts from ₹50,000 and can go up to ₹50 lakh.

Do you have a specific location strategy - malls or high-streets?

As we normally target high-end consumers, our preference is to be located in cities which have spending capacity. We prefer both malls and high-streets because to us, only the city and its

consumers' buying capacity matters.

Tell us about your marketing and promotional campaigns in 2018? Did they bring added footfalls/sales (percentage increase)? What's planned for 2019?

We have done numerous branding campaigns and events including one extremely popular exhibitions called ABID Interiors, for which we bagged the 1st prize in store strategy. Another remarkable event included Monsoon Weddings. We use social media platforms to make our campaigns go viral. This has resulted in us being featured in many national and international magazines, which brought additional footfalls and recognition all over the furnishing market including huge projects inside and outside the city.

We are planning on increased events and branding in 2019 including ABID Interiors 2019. Stellar has already come up with new sister brands, one of it being a bespoke furniture brand named Schillere, which is already in the news for quite some time because it's an altogether new concept on its genre. Apart from these,

we are coming up with more promotions all around.

What has been your growth and what have been your achievements in 2018?

We have faced good growth in 2018 and opened two new showrooms - one in Indirapuram and one in Dwarka. We have finally come up with our first International

What is your Omnichannel strategy? What are you doing to woo Millennials/ GenZ?

We target the niche audience of the society. We generally don't go for online selling, clients generally come up to buy upholstery. We don't explain the quality of products to the clients, that is one more reason, we are not online.



Franchisee showroom in Bangladesh. Apart from these, we have come up with several brands of furnishing and furniture. We also got recognition in many national and international magazines. On a whole, last year was a significant year for us.

What are your expansion plans?

We have already opened 3 franchisee showrooms in 2018 in Delhi, Indirapuram and Bhubaneswar. We also opened franchise stores in Bangladesh and Singapore last year. We plan to open more showrooms this year.



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AREA REQUIREMENT	FRANCHISE FEE	TOTAL INVESTMENT	AGREEMENT	PAY BACK PERIOD
1500 SQFT	3 LAC + GST	40 LACS	3 YEARS	1.5 YEARS

FRANCHISE ENQUIRY DETAILS

✉ reeshab07@gmail.com

☎ +91 98303 21234

ANANT DAGA

MD, TCNS



With a vision to discover the best version of his own self, Anant Daga, MD of the fastest growing women's wear brands in India, W & Aurelia. Spearheading the epic journey of TCNS, he made a visible impact across verticals including-business, consumers, industry, employees, investors and community as a whole.

With the largest distribution network of 350+ stand alone stores across India, Mauritius, Sri Lanka and Nepal and 2000+ point of sales, Daga has been instrumental in writing the success story of W and Aurelia. Born on April 28, 1977 in a traditional Marwadi family in Kolkata, Daga chose a path less taken. Rather than joining the family business, he chose the unusual path of pursuing higher studies at one of the best management school in the country- IIM Ahmedabad. After building up a career at ICICI Bank, a shift to Reebok was a bold move. Several different roles from sales to marketing and product development to retail expansion helped him to follow his heart and touch people in a more meaningful way by building a holistic venture- TCNS.

In a compelling journey to leadership, Anant Daga became one of the youngest Directors and CEO at the age of 32. A journey that was made possible by the risks he took, by the mettle and business acumen he showed fairly early on in his career. He created new records, showed grit, competence and excellence in face of every challenge.

Some of the achievements under his leadership include:

- Created the largest women's wear platform with W & Aurelia, two of the fastest growing brands in Retail with CAGR of 70 percent in the last 2 years
- Increased Revenues 11X and PAT by 30X in the last 7 years
- One of the most profitable and capital efficient business with 60 percent Return on Capital
- Attracted an investment of \$140 million by TA Associates - Largest PE deal in the category
- From 33 stores and 300

point of sales in 2010 to 350 stores and 2000 point of sales in 2016, the largest distribution network in Retail

- Awarded most admired fashion brand in the category for 2015 & 2016
- Forbes Hidden Jewels 2015 & many more

Growth in 2018

“The year 2018 was truly remarkable for us as our company became the first listed entity in its space with the launch of our IPO. It's a story that all of us at TCNS are extremely proud of. On the growth front we continued to grow in double digits in the First half of Fy' 19 as well. We will add approximately 75 to 85 stores a year and our brands now retail from more than 3500+ point of sales across India, Sri Lanka, Mauritius and Nepal. We further consolidated our leadership position in this segment by growing rapidly and have aggressive plans going forward,” says Lalit Raghuvanshi, Vice President, Sales.



Innovative In-Store Experiences

For TCNS, the in-store experience is a primary differentiator with consumers having access to multiple avenues to shop from.

“Since we are a ‘Mix n Match’ brand the whole consumer shopping experience is based on assisting the consumer to

build their own look. To achieve this we focus on having the right inventory mix, well trained store staff, coordinated display to highlight looks, mannequins, window and LED images and in-store collaterals along with the usage of technology through interactive screens. The whole approach is based on not what we want to sell

but on what the consumer would like to buy," adds Raghuvanshi.

Marketing Campaigns in 2018

Brand W is known for its clutter breaking marketing campaigns and the latest one in this series was the "Who Says" campaign. This campaign challenged the preset fashion norms and offered a completely fresh perspective for the season. The campaign was a huge success which translated into higher than usual sell through for the marketed products.

On the other hand, Brand Aurelia saw its first full-fledged campaign with Disha Patani as brand ambassador.

Omnichannel Strategy

TCNS believes in providing absolutely seamless experience to its customers while shopping from multiple channels. "We at TCNS are further building up our Omnichannel capabilities to ensure one common view of our consumers and our inventory. Having the right ERP in place was the first essential step in that

direction. The second step was getting people on board with the requisite skill set to execute our version and vision of Omnichannel play," says Raghuvanshi.

Customer Convenience & Supply Chain

At TCNS, shorter supply chain is dependent on ability to identify trends or obtain information quickly or on a company's ability to manage internal data in a systematic manner where ERP plays an important role. "We have recently migrated to a new ERP system which allows us to process information at a much faster rate thereby providing us actionable insights which in turn reduces the overall supply chain process.

Also the use of technology ensures that we can provide the consumer the products she wants at the place she wants and in the manner she wants through our Omnichannel capabilities," says Raghuvanshi.

Market Structure & Challenges

Women's Indianwear space has traditionally been dominated by unbranded and unorganized players. This is changing rapidly and today the industry has brands which can truly claim to be National brands with sizeable businesses. "W is the largest brand in the category having 300+ exclusive retail stores and continues to grow very rapidly. On the other hand Aurelia is fast catching up and has quickly raced to 200+ stores."

The Indian market is a challenging one but full of opportunities as well. As an organization, TCNS is are gearing up for the next phase of growth by further building its Omnichannel capabilities



and by investing heavily in data analytics.

"We are also investing in people, brands, innovative products and critical infrastructure to make this journey smoother. This along with our zeal to outperform should help us in building an organization which can be considered as a benchmark in Indian retail," explains Raghuvanshi.

Pricing & Location Strategy

Brand W and Aurelia, both currently have exclusive stores in more than 100 + cities in India and are well accepted in all geographies, city tiers and market types.

"Of course there are regions where our brands are stronger and in markets like those we would have disproportionate presence but our intent with respect to where we sell

from is based on our desire to boost our engagement with the targeted consumers while keeping an eye on the profitability and hence we are focusing on taking our brands to as many newer markets as possible as long as they are financially feasible," concludes Raghuvanshi.

TCNS believes in maintaining a fine balance between profitability and full price sales volumes. Processing and analysis of internal data works beautifully well. They have multiple brands in the Indian wear/fusion wear segment and our portfolio is well differentiated in terms of the kind of products each brand offers. Hence each brand within the portfolio follows a different pricing policy but the key is to offer products at prices at which full price sell thru's remain attractive.



ROBIN JHA

CEO, TPOT

Robin Jha, CEO, Tpot has literally brewed a storm in a teacup, with his company's daily take-out rising from ₹2 lakh per month in 2013 to ₹50 lakh per month in less than four years. This astounding 2400 percent increase has primarily accrued from the sale of tea and snacks.

A chartered accountant, and a former mergers and acquisitions executive with Ernst & Young (E&Y), Jha never dreamt of such a meteoric rise. Definitely not at the beginning of 2013 when he pumped in initial capital, made up of his savings from his job.

Using his experience in designing business processes, Robin searched for tea gardens and scouted for the right talent among tea experts in different cafes in Delhi. Finally, Tpot was born in the shape of an 800sq. ft. outlet in the Malviya Nagar main market in south Delhi in 2013.

It offered 25 types of tea and a few refreshments.

Under his able leadership Tpot has grown tremendously and, today its outlets serve more than 100 types of classified teas – Black, Oolong, Green, White, Herbal and Flavoured. It has a tied up with five tea gardens in Assam and Darjeeling, introducing around five new flavours and retiring the same number every year.



Tpot, a unit of ShivantaAgro Foods Pvt. Ltd is a fast growing tea chain company based out of Delhi NCR was launched in 2013. The value proposition of the brand is 'five star quality at roadside vendor prices.' Tpot has grown rapidly since its inception in 2013 and today boasts of 40 outlets in Delhi-NCR. The offering includes chai, ice chai, shakes and different varieties of *nashta*. The year 2018 has been quite fruitful for Tpot. Currently, they are selling over 2 lakh cups of tea on a monthly basis and servicing 5,000+ customers on a daily basis.

What are the innovative in-store experiences that your brand has introduced to enhance customer experience?

We collect a lot of customer data and it helps us understand what customers are buying. Using this data

we try and create customer-specific combos and offers suggested by the sales team. Our outlet managers come up with names of top 50 customers from their outlets and we reach out to them with these offers. It is one of the ways in which we personalise offering for our consumers both online and on physical stores.

Do you have a specific location strategy? Do you prefer malls or high-streets?

For opening a new location, we look at it all – corporate complexes, malls and high streets. We always prefer locations that already have existing footfalls rather than trying to create footfall at a given location. We have a scientific approach to choose a location. For us, malls work better than high streets as one can target a captive audience here. Also, the operating environment in the mall is less challenging as compared to any high street or corporate complexes.

Tell us about the marketing and promotional campaigns in 2018? Did they bring added footfalls/sales (percentage increase)?

What's planned for 2019?

We did a lot of digital campaigns as most of our customer acquisition happen online. We have been able to double our revenues in 2018 on account of increased footfalls. We have planned a lot of campaigns around "#aajchaiphirjeetgai" in 2019.

What is your Omnichannel strategy? What are you doing to woo Millennials/GenZ?

At Tpot, we believe that an Omnichannel strategy is the way to win. We majorly focusing on scaling our delivery vertical, since our delivery count has grown 3X in 2018 and we expect to grow this to 5X in 2019. We are also experimenting with reducing the delivery time. We believe that Millennials do not like to wait and reducing the delivery time will help us build loyalty.



What are your expansion plans and pricing strategy?

We expect to have 50 outlets by March 2019. We will be expanding beyond Delhi-NCR in 2019 and are also looking to cross 100 outlets by year end. Due to our affordable pricing strategy is 'five star quality at roadside prices.' We believe that prices should be affordable. The prices of your products should be just stop, encouraging customers to come to outlets.

LITTLE SHOP

SINCE 1967

*Celebrating
50 Years*

Kolkata Locations:

SOUTH CITY MALL ● MANI SQUARE MALL ● QUEST MALL ● FORUM MALL

FORUM COURTYARD ● ACROPOLIS MALL ● LAKE MALL ● CITY CENTRE 1

CITY CENTRE 2 ● UNITECH DOWNTOWN MALL ● NEW MARKET

AVANI RIVERSIDE MALL ● FORUM RANGOLI MALL

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JP SHUKLA

CO-FOUNDER AND CEO, 1- INDIA FAMILY MART

Jay Prakash or JP as he is popularly called is a force to reckon within the retail industry in India. In a distinguished career spanning over 17 years into retail with companies like Vishal Retail, Big Bazar, Salasar Retail Adani Retail and Indiabulls Retail, JP Shukla held key leadership roles, including Whole Time Director and CEO for Vishal Retail as last assignment before starting own venture. Under his leadership, these businesses have set retail industry performance benchmarks.

In over two decades, JP has straddled the entire gamut of modern retail; his expertise ranges from merchandising, value retail, buying and sourcing, strategy and vendor selection.

He says he enjoys working in retail sector because "retail business is all about staying ahead of the competition in terms of procurement, strategy planning and execution. And it's a live process. So one has been awake at all times just to observe and come up with a better strategy that drives the business ahead."

He adds, "There were certain issues in the beginning but then the challenges make a business interesting and drive growth. The way we have evolved from the scratch is because of the challenges that we faced. There is a long list and then there is none."

In his current role as the CEO, he provides strategic direction and leadership to the company covering several verticals such as merchandise, Human resource, IT and Business expansion. Under his leadership, 1-India Family Mart has achieved a top line growth of ₹250 crore and has crossed the 50-store mark in a span of five years.



1-India Family Mart is one of the fastest growing value retail chain in India. Established in 2012, the brand aims to provide 'Fresh and Affordable Fashion and General Merchandise' to its customers. The Value Retail Chain began operations in 2013. The company established its first store in Uttar Pradesh and soon expanded operations across Bihar, Jharkhand, Chhattisgarh, Uttarakhand, Madhya Pradesh and the North East. Today, 1-India Family Mart has 80 stores across East and North of India.

Growth in 2018

The year 2018 has been a good one for the brand. "We have grown in terms of state presence and overall store count. The retail area has grown by 120 percent and revenue has grown by 70 percent. We even won the 'Most Admired Retailer of the Year Award' in the IMAGES North India Retail Awards," said Jay Prakash Shukla, Co-Founder & Chief Executive Officer, 1-India Family Mart.

Innovative In-Store Experiences

1-India rates customer experience as the key differentiator along with the variety of fresh and

affordable merchandise offered to their consumers. "We emphasise profoundly on the right training for our staff which has reflected on the excellent service quotient towards our customers. Being an idea-driven firm with

customer centricity at the core of our operations, the use of POS driven database systems and intelligently placed CRM has made it possible for the company to maintain low inventory levels across different categories.



It has also enabled us to be the market pioneers in the introduction of innovative fresh fashion and general merchandise at the most affordable prices," adds Shukla.

Customer Convenience and Supply Chain

1-India Family Mart has its presence mainly in Tier II & III cities where supply chain is one of the major challenges for the brand. "We have various logistics models incorporated within the supply chain mechanism, we offer over 1 lakhs SKU's to the customers and our monthly turnover is about 15 to 16 lakhs quantities per month, this is only possible through maintaining an optimum supply chain system as our inventory covers are never more than 2 months."

"The replacement models we have designed are accurate with respect to the buying behaviour of the customers at various states and store locations. There is an immediate backend system that works upon the CRM data fetched through the POS systems to comprehend the buying behaviour of the customers to reduce eccentricity in the supply chain process, there is a mesh of communication that goes live through complex dashboards systems to control the inventory and it never reaches out of bounds. Whenever the customer walks in we always have something new to offer and aid to his purchase," explains Shukla.

Location Strategy

1-India Mart addresses the need of 75 percent of the population residing in smaller cities and towns of the country. "We have been

growing exponentially year on year. From one store in UP in 2013 to 80 stores today, 1-India Family Mart has become synonymous with fresh and affordable fashion and general merchandise in Tier II & III markets across North and North-East India," says Shukla.

Marketing & Promotional Campaigns

The year as a whole was a good one as far as 1-India marketing campaigns are concerned.

"The 'Shubh lagan' in the month of May helped us fetch an upside of nearly 10 percent increase in sales and 30 percent increase in the overall footfall. We also did a promo on Independence Day and the average bill values went up by 30 percent," says Shukla.

"As per the need and demand of the retail industry, we have expanded digitally as well. The customers associated with us recognize our presence in the market and we consider them as part of the Nysaa Family. There are digital communication models where we try to interact with all our customers through social media channels in order to build the brand. Our promo offers are planned and targeted to maximize our customers' savings and keep them loyal to our brand. We believe one can never go wrong by investing in communities and people within them," he explains.

Market Structure & Competition

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries with the entry of several new players. "The retail sector is experiencing



exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. According to a recent report by India Brand Equity Foundation (IBEF), India is expected to become the World's third largest consumer economy reaching US \$ 400 Billion in consumption by 2025. India's retail market is set to increase by 60 per cent to reach US\$ 1.1 trillion by 2020. With factors such as rising incomes, lifestyle changes and increased digital connectivity, the overall retail market is expected to grow at 12 per cent per annum. At Present, India leads in terms of per capita retail store availability making it a favourable market for retailers.

There are multiple players in the value retail segment and many of them are our direct competitors. However, our USP has always been the customer experience and we

are fully dedicated to it. This makes us stand out in the market and keeps ahead in the competition," elaborates Shukla.

Challenges

The major challenge which the retail industry is facing is lack of efficient manpower. "We have tried to lower our attrition rates to the minimum and have also focussed a lot on employee training and employee welfare schemes. Our staff is motivated, focussed and energised to achieve the targets and goals offered," concludes Shukla.

Expansion Plans

1-India Family Mart is currently focusing on launching more stores in the North East region. By the end of FY 2019, the brand aims to operate 90-100 stores across North and North-East India. Keeping in mind the per capita income of their consumers, the product range is priced from ₹79- ₹3000.



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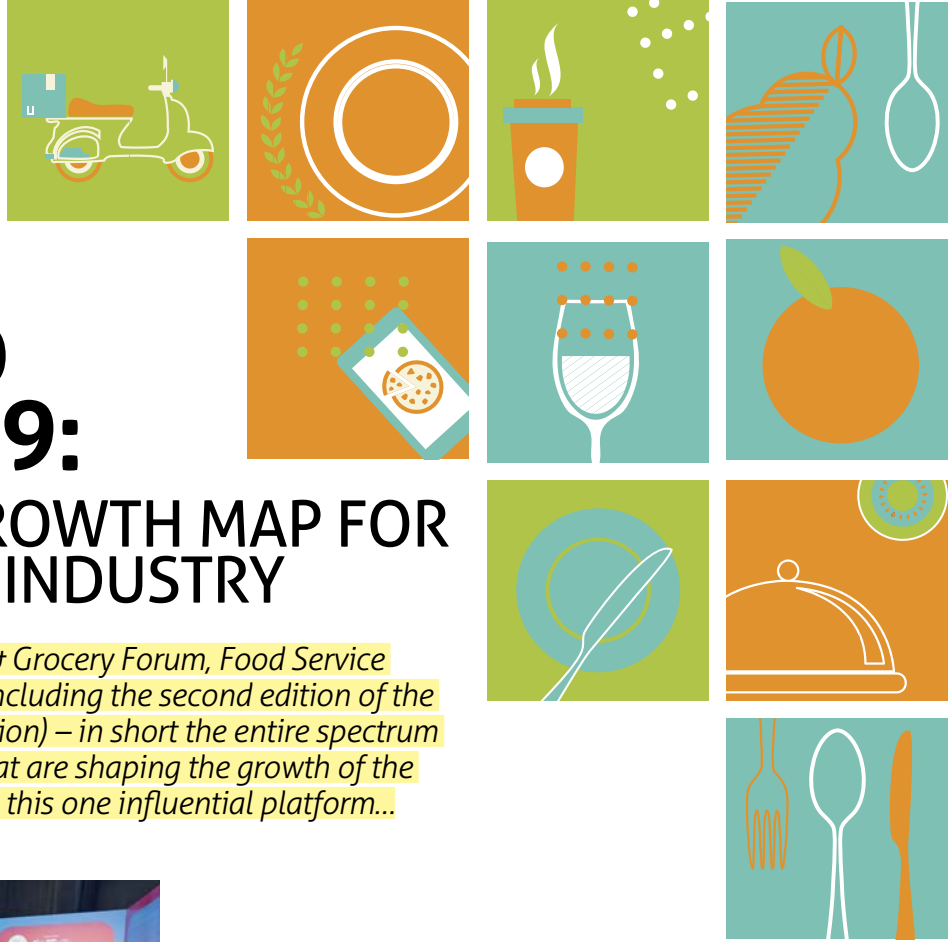


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INDIA FOOD FORUM 2019:

CHARTING THE GROWTH MAP FOR THE FOOD RETAIL INDUSTRY

This year a powerful trifecta of Food & Grocery Forum, Food Service Forum and Food Retail Tech Forum (including the second edition of the Food Startups & Innovations Convention) – in short the entire spectrum of food consumption and enablers that are shaping the growth of the food retail industry – will converge on this one influential platform...



For over a decade now, India Food Forum has gathered key decision makers from every component of the food supply chain – from producers, processors to distributors, marketers, service providers, restaurant and hospitality companies and retailers – to push for best-practices in food and grocery retail and food service sectors in India. Every year, thousands of exhibitors, delegates and visitors from India and overseas collaborates to create new business opportunities for not just domestic food brands, but also scores of foreign food and FMCG businesses. At the upcoming forum, we will launch India's first 'Food Phygital Conclave' engaging all the main players in the business with a view to bringing in very relevant Omnichannel aspect.

– Amitabh Taneja
Chief Convenor, India Food Forum

With the onset of 2019, IMAGES Group welcomes and invites retailers/experts from the food industry for its first mega event of the year, India Food Forum. The 12th annual mega congregation of India Food Forum will be held at Hotel Renaissance, in Mumbai from February 5-6, 2019.

India Food Forum has evolved over the last 11 years into India's most robust and influential platform for the food industry. This year a powerful trifecta of Food & Grocery Forum, Food Service Forum and Food Retail Tech Forum (including the second edition of the Food Startups & Innovations Convention) – in short the entire spectrum of food consumption and enablers that are shaping the growth of the food retail industry – will converge on this one influential platform.

The Food Startup Convention & Awards will engage food entrepreneurs, enablers, investors and food start-up support organisations and professionals.





INDIA FOOD FORUM 2019: THEME

Supported by Food Safety and Standards Authority of India (FSSAI) and leading industry bodies, trade associations, academic and research organisations and food industry majors, India Food Forum 2019 – through an innovative format of Conference, Exhibition and Awards – has a powerful and cutting-edge agenda that will set the tenor for two days of continuous knowledge sharing and exchange of ideas among industry stalwarts.

The theme of the Forum this year – Charting the Growth Map For Food Grocery, Food Service & Food Startups In This Fast, Tech-Savvy, Digitally Connected, Demanding Consumer-Driven Era – is aimed at accelerating the food retailing excellence by generating ideas, insights, innovation and opportunities for profitable growth.

India Food Forum 2019 as usual aims to bring together key decision makers from every part of the food supply chain, apart from the country's finest talent in food research, creation, distribution and retailing under one roof. Power-packed with interactive and focused panel discussions, workshops, exhibition, master classes, product launch pads, awards and an array of other highlights, the activities at the forum this year will have a thoughtfully curated and designed five structured zones – Food & Grocery Forum India, India Food Service Forum, India Food Retail Tech, Food Start-ups Innovation Convention, and the Golden Spoon Awards for excellence in Food and Grocery, Food service and for demonstrating innovation in the Food Start-up category.



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Participants who will be attending the two-day annual mega congregation of India's food industry can aver there is no other place where they can talk directly with leading manufacturers and retailers, test drive products, ask about customisations, and speak with experts about their specific needs; all in one place at one time.

Apart from this, the other factors to be at Indian Food Forum are:

- India Food Forum is India's only knowledge and intelligence platform for the food retail industry.
- A complete and enriching business environment for the entire industry under one roof.
- The Forum is an all-access platform focused on the creation of long term value for the brand/ business to from customers, markets and relationships.
- The ultimate networking hub to interact with top industry leaders and decision makers.
- The perfect eco-system to nurture new and emerging food retail businesses.
- The only show that looks at technology as an Omni-present aspect of food retail business.
- Experience live sessions, new ideas, demos and concepts at the food theatre.
- The best platform for the business/brand to be in the spotlight and get recognized and lauded for its achievements.
- It is also a platform to discover what's new in the marketplace and see what your competition is doing.
- A platform to learn and adopt new and emerging technology.
- Last year, the Forum was attended by more than 10,000 visitors, 140 Exhibitors, 300 delegates, 600 international visitors, 100+ exhibitors and over 120 Speakers and 694 leading brands.

A bevy of international pavilions of various foreign trade bodies and countries, including USA, UK, UAE among others, will also be represented in strength this year as well.



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10,000+ VISITORS

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Yellow Tie Hospitality Aims to Be Asia's Biggest Restaurant Franchise Company

– By Charu Lamba

Yellow Tie Hospitality is on track to take its outlet count to 100 by end 2019, apart from expanding its other F&B brands...

Restaurant franchise company Yellow Tie Hospitality is on track to take its outlet count to 100 by end 2019, apart from expanding its other F&B brands and augmenting its existing portfolio.



IMAGES Retail spoke to **Karan Tanna, Founder and CEO, Yellow Tie Hospitality**, to learn about the company's aggressive franchise growth plans and its journey ahead.

Tell us about your brand Yellow Tie Hospitality and its journey so far.

Yellow Tie Hospitality is India's first organised restaurant franchise management company. We grow our restaurant brand portfolio through efficient franchising management that brings sustainability to the brand.

Despite being the second most populated country,



India doesn't have a single franchise-driven, nationally-grown restaurant brand. This is due to naïve franchise management practices in the industry. Yellow Tie identified this gap and focused on building backend infrastructure to support its growth through franchise management.

We sell franchises to aspiring entrepreneurs after thorough understanding of their backgrounds and interests. We help franchise owners find appropriate sites for their restaurants, do complete fitouts of the site, carry recruitment and training of staff, give the management software to manage checklists and

recipes, conduct audits and lead all marketing and branding support so that the franchise simply needs to focus on delivering a last mile customer experience.

We have also developed vendors and a supply chain to supply required raw material at the franchise's doorstep, which reduces dependency of the franchise owner on outlet-level skilled staff. We also help franchises with all support to increase sales and profits making them sustainable. Yellow Tie charges a one-time fee and recurring royalty for supporting and sharing intellectual properties with franchises.

In the last three years, we have been growing

consistently, adding more brands to the portfolio as well as scaling up existing brands and opening outlets in Tier II & III cities. Today, we are quickly racing towards 100 outlets by end 2019.

How many brands do you have under your portfolio? Tell us about the retail presence of each brand in detail.

Yellow Tie Hospitality has 10 brands under its portfolio. These are:

A. International Brands

a. Genuine Broaster Chicken:

This brand is the category leader in pressure fried chicken by the Broaster

Company, USA.
Format: Casual Dining & QSR
Cities (Includes projects in fit-outs): Mumbai, Patna, Kolkata, Hyderabad, Lucknow, Guwahati, Gangtok, Bangalore, Pune, Imphal, Delhi, Bhubaneswar & Ranchi.
Total outlets: 20

b. Wrapchic:
 India's first Indo-Mexican Burrito brand from UK
Format: QSR & Kiosk
City: Chennai
Total outlets: 1

c. Just Falafel:
 Authentic Lebanese Food brand from Dubai
Format: QSR & Kiosk
City: Pushkar
Total outlets: 1

d. Chachago:
 Unique Beverages brand from Taiwan
Format: QSR & Kiosk

B. Home Grown Brands

a. Dhadoom:
 The only QSR offering Global Fusion Street Food
Format: Casual Dining, QSR & Kiosk

Kiosk Concept
Format: Kiosk
City: Mumbai
Total Outlets: 1

C. Incubation Centre

a. Wok This Way:
 India's 1st healthy, only vegetarian oriental wok brand
Format: Casual Dining, QSR

b. Umraan Regional:
 India's 1st QSR offering regional food from different regions of India
Format: QSR
City: Mumbai
Total Outlets: 2



Cities: Mumbai, Pune, Kolkata, Bangalore, Ahmedabad, Surat, Vadodara, Lucknow, Jaipur, Jamshedpur, Gurgaon
Total outlets: 25

b. BB Jaan:
 Hyderabad Nizami Cuisine
Format: Fine Dine
Total outlets: 1

c. Twist of Tadka:
 Modern Indian Dining
Format: Fine Dine
Total outlets: 1

d. Teddys:
 Revolutionary Soft Serve

All our formats are category leaders or unique in their own positioning, so franchise owners tend to choose us over competition. Besides, our back-end infrastructure is best in the industry with over 50 team members spread across 5 cities of India giving them a support during the life of their business.

How do you see each brand expanding in the coming fiscal?

It is our vision to be the largest restaurant franchise company by 2025. In the coming year 2019-20, our goal for expansion of each brand is as below:

- Genuine Broaster Chicken: 40 outlets
- Dhadoom: 75 outlets
- Teddy's: 50 outlets
- Just Falafel: 25 outlets
- Wrapchic: 20 outlets
- Umraan Regional: 20 outlets
- Wok This Way: 25 outlets
- Chachago: 50 outlets
- Twist of Tadka: 5 outlets
- BB Jaan: 3 outlets

Over the next years, our main focus is going to be incubating restaurant brands to scale them and looking at investing

in 10 such brands by 2020.

We plan to take four of our portfolio brands global before the end of 2019. We want to continue creating value for all of our stakeholders and grow with our stakeholder.

Any plans to introduce new brands?

We will be introducing two new brands: Teddy's and Chachago.

Teddy's: Teddy's is a revolutionary 'Soft Serve Kiosk' concept that requires low cost capital, minimum operations expenses and quick ROI serving modern day flavours like Charcoal, Bubble Gum, Popcorn and more. These will be served in colourful cones sprinkled with exciting toppings like gold and silver dust, edible eyes, chocolate cigars and more. A typical Teddy's kiosk will be outside a grocery store, crowded high-street, mall, food court, college campus or canteen, corporate building park requiring an area of just 25 sq. ft. and an investment of ₹5 to 20 lakh.

Chachago: Chachago is a Taiwanese beverage brand

known for its aromatic and delicious varieties of Taiwanese milk tea, bubble teas, fruit-infused beverage, cheese-based beverages, milkshakes, and other specialty beverages and desserts. This is the first time the brand is entering India after having established its presence in countries like Taiwan, Canada, Australia, Hongkong, Vietnam, and Philippines. A typical Chachago outlet will be in malls, high-street, and near educational institutions, and will spread over an area of 100 to 500 square feet and investment required is ₹20 to 40 lakh.

What is your arrangement with franchise owners? What kind of services do you provide to them?

It's a franchisor-franchise relationship. We provide licenses to all our franchise owners to operate and support them to manage day-to-day operations. We charge a one-time fee and percentage of sales as monthly royalty from them.

At Yellow Tie, we have a very strong backend infrastructure and provide support to our franchise owners in terms of experienced teams, supply chain and warehousing, R&D centres and a state-of-art turn-key software to manage our franchises.

Right from location and premise search to building their stores, recruitment, training, time-to-time new product introduction, social media and brand marketing everything is managed by us which leaves the franchise owner entrepreneur to focus only on delivering last mile consumer experience.

This entire eco-system and partnership makes the franchise stores and hence the brand sustainable.

Which are the brands that you have invested in? Any plans to invest in any new brands?

Yellow Tie Hospitality has invested in 2 brands namely,

- 1. Umraan-** Serves India regional curries in QSR format.
- 2. WTW -** Serves vegetarian food, offers healthy make your own WOK and has global appeal.

Both the brands have passionate promoters with good experience in the industry and both have established unit level economics. Hence, we chose to invest in these brands and scale it up through franchising.



We are always looking for brands that can take category leadership, scalable formats and led by passionate and professional entrepreneurs.

Any plans to test international waters?

We are looking at a total count of 100 stores by the end of 2019 and by 2020 we are expecting to reach the total count of 200 stores by extending our portfolio to international markets. Our vision is to make multiple

national level brands and take Indian brands on global map.

We have taken Chachago rights for Middle Eastern markets in countries like Kuwait, Bahrain, Turkey, Afghanistan and many more. We also plan to grow and invest vastly in UAE markets. We also plan to tap South East Asian market with Wrapchic.

We also have plans to grow our homegrown brands like Dhadoo, BB Jaan, Twist of Tadka in Asia. Our strategy is to spread network in Asia as it is geographically better and the markets in Asia are similar to India and then scale up these brands to western countries.

The vision of Yellow Tie Hospitality is to be a global



will be investing upto ₹50 lakh. Major investments will be allocated towards the development of infrastructure and fit-outs of the store and these investments will come through franchising.

Elaborate on the future plans of the brand.

Yellow Tie Hospitality is India's first restaurant franchising company. It has the vision of being India's and maybe Asia's biggest restaurant franchise company. We want to build up a portfolio of successful and sustainable brands with the first goal of crossing the milestone of thousand stores. Franchising in India is very naïve, and we want to develop a sustainable franchising organisation which would create an ecosystem to have successful homegrown brands grown across the nation and in international markets as well.

What are the revenue targets for the current and coming fiscal year?

For the current fiscal year, Yellow Tie Hospitality is looking to close at revenue of ₹20 lakh. The stores under the portfolio of Yellow Tie are expected to clock the revenue of over ₹80 lakh. The target for next fiscal year is to cross the revenue of ₹50 lakh.




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The Walk at Worldmark Aerocity: The Next Big Thing in Retail

– By IMAGES Retail Bureau

At a distance of less than 10 minutes from the international airport and 20 minutes from South Delhi and Gurugram, 'The Walk' is at a central, accessible location, offering a wide range of options in F&B and retail...

The Walk at Worldmark, Aerocity, by Bharti Realty is the next big thing in retail and F&B, housed within 3 lakh sq.ft. of space. Planned keeping the location quotient as key, it has all the advantages that will make it the most happening destination for Delhi-NCR. At a distance of less than 10 minutes from the international airport and 20 minutes from South Delhi and Gurugram, 'The Walk' is at a central, accessible location, offering a wide range of options in F&B and retail.

A veritable who's who of restaurateurs and celebs are making 'The Walk' their next destination of choice offering nearly 20 dining formats including cafes, restaurants and bars, some of which are absolutely brand new to Delhi-NCR consumers. Be it two new

formats by Priyank Sukhija - Dragonfly, a fine dine space featuring Cantonese food in partnership with Badshah and Plum by Bent Chair which has seen phenomenal success in Mumbai, Virat Kohli launching One8 - a new destination for party goers, there is something for everyone. Other noteworthy names which are already operational include Monsoon by Café Lota, Liv Bar by UmangTewari, The Kylin Experience by Saurabh Khanijo, Kampai by Embassy Restaurants, Cafe Delhi Heights by Vikrant Singh, Fab Café by FabIndia, Beer Café by Rahul Singh, Reve, Tappa, Underdogs and Dhaba. La Roca, Daryagunj, Dragonfly, La Mesa are coming soon.

The food court at 'The Walk, Food Capital - replete with exquisite landscaping and interactive digital media - offers 17+ food counters with many favorites like Khan Chacha, Bikanerwala, Subway,

Pizza Hut, Karims, Sagar Ratna, Street Foods by Punjab Grill and Asia 7 among others.

For coffee buffs and tea aficionados there's Starbucks, Costa Coffee and Chaayos.

For those looking to indulge in a day of retail therapy, The Walk offers the best of brands including favourites like Miniso, Shazé, Da Milano, Forest Essentials, Meena Bazar, Kalpana and iWorld, with MAC coming soon.

The year 2018 has been quite fruitful for the brand, Worldmark Aerocity as it achieved '100 percent leased' status at the end of the year.

Successful Campaigns

The popular campaigns which tasted success for The Walk in 2018 were:

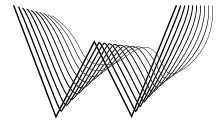
- Oktoberfest in association with BookMyShow, BMW, Indo-German Chamber Of Commerce, JW Marriott & Bavarian Soul Hospitality
- India Craft Week
- Shaam-e-Rekhta Sufi

Quick facts:

- **Location of Mall:** Worldmark, Aerocity, Indira Gandhi International Airport, New Delhi, Delhi 110037
- **Year of launch:** 2010
- **Gross Leasable Area:** Over 15 lakh sq. ft.
- **Average footfalls on weekdays:** 5,500
- **Average footfalls on weekends:** 6,500
- **Number of floors:** 6 floors in each building
- **Number of stores:** 45+ Retail and F&B Brands
- **USP:** Curated food and lifestyle destination at a highly accessible location, offering dining and premium retail brands

Mushaira by Rekhta Foundation in May 2018

- Shaam-e-Rekhta Sufi Qawwali by Rekhta Foundation in August 2018
- Pop-up retail markets during Christmas and Lohri
- Live! Fridays at Worldmark- Weekly Musical Shows at Food Capital
- Stand Up Comedy Nights featuring artists like - Nishant Tanwar, Appurv Gupta, Seema Golchha etc. 



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South India Retail Awards 2018 Honour Brands That Exhibit Excellence in Retail

– By IMAGES Retail Bureau

The third edition of IMAGES South India Retail Awards saw business visionaries from South India, those who have built great consumer brands, retail concepts, and shopping & leisure spaces, being felicitated on December 17, 2018 at JW Marriott Hotel, Bengaluru...

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South has given India and the world at large many visionaries, business leaders and great entrepreneurs. The region is a vibrant marketplace which has initiated the genesis of modern retailing in India. Businesses based out of South India have always been well-ahead of the curve in retailing invention.

In the year 2016, IMAGES Group instituted 'South India Retail Awards' to honour business legends, professionals and innovators in the business of retail and shopping centres based out of south India for Excellence in Retail and Customer Service. The third edition of IMAGES South India Retail Awards saw business visionaries from South India, those which have built great Consumer Brands, Retail Concepts and Shopping & Leisure Spaces, being felicitated on December 17, 2018 at JW Marriott Hotel Bengaluru.

Nomination Process & The Jury

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. Jury members included: **BS Nagesh**, Founder TRRAIN; **Abheek Singhi**, Sr. Partner and Director, The Boston Consulting Group; **Ajay Kaul**, Senior Director, Everstone Group; **Ajay Macaden**, Executive Director, Nielson Group; **Anand Ramanathan**, Partner Strategy and Operations Consulting, Delloitte India; **Ankur Shiv Bhandari**, Founder and CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Harish Bijoor**, Founder, Harish Bijoor Consults Inc; **Harminder Sahni**, Founder and MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sreedhar Prasad**, Kalaari World; **Shubhendu Roy**, Partner AT Kearney; and **Amitabh Taneja**, CMD Images Group.

The on ground jury panel for presentation based awards included **BS Nagesh**; **Rajneesh Mahajan**, CEO, Inorbit; **Vishal Mirchandani**, Chief Business Officer – Commercial & Retail, Puravankara Limited; **Shibu Philips**, Business Head, Lulu; **Muhammad Ali**, COO-Retail, Prestige Group.



CATEGORY-WISE BREAKDOWN OF IMAGES SOUTH INDIA RETAIL AWARDS 2018

IMAGES Most Admired Retailer of the Year – Department store



Westside currently has 38 stores across 19 cities in South India. The brand witnessed retail sales with a turnover growth of 22 percent in the region. The Westside format offers a predominantly exclusive brands model across women's wear, menswear, kids' wear, footwear, lingerie, cosmetics, perfumes and handbags, household furniture and accessories. Well designed interiors and prime locations enhance the customer's shopping experience.

Nominees: ★ Lifestyle ★ Shoppers Stop



IMAGES Most Admired Retailer of the Year – Hypermarket



Big bazaar currently has 68 stores across 31 cities in South India. The brand witnessed retail sales with a turnover growth of 15 percent. The retail space growth witnessed an increase of 15 percent in the region. Big Bazaar is not just another hypermarket; it caters to every need of your family. With the ever-increasing array of in-house brands, Big Bazaar has opened doors in the world of fashion and general merchandise, including home furnishings, utensils, crockery, cutlery, sports goods and much more at nominal price.

Nominees: ★ LuLu Hypermarket ★ Reliance SMART ★ SPAR



IMAGES Most Admired Retailer of the Year – Fashion & Lifestyle (National Operations)



Max currently has 110 stores across 37 cities in South India. The brand witnessed retail sales with a turnover growth of 22 percent. The retail space growth witnessed an increase of 30 percent as the same store sales growth increased by 3 percent in the region.



Soch currently has 75 stores across 24 cities in South India. The brand witnessed retail sales with a turnover growth of 31 percent. The retail space growth witnessed an increase of 8 percent in the region.

Nominees: ★ Blackberrys ★ Neeru's



**IMAGES Most Admired Retailer of the Year – Fashion & Lifestyle
(Regional Operations)**

Souchii

Reflects Your Style (For Rapid Shop-in-Shop Expansion)

Souchii currently has 150 stores across India. The brand witnessed retail sales with a turnover growth of 77.8 percent in South India. The retail space growth witnessed an increase of 43 percent as the same store sales growth recorded 47 percent in the region. Souchii is a women's knitwear brand using beautiful cashmere, wools, silk & organic cottons from around the world.

TWILLS

SHIRTS - TROUSERS - DENIMS - T-SHIRTS

(Single Brand Store Expansion)

Twills currently has 89 stores across India. The brand witnessed retail sales with a turnover growth of 23 percent in South India. The retail space growth witnessed an increase of 19 percent as the same store sales growth recorded 21 percent in the region. Twills is not just another fashion house. It is a lifestyle brand that has been redefining style for men since 1999. Envisioned and nurtured in Andhra Pradesh, it has become one of the most sought-after brands in India.

Nominees: ★ Koskii ★ Maybell India ★ Otto ★ Westside by Panachamootil Retail



**IMAGES Most Admired Retailer of the Year – Footwear & Fashion
Accessories**

SKECHERS

Skechers currently has 26 stores across 15 cities in South India. The brand witnessed retail sales with a turnover growth of 127 percent in South India. The retail space growth witnessed an increase of 129 percent as the same store sales growth increased by 31 percent in the region. Skechers offers two distinct footwear categories: a lifestyle division and performance footwear. Through licensing agreements, the company also offers branded apparel, accessories, eyewear, scrubs and more.

Nominees: ★ Ayesha ★ Specs-makers



**IMAGES Most Admired Retailer of the Year – Food & Grocery
(Regional Operations)**

Nilgiris
1905

Nilgiris currently has 226 stores across 39 cities in South India. The brand witnessed retail sales with a turnover growth of 11 percent in South India. The retail space growth witnessed an increase of 8 percent in the region. Nilgiris has been synonymous with fresh, delightful dairy & bakery products in the Southern part of India for over 100 years. Born in 1905, the brand draws deeply from its place of origin and namesake - the Nilgiri Mountains. The richness and diversity of the Nilgiri Mountains are reflected in the quality and range of Nilgiris products.

Nominees: ★ Nuts & Species ★ Q Mart ★ Heritage Fresh

IMAGES Most Admired Retailer of the Year – Food Service



(National Operations)

The Chocolate Room India currently has 58 stores across 20 cities in India. The brand witnessed retail sales with a turnover growth of 40 percent in South India. The retail space growth witnessed an increase of 29 percent as the same store sales growth increased by 25 percent in the region. It is the first chocolate cafe brand which started giving franchise in the Indian market and also introduced the Live Kitchen concept to serve fresh food.



(Regional Operations)

Nandhana Palace currently has 14 stores across a city in South India. The brand witnessed retail sales with a turnover growth of 10 percent in South. The retail space growth witnessed an increase of 5 percent as the same store sales growth increased by 14 percent in the region.

Nominees: ★ Burger King, Wow!Momo, Sri Krishna Sweets, Upsouth, High Ultra Lounge, Sheraton



IMAGES Most Admired Retailer of the Year – Beauty & Wellness



(National Player For South India Operations),

Naturals currently has 515 stores across 330 cities in India. The brand witnessed retail sales with a turnover growth of 10 percent in South India. The retail space growth witnessed an increase of 14 percent as the same store sales growth increased by 20 percent in the region. Today, Naturals is India's most prominent chain of hair and beauty salons. Due to their world class service, courteous staff and the loyal support from their patrons, Naturals aims to expand to 3000 salons by 2020.



(Regional Player)

YLG Salon currently has 59 outlets across 3 cities in India. The brand witnessed retail sales with a turnover growth of 38 percent in South India. The retail space growth witnessed an increase of 31 percent as the same store sales growth increased by 12 percent in the region. In 2009, YLG opened with a promise – consistently deliver world class services to all customers across all salons, bringing the best products and services from across the world to the Indian woman at reasonable prices.

Nominees: ★ Kama Ayurveda ★ Kaya Clinic ★ Body Craft





IMAGES Most Admired Retailer of the Year – Kiosk/Express Format



The Thick Shake Factory currently has 62 stores across 15 cities in South India. The brand witnessed retail sales with a turnover growth of 343 percent in South. The retail space growth witnessed an increase of 128 percent as the same store sales growth increased by 220 percent in the region. The brand offers a wide range to pick from including classic shakes, chocolate indulgences, the Protein power range, the 'Koffee indulgences' range and more.

Nominees: ★ Wow! Momo ★ Flipside



IMAGES Most Admired Retail Launch of the Year



Fipola is India's first modern meat retail company for fresh proteins which also employs an e-commerce platform, Android and IOS apps for online orders and call-centre based doorstep delivery. The brand was launched in September, 2017 and has five outlets so far. Fipola offers an unlimited choice of meats (fish/poultry/lamb), cuts and flavours. Their exceptional range includes free-range chicken and goat, alongside a wide variety of exotic seafood.

Nominees: ★ SPAR Beary's Mall ★ Shimoga; KLM Fashion Mall

PRESENTATION BASED AWARDS



IMAGES Most Admired Retailer of the Year – Store Design & VM



KLM Fashion Mall is a one-stop-shop for fashion-demands of the entire family. The brand has an amazing range of daily wear and party wear with over 2,00,000 styles at prices beginning at just ₹250. The impeccable quality of their products, honest pricing, and unmatched customer service are sure to set them apart in the highly competitive industry.



Lifestyle features a massive selection of great products from hundreds of leading national and international brands. A part of the Dubai-based retail and hospitality conglomerate the Landmark Group, Lifestyle offers women's, men's and kids' apparel, footwear, handbags, fashion accessories, beauty products and much more, all under the same roof.

Nominees: ★ Blackberrys ★ Easybuy ★ Kama Ayurveda ★ Kaya Clinic ★ Lifestyle- Mens & Womenswear ★ Max Fashion ★ Pepe Jeans London ★ So Design ★ Vajor



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IMAGES Most Admired Retailer of the Year – Marketing & Promotions



(Winner)

Harsha is one of the most trusted and preferred consumer durable retailer in India with a mission to provide great customer experience from their world class stores. They offer wide range of quality products and services. In 1987, the brand marked its first step in retailing, as they opened a 7,000 sq. ft. Consumer durable showroom 'Harsha' viz., 'Happiness' in Udupi. .



(Runner-up)

Max India has a reach that extends to over 60 cities in South India. Boasting a loyal customer base of over 5.5 million, Max is the most profitable value fashion format in the region. Max offers apparel, footwear and accessories for the entire family - women, men and children. The brand provides a world-class shopping environment stocking the latest in international fashion from around the globe. Max's own label of in-house designs in carefully chosen colour palettes. Shoppers enjoy great prices on an excellent range of over 3,000 styles every season, in brand new designs, silhouettes and fabrics.

Nominees: ★ Blackbererys ★ Kama Ayurveda ★ Skechers Street ★ Skechers Gorun Club
★ Skechers Gorun 6

IMAGES Most Admired Startup of the Year



(Winner)

Bbq Ride India is the world's first food BBQ Bike chain. The Bbq bikes are easily spotted in Hyderabad, Bengaluru, Chennai and Delhi serving delicious meats on the vehicle. The swanky custom made Royal Enfield bike has everything that is required to cook and serve with coal grills, storage units, a barbecue pit and even foldable tables. Attached to the bike is a sidecar modified into a stylish cooking station with a grill, a tava and storage for charcoal, spices and meat.



Omuni is leading Omnichannel enablement platform, delivering ROI driven journeys for leading brands in India. The brand provides Omnichannel enabled brand websites, Omnichannel enabled digital selling spaces for the retailers and brands.



High-nutrition food products manufacturer Inner Being, which manufactures millets and Quinoa-based value-added items, is ventured into the Bengaluru and Mumbai market. The brand will be tying up with the hospitals, corporate and doctors along with e-commerce players like Big basket in modern retail. The company derives 70 percent of its business through institutional channels while rest comprises the retail.

Nominees: ★ Agriplex ★ De Moza ★ Fipola ★ Watasale ★ Wishbook



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IMAGES Most Admired Innovative Retail Concept of the Year



Easybuy is the only format in India which offers value apparel for the entire family, including footwear and accessories, all in one 5,000 sq.ft. store. This brings in good footfalls and but ensures better ROI. Easybuy not only enables franchisees to manage operations but leverages their local knowledge to grow the business through institutional channels while rest comprises the retail.

Nominees: ★ Skechers ★ SPAR

IMAGES VISIONARY AWARDS



- ★ P R Shiva Kumar
MD (Global Operations)
- ★ Saravanan R
MD (India Operations)



- ★ Hari Menon
Co-Founder and CEO



- ★ CK Ranganathan
Founder & CEO



IMAGES EXCELLENCE AWARDS

Rapid Expansion with Smart Hyper Model

Emerging Brand

Star Brand



Souchii was an idea conceived to provide an ethnic yet suave way of dressing the modern Indian woman. The etymology of the name comes from the Sanskrit word Souchii, which represents the art of stitching. This boutique style brand, whose target market is concentrated in the south and east of India, offers designs that are made in a unique way so as to provide a styled, fitted, quality look for all sizes, at attractive prices.

Brand History

“Souchii was conceived after it was observed that there was a dearth of fashion brands catering to the needs of the ethnic wear market in South and East India. We have understood the need of our esteemed customers from the southern states and have specially created the chic chiffon collection for our fashion-conscious yet price-sensitive audience,” says **Pamela Anand, Founder Partner, Souchii.**

The brand – which has spread by word of mouth since it was launched in 2008– strives to stay a step ahead of the fashion curve by offering its patrons exquisite ensembles, latest fashion trends, aesthetics and silhouettes at affordable rates. Incepted in 2008, Souchii has managed to establish a pan India presence – with concentration in the south and east of the country – with 150 stores. Aside from this, the brand has skyrocketed from strategic partnerships with large retail formats like Reliance Trends. It was also honoured with the IMAGES Most Admired Retailer of the Year (South India): Fashion & Lifestyle – Regional Operations for rapid Shop-in-Shop expansion in FY18.

“As part of our growth model we are aggressively expanding to various Metros, Tier I and Tier II cities,” states **Vivash Anand, Founder Partner, Souchii.**

YEAR	STORES	ANNUAL SALE	QUANTITY
2010	20	4,80,00,000	60,000
2011	30	7,20,00,000	90,000
2012	35	8,40,00,000	1,05,000
2013	45	10,80,00,000	1,35,000
2014	60	14,40,00,000	1,80,000
2015	85	20,40,00,000	2,55,000
2016	110	26,40,00,000	3,30,000
2017	150	31,50,00,000	3,93,750
2018	160	38,40,00,000	4,80,000



‘IN ONE DECADE, SOUCHII HAS GROWN TO 150 STORES BY WORD OF MOUTH’

The brand – which has spread by word of mouth since it was launched in 2008– strives to stay a step ahead of the fashion curve by offering its patrons exquisite ensembles, latest fashion trends, aesthetics and silhouettes at affordable rates...

– By IMAGES Retail Bureau

The USP of Souchii is aesthetic design, modern style and trends, ethnic patterns and comfortable price points.

Retail Presence

Souchii has already established flagship stores at prime locations in Chennai, Bangalore, Bhubaneswar, Hyderabad and is hoping to enter into Vizag, Vijayawada and Madurai in 2019. The brand’s one-stop solution for women’s ethnic wear is based on the following business models:

Exclusive Brand Outlets: Showcasing a wide range of Souchii collections in a 600-900 sq. ft. store

Kiosks: Compact kiosks in malls which serve to highlight particular ranges of

products, especially the ‘out of trial’ and ‘quick buy’ products.

Shop-in-Shops: Souchii is present in Reliance Trends stores in India.

Franchise Holding: The brand looks for franchise partners to further their vision, partners who can take the brand forward and be part of a successful organisation.

Souchii has also recently ventured into the online domain and offer its collections on Amazon. Aside from this, the brand has cultivated a tremendous social media reach with 70,000 followers on Facebook and a total engagement of 22,000 people on Instagram.

“We have production houses in Bangalore and Jaipur and more than 440 employees overall, with whose help we have managed to capture 80 percent of the entire South Indian women’s ethnic wear market,” says Vivash Anand.

Expansion Plans & Revenue Targets

However, being a successful brand doesn’t come without challenges. “Offering innovative products at perceptive and correct price points has been a major challenge for us, as this meant introducing lean methods for our production technique,” explains Anand.

Despite these bottlenecks, Souchii is confident that it will meet its projected revenue target for 2019 – ₹44 crore. The brand plans to expand their EBOs upto 25 stores in FY 2019. With focus being on the South Indian Tier I cities, Souchii is aiming to focus on franchising model to take the brand mantle forward.

North India Retail Awards 2018 Honour Retail Powerhouses, Brand Visionaries

– By IMAGES Retail Bureau

The 3rd edition of IMAGES North India Retail Awards saw 'Recognition of Achievements' awards being presented to 25 retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces...

The most talked about retail fiesta of the year for North India, IMAGES North India Retail Awards 2018, concluded with the presentation of Retail Excellence Awards to 29 awardees across four broad categories – Visionary Awards, Excellence Awards, Presentation Based Awards and Awards for key Retail Verticals and Retail Launches.

The third edition of IMAGES North India Retail Awards 2018 saw 'Recognition of Achievements' awards being presented to 29 retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces. Aside from this, IMAGES Visionary Awards for Brand Development, Retail and Customer Service were also presented to five luminaries who created outstanding lifestyle environments and experiences for customers. The award ceremony was held on December 20, 2018 at Shangri-La hotel, Delhi.

Nomination Process & Jury

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 selection process for the awards involved inviting entries from International, regional and local retailers across multiple categories in North India. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The prelim jury identified best performers among retailers. The awardees were shortlisted from a roster of over 100 nominations. Awardees were selected by an eminent jury that comprised names from the fields of business, and research and consulting.

The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business. Jury members included: **BS Nagesh**, Founder TRRAIN; **Abheek Singhi**, Sr. Partner and Director, The Boston Consulting Group; **Ajay Kaul**, Senior Director, Everstone Group; **Ajay Macaden**, Executive Director, Nielson Group; **Anand Ramanathan**, Partner Strategy and Operations Consulting, Deloitte India; **Ankur Shiv Bhandari**, Founder and CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Harish Bijoor**, Founder, Harish Bijoor Consults Inc; **Harminder Sahni**, Founder and MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sreedhar Prasad**, Kalaari World; **Shubhendu Roy**, Partner AT Kearney; and **Amitabh Taneja**, CMD Images Group.

The on-ground jury panel for presentation based awards included **Subhendu Roy**, Partner, A.T. Kearney; **Shibu Philips**, Business Head; **Viren Rajdan**, MD, Brand-nomics; **Dr Sibichan Mathew**, Director -in-charge, NIFT Campus; **Kapil Malhotra**, Founder & MD, Total Solutions Group; **Pawan Jain**, MD, Safexpress.



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CATEGORY-WISE BREAKUP OF IMAGES NORTH INDIA RETAIL AWARDS 2018

IMAGES Most Admired Retailer of the Year – Fashion & Lifestyle



(Rapid Expansion with Value Retail Format)

1 India Family Mart currently has 50 stores across 47 cities in India. The brand recorded retail sales with a turnover growth of 58.2 percent and retail growth of 94 percent. The same store sales growth witnessed an increase by 5 percent in the growth period in North India.

Received by: *Jai Prakash Shukla (left) and Ravinder Singh, Co-Founders, 1 India Family Mart*

Presented by: *Deepak Zutsi, Senior Vice president- Leasing and Retail, Select CityWalk*



(Profitable & Steady Expansion with MBO Chain)

Chunmun (CnM) currently has 12 stores across 5 cities in North India. The brand witnessed retail sales with a turnover growth of 10.2 percent in North India. The retail space growth was recorded 11.8 percent and the same store sales growth increased by 10 percent in the region.

Received by: *Sharad Suri, MD, Chunmun*

Presented by: *Deepak Zutsi, Senior Vice president- Leasing and Retail, Select CityWalk*



Nominees: ★ Citykart ★ V-Mart ★ Max Fashion ★ V-Bazaar

IMAGES Most Admired Retailer of the Year – Fashion & Lifestyle –Single Brand



(Largest Women's wear Chain Expansion)

Madame currently has 102 stores across 54 cities in North India. The brand witnessed retail sales with a turnover growth of 8.3 percent in North India. The retail space growth was recorded 19 percent and the same store sales growth increased by 13 percent in the region.

Received by: *Akhil Jain, Executive Director, Madame*

Presented by: *Preeti Khara, Head- Leasing, AIPL*



BLACKBERRYS (Largest Men Single Brand Chain Expansion)

Blackberrys currently has 112 stores across 69 cities in India. The brand witnessed retail sales with a turnover growth of 21 percent in North India. The retail space growth was recorded 42.9 percent and the same store sales growth increased by 13 percent in the region.

Received by: *Team Blackberrys*

Presented by: *Preeti Khara, Head-Leasing, AIPL*



Nominees: ★ Vajor ★ Louis Philippe ★ TT Bazaar ★ Shree



IMAGES Most Admired Retailer of the Year – Fashion Accessories



Ayesha currently has 20 stores across 8 cities in India. The brand witnessed retail sales with a turnover growth of 40 percent in North India. The retail space growth was recorded 48.6 percent and the same store sales growth increased by 25 percent in the region.

Received by: *Shantanu Bharadwaj, Ayesha*

Presented by: *Preeti Khera, Head-Leasing, AIPL*

Nominees: ★ Bagline ★ Accessorize ★ Lavie



IMAGES Most Admired Retailer of the Year – Food & Grocery



24 Seven currently has 55 stores across 5 cities in North India. The brand witnessed retail sales with a turnover growth of 10.6 percent in North India. The retail space growth was recorded 61.6 percent and the same store sales growth increased by 10.4 percent in the region.

Received by: *Samir Modi, Managing Director, Modi Enterprises*

Presented by: *Preeti Khera, Head-Leasing, AIPL*



Krishna Super Marche 37 currently has 7 stores across Delhi. The brand witnessed retail sales with a turnover of 94.7 percent in North India. The retail space growth was recorded 74.4 percent and the same store sales growth increased by 194.8 percent in the region.

Received by: *Amit Batra, Director, 37 Krishna Super Marche*

Presented by: *Preeti Kher, Head- Leasing, AIPL*

Nominees: ★ Easyday ★ Kipps Mart ★ Modern Bazaar ★ V-Mart



IMAGES Most Admired Retailer of the Year – Food Service



Haldiram's currently has 49 stores across 12 cities in India. Delhi. The brand witnessed retail sales with a turnover growth of 10.9 percent in North India. The retail space growth was recorded 2.8 percent and the same store sales growth increased by 10.9 percent in the region.

Received by: *Dr. AK Tyagi, Executive Director, Haldiram's*

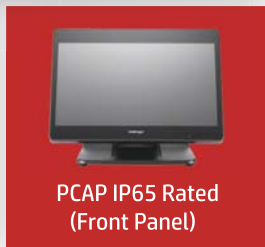
Presented by: *Arjun Gehlot, Director, Ambience Mall*

Nominees: ★ Barista lavazza ★ Wow Momo

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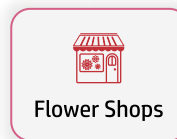
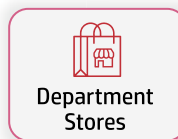
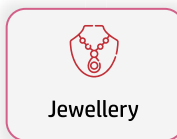
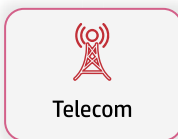
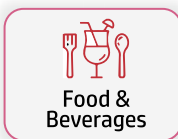
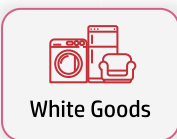
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IMAGES Most Admired Retail Launch of the Year



SIMON CARTER

LONDON

(Mall of India, Noida)

The launch of the brand was done with a mega event comprising of a beautifully choreographed fashion show and off beat entertainment acts like beat boxing, in line with the quirky and fun nature of the brand in Noida in July 2017. Currently, the brand has 5 outlets.

Received by: Delegate on behalf of Simon Carter

Presented by: Arjun Gehlot, Director, Ambience Mall



VAJOR

CLOTHING / ACCESSORIES / DECOR

Ambience Mall, Vasant Kunj, Delhi

The launch was made more exciting with Vajor's Hourly Giveaway, where every hour one lucky customer got to keep the products they were styled in by our professional stylist. This was followed by a "Modern Bohemian Styling" session by the stylist who demonstrated the most effortless way to dress from morning till evening in Vajor outfits. The launch of the store was done in March 2018.

Received by: Rajinder Mattoo, National - Sales and Business Development Head, Vajor

Presented by: Arjun Gehlot, Director, Ambience

Nominees: ★ Earthy Tales ★ Ireo City, Gurugram ★ KamaAyurveda, MI Road, Jaipur ★ Madame, Pacific Mall, Delhi



IMAGES Most Admired Retailer of the Year – Hypermarket

BIG BAZAAR

Is se *sasta* aur *accha* kahin nahi!

BigBazaar currently has 68 stores across 40 cities in India. The brand witnessed retail sales with a turnover growth of 17.6 percent in North India. The retail space growth was recorded 13.3 percent and the same store sales growth increased by 16 percent in the region.

Received by: Neeraj Kumar, Marketing Head - North, Big Bazaar

Presented by: Atul Talwar, Director- Business Development, Pacific Mall

Nominees: ★ Reliance SMART ★ Spar



IMAGES Most Admired Retailer of the Year – Department Store

lifestyle
YOUR STYLE. YOUR STORE.

Lifestyle currently has 21 stores across 17 cities in India. The brand witnessed retail sales with a turnover growth of 9.6 percent in North India. The retail space growth was recorded 7.7 percent and the same store sales growth increased by 16 percent in the region.

Received by: Team Lifestyle

Presented by: Atul Talwar, Director- Business Development, Pacific Mall

Nominees: ★ Shoppers Stop ★ Westside



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IMAGES EXCELLENCE AWARDS

Presented by: Shibu Philips, Business head, LuLu Mall

Fastest Growing Eyewear Retailer Serving over 7 Million Customers



Largest Value Retailer from North India with Global Recognition



Benchmark in Express Food Service



Fastest Large Format Value Fashion Retailer



PRESENTATION BASED AWARDS

IMAGES Most Admired Retailer of the Year – Innovative Retail Concept:

lifestyle®
YOUR STYLE. YOUR STORE. **(Winner)**

Lifestyle currently has 21 stores across 17 cities in India. The brand witnessed retail sales with a turnover growth of 9.6 percent in North India. The retail space growth was recorded 7.7 percent and the same store sales growth increased by 16 percent in the region:

Received by: Team Lifestyle

Presented by: Sibichan Mathew, Director NIFT



(Runner-up)

Focused entirely on changing the Indian fashion landscape forever, the products outshine the W women from the rest. The brand thoroughly is committed in providing quality material, design, fit and sizing. W is the first fashion brand to study about Indian woman's shape, fits and size classification and came up with 7 instead of regular 3 sizes.

Received by: Team W

Presented by: Sibichan Mathew, Director NIFT



Nominees: ★ Blackberrys ★ Easyday Club ★ Skechers

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HIGHLIGHTS OF THE NEXT TWO ISSUES

FEBRUARY 2019 South India Special: The edition describes in detail why the highest growth in the Retail Sector has been witnessed in the Southern region of the country. It brings you a lowdown of cities down South that are seeing an exceptional rate of growth in retail – Bangalore, Hyderabad and Chennai – and how they are doing it.

MARCH 2019 IFF 2019 & East India Special: The edition will focus on the 'Fashion Retail Leaders' and how their brand is making the impact on the industry. The spotlight will also be on new and upcoming brands as well. The issue will also carry success stories of top retailers from the East India, who are making their presence felt due to their successful product innovation, technology implementation and their outlook for the future.

FUTURE OF BUSINESSES ANALYSING THE BUSINESS OF ORGANIZED RETAIL IN INDIA.

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You pay	₹1020	₹1920	₹2700	₹920	₹1699	₹2336
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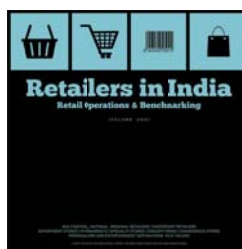
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IMAGES Most Admired Retailer of the Year – Marketing & Promotions



(Winner)

Focused entirely on changing the Indian fashion landscape forever, the products outshine the W women from the rest. The brand thoroughly is committed in providing quality material, design, fit and sizing. W is the first fashion brand to study about Indian woman's shape, fits and size classification and came up with 7 instead of regular 3 sizes.

Received by: Team W

Presented by: Amit Lohani, Founding Director, FIFI



(Runner-up)

V-Mart is a complete family fashion store that provides its customers true value for their money. The brand is popular for providing great shopping experience as it offers a vast range of products under one roof. Maintaining high standards in quality and design, V-Mart offers fashion garments at down-to-earth prices and over a period of time has emerged as the destination of choice for bargain hunters and the fashionable alike.

Received by: Ranjan Kumar, Vice President, V Mart

Presented by: Amit Lohani, Founding Director, FIFI

Nominees: ★ Blackberrys ★ Earthy Tales ★ Kama Ayurveda ★ Max Fashion ★ Skechers Gorun Club ★ Skechers gorun 6 ★ United Colors of Benetton



IMAGES Most Admired Retailer of the Year – Store Design & VM



(Winner)

As a women's wear Fashion & Lifestyle brand, Vajor deals in clothing, footwear, bags, jewelry & other accessories. Vajor also has a Home Decor line which brings to you a range of Kitchen & Dining, Garden, Lighting, Storage Accessories, Bath and Room & Decor merchandise as well. We are proud to say that a majority of all these products are made in India. Vajor, brings international appeal with superior aesthetics to your home and wardrobe.

Received by: Team Vajor

Presented by: Sameer Verma, General Manager LuLu Mall



BLACKBERRYS (Runner-up)

From starting out as a garment manufacture, the company has evolved from a wholesaler to a retailer and it is today one of the leading fashion brand. From trousers, suits, jackets and blazers for formal occasions to bringing in khakis, shirts, denims, t-shirts and inner wear, shoes and accessories, Blackberrys has turned out to be a one-stop shop for men's growing fashion needs:

Received by: Team Blackberrys

Presented by: Sameer Verma, General Manager LuLu Mall

Nominees: ★ Kama Ayurveda ★ Lifestyle Fashion Accessories ★ Lifestyle Mens & Womenswear ★ Max fashion ★ United Colors of Benetton

IMAGES Most Admired Startup of the Year

Oddy®
uniwraps®
(Winner)

Oddy Uniwraps, a multi-purpose food grade paper ideal for wrapping everyday meals like paranthas, rotis, burgers, sandwiches and other edible stuff. Oddy Uniwraps is cost effective, non sticky, grease locking moisture balancing product which is pretty much affordable in comparison to other aluminium foils.

Received by: Team Oddy-Uniwraps

Presented by: Harminder Sahni, Founder & MD, Wazir Advisor



PEE SAFE
YOUR PERSONAL HYGIENE EXPERT
(1st Runner-up)

PeeSafe- India's leading personal hygiene brand helping India to fight health issues brought on by unhygienic conditions in washrooms. With PeeSafe, people feel more comfortable in using public washrooms as it provides them a germ-free and insta-hygiene experience.

Received by: Team Pee Safe

Presented by: Harminder Sahni, Founder & MD, Wazir Advisor



Earthy Tales
(2nd Runner-up)

Earthy Tales - is a organic grocery brand which ties-up with the organic farmers to provide the most fresh, organically grown produce to consumers' kitchens - plans to dig deeper into the Delhi-NCR market vis-à-vis both its online and offline presence.

Received by: Team Earthy Tales

Presented by: Harminder Sahni, Founder & MD, Wazir Advisor



Nominees: ★ 4700BC popcorn ★ Alpha Male ★ BBQ Ride India ★ Dot ★ Gulnare ★ Kaya Spirits ★ T Pot

IMAGES VISIONARY AWARDS

Presented by: Anuj Johri, CEO, NABCEB and Amitabh Taneja, CMD, IMAGES



★ **Abhishek Bansal,**
Executive Director



★ **Raj Singh Gehlot,**
Chairman



★ **Avtar Singh,**
Founder



★ **Shyam Sunder Aggarwal,**
MD





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RED CHIEF	METRO SHOES	OXEMBERG	foodquest ...The Food Court	spencer's Makes fine living affordable	TRENDS	

BRANDS ASSOCIATED WITH **foodquest** (FOODCOURT OPERATOR)
...The Food Court

SWAGATH	KEVENTERS The Original Mithaiwala	TACO BELL	BR Baskin Robbins	Shree Rathnam SOUTH INDIAN, NORTH INDIAN, CHINESE VEG RESTAURANT	KEBAB EXPRESS DELICIOUSLY NORTH INDIAN
Meji Mahal Deluxe Kolkata, Tees	SUBWAY eat fresh.	DUNKIN' DONUTS	BIRYANI BLUES	gelato vinto	ROLLS KING
KFC	vaango! Ammann Food & Beverage	anooj Simply Veg	BURGER KING		

Brands Fitout start by December '18

CROWN MALL, FAIZABAD ROAD, OPP. BBD COLLEGE, LUCKNOW, Contact Person: Yogendra Kumar Arya | M: 9935030025, 6392423331
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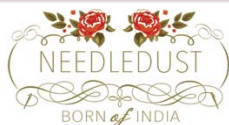
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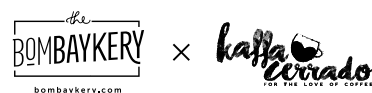
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