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FEBRUARY 2019

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Hotel Renaissance
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[COVER STORY]

THE BIG PICTURE:



The Country's Most Dynamic & Fast-Paced Market

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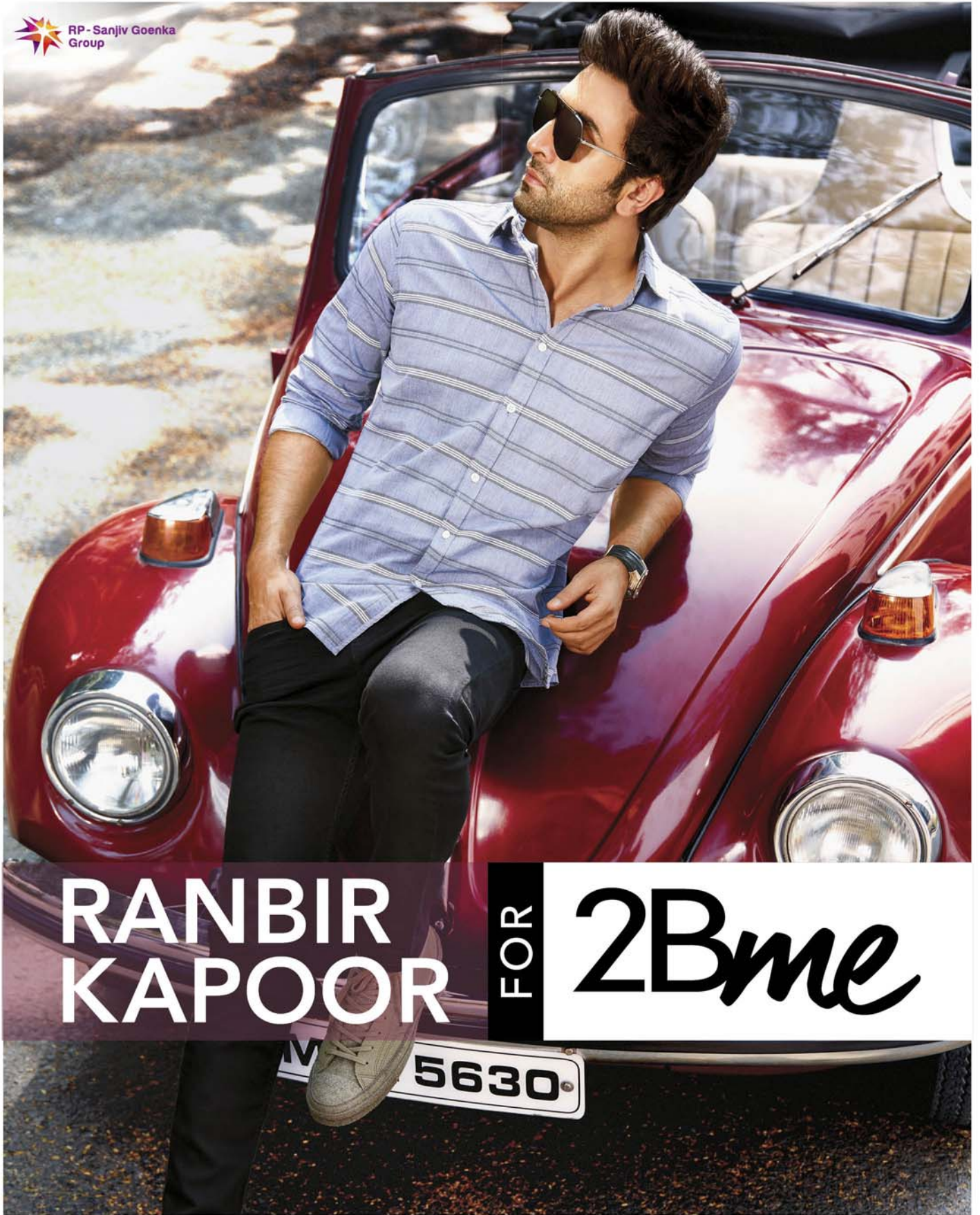
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South India is largely recognised as the birthplace of modern retail. The glorious south side of India has given the nation – and the world at large – innovational visionaries, entrepreneurs extraordinaire and exceptional business leaders. The region is a vibrant marketplace which has initiated the genesis of modern retailing in India and businesses based out of South India have always been well-ahead of the curve in as far as retailing invention goes.

It is a documented fact that almost 70 percent of India's rich live in its eight southern states, including in Karnataka and Tamil Nadu. This has greatly contributed to the rising consumerism in the region. Interestingly however, despite the increased demand, retail in South India is dominated by local players. So, while the region has evolved by adapting to global trends, yet, a homely retail experience, comfort of the native language, along with familiarity with local culture and purchase preferences have been the driving forces for retail growth here.

The February issue of IMAGES Retail is dedicated to the analysis of the greatly evolved South Indian retail industry. The edition does a deep dive into why southern states have the highest retail growth rate in India including listing cities which are seeing an exceptional rate of growth – Bangalore, Hyderabad and Chennai – and how they are doing it. The issue also includes an expert research report on how the emerging cities of Coimbatore, Kochi, Vizag, Vijayawada, Trivandrum, and Madurai are contributing more than US\$ 7000 million worth of retail activity to India today.

Finally, the issue brings the readers a round-up of IMAGES Group's flagship food retail event, India Food Forum 2019, the 12th edition of which was held on February 5 and 6 in Mumbai. The triumphant event was another feather in IMAGES Group's cap. We thank those who attended the event, but for those who couldn't make it, we bring you notable insights – theme, session highlights and awards – from the thinkers and futurists of the Indian Food Retail industry who attended it.

As always, we hope you find this issue informed and beneficial.



Amitabh Taneja

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The region is a vibrant marketplace which has initiated the genesis of modern retailing in India and businesses based out of South India have always been well-ahead of the curve in retailing invention

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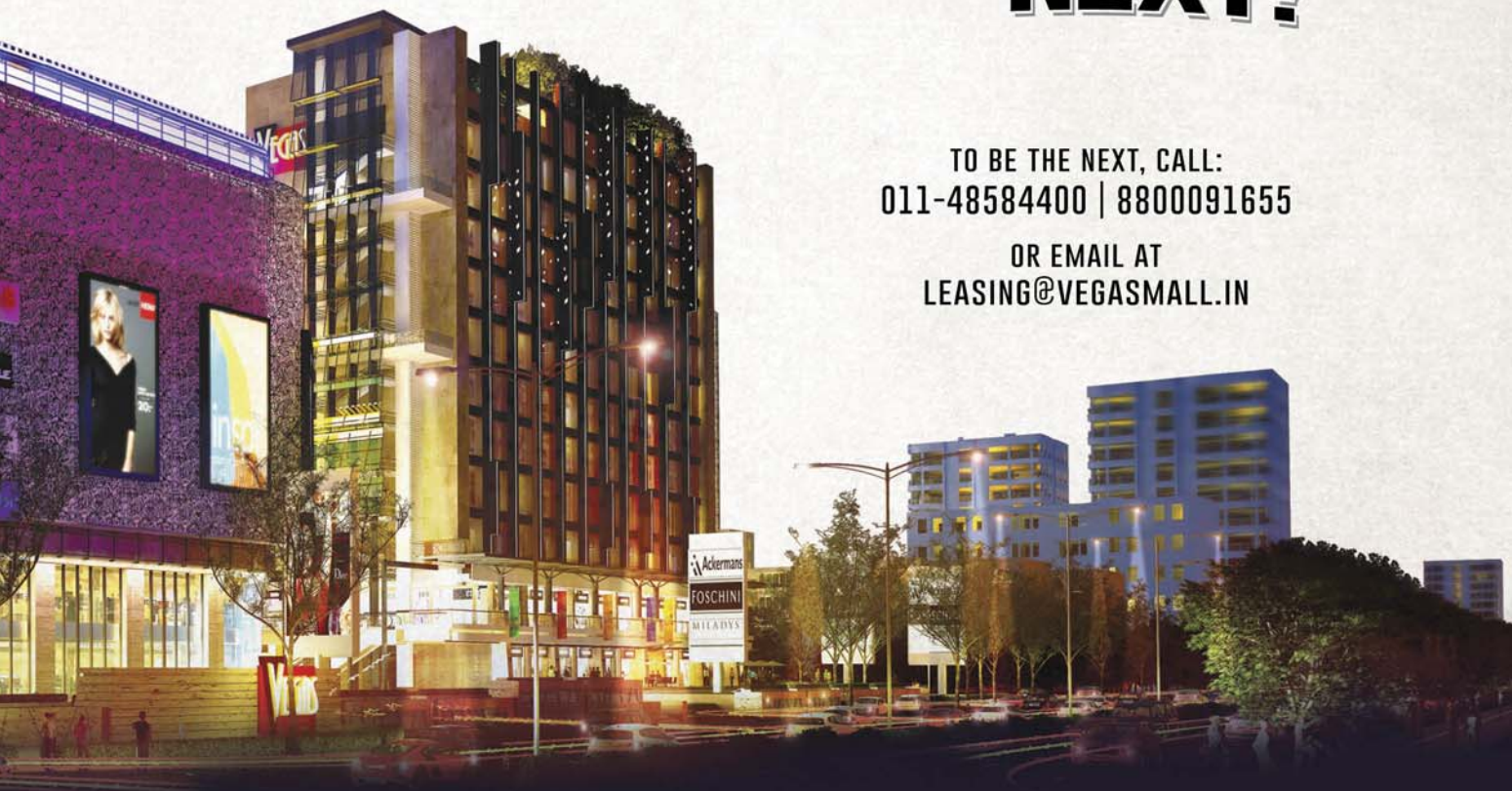
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Budget 2019: Progressive, Consumer-Facing Budget, Says India Inc

➔ Keeping an eye on the upcoming Lok Sabha elections, Finance Minister Piyush Goyal presented the Narendra Modi government's sixth and final budget before the polls on February 1, 2019. Highlighting the key initiatives of the government in the past four and half year, Finance Minister announced no tax on income up to ₹5 lakh income, farmer income support scheme of ₹6,000 per year, interest subvention scheme for farm loan takers and new pension scheme for unorganised sector workers along with higher allocation for rural schemes like MNREGA and village roads. Goyal also said that the government has brought down the inflation from 10 percent in the UPA era to 4 percent.

Reforms announced by Piyush Goyal in the Budget, will spur consumption of both rural consumers and the middle class, companies said. Reactions from Industry Leaders:

Dabur CEO, Sunil Duggal: "The measures announced in the Budget are consumption-oriented and will spur spending across bottom-of-pyramid consumers as well as lower middle class consumers, for both staples and discretionary products."

Puneet Gulati, CEO, Barista: "Increased in personal tax limit will see higher disposable income and with the ever-expanding food sector and delivery module in place, we see higher share of wallet coming to F&B sector. Happy to see relief for farmers and labourers, all in all a positive step to strengthen the purchasing power, which was much needed. Complete digitalisation of tax assessment is a welcome step. Interim Union Budget 2019 promises to be pro-growth and ushers a new era of transparency."

Tanit Chearavanont, Managing Director at LOTS Wholesale Solutions: "We would like to strongly express



Will Retail Industry Sing To Budget 2019's Tune?

– By IMAGES Retail Bureau


The FMCG and retail industry give a thumbs up to the Budget as it will bring in more money in the hands of the consumers and have termed the Budget as a consumption-oriented one...

that the budget will be a huge boon for India; we truly believe that the government's vision on propelling India into becoming a US\$10 trillion economy can be realised in the next eight years. The vision of a healthy India, with focus on organic farming, coupled with initiatives for the farmers and traders will spell growth for the retail and cash and carry sector. Better infrastructure will aid efficient supply chain management, whilst continued efforts towards digitisation of 5 lakh villages will make e-commerce a household way of consumption in rural areas. The increased sourcing from SMEs will promote indigenous businesses, whilst the GST reduction from 18 percent to 6 percent for traders with a turnover under 50 lakh will make it more sustainable for them to expand their business in the country."

Mukesh Kumar, Chief Executive Officer, Infiniti Mall: "It is a well balanced budget. There is something for everyone. This will positive impact on real estate and will propel consumption with higher disposable income in hand."

Sanjana Desai, Chief Strategy Officer, Desai Brothers Ltd.: "The budget announced is a positive step for the industry, as it will result in more income for marginal and small farmers and more money to middle class to boost FMCG consumption. The slew of reforms for the rural India coupled with major sops for farmers, middle class and pension schemes introduced for the informal sector will leave more money in the hands of the consumers. This will boost consumption across categories, providing the much-needed thrust to the FMCG industry."

No Extension of February 1 Deadline to Comply with E-Commerce FDI Norms

 In a major setback to Amazon and Walmart-led Flipkart, the Department of Industrial Policy and Promotion (DIPP) on Thursday rejected the request to delay the implementation of the new FDI norms for the e-commerce sector. The new norms come into effect from Friday. Earlier this month, Amazon and Walmart (the majority stakeholder in Flipkart) had sought an extension of the deadline for the new norms which prohibits the e-tailers from selling products of companies in which they have stakes.




“The department had received some representations to extend the deadline of February 1, 2019 to comply with the conditions contained in the Press Note 2 of 2018 series on FDI policy in e-commerce issued by the department. After due consideration, it has been decided, with the approval of the competent authority, not to extend the above deadline,” the DIPP said in a statement. The new norms released in December, prohibit the online retailers from mandating any company to sell its products exclusively on its platform. In the new policy, the Commerce Ministry also noted that the online retail firms will not directly or indirectly influence sale price of goods and services and will maintain level playing field.

The DIPP press said: “An entity having equity participation by e-commerce marketplace entity or group companies or having control on its inventory by e-commerce marketplace entity or its group companies, will not be permitted to sell its products on the platform run by such marketplace entity.

“Services should be provided by e-commerce marketplace entity or other entities in which e-commerce marketplace entity has direct or indirect equity participation or common control, to vendors on the platform at arm’s length and in a fair and non-discriminatory manner,” it said.

Noida Top Choice for Retail Realty Investors in NCR


 Noida is the best choice for retail investors in the National Capital Region’s (NCR) real estate segment due to the developed infrastructure, said CJ Singh, Senior President of Wave City Center. The commercial space absorption in Noida in the year 2018 crossed 3.5 million square feet, Singh said.

“Noida is the epicentre for retail. It is an ideal destination for retail investment as it is extremely well connected and



has an impeccable infrastructure. With Metro connectivity to every nook and corner of the city, Noida is the place to be,” a statement quoted him as saying. The retail sector in Noida is growing at a fast pace and with operational malls like Wave Mall, Wave Silver Tower, DLF Mall of India, Noida attracts a lot of consumers from Delhi and other adjoining areas, he added.

Sri Sri Tattva To Expand Internationally, Increase Revenue From E-Commerce

 Sri Sri Tattva, one of India’s leading health and wellness FMCG firms, is eyeing

expansion in the international space. “Today we export to about 36 countries and by 2019-end, and we would like to double it to 72 countries.” said Arvind Varchaswi, MD, Sri Sri Tattva, at the sidelines of India Food Forum 2019.

“The international market has really taken our product very well and we have been very strong in the US and European markets. Now we have also expanded our reach to the South-East Asian markets and also to the South America markets like Brazil, Argentina and Chile,” he added.



The other international markets where the brand is planning to concentrate is Russia and Mongolia. Nationally, the main area of focus for the brand is going to be expanding the FMCG and personal care range. It is also betting big on Indian rural market. “We have already created 2,700 rural entrepreneurs and we have an aggressive plan of creating 25,000 by year-end. They are not salesmen but the entrepreneurs who are creating their own business. We teach them how to run the business and make it sustainable,” said Varchaswi. The brand is also increasing the focus on online. “Currently, e-commerce is contributing around 10-12 percent and we would like to increase it to 17-20 percent by the end of this year,” he stated.

“We have done a lot of strategic tie-ups to increase our online presence. We have the tied-up with Big Basket, 1mg and many more such players. We have our own app, website. We are going to connect e-commerce to our brick-and-mortar stores to encourage sales at brick-and-mortar through e-commerce,” he concluded. The brand hopes to ensure a three-digit percentage growth in the year 2019.




International Retail Moves Toward Sustainable, Strategic Business Moves

– By IMAGES Retail Bureau

IMAGES Retail Bureau brings you a roundup of some of the prominent structural changes in the retail sector around the globe...

Tesco to Build Simpler, More Sustainable Business; Axe 9,000 Jobs

 Tesco has recently announced that the brand is making some strategic changes to further simplify the business and this might affect jobs of 9,000 employees.

“Since we launched our turnaround four years ago, we have built a stronger



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business focused on serving our customers. Whilst this turnaround continues, it does so in a competitive and challenging market. We’ve briefed our colleagues on some changes we’re making to our stores and offices to further simplify our business, so that we can continue to invest in serving our customers,” Tesco said in a statement.

Jason Tarry, CEO, UK & ROI said: “In our four years of turnaround we’ve made good progress, but the market is challenging, and we need to continually adapt to remain competitive and respond to how customers want to shop. We’re making changes to our UK stores and head office to simplify what we do and how we do it, so we’re better able to meet the needs of our customers. This will impact some of our colleagues and our commitment is to minimize this as much as possible and support our colleagues throughout.”

The brand will be making changes to the counters in large stores to ensure that they have the right offer for customers. It is expected that around 90 stores will close their counters, with the remaining 700 trading with either a full or flexible counter offer for customers. The brand wants to make shopping with them even easier, and they are aware that when they move products around this can prove frustrating for customers. The in-store employees have expressed to the brand that they want to spend more time with customers, rather than moving products around the store. They have been working to reduce the amount of layout changes they make, so it’s easier for customers, and less work for in-store employees meaning fewer merchandising hours are needed.

“Overall, we estimate that up to 9,000 Tesco colleague roles could be impacted, however, our expectation is that up to half of these colleagues could be redeployed to other customer-facing roles. We are working with our third party providers to understand the impact on their staff in our colleague hot food service,” Tesco said in a statement.

Walmart Expands its Grocery Delivery Service Providers

 Walmart has announced the addition of four delivery companies to its team to help expand the retailer’s popular online grocery delivery option. Point Pickup, Skipcart, AxleHire and Roadie will help power Walmart’s online grocery deliveries in metro areas across four states with further expansion planned in the coming weeks. Today, Walmart Grocery Delivery is available in more than 800 stores with another 800 being adding this year.

“Customers love our grocery delivery service. As they are busy managing jobs, soccer practice, dance lessons and social schedules we are on a mission to do more than keep a little extra money in their pockets,” said Tom Ward, Senior Vice President of Digital Operations, Walmart U.S. “With the help of these new

delivery partners, we're making grocery shopping even easier by bringing the everyday low prices of Walmart right to the front door of customers."


Walmart grocery delivery brings customers the convenience of shopping when and where they want for quality, fresh produce, meat, seafood and bakery items, along with pantry staples, consumables and seasonal general merchandise. To use delivery, customers place their orders online at Walmart.com/grocery or on the existing Walmart grocery app, switch to the delivery tab, and select a delivery window at checkout. After orders have been picked by Walmart's personal shoppers, a member of the delivery partner's team retrieves the order from a Walmart store and delivers it right to the customer during their specified delivery window. Groceries can be delivered to customers as soon as the same day.



Jonathan Weiss / Shutterstock.com

Walmart's online grocery delivery carries a simple fee structure and a US\$ 30 minimum order - no subscription, no price markups. Customers can get their first order delivered for free with promo code FRESHCAR with a US\$ 50 minimum order.

Amazon Introduces Self-Driving Delivery Robot, Scout

 Amazon has introduced self-driving delivery service dubbed Scout - an all-electric self-driving vehicle that will maneuver across sidewalks in order to deliver purchased items to customers.



Eric Broder Van Dyke / Shutterstock.com


Scout is the size of a 'small cooler' and can roll along sidewalks, delivering packages safely to a customer's doorstep. The device is currently operating in Snohomish County, Washington, the company announced Wednesday.

"The devices will autonomously follow their delivery route but will initially be accompanied by an Amazon employee," Amazon said in a statement. "We developed Amazon Scout at our research and development lab in Seattle, ensuring the devices can safely and efficiently navigate around pets, pedestrians and anything else in their path."

Customers in Snohomish County can order just as they normally would, and their Amazon packages will be delivered either by one of our trusted partner carriers or by Amazon Scout.

According to the release, Amazon is starting with six Amazon Scout devices, delivering packages Monday through Friday, during daylight hours.

Papa John's Appoints Marvin Boakye as First Chief People Officer

 Papa John's International one of the world's largest pizza delivery companies, announced the appointment of Marvin Boakye as its first Chief People Officer. He will serve as a member of the Papa John's Executive Leadership Team and report to President and CEO Steve Ritchie.

Boakye has more than 20 years of human resources experience, as well as expertise in change management and culture transformation. He has held human resources leadership roles for organizations across the United States, Canada and Latin America. Boakye joins Papa John's after serving as vice president of human resources at petroleum company Andeavor in San Antonio, Texas, which was recently acquired by Marathon Petroleum. Prior to Andeavor, he was chief human resources officer for MTS Allstream, a telecommunications company now part of Bell Canada, and held senior human resources positions at Goodyear, Pulte Group and The Home Depot.



Susan Montgomery / Shutterstock.com

"Boakye's expertise will help us to continue to push Papa John's forward in our transformation to become a better place to work for our 120,000 corporate and franchise team members," said Papa John's President and CEO Steve Ritchie. "In our search for a Chief People Officer, our goal was to identify a proven talent development leader with expertise in driving organizational change. Boakye's impressive background will be an important asset to Papa John's growth strategy, especially as we continue to focus on our business outside of North America."

Boakye will play a critical leadership role in implementing the company's talent management strategy, which includes overseeing people operations; compensation and benefits; and learning and development. He replaces Senior Vice President of People Operations Bob Smith, who retired from Papa John's in August 2018 after serving 15 years with the company.



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Foodhall to Introduce New Categories; Eyes ₹250 Crore Revenue This Fiscal

– By Charu Lamba

In an exclusive interview with IMAGES Retail, Avni Biyani, Concept Head, Foodhall, says that the new Foodhall superstore aims to be India's answer to the likes of globally renowned stores in cities like London, Los Angeles and Dubai, with only one main aim – to make all its urban, well-travelled patrons romanticise the idea and ingredients of dishes...

Future Group's premium lifestyle and food superstore, Foodhall, has taken grocery shopping experience a notch higher by introducing its second outlet in Mumbai, which is spread across 25,000 sq. ft. It is designed to offer exclusive concepts and an unmatched experience, offering novelty items from across the globe through each of its four levels.

The new Foodhall super store aims to be India's answer to the likes of globally renowned stores in cities like London, Los Angeles and Dubai, with only one main aim – to make all its urban, well-travelled patrons romanticize the idea and ingredients of a dish than to just enjoy the final result.

Avni Biyani, Concept Head, Foodhall says, "It's our privilege to live in a world obsessed with, and unified by, food. Establishing Foodhall in 2011 in Mumbai was our attempt at being part of the food dialogue that has become integral to contemporary culture. We were passionate about food and believed that everyone deserved access to good produce and quality ingredients. It was a simple premise that gave birth to Foodhall, but just as food has evolved from being a necessity to a global phenomenon, so has our commitment to food."

"What started as a single, ingredients-driven store is now a store chain with branches in Bengaluru, Mumbai and Delhi. Foodhall@Linking Road is one of our most ambitious projects

yet, a project that has been years in the making as it offers a shopping experience that customers have never seen before," she adds.

Superstore with a Difference

The experience starts at the Lower Level that houses Café by Foodhall, the Cake Shop, the Meat Market, the World of Cheese, Antipasti & Oliveology, ARQA, World of Nuts, the Blue Ribbon Gift Shop and the Chocolate Library, the Cheese Cellar and the Wine Cellar.

The Ground Level delivers with The Bakery, the Juice Bar, the Farmer's Market and The Fresh Garden.

Level One has The House of Tea Salon, The Pantry, Freezer, YOKU MOKU and

the La Folie Lab, the Coffee Roastery and the Coffee Lab and Xocolatl 57 while the Second Level has Foodhall's first restaurant 'Sorrentina by Foodhall' and the 'Foodhall Cookery Studio'

According to Biyani, Foodhall has over 12,000 SKUs spread across various categories like FMCG, dairy, staples, F&B, fish and meat and general merchandise. "We also have a number of in-house concepts that we have developed over a period of time, which cater to the various needs of our customers."

What's Trending

Foodhall has been the first format in India to champion the availability of international products and



“IT'S OUR PRIVILEGE TO LIVE IN A WORLD OBSESSED WITH, AND UNIFIED BY, FOOD. ESTABLISHING FOODHALL IN 2011 IN MUMBAI WAS OUR ATTEMPT AT BEING PART OF THE FOOD DIALOGUE THAT HAS BECOME INTEGRAL TO CONTEMPORARY CULTURE.”

— Avni Biyani,
Concept Head, Foodhall

the brand has noticed an exponential growth year-on-year. Over time, it has noticed that cuisine based products have been showing a rapid growth. This section not only targets our customer base that is well travelled but also customers that are willing to experiment with new flavours and cuisines.

"The growth in gourmet and international products are almost 30 percent and the percentage revenue contribution from gourmet and international products is around 60 percent," she explains.

At present, the emerging categories for Foodhall are gluten-free, vegan, alternate dairy, ancient grains, speciality water, probiotic

beverages, international cuisines and cheese to name a few.


"Today's trend is all about health and Foodhall believes that this is not only here to stay but will also evolve in the coming years. Keeping this in mind Foodhall has created a 'Better For You' section where it carries various products that cater to this lifestyle including Ketogenic, Paleo, Gluten Free, Vegan foods etc. While Foodhall stocks these products, it also believes in helping customers ensure that these choices work for them while also helping beginners transition to this lifestyle effortlessly," states Biyani.

"We try to engage the young generation by hosting masterclasses at our stores on various cuisines and dietary trends. These masterclasses are a big hit with the youth as they get a hands-on experience on different ingredients and the best way to use them in cuisines," she adds.

Future Plans

The brand, which is eyeing ₹250 crore revenue this fiscal, is introducing some new categories like pet food, health supplements, functional beverages and also extending the existing categories which are showing upward trends.

"The progress has been steady in matured categories and exponential in emerging ones," asserts Biyani adding, "At present, 27 percent of the revenue comes from in-house brands."

"After the successful launch of Foodhall@LinkingRoad, we are now excited to announce one more store in Mumbai City - Foodhall@Vama on Peddar Road. The store will be set to serve our customers within a month's time," she concludes. 

Foodhall : Premium Lifestyle Store

Foodhall, a premium lifestyle food superstore by Future Group is a gastronomic delight. The answer to every gourmand's love for global cuisine, Foodhall's exhaustive range of offerings, right from daily essentials to exotic foods, and premium fresh and packaged foods in international and Indian cuisine is every foodie's dream come true. Launched in May 2011, Foodhall is a one stop premium destination for well-travelled urban consumers who have a deep appreciation for the nuances of gourmet cooking. With superstores in Mumbai, Bengaluru and Delhi NCR, Foodhall offers a homegrown range of products handcrafted by the in-house chefs of Foodhall, including flavoured butters, moist cakes, cookies, biscottis, Middle Eastern sweets, exotic jams, flavoured nuts, granola bars and more.

→ Location: City Centre, Linking Road, Santacruz, West Mumbai

→ Area: Spread over 25,000 sq. ft. and four levels housing the Foodhall Store, The Cookery Studio & Sorrentina - an Italian themed restaurant

→ Lower Level: Houses Café by Foodhall, the cake shop, the meat market, the World of Cheese, Antipasti & Oliveology, ARQA, World of Nuts, the Blue Ribbon Gift Shop, the Chocolate Library, the Cheese Cellar and the Wine Cellar.

→ The Ground Level: Houses The Bakery, the Juice Bar, the Farmer's Market and The Fresh Garden.

→ Level One: Houses The House of Tea Salon, The Pantry, Freezer, YOKU MOKU and the La Folie Lab, the Coffee Roastery and the Coffee Lab and Xocolatl 57.

→ Second Level has Foodhall's first restaurant 'Sorrentina by Foodhall' and the 'Foodhall Cookery Studio.'

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How Technology is Revolutionising the Foodservice Industry

– By Charu Lamba

From introducing interactive smart tables and virtual bars to replacing servers with robots, restaurateurs are revolutionising the foodservice industry in the best way possible to enhance the overall customer experience...



We are at the beginning of the most radical transformation of the foodservice industry. Until now, technological innovations in the industry meant ordering food from an app or paying bill through tablets. But now restaurant owners are upping the ante, taking the game to the next level by experimenting with technology like never before.

From introducing interactive smart tables and virtual bars to replacing servers with robots, restaurateurs are revolutionising the foodservice industry in the best way possible to enhance the overall customer experience.

Interactive Smart Tables

Mumbai-based Drinx Exchange has introduced electronic tech tables, where customers can interact with an electronic screen on the table they're dining on. From watching live scores of sports, to receiving personalised offers, tracking their orders,

paying their bill, and even singing along with the music in the bar, these tech tables will ensure consumers remain engaged through the time they're in the restaurant. The screen also keeps giving them live offers that are just right for what they drink.

The electronic table also splits the bill among the number of diners on the table and the payment can be settled on the table itself by scanning a Paytm QR Code on the screen.

Furthermore, the prices of drinks also fluctuate just like the stock exchange and customers can vote to crash the market price. Apart from this, the table also helps the

stock them in 'URBar.' The latest 'wallet for customer's drinks' initiative highlights the brand's vision to redefine the alco-beverage space through technology differentiation and further strengthen its position as a pioneer.

The patrons can log in to The Beer Café's mobile app, and click on the URBar icon, reserve in the form of bottle (for spirits), keg (for draught beer), or case (for bottled beer) and start consuming.

This not only gives patrons the privilege to buy their favourite brands at a special price but also benefits in the form of one price across the nation. A consumer can choose any portion he/she

What's more, it also gives patrons the option to spread the cheer around by gifting customisable amounts of their reserved stock to friends, family and colleagues.

Rahul Singh, Founder & CEO, The Beer Café says, "At The Beer Café, we believe that social drinking should first and foremost be about the experience. Our focus is to improve customer's real world experience, their choices of brand and location. With the URBar feature, we are giving the users a chance to experience our differentiated proposition in the virtual realm. It is a delightful addition to the existing feature on The Beer Café mobile app. With this initiative we have raised the bar – quite literally!"

Futuristic Robot

Travel Food Services (TFS), travel food and retail company, unveils the latest in technology – Mitri, the robot, to make the experience of travellers interactive and fun.

Mitri will be engaging with customers at TFS's Dilli Streat outlet at Indira Gandhi International Airport, New Delhi, and is the first ever airport installation in the F&B segment.

Visitors to the Dilli Streat outlet will be met and greeted by Mitri, who will facilitate activities and engage with

Travel Food Services, travel food and retail company, unveils the latest in technology – Mitri, the robot, to make the experience of travellers interactive and fun. Mitri will be engaging with customers at TFS's Dilli Streat outlet at the New Delhi airport.

them by providing menu detail. It would also be offering food recommendations. Mitri is a testament to Travel Food Service's commitment of enhancing the travel experience in India and presents a true example of how technology like Artificial Intelligence can help improve customer satisfaction, and drive productivity and sales.

Commenting on the latest technology, Gaurav Dewan, COO and Business Head, Travel Food Services said, "We are always on the lookout for latest innovative technologies that can enhance the experience and satisfaction of our customers. We are extremely excited to present Mitri at our Dilli Streat outlet at the Delhi Airport. With Mitri being such an innovative and futuristic concept, and given her success, we are hopeful to bringing her to more outlets across India."

Robots Replacing Servers

At a restaurant in Alibaba Group Holding Ltd's futuristic 'FlyZoo' hotel, tall capsule-shaped robots deliver food that guests have ordered via the FlyZoo app. Meanwhile, at a separate bar, a large robotic arm can mix more than 20 different types of cocktails. **IR**



customers in checking the status of their cab if they book it from Drinx Exchange app.

According to Founders, Drinx Exchange, Rahul Dingra and Dibyendu Bindal, "The bar aims to ease the experience of ordering and makes it less stressful and more exciting for its Millennial customers."

Virtual Bar

The Beer Café has recently introduced 'URBAR', a virtual bar which allows patrons to reserve and consume their favourite brands. One can explore from a wide selection of alco-beverage, pre-pay and

wishes to consume at any Beer Café outlet spread across 12 cities and save the rest for their next outing. The bottle/keg purchased stands as a prepaid instrument and stock diminishes as the consumer opts to consume.

There are multiple convenient ways of recharging the account. Customers can use an 'online' mobile wallet to add balance to their brew bucks – which is The Beer Café's own currency. Or 'pay at store' by just walking into the closest The Beer Café outlet and the brew crew will be happy to assist the customers.



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India's fashion and lifestyle market was estimated at US\$ 201 billion in 2017, and this statistic may well double in the next five years. The opportunity is beyond doubt, but the achievement of this would depend on India's fashion companies mastering a few things.

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future shop

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at CX Forum

Future Shop presents solutions in digital transformation with as much input in sourcing, design, in-store experiences as on the front-end through Big Data, Shopper & Predictive Analytics, AI, and more.

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- mCommerce
- RFID and Inventory Management
- Security and Loss Prevention



EXPERIENTIAL RETAIL EXHIBITION
at CX Forum

At Asia Shop 2019, retail design experts and solution providers re-imagine and re-invent the fashion store experience- adding a 'wow' factor to customer journey, by changing a conventional store visit into a memorable spatial encounter that engages, delights and challenges.

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- Lighting Manufacturers and Designers
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South Indian Retail's Changing Landscape

– By IMAGES Retail Bureau

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 and businesses based out of South India have always been well-ahead of the curve in retailing invention...

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries 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.

In India, the southern part of the country is largely recognised as the birthplace of modern retail. Almost 70 percent of India's rich live in its eight states, including in Karnataka and Tamil Nadu. Across all the middle and high-income classes, except the super-rich, the highest growth in retail has been witnessed in the southern region. Bengaluru, Hyderabad, and Chennai are growing at an exceptional rate, with the retail buzz in these cities becoming more pronounced by the day. The emerging cities of Coimbatore, Kochi, Vizag, Vijayawada, Trivandrum and Madurai are contributing more than \$7,000 million worth retail activity to India.

In fact, Chennai and Hyderabad were among the top seven cities in India which witnessed an addition of about 1.9 million sq. ft. of fresh supply of international brands, launch of retail developments and sustained demand for space in the first half of 2018, according to a CBRE South Asia report.



Emerging Trends in Chennai Retail

By **Vasanth Raghunathan**, Manager Research, JLL's Real Estate Intelligence Service

Chennai's home-grown retailers have evolved over the past few decades, confronting various challenges from deep-pocketed national and international players. In the current mobile era availability of affordable data plans, which give e-commerce businesses easy access to the mass Indian middle-class consumer market, this has fueled aggressive competition among retailers.

While high-value products such as silk sarees and jewellery are relatively unaffected by the online marketplace, the impact of e-commerce is visible in the electronics and home appliances segment. Mobile dealers like Poorvika are countering the competition by not only expanding and moving closer to their customers, but also reinventing themselves by challenging online prices in-store. Likewise, home appliance retailers are following similar strategies of expansion and competitive pricing.

In the grocery segment, while online players such as Big Basket are busy raising funds to gain penetration, brick-and-mortar players are already a step ahead. Smaller stores adopt a single brand approach delivering a wide range of products to fulfil consumer needs.

In emerging locations, unorganised retailers are well established to provide daily grocery requirements, while in established residential locations they are becoming more organised to keep up with competitors. Home-grown grocers like Pazhamudir Nilayam and Ooty Vegetables are actively expanding their footprint while also giving way to the rapidly upcoming organic and health food stores.

Within the F&B segment, food aggregators such as Swiggy and Food Panda are helping F&B operators gain market penetration and promote the frequency of dining-out. At the same time, to gain in-store dining frequency, fine dining and café operators have introduced more themed restaurant experiences, ranging from haunted place simulations, jungles, prisons and more futuristic restaurant themes where robots are seen serving foodies, to more novelty restaurants that employ and empower the differently abled of the city.

There was an uptick in rental growth not only across a few malls in Bengaluru, but also high street locations such as Jayanagar and Commercial Street in Bengaluru, down south.

Retail Trends

According to a report by leading global real estate services firm Cushman & Wakefield, in 2018, main streets continued to be the preferred choice for international and national brands for setting up their stores in the city. Owing to lack of vacancy in selected malls in the southern sub-markets, the main streets of Medavakkam high road, Velacherymain road and Old Mahabalipuram Road

Key Highlights

→YoY Growth in Mall Rents in Select Submarkets:

3%

→Mall Vacancy (Q4 2018):

7.2%

→Upcoming Mall Supply By 2020:

0.84 msf

and Hackett (Palladium) into the city.

Owing to saturation and limited availability of quality retail space in the central areas of Chennai, the main streets in the suburban areas of Ambattur, Medavakkam, Tambaram and Selaiyur are witnessing an increase in



witnessed healthy leasing from the apparel and F&B segments. Leasing in malls was mainly concentrated in the newly completed VR mall and Palladium Mall, led by apparel F&B and home furnishing segments. The retail consumer is now more aligned towards to lifestyle products and services.

Due to healthy pre-leasing of VR and Palladium Mall, the quarter saw the entry of International brands such as Kate spade (Palladium Mall), Taco bell (VR Mall & Forum)

enquires and transactions from prominent domestic brands for expanding their presence in Chennai.

As per the report, the south sub-markets of Chennai are set to surpass other markets in terms of availability of quality retail space in the city – an upcoming supply of 0.64 msf (Rajiv Gandhi Salai) in H1 2019. upcoming completion of two malls, are likely to help in remedying the situation of absence of international brands along the Rajiv Gandhi Salai of Chennai. **IR**



Fast Forward for Organised Indian Retail

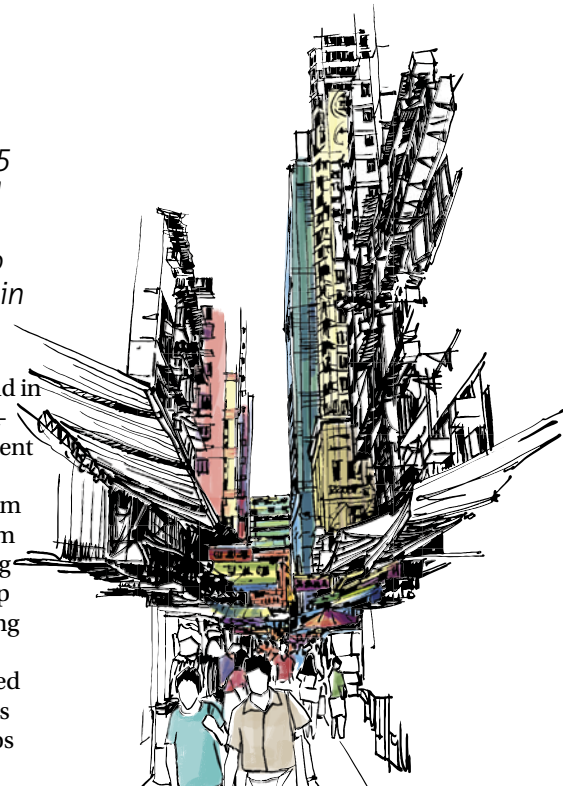
– By Anuj Kejriwal, MD & CEO – ANAROCK Retail

There were investments worth ₹5,500 crore in Indian retail from 2015 - 2018; almost ₹1,300 Cr. in 2018 alone. Organised retail is expected to capture 19 percent market share by 2020, from 9 percent in 2017 & 4 percent 10 years ago. Of 39 million sq. ft. retail spaces coming up between 2019-2022, 71 percent in metros and Tier I and 29 percent in Tier II&III cities...

The hallmark of a market's increasing maturity is how organised it is - and in any developing country, the state of 'organised' business is usually kick-started by the entry of foreign players who bring in structured deployment and business philosophies wherever they go.

This philosophy of organised retail players covers a lot of ground, from the aptness of locations to size and visibility of a mall or high street, from store sizes to layouts, tech enablements and promotion parameters, and from pricing to financial accountability. The arrival of foreign brands forces domestic brands to up their game, as well. This is exactly what is happening in Indian retail, and what 'getting organised' is all about.

By definition, organised retailing essentially refers to any trading activity conducted by licensed retailers from modern retail formats such as hypermarkets, supermarkets or departmental stores. Organised retail formats can exist either as stand-alone shops



or occupy space in a mall. Unorganised retailing, which is what all developing nations start out with, are usually family-run neighbourhood shops (referred as 'kirana' shops in India) and in open markets.

Bringing organised flavour into a previously dis-organised market first disruption, then gradual acceptance and emulation, and finally prosperity to all stakeholders and immeasurable benefits to customers. Getting organised has certainly benefited Indian retail, causing massive growth spurts.

well-researched and fully-equipped malls in the right locations – and organised mall space is definitely proliferating across India.

As per ANAROCK data:

- Around 39 mn sq. ft. of organised retail space is slated to hit the market between 2019-2022
- Out of this supply, approximately 71 percent is in metros and Tier I cities and the remaining 29 percent in Tier II & III cities

Ahmedabad, Bhubaneswar, Ranchi, Kochi, Lucknow, Surat and Amritsar, among

was available locally. Today, they are being aggressively wooed by **hyper-capitalised e-commerce giants** who sensed the latent opportunity in Tier II and Tier III long before brick-and-mortar retail did.

To counter this onslaught, albeit belatedly, retailers whose business model is largely based on physical retail are prevailing on mall developers to build metro-grade shopping centres in areas they had never considered before.

Organised retail formats can exist either as stand-alone shops or occupy space in a mall. Unorganised retailing, which is what all developing nations start out with, are usually family-run neighbourhood shops (referred as 'kirana' shops in India) and in open markets.



Growth of Organised Retail

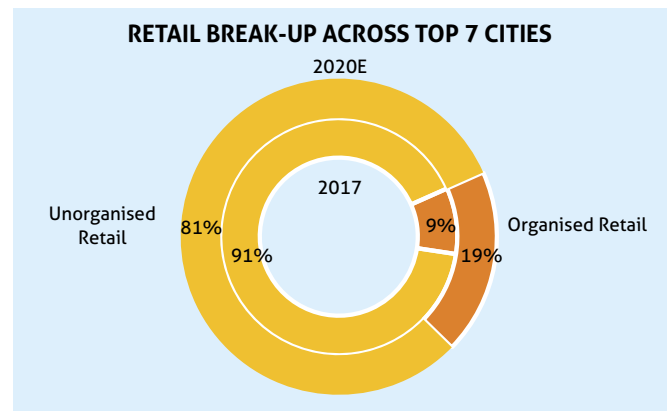
From a mere 9 percent share in 2017, the organised retail market in India is gearing up for a significant 20-25 percent growth jump across the top 7 cities. By 2020, organised retail will have captured approximately 19 percent of overall market share. The fact that it accounted for only 4 percent just 10 years ago tells its own story. Indian retail is coming of age.

The growth of organised retail obviously involves organised retail real estate – especially modern,

others, are the new stages where the next chapters of the Indian organised retail saga will play out. Global retailers are now also eyeing cities like Chandigarh, Lucknow and Jaipur, to name a few.

As they catch this growth wave, mall developers and big-banner brands have grasped the utmost importance of providing a metropolitan-grade shopping experience to customers in these smaller cities. This is hardly surprising.

In these cities, customers' shopping options were previously limited to whatever



Policy Impetus Fuels Growth

Foreign retailers, to whom India owes most of its turbo-charged growth in organised retail, took their time to view India as worthy of their attention. For the longest time, this country was an unattractive destination for them, largely because of regressive Government policies.

All this changed when the government decided to

give a major impetus to the retail industry. By liberalising its hither to restrictive FDI policies, it repositioned Indian retail and finally put it on the global map. Consequently, global retailers and foreign investments made a beeline for the Indian retail industry. The decision to allow 51 percent FDI in multi-brand retail and 100



Southern Cities Took the Lead in Retail and Real Estate Activity in 2018

– *Santhosh Kumar, Vice Chairman – ANAROCK Property Consultants*

Year 2018 was a mixed bag of highs and lows for the Indian retail and real estate sector. The initial pangs of policy alterations seemed to fade away with each region seeing visible signs of recovery across segments. Even while the issue of liquidity crunch and stalled/delayed projects continue to plague the sector, the main southern cities of Bengaluru, Chennai and Hyderabad actually saw faster growth momentum than their northern counterpart NCR.

Retail, commercial and residential real estate saw a lot more activity in Southern cities than in the Northern cities.



Retail

Fresh supply of malls across the top 7 cities was limited in 2018. However, the further liberalization of FDI policies repositioned Indian retail on the global investment map and attracted a large number of global retailers into the country. ANAROCK data indicates that the three primary southern cities together accounted for more than 90 percent of the overall new mall supply in 2018, leaving their western and northern counterparts far behind. Among the southern cities, Hyderabad led in terms of new mall supply, followed by Chennai and Bengaluru. All in all, the southern cities had a very clear edge across sectors in real estate activity in 2018. Their inherent advantage stems from the more professional and organised approach to real estate – not just post RERA implementation but also in the pre-RERA years. Genuine end-users have helped steer consistent housing growth in these cities, in contrast to markets in the north where speculative pricing coupled with questionable activities of some developers dampened sentiment.

During all the ups and downs that the Indian real estate market has witnessed in recent years, the southern cities have displayed remarkable strength and resilience even in the worst phases.

Commercial

In terms of market traction, commercial real estate remained the most buoyant sector in 2018 across major cities. Demand for Grade A office space saw new highs and vacancy levels declined in prime locales. Here too, the southern cities surpassed their northern counterparts.

As per ANAROCK data, the main southern cities saw collective office space absorption of nearly 21 million sq. ft. as against just 6 million sq. ft. in entire NCR. In terms of new supply too, the southern cities raced ahead with nearly 14.7 million sq. ft. of Grade A office space getting deployed there in 2018.

Among the southern cities, Bengaluru retained its top position with more than 9



mn. sq. ft. of new supply in 2018. Office absorption in Bengaluru touched nearly 12 mn. sq. ft. by the end of Q4 2018, denoting a massive annual increase of 37 percent. The city's large talent pool, its vibrant start-up culture, ample Grade A office stock, relatively affordable rents and steady demand from the IT/ITeS sectors, BFSI and co-working spaces prompted this growth.

Residential

As per ANAROCK data, the southern cities raced far ahead of those in the North, including entire NCR. The three main southern cities collectively saw a whopping 77 percent increase in the number of new residential supply in 2018 over the previous



year – from approx. 38,330 units in 2017 to 67,850 units in 2018.

NCR, on the other hand, saw an increase of just 16 percent in new supply in 2018 against the preceding year. The main West Indian cities of MMR and Pune together saw a mere 17 percent jump in new residential supply numbers in the same period.



On this front, Chennai led with a significant 98 percent increase in the new launch supply among the southern cities. Bengaluru followed with a 91 percent jump, while Hyderabad witnessed a rise of about 43 percent in new housing stock.

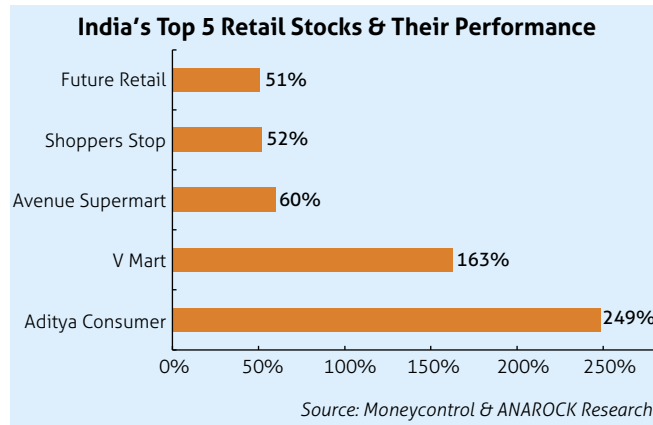
Even on the sales front, the main southern cities collectively overtook their northern and western counterparts. They saw a 20 percent increase in housing sales as against 18 percent rise in the North and 15 percent in the West.

Even more interestingly, the collective unsold stock in these southern cities is a mere 19 percent of the total 6.73 lakh unsold units across the top 7 cities. NCR alone has nearly 28 percent of the total unsold stock.

This clearly indicates that the housing markets in the southern cities are exceptionally resilient, and were quick to recover from the overall slowdown in the Indian real estate sector. The fact that these cities are driven by demand from the IT/ITeS sector definitely played a role. However, more pertinently, these are largely end-user driven markets, unlike cities in the north that were driven by speculators.

percent FDI in single-brand retail under the automatic route has caused global retail giants like Walmart and IKEA to foray into India.

Thereafter, the rebooted regulatory environment post DeMo, RERA and GST implementation put even more wind into organised retail's sails and allowed organised players to race ahead of the unorganised sector.



from February 2019 wherein the concept of 'exclusivity' will no longer hold good. This means that online retail players will scramble to grab a larger pie of the offline market, so physical stores will get the upper hand.

2019 will hopefully be the year in which the Government embarks on the next stage of ushering more unorganised retail into

Untapped Potential

The fact that despite this growth, **91 percent of India's retail market still remains unorganised** underscores the huge latent potential that remains to be explored by organised players. Despite the deliriously positive numbers, organised retail in India is nowhere close to the level in more developed countries. For instance, in the US, 85 percent of the overall retail market is organised.



Investments Surge

The Indian retail sector has attracted cumulative investments of more than ₹5,500 Cr. between 2015 - 2018, and close to ₹1,300 Cr. in 2018 alone. This made 2018 one of the best years ever for the Indian retail sector, and the momentum is eminently sustainable. The increasing involvement of foreign and private players in India's retail infrastructure indicates long-term growth potential for organised retail in the country.

The growth of organised retail is also evident in the stock prices of listed retail firms, which were major wealth generators for investors in 2018. If we check the performance of these stocks on the basis of their 52-weeks high and low, some very interesting data emerges:

Organised Retail Share: Developed vs Developing Nations	
Country	Share of Organised Retail to total Retail (percent)
US	85
UK	80
Malaysia	55
Thailand	40
Philippines	35
Indonesia	25
China	20
South Korea	15
India	7

Source: Industry estimates & ANAROCK Research

Advantage Brick-and-Mortar in 2019?

The most recent policy developments will give physical organised retail



a leg up in its fierce battle with e-commerce. The Government is pushing a **new e-commerce policy**

organised formats - thereby making Indian retail a worthy contender as a global grade market. **IR**

Scent of a Business: La Scenteur Finds the Right Fragrance for Businesses

– By Sandeep Kumar

La Scenteur Fragrance is a niche fragrance house comprising of premium scenting experts who work with various businesses to select a fragrance that perfectly matches their brand. They aim to trigger the right memories and emotions with scents or aromas diffused at customer touchpoints, so that consumers spend more time in a place...

How often have you walked into a store, restaurant, home or office building and smelt something that takes you right back to a pleasant time in your life? One of the leading triggers of memory is smell and having the right scent or smell at your business space can trigger pleasant feelings and memories in clients and customers. This can affect their mood, their emotions and create a better experience.

This was the thought behind establishing La Scenteur, a company comprising of premium scenting experts who work with various businesses to select a fragrance that perfectly matches their brand. La Scenteur also develops fragrances for various applications like Personal Care, Air Care, Home care, Cosmetics, Fine Fragrances and has a fully equipped laboratory and a R&D facility.

Founded in 2013 the companies' sole purpose was to cater to the needs of the candle and aerosol fragrance industries. In the journey over the years, it has stepped up to become a world-class facility. The fragrances manufactured by them have found ways into products accepted for quality and sold by some of the world's largest retailers for their worldwide operations. They are also offered to regional and local businesses.

The company is a subsidiary of the prestigious The Manipal Group, India and is fast becoming world's leading fragrance company.

In a freewheeling chat with IMAGES Retail Bureau, **Chetan Anand – Business Head Fragrance & Scenting Business** talks about the idea behind the brand,

Tell us about the journey of the brand.

La Scenteur's humble journey into the fragrance space began a few years back as a fragrance supplier to manufacturing companies that were into the air care,



home care and personal care space. Over the years, we realised that it was just not enough to supply fragrances but there was a need to go beyond it. This prompted us to look within the company and identify the tangibles and intangibles our brand could offer. During the exercise, it transpired that fragrance was at the heart of our success. The team had the capabilities of crafting unique fragrances that bewitched even the most discerning customers. Besides, every touchpoint

and customer journey needed to be explored to stay relevant in business resulting in segregation of our offerings under various categories viz. Scent Marketing, also known as Ambient scenting which includes signature brand fragrance solution and Fragrance Marketing.

Today, we have evolved ourselves to be a niche fragrance house with the capability to create unique fragrances to suit the customer tastes. Furthermore, our young and experienced Perfumer Team, the state-of-the-art R&D setup, latest technology has strengthened our position.

Describe the categories La Scenteur is into?

Our categorisation is based on the customer segment we target and the offering. We have categorised it as Scent Marketing, also known as ambient scenting and fragrance marketing.

Ambient marketing is based on the concept of developing Signature Brand Fragrances. Here, our fragrance architects help business owners who seek to strengthen their brand by crafting unique fragrances through series of mutual interaction and understanding of the brand story and philosophy. Let's

How They Do It

- Custom Scent Creation
– La Scenteur helps a business create the right scent for its brand and needs. It holds consultation meets with clients to discuss the concept and purpose of scent identity.
- Custom Scent Matching
– The company analyses the existing fragrance and matches it with 99.9 percent accuracy. Sample scents are also developed for the client.
- It then recommends the best diffuser after considering brand's space.
- Finally, there is the process of selection and approval and in the end, the implementation of the scent machine.

take a case study of Ginger Hotels. Since this was a business hotel, they wanted to elevate the client's mood while checking-out, or while returning after a long day. Our team wanted the client to make their consumer experience memorable. Hence, created a fragrance that blended with notes of Orange Ginger Citrus christened as "Meadow Ginger".

Our fragrance solution can cater to any space/ area of any size. For large spaces its essential to have a centralised air-conditioned system; and for small locations like Smoking Zones or Rest Rooms, the Stand-alone Fragrance systems can be used. Fragrance marketing caters to Personal care, Air care, Home Care, Fine Fragrance industries. These companies in turn incorporate the fragrances in their formulations to develop appealing products.

What is the USP of the brand?

The USP of La Scenteur is to create Unique Fragrance Experiences for the consumer at the client's space using commercial diffusers in the HVAC system.

What is the most exciting thing that La Scenteur is doing right now and how is that fuelling growth?

Creating sensorial experience is what excites the team at La Scenteur. It's a known fact that the sense of smell is equally crucial as other and triggers emotions and nostalgia.

We at La Scenteur believe that all businesses must reap this advantage to thrive by differentiating their brand and enhancing recall. Our

team has so far executed over 100+ installations across various spaces such as malls, cineplexes, hotel lobbies, hospitals, airports, workplaces, gyms and across multi-location set-ups. It has worked tirelessly to craft unique fragrances and has helped business owners create that distinct customer connect for their brand.

What is your marketing strategy?

"Let the Fragrance do the talking" is something that goes around in fragrance sales. That's literally what we follow. Once the client briefs us about the brand, we create fragrance options that will



compliment the business. The fragrance chosen by the client is then diffused at his business premise, so that they are able to experience the ambience. The demo is conducted at 'no-cost' with 'no commitments to buy' as we want the fragrance to do the talking.

What further interpretations of La Scenteur, should we expect in coming years?

La Scenteur has already grown to be a niche fragrance house and has carved out a place in the luxury and

signature brand fragrance segment for air care, home care and personal care.

Currently, we are focussing on developing innovative personal and commercial space fragrance diffusers, aroma therapy fragrances with premium grade essential oils and so on.

Are you an Omnichannel brand? Tell us about your online and offline presence.

As of now, we only have consultative approach to selling. However, our website www.lascenteur.com guides clients onto the offerings we

have. In the near future, we see ourselves consulting and selling products through the online medium.

Tell us about the infrastructure & quality that your brand supplies?

Quality is on the top of our priority list. That's why, we take special care while crafting fragrances and use ingredients that meet the safety standards of that country. This has ensured our listing as preferred vendors to some of the large clients across the world.

The Experts

- Senior Perfumer with experience in large fragrance houses
- Expert evaluators who are trained and dedicated to creating winning fragrances
- Lab facilities staffed by chemists who are skilled in the art of fragrance applications
- Complete understanding of the compliance and safety of fragrances

Our experience in creating quality products is backed by 96 years of combined work experience of the Perfumery Team, state-of-the-art R&D lab and latest technology including the GCMS Machine which helps us in faster evaluation of the market samples as well as in-house fragrance samples.

Which brand names/ stores/malls are you working with?

We have successfully implemented the Fragrance Solution with Phoenix Malls, outlets of Sultan Gold, United Toyota, Atom Fitness, Zuese Fitness. Besides, we have also fragranced casinos, hotels, IT parks & airports.

What are your expansion plans?

Having tasted the success of 100+ installations in India, along with couple of global installation projects, we are now keen to align with like-minded people and explore the un-explored territories across the globe. In the retail space, we will partner with malls & mall management companies, multi-city large format stores and signature boutiques for the signature fragrance solution.

Busters: A Complete FEC Offering for Malls & Metro Markets

The brand develops its centers to be true FECs that offer the best in gaming and entertainment experiences for various age groups. It prides itself on being customer-centric in its designs, gaming choices, and most importantly, pricing...

Busters has been bringing world class gaming, entertainment and leisure to Indian malls and metro markets since it was conceived some years ago. The brand offers the best hang out experience by bringing together world class gaming and entertainment under an ambience that is at par with the best international brands in the world. Its aim is to tap into the FEC potential of Tier II & III markets pan India.

“FECs certainly change dynamics for a mall, when



there is extra emphasis given to a user’s experience, right from the mall development phase. Experiences like roller coaster, large adventure rides involve a high degree of initial planning, but the results are equally good for the malls,” says **Abhishek Jain, CMD, Busters.**

“We develop our centres to be true FECs that offer the best in gaming and entertainment experiences for various age groups. We

are customer-centric in our designs, gaming choices, and most importantly, pricing. Our centres offer a wide price range to ensure a lower entry barrier and more choice,” he adds.

space, where the concept is going to be totally different, in addition to the regular entertainment and gaming options. We are developing some bespoke rides for these centers, and a special kids’



Major Attractions

The bowling arena, rides and an exclusive selection of arcade games are the key attractions at Busters. The brand believes in changing these attractions from centre to centre, depending on the access to space/ height – that they have.

“Busters is a very adaptive FEC business. With mall sizes increasing, FECs are gaining in prominence too. Brand Busters is evaluating options in the 5,000 to 50,000 sq. ft.

format that mixes science with fun. After an in-depth study of the mall and catchment, we will develop the right FEC mix that will work,” says Jain.

Technology, Maintenance & Safety

Every Busters centre has a minimum of two technicians at all times, backed by technical heads based at the brand’s headquarters.

“Our technical heads have more than 40 years of experience in the industry

who constantly train and update the rest of technical team. All our equipment is under constant supervision and is checked on a regular basis for damages and repairs,” explains Aditya Konka, CEO, Busters.

Busters has about 12 to 18 people for every 10,000 sq. ft. in every centre. The staff is trained regularly as there is constant movement of machines happening within and between the centers, every month to maximize user experience.

Investment and Expansion Spree

Busters is a fully self-funded venture at this point. Currently, the brand is operating in Mantra Mall and L & T Next Galleria Mall in Hyderabad, GT mall in Bangalore, Forum Centre city Mall in Mysuru. 4 more centers, 2 each in Bengaluru and Hyderabad will be launched before summer. In total the brand boasts of 19 centers, including operational, under fit-out and upcoming centers. **IR**

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Cool Colors Strengthens Presence in Tier II & III Cities, Enters International Markets

Cool Colors offers a complete range of plain, stripes, checks, prints and linen shirts. Operating with the mid-segment market, its products are manufactured and priced to fit in well with the Tier II & III cities' customers



With over 35 years of experience in the retail fashion industry, Cool Colors, the retail wing of Bafna Clothing Company, has become one of India's fastest growing brands. Being guided by a clear vision, Cool Colors invested its valuable effort in gaining maximum exposure in the market both domestic and foreign. This enabled them to achieve a growth that led to new cities across India and to reach Singapore and the UAE.

Product Categories

The menswear brand offers a complete range of plain, stripes, checks, prints and linen shirts. Operating with the mid-segment market, its products are manufactured and priced to fit in well with the Tier II & III cities' customers.

Ideal Customer

Cool Colors has worked to position itself as an alternative brand that has broken free from the routine of just another brand and provide unique collections of shirts with its stand out designs to men across the age group of 25 to 45 years.

Primary Markets

At present, the brand has a strong presence in

Tier II and III cities in India and has also entered international markets like Singapore, UAE and the Middle East.

Upcoming Collection & Theme

This season, Cool Colors' collection is inspired by the urban traveller, who is a globe trotter with a keen sense of colours and style. The brand Spring Summer collection features a wide variety of colours. It will also offer a set of very interesting washes and finishes in plains, checks, stripes and prints.

New Launches/Category Expansion

Cool Colors has introduced blazers and t-shirts including the latest collection of printed shirts in new patterns. The brand will strengthen its range further this year.

New Cities/Towns & Markets

To Explore The brand has expanded its reach to almost all states in India. It will now focus on resources to build its presence Key Facts in the unexplored cities in the states.



Key Facts

- EBOs: 6
- MBOs: 2,200
- SISs: 95
- MBOs/LFS/Departmental Stores Partners: **Reliance**
- E-Commerce Partners: **Flipkart, Myntra & Limeroad**
- Indian Cities Currently Present In: **550**
- International Presence: **Singapore, UAE & Middle East**



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Quality Comes First at De Moza

The brand operates in the mid-segment category and targets young women in the age group of 18 to 30 years, who seek the finest in everything

De Moza was launched towards the end of 2013. The leggings brand offers the widest range of fashion bottom wear for women at affordable price points. It offers bottom wear for casual, active and ethnic wear. The brand started to expand from 2016 and today is being retailed through 12 EBOs, 120 SIS across India and all major online market places.

What Sets Them Apart From Competitors

De Moza strongly believes that quality comes first. Hence the brand ensures that all its products are sourced with superior raw materials and finer construction.

Product Categories

De Moza offers leggings, palazzo pants, jeggings, Patiala pants, joggers, cigarette pants, camisoles, shrugs and tights for women.

Primary Market

The brand's primary markets comprises metro cities, Tier I, II and III towns and with a focus on malls in these cities. The brand operates in the mid-segment category

and targets young women in the age group of 18 to 30 years, who seeks the finest in everything. De Moza's Spring-Summer 2019 collection features a unique range of athleisure that offers a flexible work-to active fashion.



New Launches/Category Expansion

The brand will expand its range of active leggings made, which are made with super fine cotton. It also plans to introduce elegant skirts for special occasions. De Moza will expand its footprint in West and North India with store launches in Pune and Lucknow respectively. It is also seeking expansion with more department store partners.

Future of the Fashion Retail Industry in India

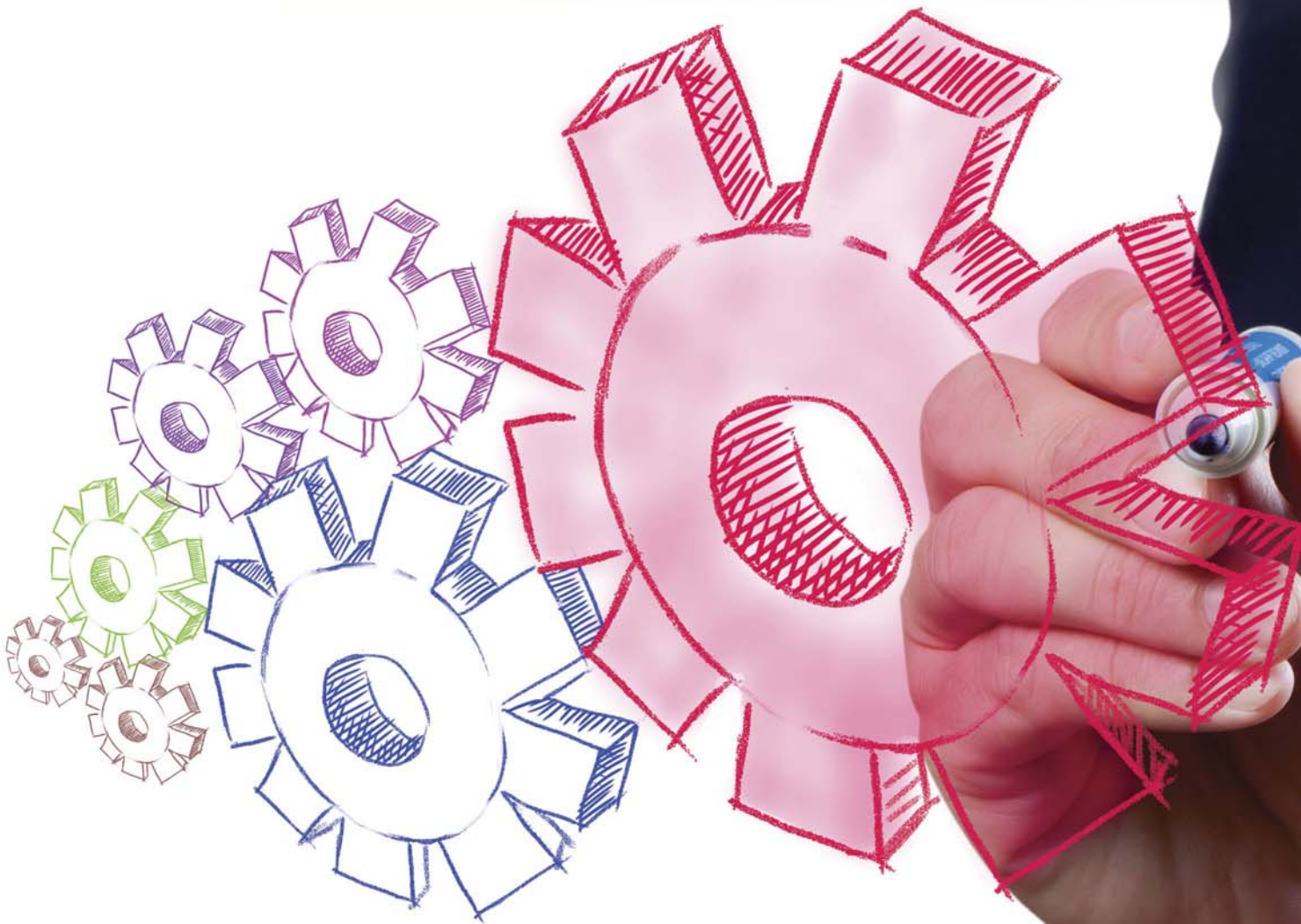
Fashion retail in India will continue to grow in double digits. Within women's wear, there is higher growth rate since the percentage of organised players is less, and companies are looking at this as an opportunity in the market. Omnichannel is gaining momentum across the country and the brand plans to adopt it in a bid to cover the loss of sale due to unavailability at stores.



Key Facts

- EBOs: 12
- MBOs: 20
- SISs: 120
- MBOs/LFS/Departmental Store Partners: **Central, Project Eve, Ethnicity, Brand Factory and Seematti**
- E-Commerce Partners: **Myntra, Jabong, Amazon, Flipkart, Limeroad, Snapdeal & Fynd**
- Total Retail Space Covered by the Brand: **5,600 sq. ft.**
- Indian Cities Currently Present In: **46**
- International Presence: **US (Amazon.com)**
- Brand's Turnover in FY'17-18 (1st April'17 to 31st March '18): **₹12.5 crore**
- Turnover CAGR Over Last 3 Financial Years (FY'15-16; FY'16-17; & FY'17-18): **80%**
- Estimated Turnover in the First 3 Quarters (1 April'18 to 31 Dec'18): **₹11.5 crore**

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Express Avenue: South India's Largest Destination Mall



The mall's journey has enabled quite a few brands to enjoy the #1 trading density per square feet sales in South India, one of the highest amongst malls in the country...

Express Avenue (EA), the pioneer and trend setter in the shopping centre space in Chennai set the tone for city's mall culture. When the entire country's retail growth was concentrated in the North and West, EA's visionary Managing Director, Kavita Singhania, envisaged and worked towards building a mall in Chennai which would introduce a whole new dimension of stylish living to the people of the city.

Express Avenue was launched and opened to the public in 2010 and has been a roaring success since then. The mall paved the way for other malls, leading to the creation of a retail market that is second to none.

In an exclusive interaction with IMAGES Retail, **Munish Khanna, Chief Revenue Officer, Express Avenue**



talks about EA 2.0 which has many things planned for key achievements and plans this year.

What can we look forward to in 2019 from the mall?

EA has set itself on a new journey in 2019 with the more evolved, EA 2.0 version. The version refers the malls as a retail asset and consumption centre, which is fresh, more relevant, with lots of curated experiences and upgraded services in terms of look and feel, along with new brands and a robust marketing and events plan.

We are now into experience economy wherein the Millennials look for more memorable immersive experiences rather just owning stuff. FEC & F&B are the key drivers in 2019 which ensure steady and robust footfalls of shoppers to the mall and increased dwell time. Both contribute to the 'Halo Effect' (a trend that illustrates a positive relationship between a brand's physical stores and online channels) which directly increases the time a customer spends in the mall, leading to more shopping opportunities. The more time a consumer spends in the mall,

the more impact it makes on the revenue of the mall.

EA 2.0 has a lot of new initiative which have been introduced in order for the mall to stay relevant to the customer as well as the community. Some of these are:

- A Revenue Maximization Department which will be actively working with all retail partners to focus on week-on-week customer experiences and revenue goals.
- A Customer Experience Curator will be appointed whose role is to work with all retail partners in ensuring customer experience is always 10/10 on all parameters including Visual Display, Merchandise Assortment, In Store promos etc.
- Data Scientists are being hired to cull lots of retail insights from data collected across the mall on a daily basis. These insights will be utilised to curate the retail experience in the mall.

For us, 2019 is the year to bring more thrust on growing the F&B share in the mall. We sense clearly that we are not entering into an experience economy where Millennials focus more on experiences than owning stuff. To counter this, a robust marketing team is being put into place to curate relevant events across genres on a weekly basis to drive engagement in the mall.

Tell us about the major attractions of the mall in the FEC segment?

FEC is one area where many new offerings will be seen in 2019. The purpose of the FEC will be to cater to the sense of adventure of Millennials, while also engaging families and enhancing their emotional bonding.

EA is also coming up with the only Snow World in a mall in 2019 along with Augmented Reality Holographic games like virtual cricket, soccer and golf.

Fun City will also launch its most cutting edge and innovative format in 2019 in its new journey post 10 years of existence in EA.

What are you doing differently to stay ahead of the curve?

Currently, we are focusing on:

- Consciously learning and unlearning on a daily basis
- Reprogramming our hardware and software i.e. a physical upgrade, embracing technology and bringing in curated brands and offerings along with providing patrons with robust marketing events and experiences
- Keeping our ears to the ground so that we always stay relevant to our customers
- Adopting Customer Experience and keeping the customer at the focal point, we are curating all our experiences at the mall.

MGB
Felicity Mall



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CMR Central Mall: Vizag's Most Exclusive Shopping & Entertainment Centre

With a built-up area of 72000 sq.ft., the mall is spread across five floors and offers a wide variety of jewellery, sarees, readymade and branded items, gifts, novelties, leather goods and cosmetics. It also has a food court making it a complete family mall.



operations in Visakhapatnam on January 1, 2010, there was no antecedence in the Fun, Food and Entertainment categories in the city. No one really knew how to do it right. At that time, we forayed into the luxury retail terrain category with the first CMR shopping mall. We were the pioneers as there was neither an example nor a benchmark for us at that time. These 10 years of successful operations is undoubtedly a coup for our brand," says **M.V. Ramana, Managing Partner & CEO, CMR Central Mall.**

"We bring in new brands as well as innovative trends to satisfy our customers' demands on a regular basis. Apart from this, we have added new factors in the FEC category along with adding new players to the entertainment section," Ramana adds.

2019: Looking Forward

CMR Central Mall has introduced many firsts in the field of luxury in the city. Aside from this they have also brought many more brands to the city including Inox movies, Reliance Trends, Reliance Digital, Future Retail Limited-Home Town, Lifestyle-Max Division, KFC, McDonalds, PizzaHut, Dominos. Vanilla brands like Pepe,

Vanilla brands like Pepe,



Peter England, Voi Jeans, Mufti, Lee, Wrangler, US Polo and Flying Machine are also present in the mall.

"India will continue to be a lucrative market for global luxury brands given its discerning customer mix and penchant for curating luxury. We understand this and we have recently added global luxury brands to our brand mix, which makes the CMR Central luxury retail proposition even more exciting," states Ramana.

CMR is a popular destination for customers in and around Vizag, who come and shop for ethnic sarees at the mall. The mall also has an array of popular jewellery collection from Andhra.

Marketing & Promotional Strategy

"Marketing and promotions are the need of the hour without which no mall can survive, and we understand that. We conduct flash mob activities and awareness programs on a regular basis, and we rope in college students for these activities. We also conduct

fashion shows and multiple promotional activities and events on our premises. We invite popular bands and celebrities in our mall to pull in crowds," says Ramana.

New Brands in the Pipeline

CMR Central Mall has Burger King and Taco Bell in the pipeline and will be bringing in more names in the future.

Unique Retail Concept

Sharing the mall's secret formula of success, Ramana says, "Luxury, at its very essence, thrives on exclusivity and personalised experiences. Technology has proven to be a strong ally for luxury brands and engagement with audiences has become more direct. We use social and digital media to introduce disruptive content and creative campaigns to connect with our patrons, which leads to a direct impact on footfalls and sales."

Expansion Plans

The brand has plans to open three new shopping malls in Gajuwaka, Kakinada and Eluru in the coming year.

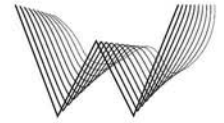
Located in Visakhapatnam, CMR Central Mall is one of the most exclusive shopping and entertainment centres in the region. The USP of the mall is the remarkable collection of national and multinational brands at affordable prices.

The mall is owned by Chandna Brothers' CB Group, one of the most admired brands in Andhra Pradesh, with a strong presence in textiles, jewellery and construction. Started by Chandana Mohan Rao in 1975, CB Group presently consists of a chain of 22 large and modern textiles and nine jewellery showrooms in the state.

CMR Central's Journey

Since its launch, CMR Central has been a name to reckon with, mainly due to its ever-growing spacious luxury retail space. The credit of this successful journey goes to the four decades of operational retail experience that CMR Group of Malls have, making CMR the largest shopping mall in the city.

"When CMR Central shopping mall started



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



The year 2018 has been very good for the mall in terms of revenue and rapidly increasing footfalls. Conversions have gone up over the period witnessing the improvement of quality walk-ins to the mall...

MGB Felicity Mall, the first of its kind in Nellore, encompasses a variety of retail outlets featuring different brands, apparel, food court, games and movies. It is the first retail-cum-multiplex mall to have opened in the city of Nellore. The mall has become a center of attraction for customers since its launch.

Built and designed over a space of 3,20,000 sq. ft. with two basement parking spaces, MGB Felicity Mall, the first of its kind in Nellore, is the biggest mall of Andhra Pradesh. The mall encompasses a variety of retail outlets featuring

different brands, apparel, food court, games and movies. There is a 5-screen multiplex with modern technology, which promises an exciting experience for the viewers.

"The year 2018 has been very good for the mall in terms of revenue and rapidly increasing footfalls. Conversions have gone up over the period witnessing the improvement of quality walk-ins to the mall. Retailers have posted the highest ever retail turnout during the month of December. The start of 2019 too has been quite promising from the mall's perspective. There are a few brands in the pipeline which we will be introducing soon," says

Machani Gangadhar Gopala Krishna, Joint Managing Director, MGB Felicity Mall.

New Elements Added

"We have given more priority to the F&B and Entertainment segments. New and experienced food operators have taken over food court counters and as result, a new menu has been introduced.



New elements were added at the Kids section in the entertainment segment, which created buzz in the market, attracting children to the mall," states Krishna.

Marketing & Promotion Strategy

"We are very active on social media, adding 40,000 followers on Facebook last year. Mall updates are posted on our official Facebook, Instagram and YouTube channels on a regular basis. Regular advertisements on offers available in the mall are telecast on local TV channels. Apart from this, center activities are conducted in the rural segment of the district," says Krishna.

"Unique retail concepts help

us gain customer confidence. We have an internal team working on marketing and then implementing and executing ideas after discussing them with all retailers," he adds.

Activities to Stay Ahead of the Curve

"We totally focus on understanding the customer requirement and make our plans accordingly," says Krishna. The mall does the following to enhance consumer experience use:

- Friendly operations
- Training of staff on regular basis
- Retain quality manpower
- Spend at right areas
- No compromise on quality

"We understand customer sentiment and formulate events accordingly. Our mall receives almost 15 percent footfall from the Muslim community and so we organised a Qawwali event for them for the first time ever last year. The event witnessed a great turnout and was appreciated by everyone across communities. We also analysed the performance of all retailers and working along with all the retailers whose performance is not up to the par and support them to understand the local market, and structure their marketing strategy accordingly," says Krishna.

2019: Looking Ahead

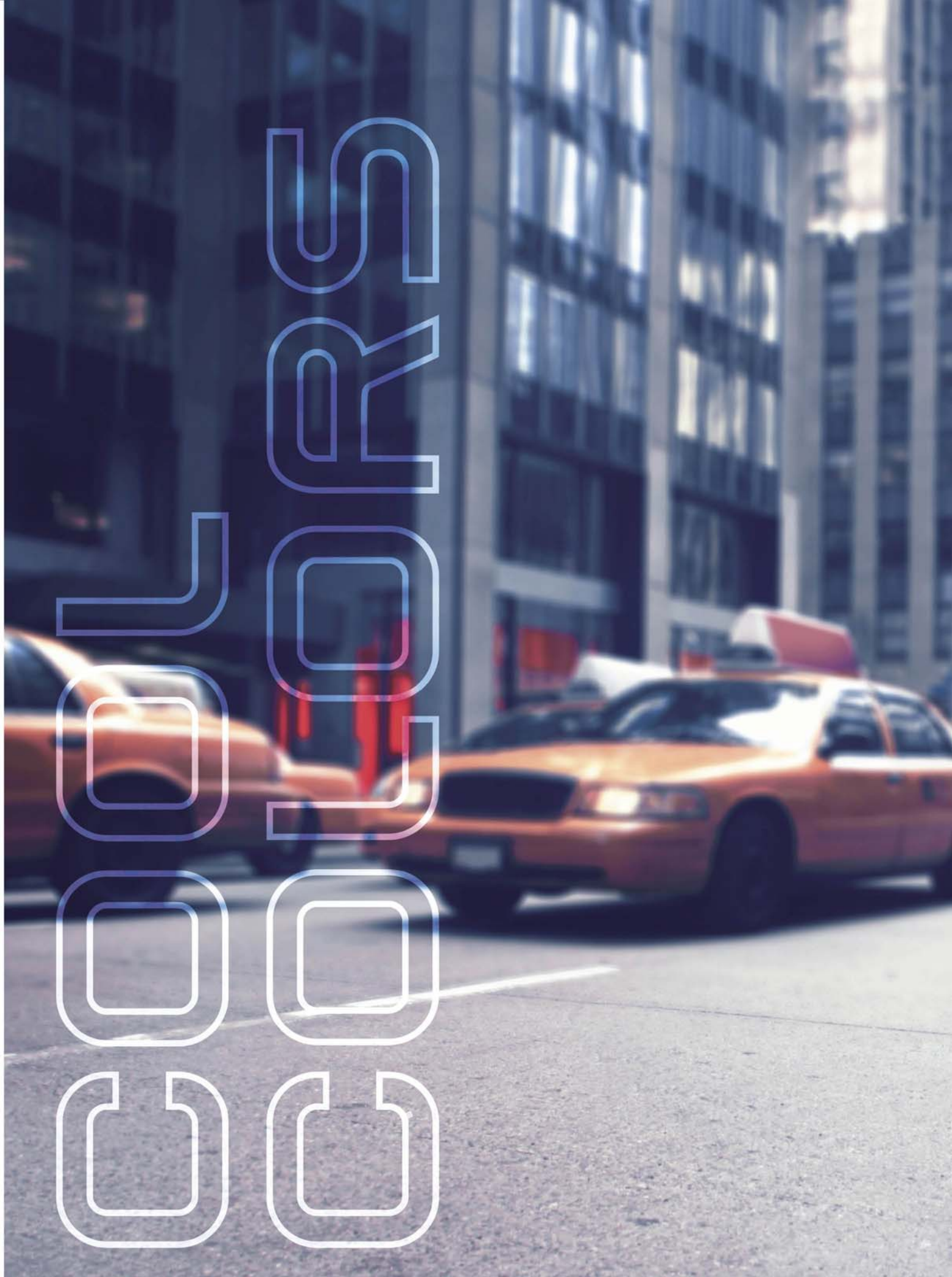
With more activities and events in the pipeline, the mall is keen on adding new brands in 2019 in the vacant space available.

New Brands for 2019 are Miniso, Maybell, New U and Burger King



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A man with dark hair and glasses stands on a city street, wearing a brown blazer over a dark plaid shirt and dark trousers. He has his hands in his pockets and is looking slightly to the side. The background shows tall buildings and cars on a street.

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All-In-One Place Concept Makes 'The Walk' A Perfect Leisure Destination

– 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. The Walk is located at a central, accessible location, offering a wide range of options in F&B and retail.

In an interaction with IMAGES Retail, **Mohit Pruthi, VP and Head-Retail & Marketing, Bharti Realty Limited**, talks about the F&B brands at 'The Walk', some of which are absolutely new to Delhi-NCR consumers.

How, in your opinion, are food courts the new anchor in shopping malls?



A foodcourt is the space where multiple F&B brands offer a variety of cuisines at affordable price points. If provided with a good ambience as well as a wide array of cuisines, it generally becomes a preferred eating hub for larger groups with families/friends, turning out to be a medium of higher footfalls for malls. Many foodcourts in malls offer entertainment options for children and adults so they spend more time in the mall. Undoubtedly, they are a key element for any shopping centre to draw footfalls and increase sales.

Tell us about the space and facilities available at 'The Walk'?

The food court at 'The Walk'

(WorldmarkAerocity)– called Food Capital – is not like a traditional enclosed food court. It has a double height ceiling with a sunroof allowing in plenty of natural light, a water body for added relaxed ambience and a cooling atmosphere because of the abundance of plants all around it. The space is made up of food counters surrounded by standalone restaurants offering a global array of cuisines. Food Capital has specially curated spaces where events are hosted on a regular basis including plays/stand up acts/live bands etc.

What is the USP of Food Capital?

It is an extremely open and inviting space and is accessible from all places within Worldmark Aerocity. With more than 17 food counters surrounded by number of standalone restaurants, Food Capital makes for a space which truly offers something for everyone.

Tell us about the fine-dine restaurants present in the mall?

We have more than 20 restaurants/clubs/bars/cafes at 'The Walk' offering cuisines with a wide range of palette. The cuisines range from regional Indian to Pan-Asian, French, Italian, Continental and other global cuisines. 60 percent of the restaurants have been created only from a fine dine perspective. We focus on

best experience – be it food or ambience or even nightlife. Authenticity, curation, ambience, quality of food is what a customer is looking for and we provide exactly the same.

Tell us about the zoning of the restaurants?

'The Walk' is a collaborative street in making. It hosts around 15 restaurants on the street level across the three towers at Worldmark and has six restaurants surrounding the Food Capital. People here enjoy the fusion of food, liquor, events with Food Capital complimenting them all.

Are there kiosks, QSRs and small food joints present at 'The Walk'?

We have ensured all our kiosks/QSRs/food counters are housed in one single entity in the same area – Food Capital. We believe that a customer visiting the food court would not like to walk too far or to different floors to have access to the wide variety available while making meal choices. The Food Capital level has a sprawling 60,000 sq.ft area, out of which 30,000 has been carved out for the kiosks and food counters and the remaining 30,000 for standalone restaurants/bars.

What are the factors offered by you to restaurant owners?

For any restaurant to be successful, the customer would need ease of access. Be it the ease of reaching the development, parking options safety and security for people to forget all and just enjoy their experience, one can find all of this at 'The Walk'. Its is safe and has a great ambience. The concept of an 'all-in-one place' makes it the perfect leisure destination. **IR**

The Impatient Consumer, IoT and the Food of Everything

– By Harish Bijoor,
Brand-expert & CEO,
Harish Bijoor Consults Inc.

It's time to smell the burning desire for impatience among the young. It is time to change and instill in all businesses, retail or otherwise, the ingredient of impatience. All businesses need to instill the 'new-virtue' of impatience into their business delivery mechanisms.



There is more to foods than meets the eye. There is technology. There is the consumer who is forever morphing. And there is the future. Let's peep into it.

Is India the Most Exciting Food Market in the World Really?

Must be. The diversity of food we still eat, and the lack of a clonal habit in food and beverage intake is a hall-mark reality of India. Literally no two families eat the same.

The country is diverse in other ways as well. The country, which hither to was all about a home-kitchen oriented market, is eating out more than ever. Add to it the fact that we eat not only with our mouth but with our eyes and ears as well. With food television becoming a big thing, the food market is an exciting one to be in. A market that will possibly define some of the future trends in food and beverage for the world to watch, use and see.

In this essay, I am going to explore two different aspects that are defining food, beverage, its intake and the trends that will shape India later. One is a technology trend that will re-define it all, and the other is a consumer watch trend that goes with

the way the new consumer in India is behaving. Let me lead with technology and move on to the consumer in the latter half.

The Internet of Things

The big technology trend I am excited of at this point in time is the Internet of Things (IoT).

All of us have heard of it by now. The era of the IoT or the Internet of Things is here. Some marketing and technology evangelists have dubbed it an era of the IoE or the Internet of Everything. An era where the Internet as we know it becomes incidental. So incidental that we even forget the way the Internet of today exists and we start co-living with the Internet as if it did not exist at all. An Internet era where everything



is literally governed by the Internet and an era where you do not go to the Internet, but the Internet comes to you. And eventually, an era where the Internet is a part of you, and you are a part of the Internet at large. A point of time when you will not know where you end and where the ubiquitous Internet begins even. Ouch! That sounds bizarre. Painful even. Intrusive for sure.

The IoT is a productised evolution of what began as a service. Let me trace it's history. In the very beginning, we lived in an era where one person spoke to another and made friends physically. If you had friends, you possibly had about ten of them at maximum, and you spent time with them when you could. You had enough time on your hands. So much so



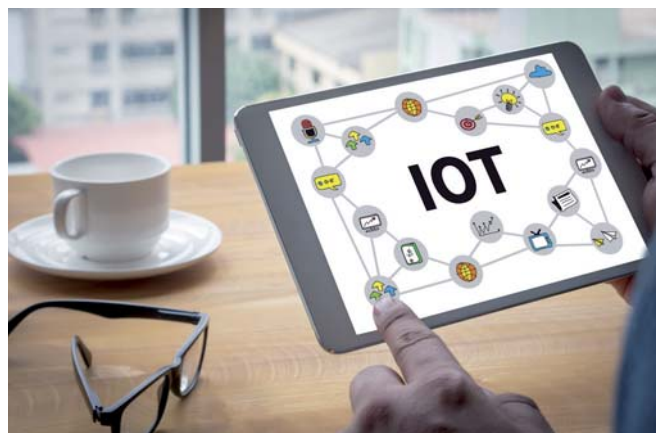
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that you could meet, talk for long hours over a cup of coffee or an even more exciting beverage, you could go to the movies, play a game of cricket on a Sunday and maybe do lots more.

And then time became a scarce commodity. Time stopped being a commodity even. Time today has become a very important part of the consumer currency. The consumer counts two things that he always like to have more of: money and time. Both are valuable currencies. Time is something that you

cannot earn back. Time is something that you can only spend. It is limited and cannot be topped up at your nearest telecom re-charge outlet. Money on the other hand can be spent and earned. While time is God-given and limited without top-up, money is that much more flexible. Consumers then value time more than money. They should.

When you don't have enough time to spend, what do you do? You look for ways and means to keep up with those friends of yours, with timesaving means and devices. In comes the telephone as an instrument, and wow! You are able to keep the conversations



going, even without being out there physically at your favourite 'Adda'. Yes, it is nicer to be there physically, but when you cannot, a lovely conversation with your friends on the phone will do. As time passed, in came the mobile phone, and you could carry these conversations with you wherever you went. The machine (in this case the mobile phone) intervened and life was made more comfortable. Still good. You were still in touch with your ten friends. You are now in touch with your friends

not 1:1 physically, but virtually. Sub-optimal and a compromise, but still good for you. Out here, you were using a machine (the landline or mobile phone) to intervene and continue the contact. You used your mobile handset and dialled your friend and your friend used her mobile phone and picked up the call. This was what I will call human-to-human conversation facilitated by the machine and the connectivity possible between those two machines due to the intervention of the telecom service provider. This is what we do today.

In comes the era of the Internet then. In comes the ability for people to send

mass contact possibility. One e-mail could touch thousands for sure.

In came social media then. In came Facebook, Twitter, Tagged, and all the other exciting social contact mediums you use openly and at times using the confidence and trusted space of your bedroom or bathroom alike. Out here, you could continue conversations in an interactive manner. Instead of having just ten friends, you could have a hundred. Geography is history. The new geography of your friendship is the virtual space of the social media you are using. This then is the early emergence of communication between one human being

Time is limited and cannot be topped up at your nearest telecom re-charge outlet. Money on the other hand can be spent and earned. While time is God-given and limited without top-up, money is that much more flexible.

e-mails to one another at the basic level. These e-mails are sent by you using a machine (your desktop, laptop, tablet or smartphone) and your friend and maybe thousands of them receive it when they open their e-mails using the machines at their disposal. This is less intrusive than the mobile call. In many ways, it is permission oriented communication at its best. If someone wants to open the email you sent them, they can. If they don't want to, they can press the delete button. And this is surely the era of

and a hundred others. Again, this is machine facilitated. Again, this is permission-led. The exciting part of this is the fact that people do not have physical friends anymore. The friends are as virtual as the bits and bytes that help you use the computer.

The rise of social media has led to an interesting development. Today, the relevance and importance of data is more than at any time before. An average youngster below the age of 25 in Pune has 321 friends on the social mediums of his

choice, all added up. This includes Facebook, and the three other mediums they co-habit and inhabit. In Bengaluru, this number today stands at 316. Ouch! But all of this is still an example of many communications, still facilitated by two machines operated by two human beings talking to one another through the use of data and text. Nice.

More Exciting Things to Come. What is this IoT all About?

The Internet of Things is here then. An evolution of the productised version of what began as a service.

In the beginning there was communication that was 1:1 between friends. And then in came telecom. Two machines at either end facilitated the conversation between two friends sitting in different geographies. In came e-mail and this communication ceased to remain 1:1 even. And now, viola! In comes the IoT.

how you sleep and how you don't as well. The basic technology of the motion tracker is here. This tracker sticks close to your body in an appendage and tracks your every move. You can track yourself via GPRS if you wish.

Your life is personal no more. If you wish to broadcast the news of your body, the news of your activity, the news of your sleep-pattern to the world at large, you can as well. There are community sites where people post how they sleep. And guess what, people compete with one another in the virtual world to

people in Delhi competing with one another on the steps they take every day. Imagine a million people doing the same with one another all over India. Imagine a point of time when your doctor's desktop or for that matter his mobile phone receives news of how sedentary you were today. Imagine your virtual trainer in cyber-space sending you a shove or a poke on your mobile phone, insulting your sedentary day. Imagine, imagine, imagine.

The power of the motion tracker alone is a very big power. The tracker tells you what you did. The tracker compares what you did as opposed to what others did. The tracker communicates to you doctor and virtual trainer as well. Tomorrow, expect your tracker talking to your insurance company on a regular basis. And expect your insurance company offering you a rebate on your health insurance premium just because you took an average of 30,000 steps a day last year, as opposed to a national average of 5,000.

The Internet of Things is just about stirring. It is a revolution that is slated to wake up and shake us all up. It is a device and tracker-led revolution. This is a device and tracker and connectivity and communication-led revolution.

The world today has 10 billion devices. Of these, seven billion are mobile phones. The other three billion are sundry other devices. As of today, the seven billion phones talk to one another when enabled by their human owners at both ends. When you make a call to Mrs. Kapoor, you are enabling the call. Mrs. Kapoor at the other end will decide whether to enable her mobile phone to receive the call or terminate it. To that extent, this connectivity is all about permission-oriented connectivity.

The era of the IoT is however one that is going to be one of intelligent connectivity, enabled just once. Once you have done that, at times by just accepting to have an intelligent chip in your device, communication is going to be a continuous, and at times a two-way process. You will possibly buy a refrigerator tomorrow, which has an intelligent chip in it. The intelligent refrigerator will talk directly to your web-enabled grocer. When the Coke bottles are nearing empty status on your bottle-rack, your doorstep will have a replenishment delivery. You will never run dry of Coke then. Ever.

Take that one step further to the B2B application. Your grocer will have his intelligent-



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Out here in the era of the IoT, everything around us is getting more and more intelligent. The era of the tracker is here. Fitbit is a motion tracker. You wear it round your wrist in a silicon bracelet and it tracks the numbers of steps you walk,

sleep better than the next guy around. People compete on steps as well. Did I walk more than you did today?

The Internet of Things, in some ways, begins at the lowest common denominator level of the motion tracker for a start. Imagine 10,000



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shelf chip talking to the local Coke distributor. The grocer will never ever run dry of stock. Take it further then. The Coke distributor has a chip that talks to the local bottler. And the bottler has a chip that talks to possibly Atlanta direct. The possibilities are therefore endless.

Forget the mundane. Imagine possibilities. Predictive manufacturing is already a reality. The Mercedes Benz you bought yesterday in Hoshiarpur is possibly talking to the manufacturing plant direct. Its brake lining is speaking to Berlin. The moment it is wearing out, it is alerting the plant to produce and make it available in time at the local dealer in Hoshiarpur possibly. Think. Imagine. Fantasise even!

This is not science fiction. This is reality today. The world is getting progressively penetrated by devices. And devices are getting intelligent. Intelligent devices are connected to one another. The prognosis for 2020 is that there will be 46 billion devices. Each intelligent and each talking to one another.

We are at the doorstep of this revolution. Even as it unfolds, there are serious security concerns that are

being flagged. The security industry is working overtime to fight that one possible Trojan that might infect and take over. They seem to be winning the fight as of now.

In many ways, nothing is private and personal anymore. Privacy is dying if not dead, and no one seems to be complaining. Have you noticed how the young amidst us love to have their lives public on social media? Have you realised that the young love to flaunt more than the old in our midst do?

Privacy goes to the cleaners. On that note, it's ok when your washing machine is talking to your grocer. Imagine a time when your washing machine is talking to Mrs. Khanna's washing machine. The gossip starts then. The problem starts then!

The Consumer Morphs: From Need to Greed

Civilisations and nations move forward all the while. History has shown us this amply. The movement forward has always been punctuated by gaps of course, but these gaps, by and large, are but commas and pit stops. Pauses where civilisations and nations actually take a break, rejuvenate, re-gather and

move forward again.

This entire forward motion of nations is all about a latent hunger that leads us just one-way: forward.

Consumer societies across the globe are engulfed today in this forward motion. And this motion is oiled by hunger. And hunger, in my thinking, has two avatars: hunger and greed. While hunger is basic and latent, greed is evolved and sophisticated. Both, within their own perspectives, are good. Hunger is good. And some say, greed is good as well. Let me start this exploration with hunger. And then move on to greed. After all, hunger normally precedes greed.

Hunger is a basic force. Freud told us we are hungry for the basics. In many ways it is for food, clothing (for warmth and not for cosmetic appeal), shelter and sex. Man therefore craves for the basics. These basics make him and her forage for each of these basics. In many ways it is survival of the fittest as well. The driving force in this acquisition-spree is really an animalistic force that looks at survival.

Consumer-society is therefore hungry. It has been hungry in India for decades now. Go back to the era just before and after

independence. The hunger was surely for the basics. The hunger was to ensure that one was able to lead a decent life, acquiring the basics. While food, clothing and shelter could be spoken of, the fourth aspect of sex was also ensconced in the institution of marriage that provided it within its sanctity. And therefore was an un-spoken.

The era of the IoT is going to be one of intelligent connectivity, enabled just once. Once you have done that, at times by just accepting to have an intelligent chip in your device, communication is going to be a continuous, and at times a two-way process.

As India moved ahead, basic hunger for the bottom-rung items gave way to hunger at the higher end. When it came to food, consumers were now concerned not only with securing the next month's square meal for the entire family but were concerned about ensuring a few years of food security at least. When it came to clothing, desires led the way and cosmetic appeal came crawling in. You needed to wear clothes, but colour and texture and fashion came in as well. And when it came the turn of shelter, the consumer was not content with a rented house anymore. The craving and quest was to own the house. Thankfully, when it came to sex, marriage remained the institution to operate within.





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The hunger for the basics remained. This hunger however, climbed a few notches and evolved. Consumers evolved and started segmenting their hunger across different ladder-rungs that had 'hunger' at the lower end and 'greed' sitting right at the top.

Simultaneously, society got stratified across economic rungs. The 'haves' started climbing the ladder and the 'have-nots' kept struggling to fulfill their basic needs at the bottom-rung of the ladder. Indian society therefore had a very stratified feel with economic segments of every kind and affordability segments of every kind, living together in the same village, the same *tehsil*, the same district and indeed in the same city. Basic need craving therefore literally lived together in the same village, rubbing shoulders with higher-end greed, as it evolved. Everyone lived happily. Or so it seemed.

As hunger kept evolving from the basic to the advanced, the motivation levels in the people at large as well kept evolving. This basic quest to fulfill hunger was a positive drive in a large number of cases, and a negative drive in a small niche. Those who took the positive route took to the education of their children and took care of hunting out good jobs for themselves. These were the types who got a job and worked very hard. So hard that no one else worked as hard. The driving force was the need to earn enough to get all the goodies to make for a good and secure life. And those who took the negative route, took to every negative way of making money. If stealing and

cheating was a way to do it, so be it.

The development of India and its consumer society to the aggressive levels of today is a function of this basic hunger. Hunger became the motivation and its fulfillment became a point of satiation and gratification. Consumer society at this level was very concerned about gratification of its needs and possibly wants. It wanted nothing more. Life was good. And large chunks of Indian society worked hard to achieve this.

Well then, that was the story of the past. How are we

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doing today? Where are these various chunks of consumer society? And how is the hunger-evolution doing?

Look around ourselves and look first at the big cities of the day. Every Delhi, Mumbai, Kolkata, Chennai and Bengaluru has every kind of stratified denizen living within it. Cheek to jowl. Indian consumer society, despite all these years of independence, still shows stratified layers of the 'haves' and the 'have-nots'. The 'haves' use the 'have-nots' to fulfill their chores. The 'have-nots' happily fulfill these chores in their quest to get to the status of the 'haves', some day or the other.



And What's Happened to Hunger? How has it Evolved?

Manifold really. Consumer society has climbed many-many rungs from the bottom rung of 'hunger' right to the top rung of 'greed' and maybe even beyond. The quest of modern consumer society in India is not only for the 'want' and the 'need' fulfilling products and services, but is also for the 'desire' and 'aspiration' fulfilling products and services.

I have climbed. In the beginning I wanted a car. I wanted to upgrade from my humble scooter. My first car was a second-hand Fiat. I moved on in life and earned for myself a brand new Maruti Zen. I got promoted and wanted an Esteem. I got the bite of hunger and a wee bit of greed led me on. I got my first Honda Citi. Greed and a wee bit of what I thought was hunger kept me going and got me my Mercedes Benz. I am stuck there as of now. My next desire is a JLR. I will work hard for it.

How is Hunger Gearing Different Parts of Society Then?

When I look at data, I find consumer society that is sitting high up on the ladder

at the rung of greed, less hungry in sheer motivation terms than the ones that are sitting right at the bottom rung of the ladder. The burning desire and fire in the belly is really at the bottom-rung of the ladder of Indian consumer society today. Large chunks of population segments are sitting here. And this is the potential success story of India. This hunger and fire in the belly resides more in the small towns and villages of India today than it does in the big cities.

This is an exciting fact. Those that have already gained their riches and their goodies at the top rung of the ladder are dulled into a certain somnolence of having everything.

The fire in the belly is dead at this level. Except for the occasional ulcer that acts up for sure!

The real hunger at the bottom of the ladder of Indian consumer society is one that is going to drive this nation forward in every sphere, be it manufacturing, agriculture or the services sector. This basic drive at the basic end of the demographics of India is going to define the frenetic growth rate of GDP in the country in the years ahead. Cheers to that!



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And Before You Sleep Today, Ask Yourself the Question. Are you 'Hungry' or 'Greedy? Or Both for that Matter?



The impatient and hungry consumer marketing folks are famous for inventing labels. We love to invent dog-tags for generations of consumers. Remember the way we labeled Gen X, Gen Y and Gen Z? What next? What's the Generation we are living through called?

I had to sit under my own *Peepal* Tree to invent a name for the generation of consumers we are living with and through, as marketers and business folk in the business of buying and selling and hopefully making lives better.

My recent studies in the consumer space indicate that there is a very distinct trend we spot in the new consumer of today. This one trend is Impatience, with a capital 'I'. The new consumer of today is more impatient than the consumer just one marketing generation before us. And guess what, if one is to read the graffiti on the wall, the Next Gen consumer is going to be even more impatient. Frightfully so.

Have you noticed how everyone is getting impatient

amidst us? Our husbands and wives are more impatient than even one generation before us. Our mothers and fathers are more impatient as well. Our children are even more so. No one has the time to listen to the 'old' philosophy of patience. Impatience is in the air we live.

I was jolted to reality the other day by this theory of impatience that is sweeping through our lives. Gone are the days when you could preach patience and get away with it. I remember the one word of counseling HR folk had to anyone who went to them complaining about a bad increment or the fact that they did not get promoted. Patience. Be patient, and everything will fall into place. This, sadly, seems to be an old virtue. The new world is an impatient one and does not believe in patience at all. Patience is the bad word, and Impatience the good one. Impatience is a virtue today, it seems.

Take my own case. My 16 year old son went to school one fine morning. He was

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participating in an election for the post of Sports Secretary. Polling happened in the school democracy, and my son came back home in the evening. Accidentally, he found his dad at home as well. Dad looked at son, saw a depressed face, and I went to him and tried to console him. I said in my mature and well practised older counseling voice. "Son, winning and losing is a part of the game. You must take both with equanimity".

My son reacted. He said he had not lost. I then asked him why he was looking

depressed. He told me that the election had happened in the morning first session, but results had not been announced by the time school closed.

Aha! This was surely impatience at its peak. I therefore sat my son down and gave him a piece of '*gyan*' on patience for twenty minutes. I spoke to him of the best theorists and practitioners of patience in the world. I went through Indian names such as Mahatma Gandhi and Swami Vivekananda as well. Twenty minutes went by, with me waxing and waning eloquent.

At the end of the twenty minutes, my son looks at me and asks me a simple question. He asks. "Appa, when you can be Impatient, why be patient?"

I just had no answer to this question. Stumped into stupor by the simplistic question, I tucked my '*gyan*' giving tail and realised that the generation of the young in our lives is totally attuned to impatience. Patience is difficult for them to understand. Patience,

sadly again, is an old virtue. Impatience is the norm today and every marketer and business person needs to attune his business to impatience. Marketers of yesteryears were and are good at 'Patience Marketing' whereas the new requirement is 'Impatience Marketing'. Businesses need to develop the new skill, art, science and philosophy of Impatience. The entire DNA of businesses need to change keeping in mind the new Gen we are living through: The Impatient generation. The I-Gen.!

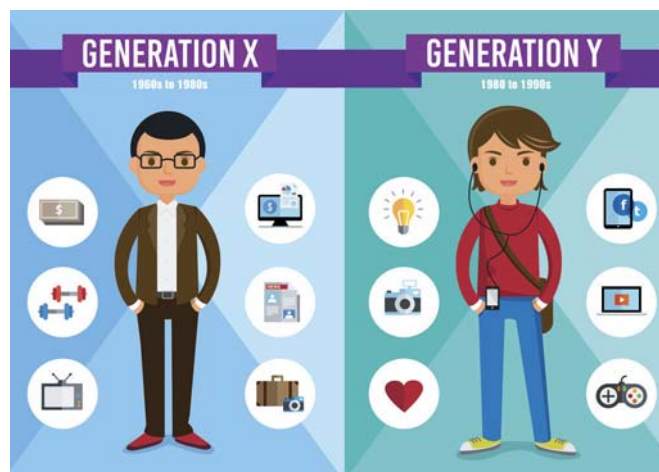
This generation of consumers is all about speed and quickness. If an election happens in the morning, they expect results by the evening if not by afternoon itself. No one has the time to wait and watch. This is a generation led by time. I call this gen the Bio-clock generation as well. The BC Gen is here. A generation that is very sensitive to the fact that life is short. A generation that believes in the philosophy that shouts out loud, "YOLO"! You only live once!

This generation believes life is all about a lifespan of 80 years multiplied into 364 or 365 days, multiplied into 24 hours. Every moment is precious. Every moment that

elapses is a moment that is over. The bio-clock is ticking away every minute. You need to plan well for every hour for now. You need to be sure that every hour you expend results in a delivery that is quick and comfortable. This generation more than any other, believes that we are dying every moment, rather than living. And that is the macro-trend in the I-Gen and the bio-clock Gen of today.

I work a fair bit in the IT and ITES industries. Out here, the age-profile of workers is low. The average age of the worker is 24 years. In IT, 33 per cent of the folk are women and in ITES the number goes up to 52 percent. Both the genders are very frenetic in their life-styles. They have

If you are food-delivery business, one fault is enough to taint your image forever. Forgiveness is out. It is old fashioned in an era where the options are many and myriad to choose from. Well, if you don't agree with this, you can still fight the trend and try to buck it.



money in their hands when very young, they want to own a car even before their bike is three years old and want to own a flat even before the ink on their first promotion letter has dried. Everyone wants everything fast and quick.

The young in the BC generation plans every aspect of their lives to the tee. There is this young girl, all of 24, who is making a trip to Goa with her friends. She is spending three nights and four days in Goa with her friends. She has calculated that it is all of 11 meals she has in Goa. She is a big foodie. She has gone to Zomato and has mapped her every restaurant and every meal in Goa. She says she has little time and wants to maximise every bit. Therefore, she carries a Food Plan with her on her smartphone, customised to her taste. She will follow it to the tee. How boring. But how planned!

Good or bad is not the issue. That's a value judgment we need to desist from passing.

Spontaneity may be dead, but planning is in. And with planning, in comes the yen to maximise on time. The Impatient Generation of today is all about wanting good service everywhere they go. It is all about speed and

delivery. It is all about good quality in offerings. It is all about not tolerating a fault-line in any of this as well.

All this raises a challenge to the marketing and business environment built by older folk in the business, who just don't understand impatience. These folk are still waxing eloquent on the virtues of patience, just as I attempted to do it with my son.

I think it is time for businesses to sit up and smell the coffee. It's time to smell the burning desire for impatience among the young. It is time to change and instill in all businesses, retail or otherwise, the ingredient of impatience. All businesses need to instill the 'new-virtue' of impatience into their business delivery mechanisms.

If you are food-delivery business, one fault is enough to taint your image forever. Forgiveness is out. It is old fashioned in an era where the options are many and myriad to choose from.

Well, if you don't agree with this, you can still fight the trend and try to buck it. Time alone will tell who was right and who wrong. But the key point is, can your business risk it? And must you? [\[R\]](#)



What Should Retailers Do to Remain Afloat in 2019?

– By Zainab S Kazi

Where consumer is always going to remain the king, it is equally important to recognise and respect the space of retailers and their need to make money. Focus on consumers coupled with keeping a hawk eye on profits is what is going to revolutionise retail in 2019...

Is retail in for a revolution in 2019? Going by the current dynamics and the ever changing market conditions, it most certainly is. Where consumer is always going to remain the king, it is equally important to recognize and respect the space of retailers and their need to make money. Focus on consumers coupled with keeping a hawk-eye on profits is what is going to revolutionize retail in 2019.

No matter how much we talk about the growing Indian middle class and consumerism, the fact is that there is far too much competition in the retail space. And this competition is not between offline and online retail, but it is competition between brands irrespective of the space they operate in. Where online retail has increased consumerism, it has also led to many entrepreneurs entering the space and making their brands available through both the offline and online channel. To add to this are Stay at Home Moms (SAHM) who are turning into home-based entrepreneurs and using the social media route to aggressively sell their wares – ranging from apparel to household products. They retail through WhatsApp, Facebook and Instagram.

With so many channels of sale, the big question is: **What should retailers do to remain afloat in 2019?**

2019 is going to be a year that would decide on the survival of the fittest. And a few rules to be followed include having a strong and healthy internal system of operation

Bring About a Retail Revolution in 2019 With These Dos & Don'ts

DOs

- An effective online artificial intelligence setup for a direct/quick response to customer queries.
- An entire environment and unique shopping experience for customers online and offline.
- Impeccable customer service

DON'Ts

- Not storing customer information for further marketing use and customer personalization.
- Being afraid of changing and upgrading with new tech, styles, and trends.
- Not taking critical customer feedback seriously and making necessary changes.

Courtesy: Vikash Pachariwal,
Co-Founder –Raisin



“ In 2019, the face of the market is quickly unfolding, and retailers must adapt to new shifts in demographics, attitudes and consumer tastes and preferences. ”

– Salesh Grover

in place. **Salesh Grover**, *Business Head - OSL Luxury Collections Pvt. Ltd. (Corneliani)* says, “In 2019, the face of the market is quickly unfolding, and retailers must adapt to new shifts in demographics, attitudes and consumer tastes and preferences. The market will be defined by emerging technologies that remodel the way consumers interact with their favourite brands, a shift in preferences and the mushrooming of new battle lines for e-commerce.”

Vijay Mansukhani, *Managing Director, Mirc Electronics Limited* strongly feels that trying to sell only based on prices will not work due to immense competition on online platforms and that proper product mix at the shop floor will draw customers towards the store.

Within the online space, besides having an exclusive brand e-commerce



“ Trying to sell only based on prices will not work due to immense competition on online platforms and that proper product mix at the shop floor will draw customers towards the store. ”

– Vijay Mansukhani

portal, according to **Vikas Pachariwal**, *Co-Founder, Raisin*, it is imperative that brands also have their presence on top trending e-commerce portals. “Online shopping has exploded in the past 5 years and being present on top e-commerce websites is essential for a retail brand’s awareness, increased sales, and market positioning,” he explains.

Another piece of relevant advice from him is that tastes of customers change



“ Online shopping has exploded in the past 5 years and being present on top e-commerce websites is essential for a retail brand’s awareness, increased sales, and market positioning. ”

– Vikas Pachariwal

rapidly and it is important for a retail brand to stay updated on trends to remain relevant, maintain customer loyalty and become a brand everyone wants to own.

Money Matters

With banks and investors being cautious before lending money, it is upon the retailers to ensure that profits levels are maintained, and costs are curtailed. Marketing ideas that cost a bomb need to be scanned thoroughly before



“ There is a lot of blood on the street - especially in offline retail. A focus on profitability rather than sacrificing profitability for growth, is what is needed. ”

– Dhiraj Agarwal

implementation. Similarly, team expansion needs to be done keeping the ROI in mind. Mindless expansion with a foresight of profits is a strict no for now!

Grover shares, “Retail is an industry under pressure. Many retailers find themselves in an uncomfortable position as margins are squeezed between weakening demand and rising costs. Retailers are shifting from a store-based past to a digital future.”

Dhiraj Agarwal, *Chief Executive Officer & Co-Founder - Campus Sutra* minces no words when he talks about the need to follow a clear-cut route to profitability. “There is a lot of blood on the street - especially in offline retail. A focus on profitability rather than sacrificing profitability for growth, is what is needed,” he says. He also strongly finds the need to offer ‘value’





to customers. Citing an example, he shares, "Value retailers like Reliance Trends etc., are doing better than high value brands. Customers are open to buying as long as there is value."

Offline-Online Complement Each Other

A strong amalgamation of offline and online retail to extend a seamless shopping experience needs to be on the list of priorities for all the retailers. Grover explains that with the retail industry undergoing a significant transformation over the past decade and going by the way it is still evolving, customers do not just buy your product or service, but they experience it. He shares, "Online and offline experience should communicate that cohesively."

Agarwal shares his views saying, "Omnichannel is the way to go. The most successful brands are those that are delivering a frictionless experience leveraging both offline and online."

Grover stresses on the importance of having a strong social media presence and rightly so since the power of social media can



be accentuated by a lot many examples. For e.g. users tweeting about their experiences with brands can either break or make a company's image.

He further elaborates on this saying, "Social media is integral to the customer experience. One should focus on building an online community. Good customer experience is the key to success in this era. A retail brand may have a flashy app and many lucrative offers, but if it fails on offering a good customer experience then customer retention is impossible. Besides this, a strong analysis and a platform to check which merchandise is working and which isn't is also essential."

Technology Adaption a Necessity, Not a Choice

Technology and its influence on retail has drawn quite a lot of attention and this subject needs no elaboration. What though needs to be stated is that brands that do not adapt to technological evolution are sure to face stiff competition from those who do. Not only for inventory management and logistics, technology has made inroads to drive in consumers, retain employees,

Elections and likely changes in GST – this move can be positive or negative and we will have to wait and see. Besides another important challenge that seems cropping up is that of weather unpredictability. Winter is becoming unpredictable in terms of timing and intensity. Extreme weather conditions are playing havoc and seasons are becoming unpredictable.

or at least offer options of payment via mobile wallets or bank transfer. According to **Bhagirath Jalan, Managing Director, Jalan's Retail**, "We have all possible methods of payments being made available for our customers. Since demonetisation, we have witnessed a steep increase in the use of card payments. To facilitate payments by cash, we also have a ATM at our department store in Varanasi. The ATM has been installed especially for those who prefer paying by cash but do not find it comfortable carrying huge amount with them. The ATM facilitates easy withdrawal and on the spot payment for the goods that they purchase." **Chetan Sangoi, Managing Director, Sarvodaya Supermarket (Mumbai)** has gone ahead to introduce payment options being facilitated via a SMS. A link is shared on the customer's mobile number through which he can opt to pay. According to him, "Customers are constantly evolving and we have to keep up with their changing needs.

boost expansion etc.

Grover shares: "From discovery to delivery, retail brands are automating the customer journey. The technological marketplace is evolving at such a pace it can be hard to keep up with the newfound innovations now available to the retail industry."

Evolution of Payment Methods

Gone are the days when cash was considered the king. Today, no retailer – whether online or offline can afford to command payments for goods and services only in cash. Every small retailer including neighbourhood stores are compelled to keep a card swiping machine

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If you're exploring opportunities and alliances in the retail space in India, especially Hyderabad, look no further than the fastest growing supermarket chain in India.

CONTACT

I.G Balasubramanian (Head – Marketing & New Initiatives) : bala@ratnadeepsupermarket.com // 9100799930



Convenience to pay is one of the key points that helps win their patronage.”

Innovate, Innovate, Innovate

Offers and discounts lure but they cannot retain a customer. With so much happening around them, a customer is spoiled for choice and she needs to be excited enough to consider shopping at a particular brand store. This calls for innovation. Innovation in store design, innovation in payment methods, innovation in the way she is welcomed to the store etc. Grover says, “To remain relevant, brick-and-mortar stores need to create inventive ways to entertain and provide pleasing environment for customers, else they can kiss customer retention goodbye. Personalisation also impacts how a consumer

views and perceives a brand. An increasing number of consumers are seeking a retail experience that has been tailored to suit their own personal shopping preferences.”

On some innovations that offline retailers can rely on, Mansukhani says, “Specialised and trained in-shop demonstrators with tablets can help give a rich consumer experience of the product on the shop floor. Immaculate display of the products will go a long way in attracting the customers and help build conversion at the shop floor. Key differentiated features like IOT enabled devices and smart products where the customer can touch and feel the products will draw customers to the shop floors too.”

Coping with Challenges

Besides real estate cost and manpower attrition, there are



Social media is integral to the customer experience. One should focus on building an online community. Good customer experience is the key to success in this era. A retail brand may have a flashy app and many lucrative offers, but if it fails on offering a good customer experience then customer retention is impossible.


a host of key challenges that would affect the retail industry in 2019. The key would be the elections and policies that would be framed / revised post the new government is formed. Agarwal elaborates stating: “Elections and likely changes in GST - this move can be positive or negative and we will have to wait and see. Besides another important challenge that seems cropping up is that of weather unpredictability. Winter is becoming unpredictable in terms of timing and intensity. Extreme weather conditions are playing havoc and seasons are becoming unpredictable. Winter sets in much earlier in some parts and this

requires more of a buffer while planning a collection for a season.” Pacheriwal sees offering affordable clothing important keeping in mind the rapid change in trends which compels people with a need to be able to buy new styles at a price they can easily spare.

Twist in the Tale

The offline-online tables have turned. The phase of offline players having to have a strong online presence has moved to now having online players eyeing for brick and mortar presence. As Mansukhani rightly points out, “Online centric brands will be forced to be omnipresent.” Besides, he adds that within the offline space, automated check in and check outs is an unexplored market where retailers can focus on.

To conclude, the most prominent retail game changers for 2019 according to Mansukhani would be:

- Easy availability of finance schemes like cashbacks, EMIs
- Loyalty programmes
- Same day delivery of products to the customer's doorstep
- Delivering same customer experience on all mediums of trade including online and offline because every touch-point matters. 



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THE CONTEST FOR INDIA'S MOST EXCITING SHOPPING CENTRES JUST GOT STUNNINGLY TRANSPARENT, AGILE AND REAL-TIME

It's time to determine India's most exciting, innovative, edgy shopping centres in Calendar Year 2018 at the IMAGES Shopping Centre Awards (ISCA) 2019. But this time, we've remodelled the annual contest – into a Live Action Competition minus third party arbitrators and the fastest, most transparent adjudication process ever.

This is as real and real-time as it gets. Shopping centres will be required to make live presentations to an on-ground jury at the India Fashion Forum 2019 on March 27, 2019 at The Renaissance Hotel, Mumbai.

JURY

Who does the jury comprise? The companies and brands whose votes matter the most to the shopping centre development industry: tenants (both existing and targeted) and IPCs. Along with India's biggest IPCs, over 50 of India's leading national and regional retail brands across fashion & lifestyle, food & grocery, F&B, Beauty & Wellness, Entertainment will be the adjudicators for ISCA 2019.

ISCA for Upcoming Malls

The biggest attraction this year will be presentations by 25 upcoming malls to a jury consisting of 7 IPCs and 50+ BD heads who will assess their projects on 15 pre-defined parameters. Each presentation will be of 5 minutes followed by 10 minutes of Q&A.

Why ISCA for upcoming malls?

- **To generate recall for upcoming malls on a national platform** – so far there are no awards following a systematic process to felicitate Indian malls yet to open. The ISCA recognition will be a first-ever for India, and indeed the world.



ISCA¹⁹
IMAGES
SHOPPING CENTRE
AWARDS

Celebrating Excellence

27th March 2019
Renaissance Hotel,
Mumbai



- **To showcase upcoming projects to prospective tenants.** ISCA nominees will have a platform to showcase their projects to a jury consisting of 7 IPCs and 50+ BD heads who will assess their projects on 15 pre-defined parameters.
- **To gain improvement/changes feedback directly from key stakeholders.** There is no such platform today anywhere in the world where developers can present their projects to a group of potential partners/ tenants at a single go. This will help Identify & correct gaps to ensure that each project excels in every aspect of mall building, marketing, leasing and launch.
- **To get a seal of approval for the upcoming mall** from a body that consists of multi stakeholders/ experts with experience in designing, management, leasing of malls and retailing in malls.

IMAGES SHOPPING CENTRE AWARDS (ISCA) 2019 Categories

(Assessment Period: January 2018-December 2018)

- IMAGES Most Admired Shopping Centre of the Year: **Non-Metro** – North, East, West, South
- IMAGES Most Admired Shopping Centre of the Year: **Metro** – North, East, West, South
- IMAGES Most Admired **Shopping Centre Launch** of the Year: North, East, West, South
- IMAGES Most Admired **Green Shopping Centre** of the Year
- IMAGES Most Admired **Socially Responsible Shopping Centre** of the Year
- IMAGES Most Admired Shopping Centre of the Year: **Marketing & Promotions**
- IMAGES Most Admired **Shopping Centre Professional** of The Year
- IMAGES Most Admired Shopping Centre of the Year: **Best Turn Around Story**
- IMAGES Most Admired **Upcoming Shopping Centre** of the Year: North, East, West, South
- IMAGES Most Admired **Mall-Retailer Collaboration Success Story** of The Year



NOMINATION PROCESS

- To enter the ISCA 2019 process, shopping centres will be charged a processing fee of INR 15,000 plus GST for every category they file in.
- If the nomination is shortlisted for presentation, a special package of INR 35,000 plus GST is offered for two senior executives of the nominee organisation to present to the on-ground jury and attend the awards ceremony and the two-day IFF program.

SPECIAL EXHIBITION PACKAGE FOR UPCOMING MALLS

We are also offering a special package to the nominees from the upcoming malls to exhibit their projects in the L3 (Location, Location, Location) section of the IFF exhibition.

ISCA SCHEDULE – March 27, 2019

The day-long ISCA program (held alongside India Fashion Forum 2019) will include:

1. Breakfast Meet of all nominees with retailers & IPCs.
2. Presentations by Shopping Centres for various categories of ISCA
3. Joint Discussions of Jury (Retailers & IPCs) with Shopping Centres on their projects
4. Jury Recommendations for Improvements
5. Networking Lunch
6. High Tea Meet
7. CEOs Mega Round table – Fashion & Lifestyle Retailers and Malls
8. ISCA 2019 ceremony and gala dinner



CX Forum: Transforming Shopping Journeys to Powerful Brand Experiences

27 - 28 March 2019
Renaissance Hotel, Mumbai

Be it apparel, textiles or lifestyle products, brands and retailers need to interpret customer preferences, channel-specific shopping behaviour, purchase trigger points and generate unique brand experiences across all points of contact with their brand...

A Typical Customer Lifecycle



1. Discover

Discovery of product and service provided by a brand.



2. Explore

Explore the product and service in more detail.



3. Comparison

Compare available options which may involve consulting reviews or peers.



4. Evaluate

Finalise decision on the product or service to purchase.



5. Purchase

Proceed to payment for the product and service.



6. Retention

stay loyal to the brand based on positive post sales experience.



7. Referrals

Bring awareness to peers by spreading positive feedbacks about the product or service.

Some of them are:

1. Customer segmentation and analytics
2. Identification of customer - IoT, mobile, presence, WIFI, Apps
3. Digital signage and endless aisle
4. Recommendations - associations, lift, market basket, persona
5. User Interface and User Experience - web, app, mobile and instore Visual Merchandising
6. Store Layout - Planogramming, Electronic Shelf Edge Labels
7. Store Associate enablement - mobile, tab, CRM, endless aisle
8. Augmented and Virtual Reality across channels
9. Check-out - self checkout, queue busters, POS
10. Payment solutions - mobile wallets, digital payments, gift card, alternative payment options
11. Loyalty - coupons, loyalty cards/apps, points accrual and redemption, cashback
12. NPS and surveys to assess customer experience

The Customer Experience (CX) Forum at IFF 2019 aims to demonstrate interconnected technologies from interested partners to define a seamless customer journey from the time they think of making a purchase to the culmination into a sale for a retailer. The showcase

is an attempt to bring together the solutions in a way that they complement each other and provide an opportunity to brands and retailers to solve real life problems.

Through the cycle across online, mobile, omni-channel and store experiences, it is imperative for retailers to understand how the customer buys and

influence her at each stage of the journey. Technology plays an important role in enabling many of the processes.

CX Forum will showcase different technologies interconnected to each other to help retailers and customers alike. For each indicative set of technologies, there will be one solution on display.

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Titan Bets Big on its Youngest Design-Led Lifestyle Brand, Taneira

– By Charu Lamba



Taneira, which launched its first pilot store in Bengaluru in 2017, is exploring both high-street and malls, while trying to understand customers. The brand's custodians say they will make future plans for whenever they are confident that the present is secure...

Taneira, the youngest brand from Titan, marked its national launch recently with the inauguration of its flagship store in South Extension-1, New Delhi. Speaking at the launch, **Bhaskar Bhat, Managing Director, Titan Company Limited** said, "As a company, we believe that sarees are a natural extension for Titan. We are known for creating design-led lifestyle brands that enable self-expression including Titan, Tanishq, Fastrack, Xylys, Raga, Skinn (fragrances) and now Taneira. Similar to the jewellery market when we began, this 5,000 year old category is a large, unorganised market and underserved in terms of authenticity of the product. Seeing the tremendous reception, we have had in our pilot stage of the business, we are confident this venture will be an opportunity for us to build relevance and enable transparency and authenticity for the customer."

Understanding the Store

The flagship store, which is spread across 7,500 sq.ft., showcases a curated range of handcrafted sarees from across the country. The impressive collection ranges from Mugas from Assam, Ikats from Gujarat, Andhra Pradesh and Orissa; Jamdhanis from Bengal, Chanderis & Maheshwaris from Madhya Pradesh to a vast collection of Tussars, India's indigenous silk.

The store also houses an entire floor dedicated to bridal trousseaus and is resplendent with Banarasi silks including the rare-to-find Raktambari, Shwetambari, Gysar



and Hazaarbuti. This section also showcases a wide range of rich Kanjeevarams in myriad hues.

Ajoy Chawla SVP and Strategy & Business Incubation at Titan Company Limited says,

“Given the rich heritage of Indian textile weaving and crafts, Taneira has chosen to celebrate sarees, handmade with love from pure and natural fabrics, handpicked from the diverse weaving clusters of India; thus, delivering an expansive and exclusive collection, all under one roof.”

Store Design

The flagship store at South Extension Part 1 is a reflection of the brand’s philosophy – the store has been designed using purely natural materials, handmade by artisans across India. Taneira’s celebration of traditional Indian crafts in an upscale earthy setting comes alive not only in the vibrancy of their product range, but also in this



unique store, designed by Auroville-based Dharmesh Jadeja, Founder of the design firm Dustudio. A visual treat for the keen eye, the store reflects the magic of Indian textiles, motifs, landscape and culture.

“The design of the store is inspired by the beauty of the sarees of different regions depicting textures and landscapes of India. To give an earthy tone to the store, we have used old Tamil wood Calamardo for the fixtures

and wood from old buildings to construct the legs of tables,” says Jadeja.

“An earthy tone has been chosen for the store in order to help the colours of the sarees stand out beautifully in stark contrast,” he adds.

“A saree is very sensitive to lighting, so most the material that we have used to design the store absorbs light. We have selected ambient light – close to natural daylight

Dustudio has designed Taneira’s Delhi stores. They are also working on other stores of the brand in Hyderabad, Chennai and Mumbai. The approximate cost involved in designing the store ranges from ₹3,000-4,000 per sq.ft.

Target Audience

The primary target audience of the brand is predominantly women over 30 years of age



– which almost brings out the real colours. Lighting is mostly done from the ceiling,” he reveals.

Apart from this, the store boasts of a big terracotta wall cladding, Makrana marble window to allow natural light to seep in, old mosaic tiles on floors and panels inspired from hand-paintings by women who live in rural areas.

who choose to wear sarees and Indian dress wear. The secondary target audience is women below 30 years of age who seek Indian wear for important occasions in their lives including weddings, work occasions, festivals, etc.

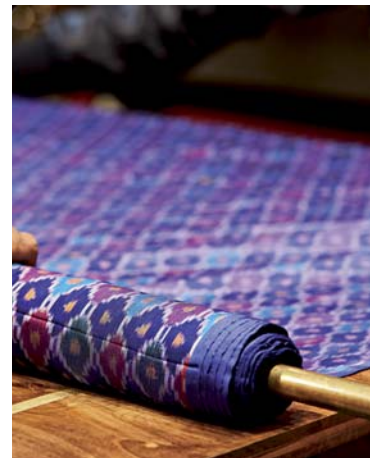
In terms of a mindset, she is progressive yet rooted. Her choices reflect her refined taste and self-expression. The brand sees her as



Dustudio has designed Taneira's Delhi stores. They are also working on other stores of the brand in Hyderabad, Chennai and Mumbai. The approximate cost involved in designing the store ranges from ₹3,000-4,000 per sq.ft.

independent, balanced and celebrating tradition while not being bound by it.

Shyamala Ramanan, Business Head, Titan Company Limited, says, "Taneira celebrates authenticity in every sense of the word - in our products, in our retail experience, in our crafting of the store, and most importantly, in the woman that we stand for. The Taneira woman is unapologetically herself, comfortable in her skin; rooted yet progressive. She wears the saree out of choice, not compulsion and



celebrates tradition but is not bound by it."

The pricing strategy of the brand is comparable with pricing in the market for similar products - handwoven and pure fabrics.

"We have a large range of products in all price bands, starting at ₹1,500 for formal/daily wear, while a large part of our range is from ₹4,000-8,000 for festive and occasion wear. The more exclusive designs for bridal wear and heavy occasions are available from ₹12,000 and goes up to ₹2.5 lakh," explains Ramanan.

Future Plans

The brand, which launched its first pilot store in Bengaluru in 2017, is still exploring both high-street and malls. At present, understanding customers is more important for them. The brand's custodians say they will make future plans for whenever they are confident that the present is secure.

The brand has four stores currently - two in Bengaluru and two in Delhi. Each city has one outlet in mall and other at the high-street.


"The stores are a process

of discovery. Each store has a different format. The offer discovery of products is a sensorial treat and everytime you walk-in here will be something new that you will find, and you have not noticed in your previous trip," says Ramanan.

"Apart from offline stores, we have also started online operations with Taneira.com and are fairly happy with the response that we are getting. We are also present on the luxe space TataCliQ. Online we are showcasing a repertoire of products to get women into the physical store," she adds.

At present, the brand has decided to open only company-owned outlets. The products will only be

sold through exclusive branded outlets, Taneira.com and TataCliQ. The brand is planning to open 10 stores in the next 12-18 months in the top 15 cities and plans to take the total store count to 50 in next 5 years.

"We want to reach not just the metros but also Tier I cities where demand for high-quality branded sarees is increasing. Aside from this, we are looking to open stores in cities such as Mumbai, Hyderabad, Chennai, Patna, Lucknow and Indore in the future," concludes Ramanan. 



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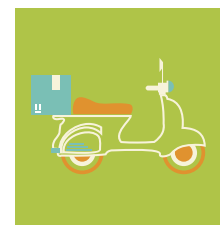


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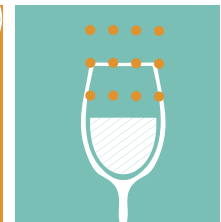
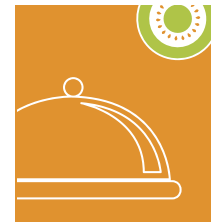
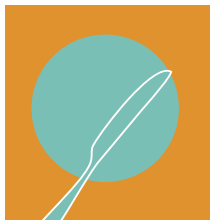


India Food Forum 2019:

Charting a Growth Map for Food Retail in a Digitally Connected & Demanding Consumer Driven Era

– By IMAGES Retail Bureau

The 12th edition of the event presented a platform for the powerful quadra of Food & Grocery, Foodservice, Food Retail Tech and Food Startups to give a wholesome spectrum of food consumption as well as enablers shaping the growth of the Indian food industry...



India Food Forum 2019 was held at Hotel Renaissance, Mumbai on February 5 and 6, 2019 with a mission to accelerate food retailing excellence by generating ideas, insights, innovation and opportunities for profitable growth. The 12th edition of the event presented a platform for the powerful quadra of Food& Grocery, Foodservice, Food Retail Tech and Food Start Ups to give a wholesome spectrum of food consumption as well as enablers shaping the growth of the Indian food industry. The two day mega event comprised of sessions, discussions and the presentation with the theme, **‘Charting the Growth Map for Food Grocery, Food Service and Food Start Up in this Fast, Tech Savvy, Digitally Connected, Demanding Consumer Driven Era.’** The theme was developed with the aim of building the roadmap for food retail business to accurately read the underlying opportunities and predict future consumption paths that the Indian consumer will tread.

Offering unique opportunities for networking and business ideas, and for exploring growth opportunities in the dynamic world of food retail, the Forum gathered with the mission to “accelerate food retailing excellence by generating ideas, insights, innovation and opportunities for profitable growth.”



With twelve years of stellar track record as India's pre-eminent knowledge and business networking platform for food retail, India Food Forum 2019 once again brought together key decision makers from every part of the food retail ecosystem. The fora saw category heads of hypermarkets, supermarkets, progressive grocers, and restaurateurs sharing insights from their experience in developing new categories, from brand/product line extension to adjacent category acquisitions. Understanding the complexity of

Service Forum, India Food Retail Tech, Food Start-ups Innovation Convention, and the Golden Spoon Awards for excellence in Food and Grocery, Foodservice and for demonstrating innovation in the Food Start-up category. To keep the delegates connected with the next big innovations in food retailing, HoReCa and food technology, and to ensure that they went empowered with the products and insights to maximize the opportunities offered by India's vast consumer universe, the Forum featured a line-up of powerful

EXPERTS' TAKE ON INDIA FOOD FORUM

Damodar Mall,
CEO, Grocery Retail, Reliance Retail



For me, the India Food Forum has always been a chaupal – a platform for ideas and discovery of new things to chase and debate, amongst my fellow supermarketwalas and the leaders of the consumers brands. The FMCG brands and supermarkets are in the common business of shaping the consumption of tomorrow in the Indian market. At a time when urban incomes have been consistently increasing, the consumption habits of Indian consumers have however shown a lag. Modern Retail, through its design and its theatre of choices, puts the consumer in the mood to try new things. It is open for discovery and to adopt. Therefore, it is a juicy opportunity to up the consumption, both through uptrading in terms of the depth of consumption and upgrading in terms of premiumisation and new opportunities.

The upside opportunity of selling more to Indian consumers is real and discovered faster at modern retail. The Supermarket of India is large – 60 million people with a per capita income at PPP of around \$15,000. It is where new brands can find the India opportunity and their success formula, minus the friction that exists in the conventional trade.

Brands and ideas that are tuned into this reality and craft their strategies for supermarkets rather than just extending the practices of traditional trade into supermarkets will find positive surprises, I see this happening across category after category – amongst retailers, and amongst brand leaders. India Food Forum is a place to exchange these and many ideas together.



different categories in food and grocery retailing is vital for taking the right steps forward to ensure sustainable growth and to discuss this, the summit kicked off with a breakfast meet on Buying/ Sourcing/ Merchandising with the Category heads of Food & FMCG retailers and Modern Trade Heads of Food & FMCG majors.

Chaired by **Krish Iyer, Chairman, India Food Forum, and President & CEO, Walmart India**, the forum was 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 had a thoughtfully curated and designed five structured zones – Food & Grocery Forum India, India Food

conferences and eminent industry experts as speakers. This year, the stellar cast at the Forum spawned over 3,000 participants, including 100+supermarkets & grocers, 100+ restaurateurs & chefs, 300+ Food, FMCG &HoReCa professionals, 100+ global brands & retailers, 100+CIOs/CTOs/CXOs besides an impressive line-up of startups, investors and other principals from the Food Retail universe.

In his keynote address, Krish Iyer said, "Retailers need to look out for middle class India – this segment of the population is going to matter most in the coming years – their spending capacity is constantly rising and will account for 40 percent of the overall wallet share which, in the long run will make for a significant contribution to the FMCG sector."

C Gopalakrishnan,
Founder, N Supermarkets



Entrepreneurs are researching the right format for organised food retailing in this country. There are a few industrialists operating national chains, digital companies, and some international corporations are keen to move in as well.

To meet this challenge and competition, it is important to exploit the prospects for providing quality management with a commitment to consumer delight and shed the fear of disruption. It is important for the retailers to debate on policies and recommend some modifications for better future of F&B. India Food Forum is the perfect platform for engaging in such discussions and charting the industry's way for future success.

He also talked about some important factors that could help bring about faster growth for the industry and food retailers. Among his observations were:

Tapping into Rural

Areas: Geographies play an important role in the proliferating retail business. The growth rate and stability of Tier II and III cities are healthy and are bound to get even better – from 36 percent to 45 percent in the near future. He said that the desire

among Indians for healthier consumption is increasing under the influence of the growing reach of education – whether in urban, semi-urban and rural population.

“We are also seeing a strong move towards value and there are more opportunities waiting to be tapped on this front.”

Accepting the Omnichannel Approach:

Alongside the growth in modern trade, the share of e-commerce too is expected to rise from 2 percent to 12 percent over the next 10 years. As consumers are becoming richer and digitally-savvy, servicing their needs require that the gap between physical and digital is bridged. “More and more of today's new age entrepreneurs want to launch their business through the online platform.” He said that food retailers are going digital in distinct ways – they are using digital tools to elevate customer experience and are innovating around e-commerce, hyperlocal, payments, and across other consumer touch points as well. Therefore, customer engagement through digital tools is becoming quite significant and customers are looking for on-demand delivery particularly when it

comes to ready-to-eat food.

Digitisation of Customer

Data: There is a very wide pool of consumer data available today. It is increasingly important to institutionalise our organisational ability to interpret this data and convert it into something useful and exciting in the long term. “Digital touchpoints have increased the bandwidth of data, therefore, helping enable a better Omnichannel experience but it also requires large scale investment. Enriching physical via digital is the key. It is not about replacing the physical details – it is about enriching the experience by collaborating with both platforms to give an enhanced experience to customers.”

Food Security: Food security is about ensuring the right resources, technologies and distribution system to feed a community, a nation, or even a region of the world. By 2050, the world's population will be 10 billion from 7 billion currently. “Feeding this huge number of people and catering to the even growing consumer demand with scarcer land and resources, higher costs and changing climate conditions is a challenge that

needs to be addressed.”

Food Safety & Nutrition:

Globally, near half of all deaths of infants under five are because of malnutrition or under-nutrition. Many thousands infants die a year all over the world due to these causes. As per a WHO-India report, one-third of babies born in India every year suffer from stunted growth. The FSSAI has been making efforts to spread awareness regarding food safety and nutrition.

Food Waste: According to several reports, nearly 30 percent of food and 40 percent of fruits are wasted post-harvest in the country. In 2013, due to the lack of infrastructure and storage facilities, food wastage accounted for a loss of 92,000 crore rupees (13 billion USD).

Food & Grocery Retailing in the 'Phygital Era'

The panel discussion titled **'Food & Grocery Retailing in the Phygital Era'** was the key highlight of the event. The panelists spoke and discussed on the Transformations happening in the Food Economy & Implications for Policy Making. The food industry leaders, visionaries and policymakers presented notes on the facts associated



Left to Right: Sudhir Sitapati, Food & Refreshments; Ian Wright, Food & Drink Federation UK; Sadashiv Nayak, Future Group; Arvind Varchaswi, Sri Sri Tattva; Saurabh Kumar, Grofers



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Rahul Singh,
President, National
Restaurant Association of
India



The restaurateurs fraternity discussed and deliberated on many issues at the India Food Service Forum. Very fruitful discussions were held with Mall operators who were keen to understand what we want as operators of food service, which is emerging as the key driver for footfall in shopping centers. We discussed these issues with the people who are developing space for food, leisure, and retail. Also, the people who are responsible for advising these developers for designing future spaces.

The F&B sector is in an expansion mode. We want to multiply our stores in the years to come –not just in the cities that we are present in but also in Tier II & III cities. We have enough capital backing and bandwidth, but the problem is that there is no quality space.

Shopping centres being developed are for the future and as F&B players we want to be a part of it. Today, there is tremendous scope for developing new food centric spaces. We were happy to hear more on the new emerging spaces like Airports, Metros, Railways, Bus Stations, Hospitals, Petrol Pumps and Highways at India Food Forum where we got together and addressed this situation.

with the Phygital services and experiences available in the industry. The session was moderated by **Sadashiv Nayak, CEO, Food Business, Future Group**. The panelists included Saurabh Kumar, Founder, Grofers; Arvind Varchaswi, Managing Director, Sri Sri Tattva; Sudhir Sitapati, Executive Director, Food & Refreshments, Hindustan Unilever; Ian Wright, Chairperson Food & Drink Federation UK. Elaborating on the importance of health and fitness, Arvind Varchaswi, MD of the Bangalore-based Sri Sri Tattva, said, “It is extremely important for an individual to be healthy – mentally and physically. We aim to make use of technology to propagate our mission of increasing health awareness among people. We want to educate people about the importance of being healthy. It is a pressing issue at the moment and making use of social media to educate the consumers is a great approach to connect with them.” Saurabh Kumar, Founder, Grofers, explained the term “Motorcycle Generation” and the importance of e-commerce in urban settings, especially for the economically weaker

sections. “The next 100 million people coming into the market will be predominantly online in India. This segment is now empowered and every household has smartphones; it has increased access and offers an opportunity to explore options of purchasing grocery. This is the most aspirational segment in India and is coming online in the next couple of years. We believe that with e-commerce, a lot of the problems related to catering to the population of India will be solved. Through e-commerce, retailers can reach out to the aspirational customers who may not have access to value merchandise and assortments.”

CEO's 2020 Vision for the Grocery Sector

The other panel discussion that gained attention was ‘Bringing Alive the Future of Food: CEO's 2020 Vision for the Grocery Sector’. Food & Grocery is one of the highest contributors to the growth of Indian retail market and is expected to exceed 512 (USD bn) by 2021 at 14.2 percent CAGR. The panelist highlighted on ways to grab the opportunity and potential by implementing the right

business strategy, plan, tools, techniques and the capability to execute.

The key questions answered in the session were:

- How to transform challenges into winning opportunities?
 - How are the leaders preparing for the rapid rise in e-commerce and digital ecosystem management?
- The session was moderated by **Damodar Mall, CEO, Reliance Retail (Supermarketwala)**. The other panelists were Sadashiv Nayak, CEO, Food Business, Future Group; Mohit Kampani, CEO, Aditya Birla Retail; C Gopalakrishnan, Founder N Supermarkets; Ramesh Menon, Former CEO, HyperCity; Mohit Anand, MD, Kellogg India and South Asia; Oliver Mirza, MD, Dr. Oetker India; Arvind Kumar, CEO, Dukes; Aseem Soni, CEO, Modern Foods; Akash Goenka, Director, Goldiee Group.

The two day mega event was a triumphant one for the retailers, brands, experts researchers, students and consumers from the Food& Grocery, Foodservice, Food Retail Tech and Food Start Ups industry as everyone gained something or more relevant from the event. **IR**



Left to Right: **Ramesh Menon**, HyperCity; **Sadashiv Nayak**, Future Group; **Mohit Kampani**, Aditya Birla; **C Gopalakrishnan**, N Supermarkets; **Damodar Mall**, Reliance Retail; **Oliver Mirza**, Dr. Oetkar India; **Arvind Kumar**, Dukes; **Aseem Soni**, Modern Foods; **Akash Goenka**, Goldiee Group; **Mohit Anand**, Kellogg

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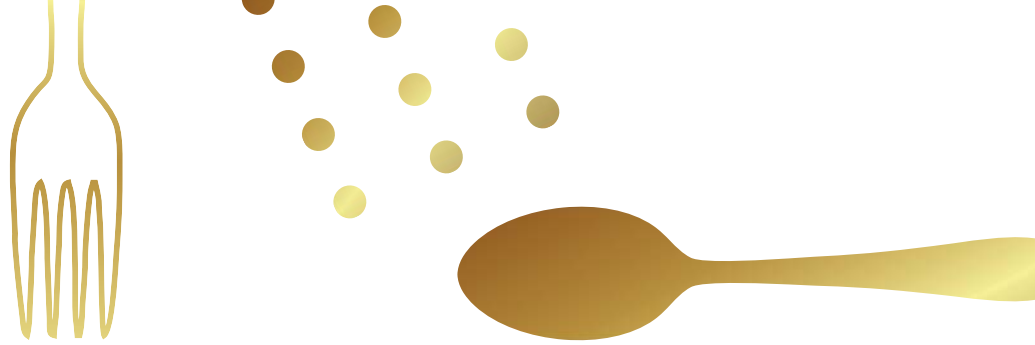


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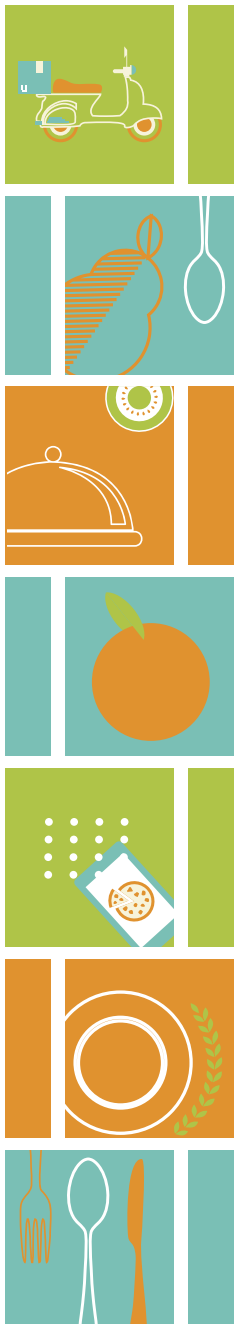




Restaurant Chains, Malls Bridge Differences to Explore Revenue Sharing at India Food Forum 2019

– By IMAGES Retail Bureau

On the concluding day of the 2-day forum, a cross-section of owners of restaurant chains and mall developers sat together to address the issue of vacant F&B spaces in several malls across the country, which are of a grave concern to the food retail industry...



The India Food Forum 2019, which was held on February 5 & 6 at Hotel Renaissance in Mumbai concluded on the broad thought that restaurant chains and shopping malls will have to collaborate through revenue sharing to ensure that both survive in achieving their coveted objectives. On the concluding day of the 2-day forum, a cross-section of owners of restaurant chains and mall developers sat together to address the issue of vacant Food & Beverages spaces in several malls across the country, which are a grave concern to the food retail industry. If the cost of real estate in malls for F&B are as high as 22-25 percent, then it is difficult for a lot of chains to survive, restaurant owners stated.

The **Restaurateur Panel** included Anurag Katiar, ED & CEO, deGustibus Hospitality; Dr. A K Tyagi, ED, Haldiram's; Gautam Gupta, CEO, Paradise Food Court; KT Srinivasa Raja, MD, Adyar Ananda Bhavan Sweets & Snacks; Kanishka Mazumdar, CBO, Barbeque Nation; Priyank Sukhija, CEO & MD, First Fiddle Restaurants; Raghunandan Dole, CFO, Lite Bite Foods; Rahul Singh, Founder, Beer Café & President NRAI; Riyaz Amlani, MD, Impresario Entertainment Hospitality;



“ We extract footfalls of the mall and similarly, the mall also extracts our footfalls and we multiply these footfalls. This is our model. We select the mall on the basis of security, location, hygiene and parking space. ”

– Dr. AK Tyagi, Haldiram's



“ For me, it is mall first and high street second. There are ways by which we choose a spot in the mall. First is that the position offered to us should be next to the escalator (for safety purposes) and the other is that we should be present near restrooms. ”

– Rahul Singh, The Beer Café



“ One great thing about BBQ is that we have broken the myth of location because for us, food is the hero. I think Tier II has great acceptance of good stuff and is absolutely ready for a huge leap. ”

– Kanishka Majumdar, BBQ



“ People here have money but no opportunity / places to spend it. The other benefits of Tier II cities are that rentals are low, and the brands can easily get bigger locations. Plus the acceptance ratio is much higher. ”

– Sagar Daryani, Wow! Momo

Rohit Malhotra, Business Head India, Barcelos; Sagar Daryani, Founder, Wow! Momo; Sam Chopra, Founder & Chairman, CybizCorp& RE/ MAX India; Vishal Gupta CFO, Nando's, and Vishnu Shankar, Director, Adyar Ananda Bhavan Sweets & Snacks.

The **Retail Real Estate Panel** included Arjun Shyam Sumaya, Head, West India - Retail & Leisure, JLL, Bimal Sharma, Head - Retail, CBRE South Asia; M G Gopala

Krishna, MD, MGB Group, Nellore; Mohit Pruthi, Head - Retail Leasing, Bharti Realty; Mukesh Kumar, CEO, Infiniti Malls; Munish Khanna, CRO, Express Avenue; Nayan Raheja, MD, Raheja Group; Nirzar Jain, Chief Leasing Officer, Nexus Malls; Pankaj Renjhen, COO, Virtuous Retail; Pankaj Jain, Director, KW Group; Shibu Philips, Business Head, Lulu Mall; Bipin Gurnani, President

& CEO, Prozone; Vikas Shetty, Mall Head, Growels; and Yogeshwar Sharma, Executive Director, Select CityWalk. Samir Kuckreja, Founder & CEO, Tasanaya Hospitality and Anuj Kejriwal, CEO & MD, Anarock Retail moderated the session.

Much like anchor tenants that attract footfalls at malls, food too has become a key attraction for mall visitors. Restaurant chain owners believe that restaurant designs in malls need to be updated keeping the everyday nitty-gritties of running eateries in mind. Aside from this, restaurant businesses do not get any input credit on GST paid which adds to its running costs, while the developer enjoys input credit.

F&B: The New Footfall Attraction

Samir Kuckreja jumpstarted the roundtable discussion saying, “F&B has become a major attraction and a hub for shopping malls today. F&B operators want to be

considered as the anchors of malls and want to be given special treatment.” He asked panelists to talk about their success stories, location strategies and also the key factors included before choosing between opening a restaurant in a mall versus a high street.

Priyank Sukhija explained why he preferred high streets to malls saying, “It's not that we don't do malls, but before getting into a mall, we need to see a lot of things - whether we have a separate entrance, valet parking and the required space for each of our brands. We are more into experiential restaurants and 90 percent of the guests who visit us come with a frame of mind that this is where we want to go and eat. We do a different format, and that's why we are not present in malls.”

Riyaaz Amlani spoke on the idea behind choosing up the right locations for the restaurants. He said, “We observe Millennials and



Samir Kuckreja, Tasanaya Hospitality with Anuj Kejriwal, ANAROCK



“Yes, the proximity to the airport is really good, as occupancy cost is lower. Then there is the passengers in these airports as they are not saturated and that’s where the money is. ”

– *Raghu Dole, Lite Bite Foods*



“We are more into experiential restaurants and 90 percent of the guests who visit us come with a frame of mind that this is where we want to go and eat. We do a different format, and that’s why we are not present in malls. ”

– *Priyank Sukhija, First Fiddle Restaurants*



“We look for places with a healthy mix of residential, commercial, office spaces and presence of other anchor tenants around. These are all great location indicators for us. ”

– *Riyaaz Amlani, Impresario Entertainment Hospitality*



“Coming to experience between high street and malls, I think malls have their own benefit that they draw consumers in large numbers. However, getting people into the mall purely for dining is becoming a pain point for us. So, our locations strategy is still a mixed bag. ”

– *Anurag Katiar, deGustibus Hospitality*

look for where they like to spend their day. Based on that, we look for places with a healthy mix of residential, commercial, office spaces and presence of other anchor tenants around. These are all great location indicators for us.”

On his experience on opening concept food restaurants in malls versus high streets, **Anurag Katiar** said, “My first two experiences were in the high street – one in Colaba and the other in Andheri. Then we did a trial restaurant in Palladium and

it surprised me. It became the number one grossing restaurant for us. Coming to experience between high street and malls, I think malls have their own benefit that they draw consumers in large numbers. However, getting people into the mall purely for dining is becoming a pain point for us. So, our locations strategy is still a mixed bag.”

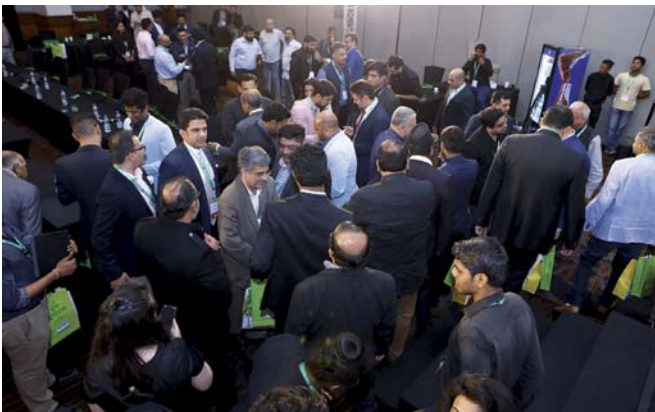
Rahul Singh however was full of praise for malls as the perfect location and explained how Beer Café evaluates a

mall site before opening a restaurant there. “For me, it is mall first and high street second. There are ways by which we choose a spot in the mall. First is that the position offered to us should be next to the escalator (for safety purposes) and the other is that we should be present near restrooms. This is because we don’t want to build our own restroom, because it is costly, and also beer and restrooms are like joint at hip. We can’t ignore that, there is always a Beer Café near the restroom,” he stated.

the international brands present in the malls. When we choose restaurants in the mall, we make sure that we have all type of cuisines under one roof. Apart from Indian restaurants, we must have Italian, Chinese, Thai and Coastal cuisines as well in our mall. Also the routine ones with good footfalls– like KFC and McDonalds should always be present.”

Shibu Philips added to the mall perspective saying: “Mall developers really work hard for the benefit of brands present in it. There are a few food brands which have their separate group of followers, all of whom want it open even at 8 am for breakfast, and many malls do provide them with the freedom to be open at odd hours so that restaurants can run successfully.”

On trust building and the relationship between the brands and mall developers,



How Malls Choose Restaurants

On being asked whether any particular format was doing exceptionally well in malls, **Mukesh Kumar** said, “We started with a restaurant called Zafran, which was run by three young guys and it was very tough for us to give them space. But it turned out to be a miracle as the brand became very popular and it is doing more business than



“ We learned that if we offered some sort of differentiation in food, it brings in lots of people. The only challenge is to keep it alive all the time and more importantly, the product has to be good and maintain that quality throughout its tenure in our mall. ”

– *Yogeshwar Sharma, Select CityWalk*

Munish Khanna explained, “There is no science to it. One needs to go by the gut, knowing what the property is asking for and ensure that the numbers are there. One also needs to go by the faith and trust of the mall developer.”

Location, Location, Location!

Talking about the success of food courts and restaurants at unique locations including that of malls near airports, **Raghunandan Dole** stated, “When we opened our outlet in Nexus Mall in Bhubaneswar, we never thought we will make such huge numbers. Yes, the proximity to the airport is really good, as occupancy cost is lower. Then there is the passengers in these airports as they are not saturated and that’s where the money is.”

Mohit Pruthy added more to this by explaining the location strategy of ‘The Walk’



“ Mall developers really work hard for the benefit of brands present in it. There are a few food brands which have their separate group of followers, all of whom want it open even at 8 am for breakfast, and many malls do provide them with the freedom to be open at odd hours so that restaurants can run successfully. ”

– *Shibu Philips, LuLu Mall*

at Aerocity. “It took us awhile to establish that location as we shifted there in 2015. We worked on the design and created space for more of the commercial segment. We pruned down our retail space from the 7 lakh sq. ft. to 3.5 lakh sq. ft. and built up more on the commercial. We soon realized that there were



“ Food operators are on an expansion spree, mall developers are solving their problems so that both can make good money. We are focusing on creating more space accordingly. It’s a win-win for all. ”

– *Nirzar Jain, Nexus Malls*

around 12 to 13 hotels in the area. We made architectural changes according to this, since we understood human tendency to explore areas around where a person stays while traveling. We added food courts for them, added 17 to 18 restaurants with different food palates, created a set up for restaurants that were coming up, offering different global cuisines. In no time, it became a favorite destination,” he explained.

While discussing what really needs to change to



“ When we choose restaurants in the mall, we make sure that we have all type of cuisines under one roof. Apart from Indian restaurants, we must have Italian, Chinese, Thai and Coastal cuisines as well in our mall. Also the routine ones with good footfalls– like KFC and McDonalds should always be present. ”

– *Mukesh Kumar, Infiniti Malls*

make the atmosphere more conducive for F&B and to help adjust F&B brands in the limited space that malls have to offer, **Pankaj Renjhen** said, “When we design a mall, we are very basic in our approach by giving up front line, ground floor stores to fashion retail. In the case of VR, we give the front line – i.e. the ground floor –to low propensity trading F&B format stores because we understand that these stores are changing the food – and thus mall – landscape. It all about understanding who your customers are and what they need, what is the market all about and who you are targeting.”

Yogeshwar Sharma spoke on how to be different from the rest, saying, “We know that food is a very integral part of mall. For us, cafés and casual dining restaurants are no-





“ We always knew that place has been conceived for retail. We worked on the design and created space for more of the commercial segment. We pruned down our retail space from the 7 lakh sq. ft. to 3.5 lakh sq. ft. and built up more on the commercial. ”

– **Mohit Pruthy**, Bharti Realty



“ There is no science to it. One needs to go by the gut, knowing what the property is asking for and ensure that the numbers are there. One also needs to go by the faith and trust of the mall developer. ”

– **Munish Khanna**, Express Avenue



“ The fundamental necessity which matters the most is capital. The absence of input credit for restaurants has seen payback period in terms of return on investment going up to over 5 years. GST is now a passed through on everything from equipment, food and any cost involved. ”

– **Bipin Gurnani**, Prozone



“ We give the front line – i.e. the ground floor – to low propensity trading F&B format stores because we understand that these stores are changing the food – and thus mall – landscape. It all about understanding who your customers are and what they need, what is the market all about and who you are targeting. ”

– **Pankaj Renjhen**, Virtuous Retail

brainers and they are doing very well too. We learned that if we offered some sort of differentiation in food, it brings in lots of people. The only challenge is to keep it alive all the time and more importantly, the product has to be good and maintain the quality throughout its tenure.

When asked about the concerns that needed to be overcome so that more F&B brands could come together in malls, **Nirzar Jain** said: “As

malls are panning out, we have realised that doing F&B makes a lot more sense. Slowly, the F&B space is increased to around 15 to 18 percent in Tier I city malls. There is lots of space for both parties to grow. There are concerns about the position, anchor and vanilla space along with the entry and exit to the restaurants and the other safety measures. However, since food operators are on an expansion spree, mall developers are solving their problems so that both

can make good money. We are focusing on creating more space accordingly. It’s a win-win for all.”

A K Tyagi explained how malls and restaurants benefit from each other, saying, “Generally we work with mall owners as business partners. However, our model is slightly different. We pay the percentage of the sale. We extract footfalls of the mall and similarly, the mall also extracts our footfalls and we multiply these footfalls.”

Expressing some concern over the financial angle of the industry, **Bipin Gurnani** said, “The fundamental necessity which matters the most is capital. The absence of input credit for restaurants has seen payback period in terms of return on investment going up to over 5 years. GST is now a passed through on everything from equipment, food and any cost involved.”

Where The Future Lies

When asked whether F&B, restaurateurs are really ready for Tier II & III cities, **Kanishka Majumdar** explained how BBQ, has successfully taken the model ahead in Tier II cities. “As far as BBQ is concerned, we are very clear that Tier II is our next destination. One great thing about BBQ is that we have broken the myth of location because for us, food is the hero. I think Tier II has great acceptance of good stuff and is absolutely ready for a huge leap.”

Sagar Daryani concluded by saying that Tier II cities is where the juice is today. “These cities make the brand feel special. People here have money but no opportunity to spend it. The other benefits of Tier II cities are that rentals are low, and the brands can easily get bigger locations. Plus the acceptance ratio is much higher.”





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INDIA FOOD FORUM 2019 HONOURS INDIAN FOOD & GROCERY RETAILERS, INNOVATIVE FOODSERVICE CONCEPTS

– By IMAGES Retail Bureau

Ground breaking Indian foodservice and retail concepts are coming of age, and to honour these exciting formats and food retail professionals who are of an innovative bent of mind, IMAGES Group presented awards at the India Food Forum 2019 at Mumbai's Renaissance Hotel on February 5th and 6th...

To honour innovative Indian food service and retail concepts and creative food retailers, food & grocery retail professionals, as well as contemporary foodservice formats, IMAGES Group presented awards on February 5 and 6, 2019, at Hotel Renaissance in Mumbai, at the India Food Forum 2019.

Selection Process

CCGSA nomination categories and entry details were announced through the India Food Service/ Food & Grocery Forum India website, magazine advertisements, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. Awards details and nomination forms could be downloaded from said websites or the Secretariat could be approached for the same.

Nomination forms were checked by the CCGSA audit team for eligibility, completeness and data correctness. Nominees were asked to rectify mistakes, and also to provide supporting documents, wherever required.

A CCGSA team of analysts then made a presentation to the CCGSA jury with analysis of performance metrics such as growth in top line sales and retail presence, sales per square foot, average transaction values and profitability. A special note was prepared on innovativeness, marketing effectiveness, supplier relations and employee practices.

The CCGSA jury comprised distinguished personalities in the field of research and consulting with thorough insights in to the business of foodservice/ food & grocery. The jury then went through the presentation and gave a score based on their own understanding of the nominees.

JURY MEMBERS

- **Ajay Kaul**, Senior Director, Everstone Group
- **Ajay Macaden**, Executive Director, Nielsen Company
- **Amit Lohani**, National Convenor, FIFI
- **Amitabh Taneja**, CMD, IMAGES Group
- **Anand Ramanathan**, Partner, Strategy & Operations Consulting, Deloitte India
- **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group
- **BS Nagesh**, Founder, TRRAIN
- **Debashish Mukherjee**, Partner & Head, Consumer & Retail Industries, AT Kearney India
- **Dr. Prabodh Halde**, Immediate Past President, AFST India
- **Harminder Sahni**, Founder & MD, Wazir Advisors
- **Lara Balsara Vajifdar**, Executive Director, Madison World
- **Nitin Puri**, Sr. President & Country Head Food & Agri Strategic Advisory & Research, Yes Bank
- **Pankaj Karna**, MD, Maple Capital Advisors
- **Professor Ravi Dhar**, George Rogers Clark Professor of Management & Marketing, Director of the Center for Customer Insights, Yale School of Management
- **Samir Kuckreja**, Founder & CEO, Tasanaya Hospitality
- **Sreedhar Prasad**, Partner, Kalaari Capital

COCA COLA GOLDEN SPOON AWARDS POWERED BY KISSAN



The Coca Cola Golden Spoon Awards (CCGSA), powered by Kissan, the most prestigious accolades in the Indian Food & Grocery field were distributed on February 5th by the IMAGES Group. The awards were launched in the year 2007 to acknowledge the rising importance of modern food retail, and its crucial role in the evolution of effective marketing and distribution of food and grocery brands in the country.

IMAGES Most Admired Food & Grocery Retailer of the Year:

Large Format

★ **Reliance SMART** ★

Nominees: SPAR, Big Bazaar

IMAGES Most Admired Food & Grocery Retailer of the Year:

National Supermarket/ Convenience Store

★ **24 Seven** ★ (Convenience Store)

★ **Easyday Club** ★ (National Supermarket)

Nominees: Miraj Retails, More, Reliance Fresh, Spencer's

IMAGES Most Admired Food & Grocery Retailer of the Year:

Regional Supermarket

★ **Ratnadeep Supermarket** ★

Nominees: Star Market, Needs, Heritage Fresh

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

★ **Magson Fresh and Frozen** ★

Nominees: Foodhall, Fipola, Nuts n Spices, The Nut Lounge

IMAGES Most Admired Food & Grocery Innovation of the Year

★ **Falhari** ★

Runner Up: Britannia Treatanaut Activation

Nominees: Britannia Bluewall and Blueforce, Foodhall, Golden Harvest Recipe Ready, Nutty Gritties, Spencer's, Popi Corn

IMAGES Most Admired Brand Retail Partnership of the Year

★ **Big Bazaar & Bru Coffee** ★

1st Runner Up: Future Group & McVitie's

2nd Runner Up: Reliance & Britannia

Nominees: Amazon.com & Brylcreem, Apollo & Lifebuoy, Health & Glow and Ponds, MK Retail & HUL Anniversary, More & Cornitos, Reliance & Lovely Bake Studio, Reliance & Pepsodent, Star Bazaar & Desi Atta Company

IMAGES Most Admired **Technology Implementation** of the Year

★ **Perpule** ★

Nominees: SPAR, Big Bazaar- Future Pay, Spencer's

IMAGES Excellence Award for **Market Segmentation, Targeting and Positioning**

★ **Popicorn** ★

IMAGES Most Admired **Startup** of the Year

★ **Mumum Company** ★

1st Runner Up: Poshn

2nd Runner Up: **The Good Life Company**

Nominees: Eighty20 Foods, FIRMROOTS- Timios, Inner Being Wellness, Muyum Milk Foods NumberMall, On The Run, Vahdam Teas

IMAGES Most Admired Food Professional of the Year

★ **Damodar Mall** ★

Chief Executive Officer, Grocery at Reliance Retail

IMAGES Most Admired **Category Performers** of the Year

★ **Hameed Khan** ★

Category Head, Meat, Fish & Livestock and Dairy, Foodhall

★ **Hemant Mecwan** ★

Chief Head – Home, Personal Care and Beauty, Future Retail

★ **Rajesh Naidu** ★

Division Head – Fresh & Grocery – Staples, Fruit & Vegetables, Dairy, SPAR

★ **Sushant Jangale** ★

Manager, Liquor and Tobacco, Aditya Birla Retail Limited

★ **Varun Singhal** ★

Category Manager, Beverage & Confectionery and International Foods, Food Hall

Other Performers: **Abhijeet Patole**, Category Manager, Staples and Processed Food & Savouries, Foodhall, **Bhautesh Dave**, Category Manager, Fresh Food, Foodhall and **Jyoti Agarwal**, Manager, Staples, Aditya Birla Retail Limited





IMAGES FOOD SERVICE AWARDS 2019

To recognise and celebrate exciting Indian foodservice and retail concepts, contemporary and cutting-edge foodservice formats and food retail professionals who displayed an inventive streak, IMAGES Group presented HUL Knorr IMAGES Foodservice Awards 2019 powered by LuLu Mall on February 6, 2019 at the India Food Forum 2019.

IMAGES Most Admired Food Service Chain of the Year:
QSR India Origin
★ **Haldiram's** ★

IMAGES Most Admired Food Service Chain of the Year:
Cafes & Juice Bars
★ **The Chocolate Room** ★

IMAGES Most Admired Food Service Chain of the Year:
Ice-cream & Dessert Parlours
★ **Natural Ice Cream** ★

IMAGES Most Admired Food Service Chain of the Year: **Pubs & Bars**
★ **The Irish House** ★

IMAGES Most Admired Food Service Chain of the Year: **Dine-in**
★ **Bercos** ★

IMAGES Most Admired Food Service Chain of the Year:
Kiosk/ Express Format
★ **Wow! Momo** ★

IMAGES Most Admired **Food Service Outlet Launch** of the Year
★ **Dilli Street, T3, New Delhi** ★

IMAGES Most Admired **Food Court** of the Year
★ **My Square, Select CityWalk** ★
1st Runner Up: Inorbit Whitefield
2nd Runner Up: Phoenix United Lucknow

IMAGES Most Effective **Innovation in Food Service**
★ **Perpule** ★

IMAGES Most Admired **Startup** of the Year in Foodservice
★ **Belgian Waffle** ★

IMAGES AWARD for **Excellence in Multi Food-Court Operations**
★ **Food Quest** ★

IMAGES AWARD for **Excellence in F&B Quality & Safety**
★ **Jubilant Foodworks** ★

IMAGES AWARD for **Excellence in service in-rail** –
★ **Raildhaba by Travel Foodservices** ★

IMAGES Most Admired **Food Service Professional** of the Year
★ **Rahul Singh** ★
Founder & CEO, The Beer Café



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HIGHLIGHTS OF THE NEXT TWO ISSUES

MARCH 2019 East India Special: The edition will focus on the 'Retail Leaders' from East India 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 region, who are making their presence felt due to their successful product innovation, technology implementation and their outlook for the future.

APRIL 2019 Fashion Special (India Fashion Forum 2019): The edition will focus on the 'Fashion Retail Leaders' and their brands who are creating a name for themselves in the industry. The edition will bring a coverage of the India Fashion Forum describing the sessions, new trend setting formats and also new technical aspects coming up in 2019.

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

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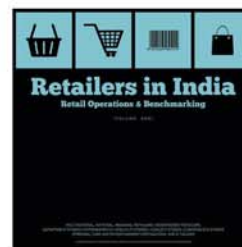
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Wow! Momo Launches New Chinese Food Brand, to Operate as Kiosks in Malls

– By Charu Lamba

The brand, which will work on a food innovation model, is planning to explore Kolkata, Bengaluru, Mumbai and Chennai as well as Tier II cities like Bhubaneshwar and Lucknow to begin with...

Fast-food chain, Wow! Momo is all set to enthrall the taste-buds of its consumers by introducing its new brand Wow! CHINA.

Talking about the brand, **Sagar Daryani, Co-founder and CEO, Wow! Momo and Wow! CHINA** said on the sidelines of India Food Forum 2019, “We have launched a new brand Wow! CHINA. In the same way that we have enhanced the taste of roadside momos through Wow! Momo, at Wow! CHINA we are redefining roadside Indian-Chinese food. We are giving a new look and feel to the cuisine. We plan

Operating Model

The brand will operate out of foodcourts in malls and as a QSR in high-streets. Average capex involved in opening an outlet of the brand in mall is around ₹30 lakh whereas a QSR in high-street is around ₹40-50 lakh and a mini-QSR format which is just right for a mall costs around ₹25-30 lakh.

“Wow! CHINA outlets will operate out of kiosks. The first outlet of the brand has opened in City Centre Mall, Kolkata. It is an 8x8 kiosk which is making average revenue of ₹11 lakh per month,” he stated.

“The best part about running this format is that the



to convert this unorganised Indian-Chinese cuisine market into an organised one.”

“There are many brands which have been doing Indian-Chinese but there is no brand to my knowledge as such which has been serving across India as a national player and no brand has innovated and tried to give a different look and feel to this food. And the best part is, Chinese is well accepted in all parts of the country and that is what we are going to thrive upon,” he added.

average ticket size is going to be higher. We are expecting a lot of deliveries to happen from the outlets,” Daryani said. Franchising is not on the cards for the brand, Daryani said adding, they will stick to a COCO (company-owned-company-operated) model.

“We are happy to take the initial risk and once we become the masters then will be happy to opt for the franchising route,” Daryani said, explaining his COCO stance.

The initial markets which the brand is planning

to explore are Kolkata, Bengaluru, Mumbai and Chennai as well as Tier II cities like Bhubaneswar and Lucknow.

Food Innovation

The brand has a vast menu with 120 options which include starters, soups and main courses.

“We have divided the menu in a very smart QSR format which includes 36 recipes. These can be divided into 4 different parts keeping in mind the four main sauces and the food can be easily customised as per the needs of the consumers,” explained Daryani.

“Just like Wow! Momo, Wow! CHINA will also be known for innovation. We have dishes like Chinese Bhel, Chilli Cheese Stuff Mushroom, Chicken Wrap Prawn to name a few. We are also manufacturing our own sauces for the brand,” he added.

The brand is planning on opening 15-20 outlets by December 2019.

“We will take these 20 outlets as a litmus test to know where we stand. If everything clicks, then there is no end to what we can achieve. If things go as planned, then initially for every 10 outlets of Wow! Momo, we are looking at 3 outlets of Wow! CHINA – the ratio of expansion,” he stated, adding that with 20 outlets, we expect the new



‘EVERY YEAR, WE ENTER THREE NEW CITIES, AND THE NEXT CITIES ON OUR RADAR ARE GOA, HYDERABAD, PUNE, AHMEDABAD AND PUNJAB. THE BRAND IS LOOKING AT A REVENUE BETWEEN ₹120-130 CRORE, WHILE TARGETING ₹200 CRORE REVENUE IN THE NEXT FISCAL’

brand to contribute at least 10 percent of our total revenue. “However, we will be treating both the brands separately,” he said.

What’s In-store For Wow! Momo

As far as Wow! Momo is concerned, currently, the brand has 226 outlets across 13 cities and is looking to close this financial year with

crore, while targeting ₹200 crore revenue in the next fiscal.

The Investor’s Point of View

In 2017, Wow! Momo raised ₹44 crore in Series B funding from venture capital firm Lighthouse Funds and angel investor group Indian Angel Network (IAN).

Lighthouse bets big on the brand and resonating the same, Rochelle D’Souza, Principal at Lighthouse said, “Wow! Momo is one of the best brands that we have on-board currently. Sagar Daryani was one of the most impressive entrepreneurs that we have met. He had an absolutely clear vision on how to grow his business and he worked to converting it into one of the biggest food-brands in India. I feel, his vision is coming true and Wow! Momo has become one of India’s biggest homegrown



250 outlets. According to Daryani, Wow! Momo might think of getting into a FICO (Franchise Invested Company Operated) model of business soon.

“Every year, we enter three new cities, and the next cities on our radar are Goa, Hyderabad, Pune, Ahmedabad and Punjab,” he said, adding that this fiscal, the brand is looking at a revenue between ₹120-130

brands. It has been two years since we have invested, and the journey has been fabulous. The business is continuously growing and requires investment and we are here for the long run for them,” she concluded.

Lighthouse Funds has earlier invested in brands like Fabindia, Cera Sanitaryware, XseedEducation, Bikaji Foods and Kama Ayurveda, among others. **IR**



Following a tremendous response for its Experience Centres, fabindia, India's largest lifestyle retail brand, has recently launched its third Experience Centre in New Delhi-NCR. Located at Lajpat Nagar, one of Delhi's most popular shopping destinations, the store is spread across two floors and covers an area of 11,397 sq. ft. It is designed to cater to every age group and their distinct needs.

According to Ajay Kapoor, President - Retail, fabindia, "This is the ninth Experience Centre that fabindia has opened and it is also the seventh in this financial year. We started the journey of opening Experience Centres from Vasant Kunj in 2017 and since then there has been no looking back. At present, fabindia has experience

Fabindia Bets Big on Experience Centres, to Open 30 More by 2020

– By Charu Lamba

fabindia's Experience Centre provides an alternative shopping experience by shifting from transactional exchanges to more experiential and interactive experiences by providing customers touch-and-feel of products...

centres in Mumbai, Bengaluru, Chennai and Hyderabad."

"Four new Experience Centres are scheduled to be launched this financial year. Out of these four, two will open in Pune and one each in Kolkata and Chandigarh," he states.

Interpreting The New Store

fabindia's Experience Centre provides an alternative shopping experience by shifting from transactional exchanges to more experiential and interactive experiences by providing customers the touch-and-feel

experience of products.

The outlet houses a FabCafé and an Interior Design Studio, in addition to its signature offering that includes daily wear and occasion wear for women, men and kids, accessories, home and lifestyle products, personal care and organic foods.

FabCafé is an Indian inspired bistro that focuses on bringing a nutritious and contemporary menu highlighting India's diverse cuisines with an array of dishes that represent various regional cuisines made with seasonal ingredients.

The Interior Design Studio (IDS) is a one-stop design solution to help create memorable spaces. The IDS provides a range of services such as consultancy on layouts, mapping spaces, product customisation and colour scheme coordination.

"Our Experience Centre

format offers something for the entire family under one roof. With these Centre, the aim is to provide a highly engaging experience that builds a lasting relationship with our customers,” states Viney Singh, Managing Director, fabindia.

Online vs Offline

fabindia believes that its strength has always been brick-and-mortar and as far as e-commerce is concerned, the brand has been laying stress to strengthen its position on its own website.

“Currently, the amount of business that we are doing

on the actual price and never believed in high discounting” he adds.

In addition to this, to provide a seamless experience to the customers, the brand has launched an Omnichannel experience in majority of its stores.

“Currently, this is live in 110 stores and it will be available in 50 more stores in next 5-6 months,” reveals Kapoor.

At present, online contributes 4 percent to the overall revenue of the brand.

Future Plans

With 291 stores across and 72 franchise outlets 105 cities

the locations. In addition to Tier I and metro cities, we will also be opening our Experience Centres in Tier II cities like Amritsar, Trivandrum and Indore,” Kapoor shares.

Capex involved in opening an Experience Centre is between ₹2,800-3,500 per sq.ft., depending on the concepts that the brand is introducing and the experience that they want to offer. At present, the fabindia Experience Centre contributes 10 percent to the overall business.

“Right now, the idea is to strengthen these stores

has grown around 17 percent in volume.

Metros like Bengaluru, Hyderabad are major contributors to fabindia’s revenue. Tier II is also very encouraging, with cities like Chandigarh, Dehradun, Bhopal also contributing a major chunk to the revenue.

As far as international presence is concerned, the brand is going slow at this point of time. It is opening a store in the Bay Area in the US in the month of July.

“International business is not a very big part of our strategy right now. The focus is on the domestic market

FabCafé is an Indian inspired bistro that focuses on bringing a nutritious and contemporary menu highlighting India’s diverse cuisines with an array of dishes that represent various regional cuisines made with seasonal ingredients.



from fabindia.com is higher than what any single brand would be doing from their portal,” he asserts.

“Despite having presence on other e-commerce portals like Myntra, Jabong, Amazon and Flipkart, we are not aggressive on them as most of these portals depend largely on discounting and we do not want to be a part of discounting game. Whatever we are selling, we are selling

in India and 14 international stores, fabindia Overseas Private Limited is India’s largest retail platform for a wide range of products produced by artisans living largely in rural areas.

“In the coming financial year, we are planning to launch 100 new stores - 30 Experience Centres, 20 company-owned stores and 50 franchise outlets. We have already started identifying

and work diligently towards ensuring that we are able to provide the right experience,” Kapoor asserts, while stating, “In fact, we are also planning to launch a line under various categories exclusive to Experience Centres.”

All the categories contribute equally to the overall revenue of fabindia. This financial year, the brand has been contributing on fusion wear category and it

because that can give us better results. To succeed in the international market, we need to make the offerings specially in relation to body sizes in these countries and that needs a lot of work. We have taken Singapore as a test market as the mix of customers is pretty good here. For the first two years, the results have been very encouraging in that country,” Kapoor concludes. **IR**



Personalised, Specialty Products: The Focus of Housewares Trends for 2019

– By IMAGES Retail Bureau

Consumers are increasingly searching for personalisation of products, services and experiences. The creation and possession of highly individualised products and experiences is becoming a new status symbol and gives consumers the feeling of living uniquely...



American consumers are searching for ways to customise their homes with housewares products that let them create personalised items, décor and dining experiences. Many are interested in products that help them express their own individuality, such as specialty craft beverages, smart home appliances that can be customized to their personal needs, and specialty cookware that allows them to re-create restaurant-quality meals or ethnic foods and flavors. Products highlighting these and other top trends will be displayed at the 2019 International Home + Housewares Show March 2-5 at McCormick Place in Chicago.

“Consumers are trying to create their own look, their own individuality,” said Joe Derochowski, Home Industry Analyst- Market Research, The NPD Group Inc. The consumer’s desire for ‘distinction’ is one of the major movements identified by trend research company Trend One in its Mega Trends 2021 Report. “Consumers are increasingly searching for personalisation of products, services and experiences. What’s more, people are also increasingly projecting themselves

as a brand and curating their own identity via social media. The creation and possession of highly individualised products and experiences is becoming a new status symbol and gives consumers the feeling of living uniquely," the report highlights.

According to the *Forbes 2019 Cookware Trend Report*, consumers want options to personalise their cookware or tableware collections as they enjoy a variety of different culinary cuisines: From cast iron to non-stick, consumers will be looking for cookware pieces that meet their individual needs while showing off their style in the kitchen. As consumers search for ways to express their own



personalities, the specialty craft and beverage market has also grown in popularity. In fact, 65 percent of restaurants responding to the National Restaurant Association's annual What's Hot Survey said craft, artisan and locally produced spirits is the No. 1 alcoholic beverage trend for 2019.

To help retail buyers identify the latest products in the specialty beverage ware category, the Housewares Show will also offer the 'Trending Today Preview: A Marketplace for Specialty Beverages & Accessories,'

which will be held on March 2, 2019 before the show.

Trending Today will feature 60 exhibitors highlighting various types of craft beverage trends including coffee, beer, cocktails, tea and water, along with specialty glassware, accessories and kits or appliances for making craft beer and cocktails.

Consumers Dine Out 'At Home,' Want Healthier Meals

Eighty-two percent of meals Americans eat are prepared at home, a much higher percentage than a decade ago, according to The NPD Group Inc. As reported, restaurant dining has declined. The average American ate out

185 times in 2018 compared to 216 times a year in 2000. 'A changing workforce, the ease of online shopping and a boom in streaming entertainment has made the home the most popular place to eat out in America,' states the report. Those consumers interested in changing their behaviors to live healthier are looking for more fruits and vegetables, more homemade meals, less processed foods and more exercise, all of which lead to a greater need for the housewares industry's products, explains NPD's Derochowski.

Make Cooking Convenient and Expanding Palates

Cooking at home is also more convenient today because of the availability of premade meals and online grocery delivery. Market research company Mintel predicts "elevated convenience" will be one of the biggest food



Consumers want options to personalise their cookware or tableware collections as they enjoy a variety of different culinary cuisines: From cast iron to non-stick, consumers will be looking for cookware pieces that meet their individual needs while showing off their style in the kitchen.

and drink trends for 2019. This trend focuses on a new wave of shortcuts such as individual meal kits sold at retail, foodservice-inspired packaged beverages, and a new generation of prepared meals, sauces and sides that emulate the flavors and formats of restaurant meals. An increase in healthy eating, as well as an interest in personalisation, is fueling this

trend, according to Mintel.

Highlighting the ease and convenience of nonstick cooking, Fissler is introducing its new fry pan line called Adamant Comfort. This line features an unusually tough but smooth nonstick sealing that allows for use of metal spoons and spatulas. Along with eating healthier, consumers have developed an even greater interest in global cuisine. *Better Homes & Garden's* survey found that 80 percent of Millennials like to cook new regional or ethnic foods, and 40 percent are cooking more regional and ethnic dishes than they were two years ago.

Getting Smart in the Kitchen

As smart technology expands in the housewares category, smart home products, particularly assisted-cooking items, help consumers create restaurant quality results at home. They also allow consumers to explore



new cuisines and make trying new foods/recipes less intimidating. The global smart home category, which was estimated at \$24.1 billion in 2016, is expected to reach \$53.45 billion by 2022, according to Zion Market Research. Artificial intelligence and voice control for assisted cooking, as well as replenishment and home delivery, are huge trends in the smart homemarket, according to Carley Knobloch, a smart home expert.

Coloring the Home: Orange and Blue

Bold, bright colors are expected to be popular in 2019. Pantone's 2019 Color of the Year, Living Coral, is described as an animating and life-affirming coral hue

with a golden undertone that energizes and enlivens with a softer edge. The Etsy Trend Guide believes burnt orange will be popular in 2019. Pots and skillets are expected to shed darker hues in favor of more colorful colors, according to the *Forbes 2019 Cookware Trend Report*. But while Pantone and Etsy anticipate orange will brighten the horizon in 2019, other industry experts anticipate blue will take center stage. Navy is emerging as a new neutral color offering an alternative to all-white kitchens, according to Delish.com. Le Creuset has launched Indigo, its new line of enameled cast iron cookware and Dutch ovens. The color is described as a rich, deep hue that is a timeless 'true blue' and bold neutral.



2019 International Home + Housewares Show: Key Highlights

New Exhibitor Preview, to be held just before the show features 90 new-to-the-Show exhibitors. Another opportunity is the *Trending Today Preview*, run concurrently with the *New Exhibitor Preview*. For 2019, the *Trending Today Preview* will focus on the specialty beverage movement, highlighting the various types of craft beverage trends, including coffee, beer, cocktails and water, along with specialty glassware and accessories, craft beer & cocktail kits and more. Also water filtration is a big part of the specialty coffee culture.



The *Discover Design Expo*, located in the North Building, features design and trend leaders of the latest in high design from Europe and around the world. Exhibitors cover all the categories at the show.

Located in the Clean + Contain Expo, the *Inventors Corner* brings the raw edge of creativity to the Show. The *Inventors Corner Pavilion* features 60 booths showcasing new housewares innovations and just-ready-for-market inventions.

The *keynote sessions* of the show offers expert updates on key consumer and

lifestyle trends. Lee Eiseman of Pantone will give two presentations, where she will be revealing Pantone's 2020 color palettes in an engaging, highly visual program that demonstrates the strongest trends in color and styling families. Her other session, will further delve into the philosophy of color and how it affects retail and consumers' purchasing habits. *Tom Mirabile*, IHA's and the industry's trend expert, will explore the consumer and retail shifts that are reshaping the home and housewares industry. Representing Euromonitor International, *Erika Sirimanne* discusses how hyper connectivity is impacting consumer behavior and how digital disruption is transforming housewares retailing across the globe.

Major Attraction: Innovation at the Show

One key reason for international buyers to visit the Show is to find innovative new products and brands to differentiate their product offering and concepts. The Show has become 'the place to find innovation and as a result special programs highlighting innovation is the major attraction this time. Special programs include:

Inventors Corner: Located in the Clean + Contain Expo, the *Inventors Corner* brings the raw edge of creativity to the Show. The *Inventors Corner Pavilion* features 60 booths showcasing new housewares innovations and just-ready-for-market inventions. The *Inventors Corner* has become a major spotlight destination to the media, shopping networks, manufacturers, major retailers, catalogs, chain stores, branding experts and distributors worldwide, hoping to lock in deals with the



featured inventors and introduce new products.

Inventors Revue: The Inventors Corner also features the Inventors Revue, where startup marketers present their creations to a panel of experts and seasoned inventors offer presentations on how to succeed as an inventor.

IHA Global Innovation Awards (gia) for Product Design: The IHA Global Innovation Awards (gia) for product design honor exhibitors' latest creations and cutting-edge innovations with award recognition. Innovative products will be judged by a panel of experts that includes designers, retailers and news media.

IHA Student Design Competition: Sponsored by IHA, design students create concepts for housewares products. This global competition is recognized by design professionals for its contribution to education. The competition is judged by designers and managers at housewares companies who select the winning projects from an international field of submissions.

Sessions

More than 20 sessions will be offered in the Innovation Theater over the four days of the Show and cover other topics including consumer

lifestyle trends, the Smart Home and connected products and retail merchandising.

On March 2, Jeff Mau, Director, Experience Strategy at Digitas, and Tod Szewczyk, Vice President and Director, Emerging Technology and Innovation at Leo Burnett Group, will open the Innovation Theater schedule with "Designing for Relevance in the Attention Economy." Consumers are bombarded with media messages 24/7. In this session, Mau and Szewczyk will offer perspectives on how brands can design their products and experience to capture consumers' attention and trust.

Other sessions exploring Digital Marketing and Omnichannel retailing include:

- **Leverage Trends to Trigger**

Transactions: Motivate Shoppers to Buy Your Products by Brian E. Gracon, Ph.D, President, Brian Gracon & Associates. In this session, Gracon will explain the changes in shopper buying habits, what suppliers and retailers can do about them and how to apply the strategies being used by many apocalypse-proof companies.

- **Omnichannel Impact on Housewares:** Havoc or Opportunity? by Peter Greene, Consumer Electronics Practice Director, Numerator. In this session, Greenwill offer an overview of where consumers are spending outside of traditional retailers, the shopper segments that are shifting online and what the Omnichannel path to purchase looks like for the electrics, non-electrics and cleaning categories.
- **Alexa, How Do I Promote My Housewares Brand Online?** by Frances Skipper, Partner, 451 Agency. In this session, Skipper will moderate a panel of housewares industry professionals, including an expert on the complexities of selling through Amazon,


Understanding Today's Customer Journey by Teri Pucin, Sr., consultant, FitForCommerce. In this session, Pucin will cover the current commerce landscape, how to use customer journey mapping to design differentiated experiences across all customer-facing channels and how suppliers can get started, including a comprehensive understanding for today's selling channels (website, mobile, marketplaces, social channels, etc.) and a framework of technologies to consider.

The 2019 Show will feature more than 2,200 exhibitors from around the globe showcasing their new products throughout five expos and 60,000 total



discussing the digital marketing strategies that are most effective in boosting the bottom line and helping a brand stand out in a crowded marketplace.

- **Jump Start Your Digital Commerce:**

attendees. Showbadge registration is available at www.housewares.org. Further information about all of the Innovation Theater programs is available at <http://www.housewares.org/show/innovation-theater>. 

SCICO: CREATING A NEW CONCEPT, 'CATEGORY IS CUSP'

– By **Vijay Sokhi**, Founder Director of Sharp Consulting and Implementing Company

Placement in the store will have a very critical role to play in building up retail businesses and that is where the 'cusp' strategy comes into play. Broadly it means creating a new category within an already existing one...

It gives me profound pleasure when I see budding entrepreneurs trying to create a new category. Being a consultant who helps implement, most of my time is spent in the market helping brands. Whenever in the market, I devote an ample amount of time in trying new products. It is my own interest that pulls me to new products and makes me try out samples.



The next thing I do is to evaluate the new entrant on the basis of Sharp's PENTAGON. The question that usually pops to my mind is: 'I have gone to the category because of my interest, but how do we pull the consumer to the brand'. Most of the brands find it difficult to answer this. The next question is: 'Will I adopt the product or not?'

Sharp Consulting & Implementing Company (SCICO) has perfectly crafted 'Map-Tap-Adapt' and 'Sharp's Pentagon Model' that can be very beneficial to any company that is looking to venture into a new business or is stuck in a mess that has made the business cumbersome.

Recently, I developed a concept called 'Category is Cusp'. At times the creative human mind makes a product that is simply



out of the world. Such products usually cater to the static needs of the customer, that are otherwise dormant. So, how do you launch a wholly new category? That is where the cusp model of launching helps. For example: one wants to launch instant fruit powder that is natural and free from preservatives. Where to place it? No such category exists. Placement in the store will have a very critical role to play in building up the business. That is where the cusp strategy comes in the picture. Broadly it means creating a new category within an already existing one.

New category creation has to be complemented with a strong message. There are so many products being launched without any communication. Products don't speak. Therefore a strong message has to accompany them. This message doesn't underline product benefits, uses or features, but talks about how the product addresses an emotional need.

Now, those who apply logic to every situation are dumbfounded when emotions are at play. The only thing they understand is numbers: how much is the investment, what sale and how soon they will recover the cost. Everything is linked to the target. This is where these people need to stop and re-think their strategy. They have controlled all the elements within the lab to create a product, but when one moves to the market, nothing is in their control. There are 1.25 billion people and 1.25 minds all behaving differently. That is where consumer behavior comes to action: an uncontrollable, variable aspect. Therefore there is no point in haste.

About the Author: **Vijay Sokhi**, Founder Director of Sharp Consulting and Implementing Company, is one of the few consultants and implementers specialising in new product launch. For the last 10 years, he has been working with a lot of dedication in launching products and helping them become a success in the market. To know more about him and his work, log on to www.scico.in.

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