

**Retail Leader**  
Kishore Biyani on Success,  
Technology and Amazon  
pg 22

**Retail Icons of India**  
First-Ever Collector's Edition  
Ode to India's Retail Icons  
pg 26

**Brand Strategy**  
Connected Commerce Transforms  
the Way Customers Shop  
pg 66

**Awards**  
IRA 2019: Honouring  
Excellence in Retail  
pg 84

# RIMAGES Retail™

Future of Businesses

SEPTEMBER 2019

VOL. 18 NO. 9 • ₹100 • [www.indiaretailing.com](http://www.indiaretailing.com)



[COVER STORY]

## THE GREAT INDIAN MALL STORY:

THE RISE OF THE  
SHOPPING CENTRE  
INDUSTRY

[PAGE 30]

# IMAGES Retail™

Future of Businesses

SEPTEMBER 2019 | VOL. 18 NO. 9 | PAGES 120

Editor-in-Chief | **Amitabh Taneja**

Editorial Director | **RS Roy**

Publisher | **SP Taneja**

## EDITORIAL

Managing Editor | **Surabhi Khosla**

Assistant Editors | **Sandeep Kumar, Charu Lamba**

## CREATIVES

Art Director | **Pawan Kumar Verma**

Dy. Art Director | **Deepak Verma**

## PRODUCTION

Sr. General Manager | **Manish Kadam**

Asst. Manager | **Ramesh Gupta**

## SUPPORT

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

## BUSINESS

**Anjali Sondhi** | Business Head

[anjalisondhi@imagesgroup.in](mailto:anjalisondhi@imagesgroup.in)

## ADVERTISING

### DELHI:

• **Lokesh Arora** | Regional Head (North)

• **Partha Ganguly** | General Manager

• **Ekta Roy** | Asst. General Manager

### MUMBAI:

• **Santosh Menezes** | Regional Head (West)

• **Savita Mahesh Jagwani** | Sr. Manager

• **Sajjad Jaffri** | Sr. Manager

### BENGALURU:

• **Suvir Jaggi** | Regional Head (South)

• **Smriti Bhagat** | Asst. General Manager

• **Ashraf Alom** | Manager

### KOLKATA:

• **Piyali Oberoi** | Regional Head (East)

• **Rohan Narayan** | Manager

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

## CONSUMER CONNECT & SUBSCRIPTION

**Anil Nagar** | Vice President

[anilnagar@imagesgroup.in](mailto:anilnagar@imagesgroup.in) | +91 9811333099

**Priti Kapil** | Deputy Manager

[pritikapil@imagesgroup.in](mailto:pritikapil@imagesgroup.in)

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

### Registered Office:

S 21, Okhla Industrial Area, Phase II, New Delhi 110020

T: +91 11 40525000 | F: +91 11 40525001

E: [info@imagesgroup.in](mailto:info@imagesgroup.in) | URL: [www.imagesgroup.in](http://www.imagesgroup.in)

**Mumbai:** 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400 059

T: +91 22 28508070 / 71 | F: +91 22 28508072

**Bengaluru:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075

T: +91 80 41255172/41750595/96 | F: +91-80-41255182

**Kolkata:** P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700 029

T: +91 33 40080480, 40080488

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

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

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

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

The issue also brings a futuristic feature titled 'Robots in Retail', which talks about how as technology advances, a new generation of robots is graduating from back-end operations and becoming a reality in retail stores, interacting with humans at store fronts.

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



Amitabh Taneja

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

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

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

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

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

# contents

# IMAGES Retail™

SEPTEMBER 2019 | VOL. 18 NO. 9

## NATIONAL NEWSMAKERS

16. **Organised Retail Sector Eyes Strategic Partnership and Expansion Plans**

## INTERNATIONAL NEWSMAKERS

18. **International Retail Making In-Roads Through Global Business Hubs**



## RETAIL LEADER

22. **Kishore Biyani on Success, Working with Amazon & Using Technology to Move Ahead**  
*Future Group to restrict itself to offerings from food, fashion and home furnishings verticals*

## RETAIL ICONS

26. **IMAGES Group Launches First-Ever Collector's Edition Ode to India's Retail Icons**  
*The book introduces readers to little-known facts, stories and learnings from over 100 of India's most impactful, innovative and influential business leaders in retailing and allied businesses over the past 25 years through this remarkable volume*

## RETAIL EXCELLENCE

60. **'Word of Mouth' Leads to Immense Expansion and Growth for Souchii**  
*Incepted in 2008, Souchii has managed to establish a pan India presence with 150 stores by 'Word of Mouth'*

## BRAND STRATEGY

66. **Online 2 Offline: Connected Commerce Transforms the Way Customers Shop**  
*Online-to-offline commerce is a business strategy that draws potential customers from online channels to make purchases in physical stores. It is a combination of payment model and foot traffic generator for merchants.*

COVER STORY  
[MALLSCAPE]  
powered by



PAGE 30

## The Great Indian Mall Story: The Rise of the Shopping Centre Industry

*It is the month of September and IMAGES Retail is back with its annual mall issue, a special coverage on the Indian Shopping Centre Industry. As always, this yearly feature analyses the booming mall industry in the country, and the factors which have led to its rise in recent years*



COVER STORY |  
RESEARCH PAGE 54

## India's Retail Realty- A Changing Face

*JLL report analyses how the shopping mall industry has grown in past seven years, along with focusing on the future of the mall industry, which looks very promising*

FOCUS FEATURE

65. **Aesthetically Designed Mall Spaces Attract Millennials, Generate Revenue**

## RETAIL TECHNOLOGY

80. **Technology is Defining the Success of Future Supply Chain**  
*The company's customers operate in various sectors across India, including retail, fashion and apparel, food and beverage, fast-moving consumer goods (FMCG), e-commerce, home and furniture and a lot more. The brand posted revenue of ₹11,128 million and a gross profit of ₹3,392 million at the end of the financial year 2018-19*

## AWARDS: IRA 2019

84. **IMAGES Retail Awards Honour Excellence in Retail**  
*The coveted IRA and IRTA trophies for 2019 went to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2019*

## INNOVATION

96. **Robots in Retail: A Futuristic Dream Come True**  
*As technology advances, a new generation of robots is graduating from back-end operations and becoming a reality in retail stores, interacting with humans at store fronts*

## RETAIL MANAGEMENT

104. **Factors Fueling Retail Growth in India**  
*The article highlights key factors responsible for the growth of retailing in India, which every retailer needs to understand*

## LOSS PREVENTION

108. **Retailer's Guide for Loss Prevention: Training, Supervision & Technology**  
*Digital transformation and the emergence of Omnichannel strategies have stretched 'Loss Prevention' teams and their ability to control such issues throughout the sector*



## RESEARCH

112. **Logistics & Warehousing in E-Commerce**  
*Knight Frank report explains how E-commerce retail has caused a significant change in the lifestyle of Indian shoppers, from the way they shop to what they buy*

## WHAT'S HOT

117. **India will be our Number 1 Market: Stephen Lussier**  
*By 2019 financial year, Forevermark aims to take the total number of stores to 275*

# Kishore Biyani On Success, Working with Amazon & Using Technology to Move Ahead



Future Group has diversified into many categories over the years but, Chairman, Kishore Biyani, now says that the group will restrict itself to offerings from food, fashion and home furnishings verticals...

By IMAGES Retail Bureau

**R**ewrite Rules, Retain Values' - this simple idea has been at the core of Future Group - which has a strong grip over fashion, food and home furnishing verticals - since its inception. The Chairman of Future Group, Kishore Biyani says he never had a strategy during his early days of starting the business.

Explaining this further, Biyani said at IMAGES Retail Awards 2019: "Ignorance was bliss when we started doing business. We just got into it. Imagine, we used to work without spreadsheets. We learnt the right ways of doing the things when we actually got into the business."

"Most of the decisions that the group took were based on instinct, guts or were taken accidentally. It was not a planned

exercise but there was a kind of framework or visualisation of what can happen and within that visualisation the group kept on doing what it was doing. However, today's world is different. Businesses have to be well-planned and prepared for the future, aside from just working on instinct," he added.

"Earlier, we used to plan for 5 years, now for the first time we have planned for 30 years together," he stated. Biyani says that the 30-year vision of the brand is about visualising how customers, technologies and retail experiences will shape the sector.

## Exploring Different Categories

Future Group has diversified into many categories over the years but Biyani now says that the group will restrict itself to

offerings from food, fashion and home furnishings verticals.

"We made mistakes by getting into so many business categories of business. We didn't have the kind of bandwidth and resources to succeed in all segments. We then decided to concentrate on the three categories of which we have deep knowledge - food, fashion and home furnishings. A value chain for food and fashion - from manufacturing to consumers - help us excel. In the furnishing category, we don't manufacture our own products but buy and sell. We source great products at great prices," he explained. The brand is expecting the highest ever sales for their furnishings business for the month of August 2019.

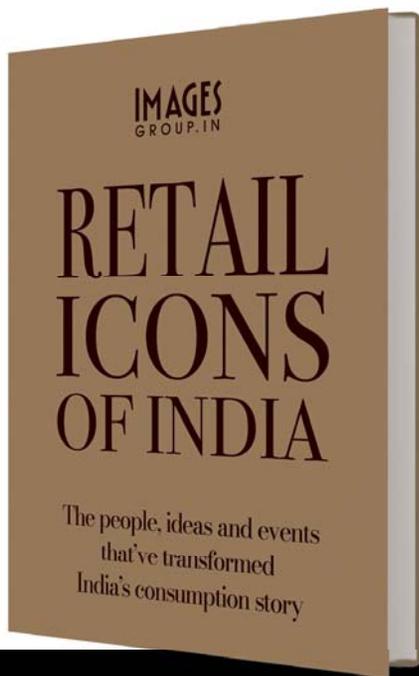
Aside from this, Future Group has ambitious plans of building a food grid for India - creating an integrated food distribution centre, which will include logistics and pay attention to the tiniest of details like temperature control. All stores in this grid will not be more than 150 kms away from a distribution centre.

"We have already set up 8 distribution centres and are aiming to create 38 in all with an investment of approximately ₹1,000 crore. We believe it will be a game changer in building a food and grocery supply chain business in a different way in India. If a consumer wants a product, a neighbourhood store will deliver them to his doorstep within half an hour. If the consumer doesn't mind waiting for half a day, the products will come straight from the distribution centre," he stated.



## The Future is Fashion

Future Group is extremely bullish on its apparel business, with the management certain that there are a lot of similarities between their Brand Factory and American department store chain, TJ Maxx, which sells at prices generally lower than other major similar stores.



**I:** *Adish Oswal*, MD, Vardhman Polytex; *Ajit Joshi*, Former CEO & MD, Croma; *Alok Tandon*, CEO, INOX Leisure Limited; *Ajay Kaul*, Senior Director, Everstone Capital; *Abhishek Ganguly*, MD, Puma India; *Anupam Bansal*, ED- Retail, Liberty and *Amit Chaudhary*, Co-Founder, Lenskart

**II:** *Sandeep Agarwal*, MD, Ratnadeep Supermarket Pvt Ltd; *Shailesh Chaturvedi*, MD & CEO, Tommy Hilfiger Apparels India and Calvin Klein; *Vasanth Kumar*, MD, Lifestyle International (India); *S Ramesh Pothy*, MD, Pothys; *Sandeep Kataria*, CEO, Bata India; *Rajat Wahi*, Partner, Deloitte India

**III:** *Amitabh Taneja*, CMD, IMAGES Group; *Hari Menon*, Co-Founder & CEO, Bigbasket; *Krish Iyer*, President & CEO, Walmart India; *Pawan Jain*, Founder and Chairman, Safexpress Pvt Ltd; *Abhishek Bansal*, ED, Pacific India; *Kishore Biyani*, CEO, Future Group; *B S Nagesh*, Founder, TRRAIN; *Rakesh Biyani*, Joint MD, Future Retail

## IMAGES GROUP LAUNCHES FIRST-EVER COLLECTOR'S EDITION ODE TO INDIA'S RETAIL ICONS

The book introduces readers to little-known facts, stories and learnings from over 100 of India's most impactful, innovative and influential business leaders in retailing and allied businesses over the past 25 years through this remarkable volume...

By IMAGES Retail Bureau

**R**etail Icons of India: The People, Ideas and Events That've Transformed India's Consumption Story, a collector's edition book narrating lessons from retail leaders, major developments and events impacting, facilitating and transforming retailing in India, was launched on August 26 at the Grand Hyatt in Mumbai at an exclusive ceremony in the presence of leading lights and luminaries from India's retail and retail support sectors.

The book introduces readers to little-known facts, stories and learnings from over 100 of India's most impactful, innovative and influential business leaders in retailing and allied businesses over the past 25 years through this remarkable volume.

As an instance, an excerpt from the feature on Kishore Biyani, Group CEO, Future Group as published in the book goes thus: "Over the next five years, you will find the boundaries between

# The Great Indian Mall Story: The Rise of the Shopping Centre Industry

It is the month of September and IMAGES Retail is back with its annual mall issue, a special coverage on the Indian Shopping Centre Industry. As always, this yearly feature analyses the booming mall industry in the country, and the factors which have led to its rise in recent years...

By Sandeep Kumar



**T**he Great Indian Mall Boom began innocuously enough in the early 2000s, with just three malls in existence in the entire country. Nineteen years later, the number has mushroomed to a whopping 650 malls, enabled by the fact that the Indian audience discovered clean, vibrant, climate-controlled and technology-enabled malls, replete with a plethora of brands.

The shopping centre industry in the country took a hit with the advent of e-commerce in the early 2000s and then the due to the effects of recession

of 2007-2008, the economic slowdown, demonetization, FDI rules as well as the coming of GST. There even came a time when developers were forced to shut down 'dead' or 'ghost' malls.

Despite the hurdles, investment firms saw India as a gold mine and mall developers did not lose focus, working doubly hard to ensure that their footfalls didn't go down. Not just that, they worked on providing new brands and experiences to lure in and retain visitors. They also built new and improved malls for appreciating audiences. Today, all cities – Tier I, II or III – have malls, not just market complexes.

This organised retail space is dedicated to shopping, entertainment, dining and cinema. The shopping mall culture has well and truly gripped the nation. In fact, as per an ANAROCK report, more than 30 new shopping malls covering nearly 14 million sq. ft. of area are expected to come up across top eight cities by 2020.

"Rapid urbanisation, digitisation, increasing disposable incomes and lifestyle changes in the middle-class society are leading to a major revolution in the Indian retail sector, which is pegged to grow by 60 percent to reach US\$ 1.1 trillion by 2020. Cities that have seen maximum malls include Gurgaon, Noida, Greater Noida and Delhi in NCR, Mumbai, Chennai, Bengaluru and Pune. Over the next 5 years, nearly 85 malls are expected to come up in India," explains Anuj Kejriwal, MD & CEO - ANAROCK Retail.

"Low vacancy levels and high rentals in Tier I cities are now also paving the way for retail expansion in Tier II cities like Lucknow, Coimbatore, Chandigarh, Mangalore and Ahmedabad, to name a few. In fact, sensing immense opportunities and easy penetration into the Indian retail diaspora, overseas retailers are now expanding not just in metros but even Tier II cities namely Ahmedabad, Chandigarh, Lucknow and Jaipur. This has led to mushrooming of malls all across the country," he adds.

## Why Indians Shoppers Love Malls

After a brief slowdown, shopping malls bounced back with a bang. They work towards offering experiences along with the touch and feel factor – something which is very popular among Indian shoppers. Their adoption of Omnichannel, Phy-gital and New Retail has greatly appealed to audiences who are increasingly accepting digitalisation.



# Online 2 Offline: Connected Commerce Transforms the Way Customers Shop

Online-to-offline commerce is a business strategy that draws potential customers from online channels to make purchases in physical stores. It is a combination of payment model and foot traffic generator for merchants (as well as a 'discovery' mechanism for consumers) that creates offline purchases...

By Charu Lamba



**T**he Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass USA to become the second largest e-commerce market in the world by 2034, as per an IBEF Report. Online retail is continuing to grow at an astounding rate, yet the majority of consumers still prefer brick-and-mortar, to touch and feel the product before purchasing it.

To encash in on this never-ending opportunity – many retailers who started as e-commerce players – have begun to venture into the offline space. This business strategy of shifting customers from online channels to offline stores is

known as O2O (online to offline) model.

In this article, IMAGES Retail explores how adopting the O2O strategy has helped several brands chase and achieve profitability and build a loyal set of customers.

## Understanding O2O Strategy of Brands

Online-to-offline commerce is a business strategy that draws potential customers from online channels to make purchases in physical stores. It is a combination of payment model and foot traffic generator for merchants (as well as a “discovery”

mechanism for consumers) that creates offline purchases.

Online-to-offline commerce, or O2O, identifies customers in the online space, through the help of emails and Internet advertising, and then uses a variety of tools and approaches to entice the customers to leave the online space. This type of strategy incorporates techniques used in online marketing with those used in brick-and-mortar marketing.

The goal of online-to-offline commerce is to create product and service awareness online, allowing potential customers to research different offerings and then tempting them enough to visit the local





## IRA 2019: IMAGES Retail Awards Honour Excellence in Retail

**T**he 16<sup>th</sup> annual IMAGES Retail Awards (IRA), celebrated some of India's most outstanding achievements in retail at Grand Hyatt, Mumbai on August 26, 2019.

IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of the Indian Retail industry.

IRA is adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others. Due to their 360-degree evaluation process, IRA has come to be established as the premier recognition for fashion retailing excellence in India. The coveted IRA trophies for 2019 went to India's most forward-looking, innovative and exciting retailers and professionals for achievements in the year 2019.

### Selection Process:

IRA nomination categories and entry details were announced through the website, magazines ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. Prospective nominees submitted their nominations in form for presentations and excel sheets, which were checked by the IRA audit team for eligibility, completeness and data correctness.

### Grand Jury Panel

IRA Grand Jury comprises of industry experts from India and overseas, analysts and observers with thorough insights into Indian retail, markets and consumers. This year IRA Jury processes set another benchmark in broadening the base of the jury and bring in cent percent transparency in the process. Over 28 high profile jurors from 3 centres in India – Delhi, Mumbai and Bengaluru – and one each in UK and USA joined in for grand Jury meet on August 20, 2019 to assess the performance of around 100 nominees across 17 categories of awards. BS Nagesh, Founder, TRRAIN, was the chairman of the jury.





# ROBOTS IN RETAIL: A Futuristic Dream Come True

Historically, retailers have been incorporating robots and robotics in distribution, warehouses centers and manufacturing units, to assemble, pack and ship orders. However, as technology advances, a new generation of robots is graduating from back-end operations and becoming a reality in retail stores, interacting with humans at store fronts...

By Charu Lamba

**F**or years now, futurists have predicted that robots will take over every aspect of human life, lending a helping hand in literally every single field. While the vision hasn't materialized at the pace at which it was originally predicted, there have been much advancement in the field. For instance, iRobot's Roomba® i7+ Robot Vacuum uses Artificial Intelligence (AI) and automation to map and adapt to homes, determining the best way to clean all rooms and giving homeowners control by deciding which rooms need to be cleaned via Alexa-enabled devices.

Innovation-based companies are increasingly using AI and connectivity to enhance 'robot technology' making robots more advanced than ever, and one industry which is increasingly finding use for and adopting robots – both at the backend and in-store, on the front end – is Retail.

Historically, retailers have been incorporating robots and robotics in distribution, warehouses centers and manufacturing units, to assemble, pack and ship orders. However, as technology advances, a new generation of robots is graduating from back-end operations and becoming a reality



## WHAT CAN ROBOTS DO?

### Inventory Management:

E-commerce giant Amazon has deployed an army of 45,000 robots in its warehouses in the US, and retail giant Tesco has deployed RFID robots, who are scanning their inventories with increased efficiency and far less errors.

### Enhancing In-store Experiences:

Robots are being used to enhance shopping experiences for customers by welcoming them at outlets, guiding and helping them around the store and making shopping hassle free for customers. In order to deliver better shopping experiences, techniques like the use of 3D scanner for frame detection of a human body or engagement with customers through speech recognition, are being brought into practice with the use of robots.

### Increasing Operational Efficiencies:

Robots are proving to be immensely successful in increasing operational efficiencies by achieving zero logistic defects, product picking, delivery, observing customer path and analysing it.



# Factors Fueling Retail Growth in India

The sheer extension of cities and towns with the creation of new colonies and customer catchments has also triggered the need for more retail stores across the country. Where big retailers cannot penetrate, small retailers have been busy opening stores in new catchments...

By Dr. Gibson G Vedamani, Retail Enthusiast and Former CEO, RAI

**M**any factors are responsible for the growth of retailing in India. Currently, the consumer profiles are upgrading by themselves as they are increasingly exposed to newer means and varieties of consumption. Increase in consumption is one of the key factors that contribute to the growth of retailing in India. The sheer extension of cities and towns with the creation of new colonies and customer catchments has also triggered the need for more retail stores across the country. Where big retailers cannot penetrate, small retailers have been busy opening stores in new catchments.

The following are some of the key factors responsible for the growth of retailing in India, which every retailer needs to understand are:

**Consuming Population:** The big population of India that was once consideration a big disadvantage has become a huge



# Logistics & Warehousing in E-Commerce

E-commerce retail has caused a significant change in the lifestyle of Indian shoppers, from the way they shop to what they buy. Strong underlying drivers such as improved access to Internet and smartphones, attention to marketing, ease of shopping for customers, modern payment options, deals and discounts and the rapidly changing lifestyle needs are fuelling the growth of the e-tail market in the market...

By Knight Frank India



The origins of retailing via the Internet in India can be traced back to the 1990s but this phenomenon really took root when Flipkart started operations in 2007 and it has come a long way since then. The current smartphone revolution has ensured that virtually every Indian can have access to popular e-commerce applications such as Amazon, Snapdeal and Flipkart, and bridge the massive gap that other modern retail formats have struggled with, i.e. 'Customer Reach'. India has the second largest Internet usage base with broadband penetration of approximately 40 percent. The total number of internet users in India stands at over 500 million or close to 40 percent of the Indian population, yet the share of e-commerce in total retail revenue is just 11 percent in the 7 major cities.



Still a fledgling phenomenon, the share of e-tail in total retail revenue is quite low but growing at great pace. E-commerce retail has caused a significant change in the lifestyle of Indian shoppers, from how they shop to what they shop. Strong underlying drivers such as improved access to Internet and smartphones, attention to marketing, ease of shopping for customers, modern payment options, deals and discounts and the rapidly changing lifestyle needs are fuelling the growth of the e-tail market. Projected to grow at 65 percent annually, the e-tail market size that stood at approximately \$3 billion in 2014 is expected to be a \$70 billion market by the end of 2019.

The market is dominated by the top three players (Flipkart, Amazon and Snapdeal). They control almost 90 percent of the market share in the industry. These large players have diversified their product offerings and are continuously expanding it to have a greater footprint on the industry.



**LAUNCH  
NOV  
2019**



*Shopping  
has a new address*

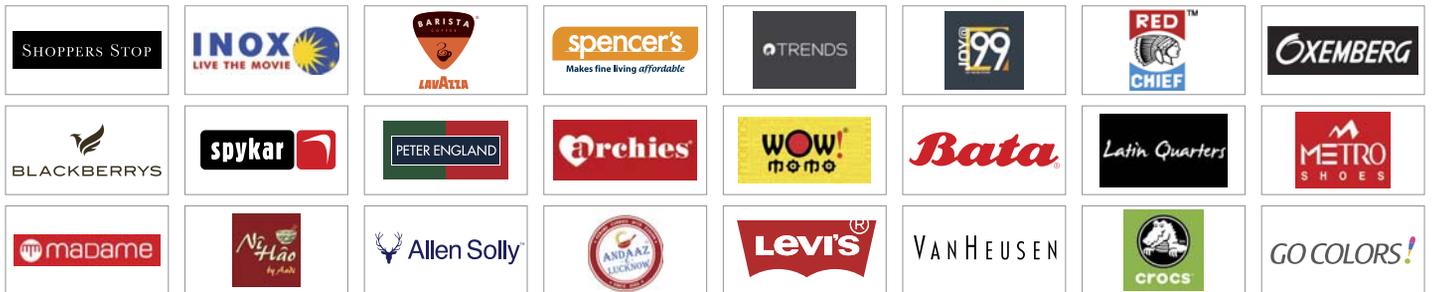
**THIS FESTIVE SEASONS,**  
YOUR WAIT IS GOING TO END AS  
**LUCKNOW' FAVOURITE SHOPPING DESTINATION IS OPENING ITS  
DOORS FOR THE PUBLIC.**

**INOX, SHOPPER STOP, TRENDS AND SPENCER, COMMENCED FIT-OUT.  
BURGER KING, DOMINOS, TO FOLLOW SHORTLY.**

**ARE YOU READY TOO??**

**CROWN MALL INVITES OTHER BRANDS TO START THEIR FIT-OUTS AND  
BE A PART OF MEGA LAUNCH BY THIS FESTIVE SEASON.**

**BRANDS ON BOARD:**



**BRANDS ASSOCIATED WITH (FOODCOURT OPERATER)**

