

IMAGES Retail™

Future of Businesses

NOVEMBER 2019

VOL. 18 NO. 11 • ₹100

www.indiaretailing.com

Belong. Become. Believe.
B at Bhartiya City Centre



**BHARTIYA
CITY CENTRE**

BENGALURU

BHARTIYA CITY CENTRE

Thanisandra Main Road Bangalore 560 064

bhartiycity.com

For Leasing Contact: chinmoy.das@bhartiya.com



BHARTIYA CITY CENTRE

BENGALURU

750000 sq ft of retail adventure awaits you

150 plus global brands

7 screen multiplex with over 1400 seats

Gardens, fountains, carnivals, food festivals and more...



BHARTIYA CITY CENTRE

Thanisandra Main Road Bangalore 560 064

bhartiyacity.com

For Leasing Contact: chinmoy.das@bhartiya.com

Category Expansion
Men's Accessories, Poised
for High Growth in India
pg 22

Category Watch
Accessories Market Moves
to Become a Main Category
pg 50

Research
Costume Jewellery: The New
Pendant of Jewellery Buyers in India
pg 64

Customer Experience
Customer Centricity Leads to
Successful Footwear Retailing
pg 70

IMAGES Retail™

Future of Businesses

NOVEMBER 2019

VOL. 18 NO. 11 • ₹100 • www.indiaretailing.com

COVER STORY

FRANCHISING MODEL OF RETAIL CONTINUES TO SHINE DESPITE ECONOMIC SLOWDOWN

PAGE 26

FRANCHISING

M2K[®]

CORPORATE PARK

A RETAIL OPPORTUNITY YOU CAN NOT MISS

Premium Spaces for Retail Outlets & Offices



Actual image



Actual image



HIGHLIGHTS

Total leasable area of the project:
2.75 lac sq.ft. (approx.)

Fully operational retail /
commercial building

Located in the heart of Gurugram
amid affluent neighbourhood

Ground & first floor for retail, 2nd to
5th floor for offices

Excellent floor to floor height
of 4.5 metres in retail areas

Ample car parking in 2 basements

For leasing enquiry +91 9818199913

✉ leasing@m2kindia.com 🌐 www.m2kindia.com

M2K Corporate Park, Sector 51, Gurugram - 122003, Haryana, India



RERA Approved Project UPRERAPRJ2795

KW Delhi 6

freedom shopping

Ultimate Retail Destination @ Raj Nagar Extension, Ghaziabad

Space Available for Lease

Brands Associated With Us



and
Many
More...



Ready for Fitout



Call Us 9540-063-063

KW Homes Pvt. Ltd.

Marketing Office: KW Delhi6, Main Road (NH-58 Bypass), Raj Nagar Extension, Ghaziabad, UP | Email: sm6@kwgroup.in | Web.: www.kwdelhi6.com
Corp. Office: KW Group, Plot No.: B-97, Sector-63, Noida, Uttar Pradesh 201301 | Email: info@kwgroup.in | Web.: www.kwgroup.in | Tel.: 0120-4804747

IMAGES Retail™

Future of Businesses

NOVEMBER 2019 | VOL. 18 NO. 11 | PAGES 82

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

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

CONSUMER CONNECT & SUBSCRIPTION

Anil Nagar | Vice President
anilnagar@imagesgroup.in | +91 9811333099

Priti Kapil | Deputy Manager
pridikapil@imagesgroup.in

Rajesh Kumar | Deputy Manager
rajeshkumar@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 | URL: 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

The business of franchising has been referred to as one of the greatest ever developed. It is a key arrow in the quiver of retail, with the maximum success guarantee. It is an operating model which never goes out of fashion, one of the most fruitful motivating business opportunities that can lead to the foundation of successful retail empire. When done correctly, franchising allows the retailer to achieve the expansion of the business and brand through able franchisee partners in a more systematic way. However, like every business model, franchising also requires capital, investment and proper planning and marketing strategy.

IMAGES Retail's November edition brings its readers the pros and cons of franchising in retail. It also explains how franchising model in retail continues to shine despite economic slowdown in last one year. The issue talks about the investment required, guidelines and other aspects related to build a successful franchising empire. Experts and retailers from the industry outline the challenges they have faced trying to establish a franchise business and the parameters of choosing the right franchiser and franchisee.

Aside from this, we also bring a special feature on the fashion accessories market in India. The fashion accessory market has grown manifold over the past few years and is swarming with a vast range and variety of products. The jewellery, leather and footwear sector has also been flourishing like never before. The introduction of new players, on both Indian and international platforms have brought a continuous and sustained shift in consumer demand pattern. Shoppers today are not scared to spend money on costly lifestyle products. The November edition will bring the readers an in-depth analysis of each of this segment.

As always, I hope you find the issue informative and beneficial. Do log on to our website, 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
For feedback/editorial queries, email to: letter2editor@imagesgroup.in



OUTLETS CENTRES A GLOBAL PHENOMENON, NOW IN INDIA

Outlet Retail is a proven and fast-growing global success, delivering operational efficiencies for brands and franchisees with a brand experience in a world class retail environment. Freeport Retail has identified a huge market for outlets in India. Can you hear the big opportunity?

contents

NOVEMBER 2019 | VOL. 18 NO. 11



16. National Newsmakers

Diwali Brings Cheer to Indian Retail as Consumers Go on a Buying Spree

18. International Newsmakers

Global Retailers Focus on Innovation & Consumer Experience to Boost Profits

22. Category Expansion

Men's Accessories Segment Poised for High Growth in India



40. Store Innovation

PROMOD Launches First E-Origin Store in India

Focusing on hospitality and attention to detail, this first of its kind outlet ensures that the customer experiences the best styles within the store

42. Expert Speak

Outlet Centres: A Successful Global Phenomenon

Outlet Malls, currently the fastest growing segment of retail, is an answer to all the issues related to immense stock handling and maintaining a good cash flow at the retailer's end

44. Food & Grocery

India's Online Packaged Food, Beverages, Personal Care and Home Utilities Consumer Goods Compendium

RedSeer Consulting, leading consulting firm across digital internet ecosystem, and bigbasket, India's largest online groceries platform partner to bring you India's first compendium for online food and grocery

48. Mallscape

M2K Corporate Park Shopping Plaza: A High-End Shopping Experience in Gurugram

The mall is a mix of high-end shopping and office spaces helping it become a prominent community hub where people can shop, eat, work and play

COVER STORY

PAGE 26

FRANCHISING MODEL OF RETAIL CONTINUES TO SHINE DESPITE ECONOMIC SLOWDOWN

FRANCHISE

Despite the economic slowdown and the gross domestic product (GDP) at its slowest stage in the last six years, the franchising model continues to witness growth in both urban and rural regions. The franchise industry is growing at a rate of 30-35 percent per annum and the sales turnover of the sector was recently valued at over US\$7 billion

PAGE 38

COVER STORY|FRANCHISING Senco Gold & Diamonds: The Embodiment of a Flourishing Franchising Model with 51 Stores Pan India

Suvankar Sen, Executive Director, Senco Gold & Diamonds talks about the successful franchising journey of his brand

50. Category Watch

Accessories Market Moves from the Fringes of Fashion to Become a Main Category

The growing demand and exposure among young urban customers have set the stage for entry for many international as well as homegrown accessory brands into the evolving world of fashion

64. Research

Costume Jewellery: The New Pentchant of Jewellery Buyers in India

A report from Euromonitor says that costume jewellery is the fastest-growing category in India, which is projected to grow at 20 percent CAGR between 2019 and 2024

68. Brand Expansion

Leather Talks Looking to Open More EBOs as Part of Brand Expansion

70. Customer Experience

A Step in the Right Direction: Customer Centricity Leads to Successful Footwear Retailing

In conversation with prominent footwear players to understand the transformation of the leather industry in India

76. In Focus

Fashion Accessory Brand Ceriz Works to Elevate the Style Quotient of Consumers

78. What's Hot

Busters' New Conceptual Center Adds a Fresh Experience to the Gaming World



**INDIA'S MOST
TRUSTED APPAREL
BRAND**



2019

FLAGSHIP STORES

CHENNAI : GN CHETTY RD - 044-4559 0033 | USMAN ROAD - 044-4391 3333 | ECR - 044-4214 8441 | VALASARAVAKKAM - 044-4263 2633
MADIPAKKAM - 044-4354 8333 | CHROMPET - 044-4287 5608 | VELACHERY - 044-4383 6033 | TRIVANDRUM - 0471-4015 333
KOTTAKKAL- 0483-2977 333 | PONDY - 0413-4204 555 | TANJORE - 0436-2271 505 | KUMBakonam - 0435-2403 525
RAJAPALAYAM - 04563-222 551 | MADURAI - 0452-4246 064 | NELLAI - 0462-4000 433 | NAGERCOIL - 04652-422 505
HOSUR - 04344-297 766 | COIMBATORE - 0422-4519 333 | KRISHNAGIRI - 04343-296 033

EXCLUSIVE STORES

CHIDAMBARAM - 0414-4225 833 | ERODE - 0424-4270 633 | KARUR - 04324-261 221 | KARAIKUDI - 04565-400 096 | TIRUVALLUR - 044-2766 6637
MAYAVARAM - 04364-220 677 | NELLORE - 63013 57544 | RAMNAD - 04567-225 441 | TIRUPUR - 0421-4203 233 | TENKASI - 04633-280 633
SIVAKASI - 04562-276 333 | THENI - 04546-254 160 | DHARMAPURI - 04342 - 234 333 | MANJERI - 0483-297 1333 | VADAKARA - 0496-252 0999
CALICUT - 0495-4850 333 | PERAMBRA - 0496-261 7777 | PERINTHALMANNA - 04933-297 777 | KALLAKURUCHI - 04151-227 333 | TRICHY - 0431-4975 333
REDHILLS - 044 - 4204 8333

FOR FRANCHISEE ENQUIRY : ENQUIRIES@OTTOCLOTHING.IN

M 91766 77111 | 89398 17665

CURTAINS WILL RISE OVER THE EXTRAORDINARY!

ON 15TH NOVEMBER 2019
VEGAS GOES LIVE.

Get swept by awesomeness! Experience the grandeur as Delhi's choicest and the finest in world-class retail, mind-blowing 12-screen Superplex, exclusive family mega 'funtainment' zone, appetizing food court, super hypermarket and non-stop excitement come to life!

A haven and a destination, where opportunities spring to life. Come, live awesomeness. Let's celebrate life!

For leasing call

011-48584400 | 8800091655

or email at

leasing@vegasmall.in

PRATHAM INFRA TECH PVT. LTD. Ground Floor, Metro Station, Sec-12, Dwarka, New Delhi-110075

- Retail
- Hyper Market
- Superplex
- Food
- Entertainment
- Hotels
- Serviced Suites
- Offices

Celebrate Life!





EXPRESS AVENUE

express yourself!



THE WORLD CLASS MALL IN THE HEART OF CHENNAI CITY THAT HAS IT ALL.

EXCLUSIVE OUTLETS IN CHENNAI

BURBERRY

A | X
ARMANI EXCHANGE

LUXE BRIDGE

kate spade
NEW YORK

MICHAEL KORS

COACH

TUMI

MARC JACOBS

COCCINELLE

LUXURY BRANDS

MONT
BLANC

ROLEX

OMEGA



FIRST STORE IN SOUTH INDIA, CHENNAI

Bath
& Body
Works



LACOSTE



uSaava

CHARLES & KEITH

TOMMY HILFIFIGER

CALVIN KLEIN



innisfree

Superdry

BOBBI BROWN

H&M | FOREVER 21 | LIFESTYLE | MARKS & SPENCER | WESTSIDE | PANTALOONS | HOME CENTRE
RELIANCE TRENDS | MAX | BIG BAZAAR | FBB | STARMARK

ESCAPE CINEMAS | FUNCITY | CRAASH - UNIQUE EXPERIENCES UNDER ONE ROOF: SNOW WORLD, CRICKET, ROBOKEEPER & JUNGLE SAFARI
CHILI'S | BURGER KING | PIZZA HUT | TACO BELL | KFC | JONAH'S | BARCELOS | STARBUCKS | MAMAGOTO | TRYST GOURMET

COMING SOON: UNDER ARMOUR | PAPPA ROTI | PUNJAB GRILL | SOCIAL



GIVE YOUR BRAND THE STRATEGIC LOCATION ADVANTAGE.



1200+
EVENTS



1 MILLION
FOOTFALL
PER MONTH



AWARDS
2 REGIONAL
8 NATIONAL



225+
BRAND
STORES



3000+
PARKING
SLOTS



17 LAKHS SQ.FT.
SHOPPING
SPACE

EXPRESS AVENUE

SHOPPING | ENTERTAINMENT | DINING | BUSINESS | HOTEL | LUXURY RESIDENCES

49/50, WHITES ROAD, OFF MOUNT ROAD, CHENNAI 600 014
FOR LEASING CONTACT: +91 96001 55755 | www.expressavenue.in

BIG BRANDS, BIGGER FOOTFALLS IN RAJASTHAN'S BIGGEST MALL. JOIN US!

Spread over 18 lakh sq.ft., at Sukher, Udaipur.

Udaipur, a heritage city popular amongst tourists worldwide, is now proud to have another landmark - Urban Square. An "All Under One Roof" entertainment hub with multiple entertainment options designed to deliver a well differentiated experience and emerge as a landmark retail and entertainment destination in all of Rajasthan.

A primary catchment of 6 lakh consumers in the immediate vicinity

A leading retail destination for branded fashion

A 25,000 sq.ft. hypermarket for all your household requirements

A state-of-the-art 9-screen Multiplex with over 1200 seats spread over 50,000 sq.ft.

Multiple Restaurants and a 15-counter Food Court with seating for over 500 diners

Family Entertainment Centre with VR Gaming Zone, Bowling Alley and much more

To get your brand on board, please call: **73039 15766** E-mail: pakrasi.s@bhumikagroup.com

Website: www.bhumikagroup.com | www.rera.rajasthan.gov.in

Bhumika Group, Corporate Office: 19, Community Centre, 1st Floor, East of Kailash, New Delhi 110065.





RERA NO: RAJ/P/2017/048

Retail | Multiplex | Office Suites | Service Apartments | Hotel & Banquets | Signature Club & Lounge



Brands on board





DIWALI BRINGS CHEER TO INDIAN RETAIL AS CONSUMERS GO ON A BUYING SPREE

Diwali is still the biggest revenue generator for retailers in India, but its impact on overall annual sales has been waning over the years. Despite this gloomy statistic, offline retailers and e-commerce platforms are doing all they can to make the most of this season...

By IMAGES Retail Bureau

SNAPDEAL RECORDS 52 PERCENT RISE IN DIWALI SALES VOLUMES

Driven by a rise in orders from non-metro towns across India, e-commerce platform Snapdeal's first Diwali sales volumes of this year saw a growth of 52 percent over last year. Nine out of every 10 orders received on the platform were from non-metro towns in the country. Snapdeal's first Diwali sale ran for eight days — from September 29 to October 6.



While the increase in volumes from smaller cities was a pan-India trend, cities like Nagpur, Surat, Vijayawada, Chandigarh, Panaji, Jamshedpur, Shimla and Guwahati emerged as the new e-commerce hotspots of India, with orders surging at least four-fold over the previous year. Over 120 cities and towns across the country registered at least 2x volumes compared to last Diwali

sales. These include cities like Satara, Anand, Bharuch & Pali (West India), Malerkotla, Roorkee, Jhansi & Hardwar (North India), Hazaribagh, Raniganj & Paradip (East India), Tezpur, Itanagar & Majuli (North-East India) and Khammam, Hassan, Miryalaguda and Bhimavaram (South India).

"All the sellers on Snapdeal are independent, third-party sellers and hence the growing volumes on our marketplace translate directly into greater opportunities for India's small and medium businesses," Kunal Bahl, CEO & Co-Founder, Snapdeal, said in a statement.

The most popular items in the sale were everyday apparel, with both men and women shoppers preferring track pants, t-shirts and shorts over formal wear. In fashion accessories, casual shoes, flip flops, belts and artificial jewellery were the top selling items. Personal care products continued their recent trend of rising sales with shaving and grooming products for men and epilators for women amongst the most bought products. The home category best sellers included multi-function kitchen gadgets, kitchen storage, towels and home linen. Bedsheets from Jaipur were the single largest selling items that received orders from over 180 cities across India.

TELEFUNKEN, MI, BOAT TARGETS INDIAN CONSUMER THIS FESTIVE SEASON

Having partnered with top e-commerce portals such as Flipkart and Amazon for delivering after-sales services on a pan-India level, 247around has recently revealed a 900 percent month-on-month business growth within first of the ongoing festive sale season.

Nitin Malhotra, CEO and Co-Founder, 247around, said, "In first edition of the online mega festive sale, 247around has registered stellar growth. While we have received maximum traction from metro cities like New Delhi, Bangalore, Pune and Hyderabad while Tier-II towns like Jaipur, Lucknow and Ahmedabad are not far behind."

"Telefunken has entered the Indian TV Markets successfully. We believe



in one philosophy to keep 'After sales service' as the key priority, to enable stronger customer satisfaction & customer retention too", says Arjun Bajaj Director, Videotex International – Official Telefunken Brand Licensee.

"New-age brands like Boat, Lifelong, Sharp, Telefunken, Shinco, NOBEL, and Willet have stolen the show this festive season. Television remains the top-selling product in the after-sales category, followed by refrigerators and washing machines. We expect that, by the end of this festive sale season, we will achieve similar numbers to what we achieved did the first edition the online festive sale. Service being key to increase sales, we have made sure that brands go live within 2 hrs for pan India service." he added.

SHOPCLUES ANNOUNCES 'MAHA DIWALI FLEA MELA' WITH DISCOUNTS UPTO 85 PC

ShopClues has announced the beginning of its mega festive sale with the 'Maha Diwali Flea Mela' which will be on till October 20, 2019, with massive discounts on apparel, jewellery, electronic gadgets, home appliances and grooming appliances.



The Maha Diwali Flea Mela has been designed to address large home needs, as well as items of personal interest for the budget-conscious customer. The ShopClues Maha Diwali Flea Mela also has focused sections that address smaller items like Decorative Lights (80 percent

off) and quirky gifts like thematic stickers and diyas that every home could do with.

Additionally, customers can also watch out for the Bumper Budget Combos which have enticing assortments of products at prices starting ₹ 99. ShopClues will also be holding exciting flash sales every day. The platform has also tied up with Mobikwik and Airtel Payments Bank to create several interesting offers such as the Double Your Savings Offer, a 15 percent cash back offer, and a flat ₹100 Cashback via Mobikwik for every 10th customer. The brand expects that 85 percent of its sales will come from its strong-hold in Tier III and IV markets.

'CONSUMER DURABLES, FMCG & RETAIL SECTORS PUSH TALENT DEMAND FOR FESTIVE HIRING'

With the beginning of the festive season, consumer-driven sectors such as consumer durables/ FMCG (5 percent) and retail (12 percent) reported growth in talent demand in September 2019, says TimesJobs Recruitex.

In Y-o-Y analysis, both the industries



posted double-digit growth in talent demand. In Sep'18 vs Sep'19 comparison, consumer durables/ FMCG and retail posted 28 percent and 29 percent growth, respectively. The report revealed that Tier-II cities such as Lucknow and Chandigarh recorded the highest growth in talent demand in September 2019 edition. A similar trend was observed on September 2018. Commenting on the report, Sanjay Goyal, Business Head, TimesJobs & TechGig said, "Retail and Consumer durables/FMCG has pushed the talent demand owing to festive hiring and registered double-digit growth in Y-o-Y analysis, too. We can hope to see revival

in hiring in high-volume sectors in the coming months."

TimesJobs Recruitex is a monthly recruitment index that records the demand and supply of talent at India Inc.

BATA TO ADD 500 MORE STORES IN NEXT 5 YEARS ON FRANCHISE MODEL

Footwear major Bata India on Thursday said it will strengthen its presence in the domestic market by adding 500 stores in next five years, focusing mainly on smaller markets. The company has identified Tier II, III & IV cities where it has plans to broaden its sales network through the franchise model, Bata India said in a statement. Bata has already identified 180 such markets in smaller cities pan-India, where the company is seeking franchise partners to expand its presence beyond metro cities.

"The company is betting big on



franchising and already has over 150 franchise stores across the country. Bata plans to open 500 stores in the next 5 years," the statement added. According to the latest annual report, Bata India has pan-India retail presence with 1,415 stores across cities with 3.07 million sq ft of retail space. Over the last two years, Bata has increased presence in smaller towns and reinvigorated its portfolio to offer more contemporary, fashion and casual styles for the younger generation.

"India is one of the most important market for Bata globally and we aim to make Bata accessible to the fashion forward customers in tier II-IV smaller cities via the franchise stores. We have seen strong demand for the new products, which is driven by multiple campaigns featuring celebrities from Bollywood and cricket world," said Sandeep Kataria, CEO, Bata India. Bata India had revenue of ₹2,928.44 crore in FY 2018-19 and had recorded a net profit of ₹329.66 crore in the mentioned period.



GLOBAL RETAILERS FOCUS ON INNOVATION & CONSUMER EXPERIENCE TO BOOST PROFITS

Internationally, the retail industry is adopting new technologies to grow sales, increase brand awareness and customer loyalty, and improve customer services. IMAGES Retail brings a roundup of what's making news in the global retail arena over the last month...

By IMAGES Retail Bureau

WALMART LAUNCHES INHOME DELIVERY SERVICE IN KANSAS CITY, PITTSBURGH AND VERO BEACH

→ Walmart recently announced InHome Delivery, the latest innovation aimed towards giving time back to families by delivering fresh groceries and everyday essentials directly into their kitchen or garage fridges. Now, for the first time ever, the brand has launched this new service for over 1 million customers in Pittsburgh, Kansas City (Missouri and Kansas) and Vero Beach.

The service can be used in three simple steps:

→ Customers across Kansas City, Pittsburgh and Vero Beach can head to InHome.Walmart.com and see if their address is eligible.



- Next, they choose either the kitchen or garage fridge as their delivery spot. It's US\$ 4995 for the corresponding smart device, and free professional installation is included!
- Once the lock is installed, they'll receive unlimited deliveries for the introductory price of just US\$ 1995 per month (US\$ 30 min per basket). And the first month is on the brand.

At the time of delivery, associates will use smart entry technology and a proprietary, wearable camera to access the customer's home – allowing customers to control access into their homes and giving them the ability to watch the deliveries remotely.

NIKE ANNOUNCES SIRI-CONTROLLABLE 'ADAPT HUARACHE' SELF-LACING SHOES

→ Nike has announced the latest iteration of its Adapt Huaraches, with the standout feature being a self-lacing motor that can be controlled using Siri, Apple's digital voice assistant.

The shoes are a redesign of the original Nike Huarache and use the same FitAdapt technology as the Nike Adapt BB released earlier this year. Nike's FitAdapt lacing



system is run from a midfoot motor and is controlled by the Nike Adapt app. Using the app, wearers of Nike Adapt Huarache can set up a number of preset fits for their foot type and activity.

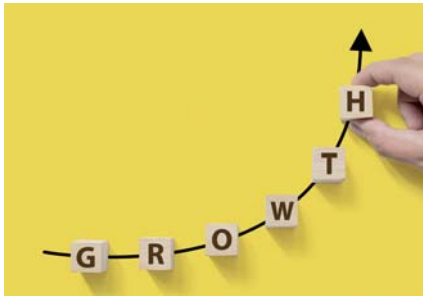
According to the press release, the new Adapt Huarache sneakers also work with the Apple Watch and Siri, allowing you to simply ask Siri to lace or unlace the shoes. The new sneakers from the Nike stable feature the same neoprene supportive exoskeleton that did duty on the original 1991 Air Huaraches, lending continuity to the brand, while accommodating technological advances. The latest edition of the iconic sneakers will include two LED lights that are capable of changing colours if users tinker with the settings on the app.

The two modes are dependent on foot type. The preset modes are 'Chill' and 'Move,' causing the sole and body of the shoe to adapt to everyday situations such as working out in the gym, reclining in a chair at office, or standing in a metro coach during one's daily commute.

JAPANESE COSMETIC BRAND RMK TURNS TO Tmall GLOBAL TO TAP LUCRATIVE APAC MARKET

Japanese cosmetics brand RMK has launched a new flagship store on Chinese e-commerce giant Tmall Global. The move is part of RMK's larger focus to tap the lucrative Asia-Pacific (APAC) beauty market and create a stable platform for beauty brands in China, says GlobalData, a leading data and analytics company.

Shagun Sachdeva, Consumer Insights Analyst at GlobalData, says: "RMK is already available in Japan, Taiwan, Hong Kong and South Korea. The calculative move to tie up with Tmall Global has been made to indulge in Omnichannel retailing with an aim to increase its presence in high value Chinese market and get access to a wider customer base."



According to GlobalData, the 'Cosmetics and Toiletries' market in China is growing at a steady pace and is almost double that of in Japan in 2018. The company's 2018 Q4 consumer survey reveals that 63 percent of Chinese consumers prefer online channels to buy beauty and grooming products.

Sachdeva concludes: "The strategic decision to expand seems to be driven by rising popularity and growing demand of Japanese beauty products among APAC consumers owing to perceived safety, better quality and multi-functionality. The brand has grabbed the opportunity of looking at the high intensity of J-beauty products being imported in China or bought by Chinese visitors in Japan. With the launch on Tmall Global, the company aims to target such customer base first and then include more products in its range soon."

GO GLOBAL RETAIL TO ACQUIRE MODCLOTH, A LEADING ONLINE SPECIALTY RETAILER OF UNIQUE WOMEN'S FASHION

Go Global Retail announced plans to acquire the assets of ModCloth, a digitally native retailer of unique women's fashion and accessories. Founded in 2002, ModCloth offers exclusive indie and vintage-inspired women's clothing, shoes, handbags and accessories for 18-35 year-old women.

Under Go Global, ModCloth will continue to operate out of its current operational setup. Go Global Retail will invest in ModCloth's digital capabilities including artificial intelligence and predictive analytics. As a freestanding, independent fashion brand, ModCloth will continue focusing on its core customers; championing values of female empowerment and inclusivity; and further serving their passionate buying community by celebrating their stories and offering a full range of sizes.

"We believe that together with current management, ModCloth has the ability to become a stronger player in the premium fashion market, nationally as well as internationally," stated Go Global's Jeff Streader.



"Our team of experienced retail and brand practitioners will supplement existing management in areas of digital strategy, supply chain and operations," added Christian Feuer of Go Global.

"We believe that ModCloth's strong brand equity positions it for growth in the future," said Ashley Hubka, Senior Vice President of Corporate Strategy, Development and Partnerships at Walmart. "We feel good about the progress

at ModCloth and believe that Go Global's team and scale out strategy presents an attractive opportunity for the employees and customers of this beloved brand."

Walmart acquired the assets and operations of ModCloth in March 2017 for an undisclosed amount. The Go Global deal is expected to close later this year.

AEO LAUNCHES MOOD, A NEW WELLNESS AND PERSONAL CARE BRAND

American Eagle Outfitters announced the launch of MOOD, a wellness and personal care product line offered exclusively at American Eagle stores and online. The genderless collection features a broad range of personal care products, bath essentials and aromatherapy with six unique scents for the mind and body. MOOD's inaugural collection will include one hundred percent hemp-derived CBD products for bath and body.



"Inspired by our customers and their interest in this exciting new category, we see this as a perfect extension of the AE brand. MOOD is designed to help everyone, especially young people, live a better quality of life. The first collection is just the beginning of a more expansive product line and what we see as a meaningful long-term growth opportunity," said Chad Kessler, President, American Eagle Global Brand.

A collection of 45 genderless personal care products, the line includes body lotion, hand cream, face oil, aromatherapy oil, pillow mist, muscle balm and lip salve. Bath essentials such as bath bomb, sugar scrub and foaming face wash nourish the skin. The product formulas were created exclusively for AEO Inc. by Green Growth Brands.

The one
shopping destination
 your brand can't afford to
 give a miss.

INSTANT REWARDS
 NOW ON
 INFINITI WORLD

DOWNLOAD NOW

Powered by



MALAD





The sheer range of leading brands and the size of quality footfalls make Infiniti Mall beyond compare. The ultimate shoppers paradise in Mumbai where your brand's presence is a must without hesitation.



ANDHERI



The mall with infinite experiences

Andheri (W) • Malad (W)

www.infinitimall.com

Follow us on:



/infinitimall /mall.infiniti /infinitimall



“Men’s Accessories Segment Poised for High Growth in India”

The growing need among young urban customers to express their uniqueness has set the stage for the entrance of many international as well as homegrown companies into the evolving world of fashion accessories...

By Charu Lamba

Accessories are no longer a need-based purchase. Nowadays, customers accessorise to make a fashion statement. The growing need among young urban customers to express their uniqueness has set the stage for the entrance of many international as well as home-grown Indian companies into the evolving world of fashion accessories. Along with this, many existing brands are expanding their range of accessories to meet the mounting demands of customers.

The various ongoing developments in the fashion retail industry reflect the optimism of the market and indicate immense potential for growth and innovation. Due to the impact of global fashion trends and blurring lines between well-defined styles for men and women, accessories are no longer just limited to women. Indian men too have embraced world fashion and have begun to wear more colourful clothes and prints in different styles and have started demonstrating higher fashion-consciousness and awareness.

To match the increasing demand from consumers, Raymond, the men’s wear brand, is expanding its accessory segment.

Elaborating on the drivers propelling the

demand of men’s accessory segment in India, **Srikanth Ram, Business Head – Innerwear and Accessories, Raymond** shares, “Accessories is now a leading lifestyle product as the fashion quotient of men is on a rise. There is an availability of a wide range of accessories for men to choose from. They are now exposed to various international trends and also to social media along with this, media personalities are great influencers propelling the demand for men’s accessories.”

“The men’s accessories segment is poised for a high growth in India. Accessories will be an important element in men’s wardrobe as it accentuates style quotient in their dressing. The advent of stylists, catalogues help in decision-making of coordinating the clothing with accessories today,” he adds.

Accessories is a natural extension to the apparel brands of Raymond. The company saw the immense potential in the accessory segment and decided to set up a separate vertical in 2016.

Endless Options

Currently, Raymond offers silk neckties (from regular to ultra slim, to 10 cm broad), pocket



“THERE IS AN AVAILABILITY OF A WIDE RANGE OF ACCESSORIES FOR MEN TO CHOOSE FROM. THEY ARE NOW EXPOSED TO VARIOUS INTERNATIONAL TRENDS AND ALSO TO SOCIAL MEDIA. ALONG WITH THIS, MEDIA PERSONALITIES ARE GREAT INFLUENCERS PROPELLING THE DEMAND FOR MEN’S ACCESSORIES”

– SRIKANTH RAM



squares, tie pins, cravats, bowties, belts, wallets, bags like laptop bags, messenger bags, cross-body slings, duffel bags and suit covers to name a few.

“We are also a pioneer in creating customised 3D printed accessories. The same is available at exclusive Raymond stores where customers can experience and create their own unique, tie-pins, brooches etc through a 3D printing machine,” states Ram.



“We have also launched exclusive leather hand painted footwear collection at Raymond. Innovations like lightweight Rayknit collection, an alternative to leather, and made-to-order bespoke footwear range is exclusive to Raymond Footwear. ColorPlus does a sophisticated cushioning system in the footwear for high comfort of consumers users while Park Avenue is getting popular for its sleek design language,” he adds.

The brand, which has recently launched sustainable range of wallets and bags made in recycled, water resistant paper, which is 100 percent biodegradable, sees the maximum traction of products like belts and giftsets.


Future Plans

Raymond accessories are currently

INNOVATIONS

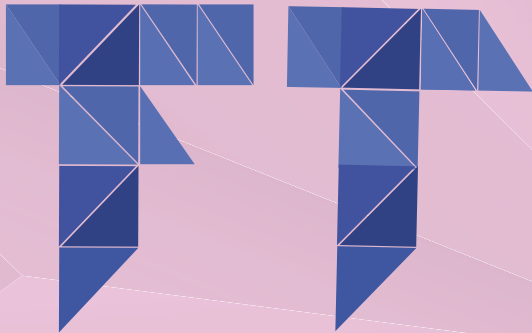
Accessory	Innovation	Benefits
Auto-fit Belt	The buckle stretches giving extra ease	<ul style="list-style-type: none"> - made for better fitting - flexibility during day activities - reversible leather - stretchable buckle for extra comfort
Low Rise Belt	Ideal to complement the curved waist of a low-rise trouser	<ul style="list-style-type: none"> - made for better fitting - high quality leather - easy to use - long lasting - extra comfort
Stretchable Leather Braided Belt	Developed with original leaf and petals	<ul style="list-style-type: none"> - better fitting and comfort - flexibility during the day activities - automatically expands when posture changes
Reversible Braided Belt	ColorPlus men's blue and brown reversible braided stretchable belt, with a silver buckle and genuine leather trims	
Detachable Coin Pocket Wallet	Park Avenue men's detachable coin pocket wallet helps in reducing the bulkiness of the wallet. It can be used as slim credit card wallet by detaching the coin compartment.	
Detachable Card Case Wallet	Park Avenue men's detachable card case wallet which helps in reducing the bulkiness of the wallet. It can be used as 2 slim credit card wallet by detaching wallet from centre.	
Origami Wallet	Single leather wallet	
Feather Soft Leather Wallet	Feather soft leather adds extra comfort	
Anti-Theft Wallet	This wallet can be connected to phone and its location can be tracked in mobile app.	<ul style="list-style-type: none"> - no more searching - easy to use - anti-theft functionality - customer satisfaction - Natural grain leather
ATM/ Credit Card Protection Wallet	Helps against miscreants scanning ATM/ credit card numbers while travelling abroad. It protects against payment and identity fraud from unwanted hacking of credit cards/ ATM cards	

available in 1,000 Raymond stores across 600 cities. The brand is seeing a good value in the segment and is evaluating options to expand it further.

“To meet the consumer demands, we will soon be launching our own lines of eyewear and watches,” he concludes. 

**“IT IS A CAPITAL MISTAKE TO THEORIZE
BEFORE ONE HAS DATA.”**

— SHERLOCK HOLMES



FASHION TECHWAY

Fashion Retail Powered by Tech



20TH IFF / **INDIA
FASHION
FORUM**

17/18 DECEMBER 2019

Hotel Conrad, Bengaluru

www.indiafashionforum.in



Fashion Techway, India's first global show on tech-propelled fashion innovation, will be discovering Fashion Retail Powered by Tech. The event will offer an extraordinary environment dedicated to only outstanding, mind-warping innovation in the business of fashion, from agile design tools to exceptional in-store tech influencers, from the dynamic science of fashion retail analytics to hyper-targetted Social Marketing.

CONFERENCE AGENDA

- » Fashion Techway Prelude for The Fashion Retail C-Suite
- » How Indian Fashion Retail is Gearing Up to Serve The Future Consumer.
- » Tapping The Power of VR, AR & Other Emerging Technologies to Create Immersive Brand Experiences
- » Retailer's Case Study - Decoding A 360 Degree Perspective of The Customer Journey
- » Curating Fashion Through Data
- » From Online to Offline and Back
- » Fashion Tech Success Stories
- » Ui/Ux - The Ultimate Conquest
- » E-Mall to Omni-Channel: Setting The Stage for Collaboration Success
- » Transforming The Fashion Supply Chain Through Tech Innovation
- » Digitalising The Final Bastion - Customer Experience

WHO SHOULD EXHIBIT?



Technology solutions providers in:

- » Augmented Realty Solutions
- » Big Data & Analytics
- » CRM Systems
- » Digital Signages
- » Digital Marketing Solutions
- » eCommerce
- » Digital Payment & Checkout Solutions
- » Electronic Shelf Labels
- » Inventory & Supply Chain Management
- » mCommerce
- » RFID and Inventory Management
- » Magic Mirrors, Screens, Video Walls
- » Security and Loss Prevention
- » Smartcards and eGift Cards
- » Virtual Reality
- » Workforce Management
- » Advertising
- » Chat Apps – Conversational Commerce
- » Customer Feedback Apps
- » Social Media Platforms



For PARTNERSHIP & ASSOCIATION

Santosh Menezes, +91 9820371767, santoshmenezes@imagesgroup.in

- NORTH INDIA:** Partha Ganguly, +91 9873859916, parthaganguly@imagesgroup.in
 Ekta Roy, +91 9811635408, ektaroy@imagesgroup.in
- EAST INDIA:** Piyali Oberoi, +91 9831171388, piyalioberoi@imagesgroup.in
- SOUTH INDIA:** Ashraf Alom, +91 9686014260, ashrafalom@imagesgroup.in
- WEST INDIA:** Sajjad Jaffri, +91 9833032946, sajjadjaffri@imagesgroup.in

For DELEGATE ENQUIRIES

Vidhi Rastogi,
 +91 9873578504,
 vidhirastogi@imagesgroup.in

For IFF PRIVILEGE CLUB MEMBERSHIP



Anil Nagar
 +91 9811333099
 anilnagar@imagesgroup.in

Priti Kapil
 +91 9868801869
 pritikapil@imagesgroup.in

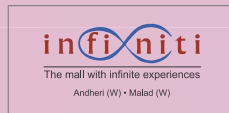
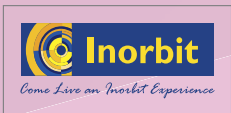


For IMAGES FASHION AWARDS

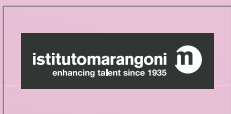
Ritesh Pandey
 +91 9810613585
 ritesh@irisretail.com

Priti Gupta
 +91 8826415472
 pritigupta@irisretail.com

Supported by



Luxury Insights Partner



Omnichannel Supply Chain Partner



Roundtable Partner



Session Partner



Charity of Choice



Media Partners





Franchising Model of Retail Continues to Shine Despite Economic Slowdown

India is one of the world's largest and fastest emerging markets, and its vast population size and cultural diversity have made it a prime environment in which franchising can thrive. Despite the economic slowdown and the gross domestic product (GDP) at its slowest stage in the last six years, the franchising model continues to witness growth in both urban and rural regions. The franchise industry is growing at a rate of 30-35 percent per annum and the sales turnover of the sector was recently valued at over US\$7 billion...

By Sandeep Kumar



You've opened a store and have established a clientele. You're making profits, investing in the correct technology and attracting more consumers – growing much more than anticipated in the first month. Now you must expand, but is sole proprietorship always the way forward?

Sole proprietorships have a number of risks involved – a business owner must come up with a location, strategy, hire workers and market his wares a several times over, as many times as he plans on opening a new store. Each store then has to face the risks of failure, demanding the complete attention of the owner. This divided attention between stores is not for everyone.

For those who want to open more stores but are at a loss of how to do it, there are several ways to own and operate a successful business – the most popular of them being the franchise model.

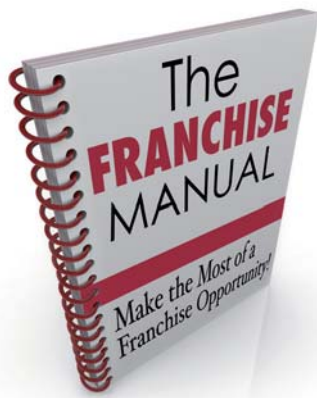
According to Shopify.in, in its most basic terms, franchising is a model for expanding a business and distributing goods and services through a licensing relationship. A franchisee (the location owner) pays an initial fee and ongoing royalties to a franchisor (the brand or corporate) in order to use an existing company's trademark, logo, and system of business, as well as the right to sell its products and have constant support from the franchisor.

India is one of the world's largest and fastest emerging markets, and its vast population size and cultural diversity have made it a prime environment in which franchising can thrive. Despite the economic slowdown

and the gross domestic product (GDP) at its slowest stage in the last six years, the franchising model continues to witness growth in both urban and rural regions. The franchise industry is growing at a rate of 30-35 percent per annum and the sales turnover of the sector was recently valued at over US\$7 billion.

The popularity and achievement of retail stores and brands like Big Bazaar, More, Reliance is one of the key reasons why Indian retailers are looking towards this model of retailing as one of the most successful and favorable models today. Brands like Raymond's, Nike, Titan, Archie's, Kurl-On, The Mobile Store, Peter England etc. are today successfully running on the franchising formulae.

Another reason why franchising is thriving in India is the huge growth in interest in entrepreneurship. Franchises provide the perfect solution for budding entrepreneurs who wish to invest in the security of an established brand, whilst enjoying the freedom offered by franchise models. As a result, entrepreneurs, local and small businessmen today are not hesitating to start a franchise business, be it in form of departmental store, online retail store or any small retail franchise opportunity.



Major Franchise Prone Retail Categories

- Departmental stores
- Footwear brands
- Furniture stores
- Accessories (watches, belts and purse)
- Bookstores
- Candy Stores mainly chocolate franchises
- Baby products franchises

- Coffee franchise
- Cosmetics stores franchises
- Gift, Hobby, Cards, Candle, Souvenir Shops
- Food marts and grocery stores
- Home Appliances, Interiors & Furnishing
- Jewelry Franchise
- Pharmacies Franchises
- Real Estate Services, Portals, Online& Marketing
- Sports Shops
- Stationery Stores
- Toy Shops



What Research Says

As per Franchise Asia, the Food & Beverage sector dominates India's franchise sector. Franchise Asia reports, one-third of new food outlets in India are established through franchise systems. Quick Service Restaurants and fast food outlets are the most popular, pointing to a shift in the pace of consumer lifestyles. By 2022 it is estimated that the F&B industry will have doubled its work force, providing plentiful employment within India. Retail, beauty, healthcare and education are also attractive markets for franchising. USA is a key player in India's franchise boom as their brands are identifying the Indian market as a huge opportunity for expansion. Indians demand products and services of good quality, which is delivered by US franchises at ease.

Several foreign companies with strong brands have established a presence in India through franchising. In the hospitality and foodservice industries, this has been the preferred method for starting operations in India. The key to the success of international brands within India is an accommodation of the market. India's culture is richly diverse, and this is reflected in the population. The needs and tastes of India's consumers are unique,

and international brands who have adapted their franchise model specifically to suit the particularities of the Indian market have experienced notable success. The most successful franchise sectors in India are F&B, the hotel industry, the retail industry, beauty & fitness, health care, medical services, and education.

Why Franchising is Important

Franchising protects a company by spreading some of the risk of opening new locations to the franchisees who operate



those locations. Franchisees go along with it because of the profit potential, as they stand to share in the profits. However, franchising is not a sure shot formula for success and requires proper strategies to take it to next level. If not taken care of properly, it can go wrong in many different ways. To make it a sound investment, one must understand the scenario to be an ideal franchise. The right franchisee gives the brand market insights and a deeper understanding of what will and won't work in that particular region.

Most individuals seek three basic fundamentals when choosing a franchised business. The fundamentals are flexibility, money and status. These three elements are important for a variety of reasons and seem to be common denominators when people seek a new business as a career path. Flexibility has always been most exciting perspective for the entrepreneurs who exchange the stability of a "real job" for the freedom that comes with being their own boss. Money, or income, is always a factor, as business if run successfully generates huge amount of money in comparison to the monthly salaried prospect of any individual. Status is an all-encompassing category that includes not only titles and position, but more important, the feeling

THE NEW GENERATIONS OF ENTREPRENEURS ARE NOT ONLY LOOKING AT INDIAN FRANCHISES BUT ALSO MULTIPLE INTERNATIONAL BRANDS THAT THEY CAN GET TO INDIA. BUOYED BY INDIA'S ECONOMIC GROWTH, FRANCHISING IS NOT ONLY HELPING CREATE EMPLOYMENT OPPORTUNITIES, AS WELL AS IMPROVING REACH OF BRANDS ACROSS GEOGRAPHIES. SEVERAL FOREIGN COMPANIES WITH STRONG BRANDS HAVE ESTABLISHED A PRESENCE IN INDIA THROUGH FRANCHISING.

– VINAY CHATLANI, DIRECTOR, SOCH

ONE OF THE MAJOR BENEFITS OF RUNNING A FRANCHISE MODEL IS THAT FRANCHISEES BRING AN EXTENSIVE KNOWLEDGE OF THEIR LOCAL MARKETS THAT CAN HELP A BRAND TO UNDERSTAND THE AUDIENCE BEHAVIOUR FASTER. SECOND, THE FRANCHISEES HAVE A BETTER CONTROL IN TERMS OF HANDLING THE LOCAL OPERATIONS.

– NIDHI YADAV, FOUNDER & CREATIVE HEAD AKS CLOTHINGS

COUNTRY'S FRANCHISING SECTOR HAS BEEN WITNESSING A STABLE GROWTH SINCE 2008 AND IS NOW MORE THAN \$50 BILLION. THE SYSTEM FITS WELL IN INDIA AS THE COUNTRY IS DIVERSE AND WITH THIS COMES THE NEED TO CATER TO DIFFERENT TASTES. WITH INCREASING DISPOSABLE INCOME EVEN IN SMALLER CITIES, THE CONSUMPTION OF PRODUCTS/SERVICES HAS ALSO INCREASED, AND THIS GIVES AN OPPORTUNITY FOR COMPANIES TO TAILOR-MADE THEIR PRODUCTS KEEPING IN MIND THE REGIONAL TASTES.

– PUNEET JAIN, DIRECTOR, ODHNI

THE GROWTH OF FRANCHISEE IN INDIA HAS BEEN PHENOMENAL AS THERE ARE MORE THAN 1.5 LAKH FRANCHISEES OPERATING IN THE COUNTRY AND THE MODEL IS WITNESSING A GROWTH OF 30 PERCENT ANNUALLY. IN OTHER EUROPEAN MARKETS OR WESTERN MARKETS, THE FRANCHISEE MODEL HAS MORE TO DO WITH TAKING YOUR TASTE TO EVERY PART OF THE COUNTRY AS AGAINST INDIA WHERE LIVING UP TO THE REGIONAL TASTES IS A MUST.

– RAJESH JAIN, MANAGING DIRECTOR AND CEO, LACOSTE INDIA

of purpose one has and being a part of something significant.

Owning a franchise can provide you with all three of these elements if you operate the business successfully and manage your time and resources properly.

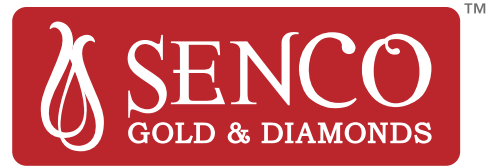
What Experts Say

“India is the second highest market for the Franchising Industry globally. Indians have a great entrepreneurial streak, and this is not only the business community but also for the first timers doing business. The new generations of entrepreneurs are not only looking at Indian franchises but also multiple international brands that they can get to India. Buoyed by India's economic growth, franchising is not only helping create employment opportunities, as well as improving reach of brands across geographies. Several foreign companies with strong brands have established a presence in India through franchising. The potential markets which are going to see growth is travel and tourism, business/ financial services and apparel,” explains **Vinay Chatlani, Director, Soch.**

“The failure of a franchisee in India is much less as it is started after deliberating on the regional tastes that the brand is going to cater. The growth of franchisee in India has been phenomenal as there are more than 1.5 lakh franchisees operating in the country and the model is witnessing a growth of 30 percent annually. In other European markets or western markets,



THE GREAT INDIAN
Vivaha
COLLECTION



WANTED: PARTNERS IN PROGRESS

Get your business started with a franchise of
**India's one of the most trusted jewellery
brand - Senco Gold & Diamonds**

Product Category

Gold, Diamond, Platinum, Gems, Silver

Advantages:

- 85 years of trust, having more than 100 stores across India
- Proven track record of high sales in outlets
- Attractive Returns on Investment (ROI)
- A wide range of lightweight and trendy jewellery



For franchise enquiry:

+91-9874453366

Email us:

franchise@sencogold.co.in

CELEBRATING 100 STORES ACROSS INDIA

KOLKATA • DELHI • MUMBAI • PUNE • BENGALURU • HYDERABAD • BHUBANESWAR • RANCHI • PATNA • RAIPUR • LUCKNOW • GUWAHATI

**Senco Gold Ltd. - Corporate Office: 1001, Diamond Prestige, 10th Floor, 41 A; AJC Bose Road; Kolkata - 700017.
Ph. No: 033-4021 5000/5004**

www.sencogoldanddiamonds.com | 1800 103 0017 | Like & Follow us at | Available at:

the franchisee model has more to do with taking your taste to every part of the country as against India where living up to the regional tastes is a must. For example, many pizza franchisees altered their products according to the local tastes and thus made the franchisee a successful model in different part of the country," says **Rajesh Jain, Managing Director and CEO, Lacoste India.**

Nidhi Yadav, Founder & Creative Head AKS Clothings explains, "In today's fast changing retail eco-system, one has to be present at the right place to tap the target audience. One of the major benefits of running a franchise model is that franchisees bring an extensive knowledge of their local markets that can help a brand to understand the audience behaviour faster. Second, the franchisees have a better control in terms of handling the local operations. Therefore, with the help of a franchisee, a brand can experience ease of operations n day-to-day life while operating in different regions. Third, a brand can speed up its expansion through franchisee business model."

"Country's franchising sector has been witnessing a stable growth since 2008 and is now more than \$50 billion. The system fits well in India as the country is diverse and with this comes the need to cater to different tastes. With increasing disposable income even in smaller cities, the consumption of products/services has also increased, and this gives an opportunity for companies to tailor-made their products keeping in mind the regional tastes. And to do that they get into this model which helps them spread their wings by creating new market niches," states **Puneet Jain, Director, ODHNI.**

Apeksha Patel, Founder, E2O Fashion adds, "In an ever-changing and increasingly demanding global marketplace, franchising has showed great resilience and sustained continued growth despite the economic and political challenges presented over the past decades. Franchising has historically proven to be a rather efficient way of expanding the market penetration and consumer basis of retail brands, both locally and internationally. This is so because it allows the brand owner, the franchisor, to expand its business faster and with less financial and human resource investments, while at the same

time ensuring the maintenance of the quality and operational standards of the brand, especially when compared to other structures such as trademark licensing, agency and setting up a local legal entity or joint venture with a local partner."

T Sudhakar Pai, CMD, Kurlon Enterprise Limited stated, "Franchising is an opportunity to create job at grass root level and we firmly believes in the idea of franchising."

The Franchising Model

The following points are necessary to be looked into before understanding the concept and model of franchising.

- Knowing the expenditure involved in setting up the store and maintaining it for a long period.
- Research is crucial element and should be done very carefully before finalising a retail partner.
- Integrity and past experience (track record) also plays an important role.
- Relationship building along with the business.
- Brand pedigree.

Elements of Franchising

The major elements of franchising are:

- **Corporate Communication:** Franchisees are nothing without the brand. They benefit from the corporate brand and product, and therefore they are also indebted to the corporate compliance guidelines. They have to work with the corporate office both strategically and financially. An ideal franchise has to have good communications with the corporate office. This means the corporate office must provide relevant, thorough information in a timely manner and

must be attentive to a franchisee's needs and concerns. Without good communication, franchisees are stuck with the corporate office's policies but don't have any support to carry out their obligations.

- **Effective Guidelines:** Compliance guidelines are very important in making good and successful franchisee. The franchise model totally depends on consistency. Taking business to a new unknown location is not an easy task. One needs to be ahead of expectation and consumer habits. One also needs to have the right menu for the right consumer. Many people are creatures of habit, so when it comes time for them to decide where to eat or where to shop, they're likely to go with what they know. Compliance guidelines are the magic that make this happen. They force franchisees to maintain an environment conducive to a consistent experience for the customer. Companies with more variety between their franchises aren't guaranteed to fail by any means, but they're not as safe of a bet.

- **Financials & Market Opportunity:**

For a franchise to succeed to its full potential it needs the support of an efficient, ethical company that isn't wasting money or violating the law. Study a company's financials closely





SPR CITY
A PROJECT WITH BINNY LTD.
CHENNAI'S LARGEST
INTEGRATED TOWNSHIP



**INDIA'S LARGEST
WHOLESALE MARKET**

OWN YOUR DREAM SHOP AT INDIA'S LARGEST WHOLESALE MARKET, MARKET OF INDIA IN CHENNAI

NOW @



**INTEREST
24 EASY INSTALMENTS***

**FESTIVE OFFER
VALID FOR LIMITED PERIOD**



SHOPS STARTING FROM ₹50 LAKHS!

- Packaged Food Products • Construction Materials • Electricals & Lighting • Mobiles & Electronics • Gems & Jewelleries
- Imported Products • Textiles

FOR SITE VISIT, CALL: 78240 99885

before buying in. Many companies won't share all of their financial documents with a franchisee, but review what they're willing to offer and make a note of anything obvious that they refuse to provide. Many companies continue to sell franchises even when they're in bad shape, using franchise fees to help keep themselves above water artificially. Similarly, even if a company itself is doing just fine, a franchise can still fail if there isn't enough space in the local market.

- **A Popular Brand:** The best franchises have a popular, familiar corporate brand with which to affiliate. This requires a company that takes its reputation seriously by running tasteful ads, being a good corporate citizen, treating its workers and franchisees well, participating in community service and engaging with the community through social media and on a local level. A popular brand translates to a good profit potential, and that's an essential part of any ideal franchise.

The Right Combination

Franchises provide a way for an entrepreneur to open a business with an established brand and a fixed way of doing business. Some decisions are made for the franchisees, but many entrepreneurs find the mix of structure and their ownership flexibility to be ideal. Choosing the right franchise is about matching your personality, skills, experience and motivation to a particular franchise. It's about getting a good fit between the franchisee and the business. There are certain points which are very important for both parties to agree on and be on the same page on. It is a two way-street; the franchiser needs to be as enthusiastic about the brand as the franchisee is. The key pointers are:

- Being able to work independently
- Being well organised and proud of one's personal presentation
- Being able to organize and motivate others to get things done
- Working effectively as part of a group
- Being attracted to continuous improvement
- Being trustworthy in giving accurate information

- Having a realistic understanding of the franchise relationship and background in retail business
- Drive and passion along with great organizational skills

What Entrepreneurs Should Look For

Budget/Capital: Capital is the most essential factor. One should search and invest in company as per its capacity and match. Franchise opportunities come in many sizes and costs, ranging from the low thousands to the hundreds of thousands to get your franchise up and running. An under capitalised franchise is not only risking failure but may not even be able to open its doors. Many franchisors have strict minimums on the entrepreneur's starting capital before they're willing to sign the franchise contract.

Research After-Sales Support: A good franchisor will support the franchisee both in starting their business and maintaining the growth of the business in the long run. However, many franchisors are in the business of making money off their franchisees, selling fly-by-night opportunities for as much as the market will bear, and not caring if their franchisees fail. The franchisee should avoid these situations. **Determine Your Management Style:** Most entrepreneurs start their own businesses for the personal freedom, and they think it will provide them the ultimate authority. In truth, entrepreneurship is much more complicated than this, and that kind of freedom doesn't come automatically or easily.

How to Run a Franchise

A franchise is a business structure that allows an investor to buy into an established business and obtain the right of use of that company's business model, including signage, product and operation standards. Running it successfully requires lots of planning and market research. One needs to select a profitable and accessible franchise and get many other things in place to achieve certain goals.

- **Select a Proven Franchise:** It is not wise to run after any brand for the sake of getting a franchising. Franchising is a tricky module and most brands struggle to get right franchisee and vice versa. People are ready to pay and invest capital in the business but don't actually know how to run it. Most franchisors struggle or falter in making their model available to entice new franchisees. Request information such as a prospectus and carefully review it to determine how profitable and sustainable the business is. The franchise prospectus should contain the franchise's history, costs to invest and run a location and expected returns on your investment.
- **Obtain Purchasing Financing:** In most cases, financing can often be obtained directly through the franchiser (known as in-house financing), but some brands do not offer this and wants the franchisee to invest in the partnership. Ultimately, franchisee



celio*



T&C apply.

L&K | SAATCHI & SAATCHI

shop online at celio.in

originally french

Exclusive Celio Store: Belgavi | Bengaluru | Chennai | Dehradun | Hyderabad | Jaipur | Jamshedpur | Kakinada | Kanpur | Kochi | Kolkata | Kozhikode | Kurnool | Mangaluru | Mumbai | Mysuru | Nagpur | New Delhi | Nizamabad | Noida | Ongole | Patna | Pondicherry | Pune | Siliguri | Tirupati | Vadodara

Also available at leading department stores, multi-brand outlets and online partners | Follow at: [f](#) [ig](#) [tw](#) [YouTube](#)

has to look upon banks or lending institutions offering lower interest rates which require lot of paperwork and formalities. So, the franchisee should be ready with a business plan and other legal formalities related to it.

→ **Skilled Team:** A core team is a group of individual employees that have a proven background in a particular industry or product and are trusted to run the operation in the absence of the owner. Core team members not only bring experience to the operation, they should be able to train and mentor new employees as well as be able to think creatively. A common practice in the restaurant industry to find core team members is to visit local like businesses in the area and ascertain which employees are the most valuable to the operation, and then extended an offer of employment.



→ **Vision:** Establishing realistic, reachable goals for the franchise is a must for staying interested in the business and being able to assess and reassess its profitability and growth potential. One should not be excited for the overnight success and take quick decisions on basis of that. Every step should be executed with a proper plan.

How Franchising Works in India

India offers mainly four types of entry points for franchises, which includes:

- Direct franchising
- Master franchising
- Regional franchising
- Local incorporation

Direct Franchising is where a company creates a direct network of franchises. This works well for local companies with pre-existing experience in India. However, it can prove to be challenging to foreign companies entering India for the first time. In this case, the owner company directly provides sales and support services to the franchisees. A common example of direct franchise is the franchise opportunities offered by Monsoon Salon & Spa in metro cities like Delhi, Mumbai, Pune, Chandigarh, Kolkata and more.

Master Franchising is where a company awards exclusive rights to develop a foreign brand to a local entity, often accompanied with a large investment made by the franchisor. The owner recruits a specific person or a company to provide services to franchisees in a specified territory which can typically be a major market or even one or more states. The master franchisee is then in charge of developing the company's brand either through cultivating a sub-franchised network or opening outlets owned by the master franchisee (though the two are not mutually exclusive). A master franchisee can own a number of individual franchisees in a certain area, however, the same is not applicable for a direct franchise. Generally, master franchise model is adopted by fast food restaurants, real estate agencies, and convenience food stores.

Regional Franchising operates in the same way as master franchising but covers only a specific regional area as opposed to the entire country. Given India's diversity



along with the complexity of state-specific laws, many franchisors choose a regional franchising approach.

Local Incorporation is when a foreign franchisor forms a subsidiary company and awards it franchising rights in India. The American fast food chain Subway, for example, has established a subsidiary in India, which handles their franchising network.

Happy Franchise Owners Make Money

If the franchisee can collaborate or align themselves with a franchise that really clicks, it will result in higher productivity and more profit for both the parties. This is a simple philosophy that's often overlooked. Some franchise organisations have suffered because they lost sight of this reality during the fast growth stages.

Sometimes companies are so successful and grow so fast that they seemingly forget about the little things that made them successful in the first place. In this case, their initial success can lead to their ultimate failure. A franchise that forgets that their franchise-owner community is in fact their 'customer' base doesn't succeed. If the franchisor understands that its franchisees are the heart and soul of its success and to keep them happy will ultimately generate more revenue. To achieve the common goal of success and profit is the prime agenda and this makes things work.

"As franchisors we expect 'Complete Transparency' and a 'Two-way continuous channel of communication' with the franchisees. This is extremely crucial for the initial 3 years of the association. We at Soch truly believe that our Franchisees are an extension of the company and not an external partner in anyway. We spend enormous amount of time, money and energy to help them absorb the brand DNA and help them in every step to carve out their own success journey. Soch recognizes that starting a franchise goes beyond the initial training that you'll offer to the managers/owners of your franchise. The Management team of Soch meets the Franchisees personally prior to signing and is constantly available to offer the support they need before coming into their own," states Chatlani.

LOGISTICS HASSLES?

Call The Experts.

Scale Up Your Business

GST gives you the opportunity to scale up your business faster than ever. Ensure fastest doorstep delivery directly to your retailers or customers across India. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics Network, which seamlessly covers **all 30,324 Pincodes** of India.

1800 113 113
www.safexpress.com



Distribution Redefined

“Ensuring that the Franchisee partner by investing in the Brand not only retains his/her identity as an individual owner but also belongs to a bigger team held together by a common goal. Brand also ensures that other company or franchisee operated units are not in direct competition and there is no cannibalization of sales,” he further explains.

“For ODHNI, we believe in move together and grow together. We do not want to succeed individually. Our team and all our associates are very important



to us. We are the franchisers and as a franchiser we expect the franchisee to be dedicated to living up to the brand positioning that we want and the brand image that we are constantly working on. The synergy of two minds can work well when there is a common motto or goal,” says **Yatin Jain, Director, ODHNI**.

“First thing as a franchiser, we expect them to align their goals with our goals. Then they should have a sound plan to popularise the brand which will convert into good sales. We make it a point to hold regular meetings with our franchisees and keep them upgraded about the latest developments taking place at our end. This helps us informed about each other, the challenges that we are facing and the solutions that are best for both of us. For us, it is a relationship of mutual admiration,” says Yadav.

Advantages & Challenges of Owning a Franchise

For an entrepreneur, buying a well-known franchise might seem as a one-shot success formulae, getting an opportunity to run a well set business. It offers instant brand recognition, a trusted product

and inclusion in nation-wide advertising campaigns. While owning a franchise has its perks, there is a lot more to it than sitting back and raking in the cash. Certain points highlight the pros and cons of franchise ownership:

→ **Brand Recognition:** The biggest benefit of owning a franchise is brand recognition. Most if not all franchises are well-known companies with established customer bases. Owning a franchise instead of starting up a new business saves you the time and effort of building a reputation and attracting customers.



→ **Corporate Support:** Franchisees receive support from corporate headquarters in a number of areas including marketing, training and even financing. Corporate headquarters of large franchises are ready with advice and expertise for making your business the best it can be.

→ **Costing and Payments:** Startup investments required of franchisees can be higher than the amount you'd need to start an independent business, although it varies depending on the company. While one may have the luxury of acting as a boss, he still has to pay a percentage of the sales to the corporation. Additionally, some companies require franchisees to pay marketing fees for nationwide advertising.

→ **Corporate Policy Enforcement:** Despite being an independent business, the franchisee needs to follow the complete company guidelines. This includes using company uniforms,

packaging and marketing materials. Franchisee cannot introduce regional discounts or offers and has to move as per brand's nationwide promotional strategies to take his business forward.

→ **Corporate Problems:** Despite the fact that franchise owners have a customer base, brand recognition and upper management support, there is still risk involved. Any problems the larger company encounters, whether in terms of reputation, finances or something



else, becomes franchisee problems as well. One must consider the company's track record before signing the contract.

Franchising & Legislation

As per Dezan Shira & Associates, unlike western countries, India does not have comprehensive legislation related to franchising. There are no direct, potentially restrictive regulations on franchisors. However, this lack of direct regulation creates tremendous confusion as a patchwork of national and regional laws arbitrarily governs franchisor-franchisee relationships.

The following laws impact franchisor-franchisee relations in India:

- The Indian Contract Act, 1982;
- The Trademarks Act, 1999;
- The Designs Act, 2000;
- The Patents Act, 1970;
- The Copyright Act, 1957;
- The Competition Act, 2002;
- The Foreign Exchange Management Act, 1999
- Income Tax Act, 1961
- The Consumer Protection Act, 1986
- The Arbitration and Conciliation Act, 1996 **®**

Lip Boldly

REVLON®

LIVE BOLDLY



© REVLON and SUPER LUSTROUS are Registered Trademarks of Revlon Manufacturing Ltd., used under license.

Super Lustrous® Lipstick
Super rich. Super radiant. Super lustrous.

FOR BUSINESS & FRANCHISEE ENQUIRY: T: 011 4250 4856
CUSTOMERCELL@MODIBEAUTYPRODUCTS.COM

Marketed by
Modi-Mundipharma Beauty Products Pvt. Ltd.

FOLLOW US ON:   



Senco Gold & Diamonds

The Embodiment of a Flourishing Franchising Model with 51 Stores Pan India

Suvankar Sen, Executive Director, Senco Gold & Diamonds talks about the successful franchise journey of his brand...

By IMAGES Retail Bureau



SUVANKAR SEN
Executive Director, Senco Gold & Diamonds

Tell us about your franchising journey.

The franchisee segment of Senco Gold & Diamonds segment has been growing steadily over the years. We have increased the number of franchisee stores to 51 in 2019. In addition to this, our COCO stores have also been given a conscious and dynamic boost and as a result we can now boast of a pan India presence with 54 stores. This year, our focus has been on re-aligning the franchise business by deep diving and improvising the core performing areas to enable it to become a better and successful business model.

What are the nuances that are typical to franchising operations in India?

A franchisee business is equally dependent on external funding from banking and other financial sectors. Presently, this source of funding is not conducive for



financing jewellery business operations in spite of offering appropriate collaterals. There is a major reluctance shown by fund managers to finance the jewellery sector. This in turn pre-dominantly affects future business prospects and development. Moreover, with varied socio-economic and cultural differences of every region, the business model has to be customised as per the local need.

Tell us about the key milestones of the brand journey as far as franchising is concerned?

The opening of the 50th store in 2019 was the biggest milestone. Currently out of our 51 franchise showrooms, 48 are FOFO (franchise owned, franchise operated) and 3 are FOCO (franchise owned, company operated). Also, there has been a healthy year on year growth of average 25 percent.

What makes your brand a favorite with franchisee?

Senco brand has been successful and popular due to its integrity, honesty, quality, design, craftsmanship, relationship and customer delight and service. We provide training and support to the franchisees, and also monitor

their operating standards. We provide them the latest technological support for inventory management and point of sale tools. Furthermore, every franchisee is a strong member of our brand and we maintain a clear and transparent business relationship. We also implement annual marketing plans of the brand by keeping the benefits of franchisee in mind. Regular open forums and franchisee meets are undertaken for business needs and its enhancement with appropriate rewards and award programs.

What, as a franchisor, do you expect from the franchisees?

Every franchisee has some basic essential expectations. All franchisors need to take care of its timely stock fulfilment, which is very much essential in maximising available sale opportunities. Apart from this, they also want a regular update of all the company policies and operating practices and they want the brand to keep them in loop with all information. Periodic sales and merchandising training is another major essential for the franchisee store staff. Marketing support as per a set calendar plan helps them in optimising their business. **IR**



J.S. Martin & Co.

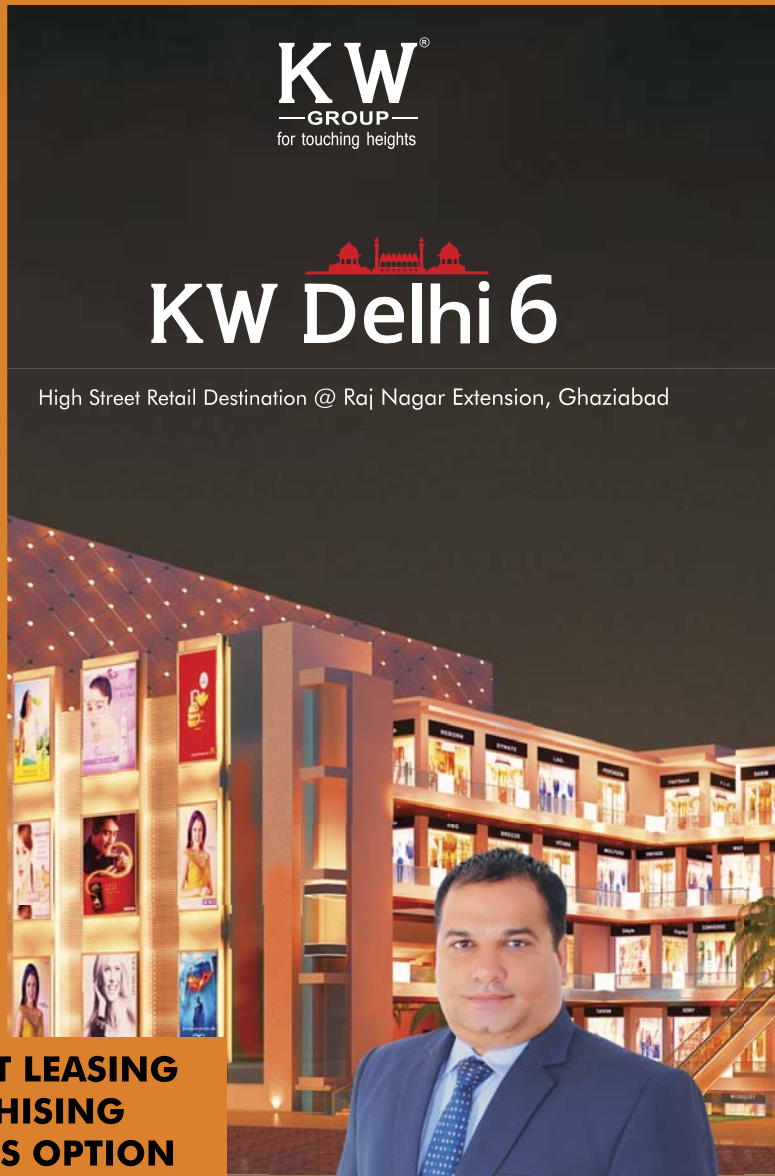
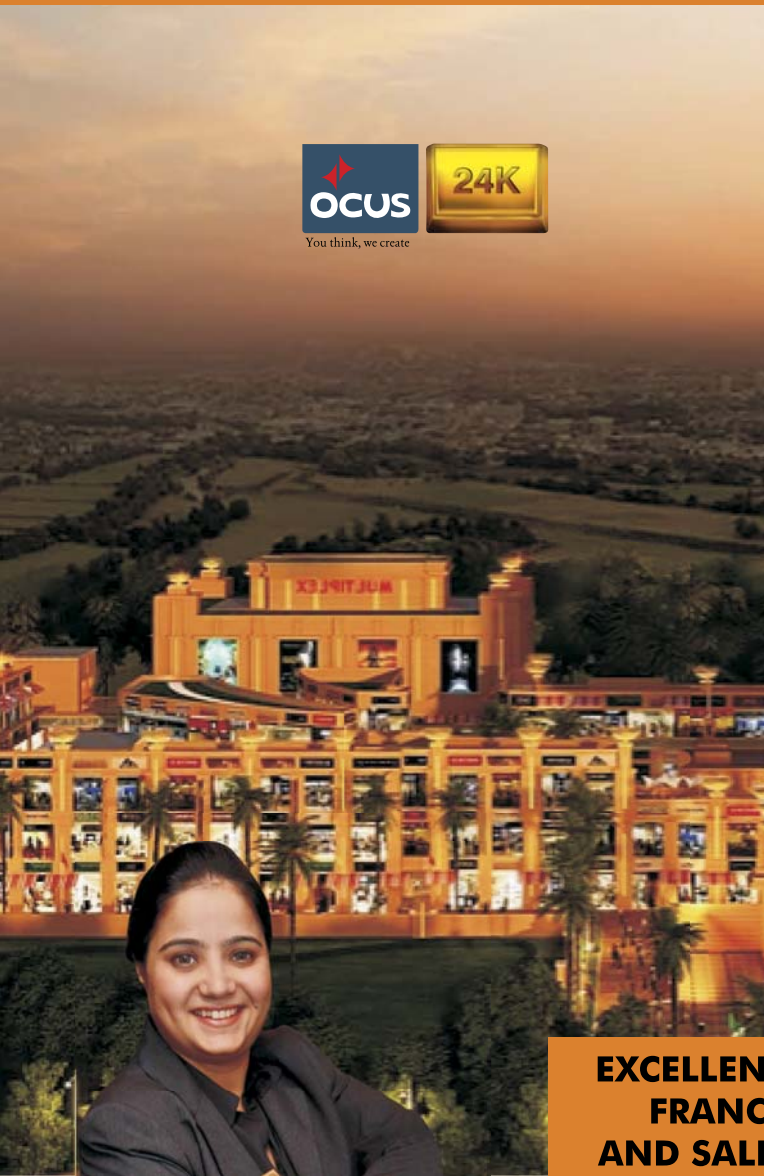
RETAIL | RESIDENTIAL | COMMERCIAL



KW[®]
—GROUP—
for touching heights


KW Delhi 6

High Street Retail Destination @ Raj Nagar Extension, Ghaziabad



**EXCELLENT LEASING
FRANCHISING
AND SALES OPTION**

ARNICA KOHLI

+91 99991 82937
ARNICA@JSMARTINCO.COM

RAJAT MAKKAR

+91 99990 70600
RAJAT@JSMARTINCO.COM

UNIT # 132 1ST FLOOR, VIPUL TRADE CENTER SECTOR - 48, SOHNA ROAD, GURGAON
WWW.JSMARTINCO.COM



PROMOD Launches First E-Origin Store in India

Focusing on hospitality and attention to detail, this first of its kind outlet ensures that the customer experiences the best styles within the store...

By Charu Lamba

French fashion brand, PROMOD opened its first e-origin concept store in Mumbai's Palladium Mall. Apart from France, India is the first country to experience this store format of the brand. The first PROMOD e-origin store was launched in Paris in March 2019. The new store at Palladium Mall, Mumbai is going to be one of the 15 e-origin stores that have been launched worldwide by the brand and place themselves firmly at the changing face of modern retail.

"Our customers often tell us that we simply feel good when we walk into a PROMOD store. And it is that feeling of comfort mixed with the experience of giving our shoppers a modern retail experience that we are aiming to achieve with the e-origin stores worldwide," says **Roberto Spadaro, Visual Merchandiser, PROMOD International.**

What's New?

Focusing on hospitality and attention to detail, this first of its kind outlet ensures that the customer experiences the best styles within the store. Digital tablets connected to large display screens, a wide and open entrance and free space to navigate the collection are the key features of its new store.

Interiors with an uber modern feel, open façades, modular fixtures and boutique inspired display table units define the new e-origin concept store. With the use of classic French inspired props and artful dashes of greenery, this 1,700 sq. ft. store aims to give shoppers an enchanting and joyful shopping experience.

"The visual merchandising has become more contemporary with the e-origin stores. With the enlargement of store façade and with no shop window, the visual merchandising at the store entrance has become more dynamic



"OUR CUSTOMERS OFTEN TELL US THAT WE SIMPLY FEEL GOOD WHEN WE WALK INTO A PROMOD STORE. AND IT IS THAT FEELING OF COMFORT MIXED WITH THE EXPERIENCE OF GIVING OUR SHOPPERS A MODERN RETAIL EXPERIENCE THAT WE ARE AIMING TO ACHIEVE WITH THE E-ORIGIN STORES WORLDWIDE"

– ROBERTO SPADARO



"CONSUMERS TODAY ARE ALSO WELL TRAVELLED AND ARE FAR MORE AWARE OF DESIGNS AND BRAND PHILOSOPHIES. SO, IT'S EASIER TODAY TO SHARE THE BRAND PROMISE AND BUILD LOYALTY WITH THEM AND IN TURN BE A PART OF THEIR GROWTH JOURNEY"

– TUSHAR VED

and magnetic to invite more footfalls. We have created more focal points/ fashion galleries at store entrance with new props. The event wall in older concepts used to be at the end of the store has now been shifted at the entrance and it makes the look very attractive. The accessibility of the merchandise is more swift, decluttered and easy to locate with the new modular fixtures. With the accessory walls integration in between the merchandise walls, customers can choose their matching accessories simultaneously while shopping for the outfits," says Spadaro.

"Apart from this, the look of the store is very contemporary, the fixtures used in the store are easily flexible and provide modular functionality. The entire store can be refreshed while rearranging or moving the fixtures around," he adds.

Journey of the Brand in India

PROMOD was launched in India in May 2006 with its first store in Mumbai. Today, the brand is present in 12 cities spread across 9 states. Realizing the potential of the Indian market as one of the biggest growing markets in the world, the brand is committed to expanding, investing and strengthening its position in the country. It is also present online in India with www.promod.com and operates on online marketplaces like Myntra and Jabong. Apart from this, it is soon planning to start its Omnichannel journey in India wherein customer can choose online and pickup in store or vice versa with options of home delivery as well.

"PROMOD is present in India for over a decade now and it is one of the earlier entrants in the Indian market as compared to other fast fashion brands which has given us a slight edge. Indian retail has also greatly evolved over the years especially the fast fashion market, since consumers today are far more aware of their preferences. Increased disposable incomes, more percentage of working women, accessibility to more brands, increased awareness of global trends and digital exposure has made consumers more image conscious as well. The rise of e-commerce industry and social media has also helped the segment grow tremendously and will continue to be the key factors in driving this sector.

ACCESSORY: AN IMPORTANT CATEGORY FOR THE BRAND

Accessories have been a significant part of the Promod signature style and essential for creating 'cool and chic' looks. The contribution of accessories has been important since shoppers today prefer styling a complete look in one go. Today's consumers are time bound, so having easy and quick access to each and everything at one place plays an important role. Thus, the brand is working and focussing on providing more versatile and numerous options to customers in accessories.



Consumers today are also well travelled and are far more aware of designs and brand philosophies. So, it's easier today to share the brand promise and build loyalty with them and in turn be a part of their growth journey," says **Tushar Ved, President, Major Brands India.**

"Since we are one of the first people to enter this market we have believed in the long-term strategy wherein we first plan to cater to metro customers, followed by A-cities and over the years. due to an increase in the purchasing power and awareness among Tier II and Tier III, we are moving towards catering to their requirements as well. We have never believed in growing exponentially in limited time, but we believed in nurturing our customers with assured quality and product offerings so that they become our brand ambassadors when we explore the new territories in this segment" he adds.

The brand sees a lot of traction from

digital media as most of its customers are using smartphones and reaching out to them as per their convenience and interest is one of the primary focus of the brand. Along with this, the brand also feels that print and outdoor promotions are also equally important.

"For marketing and promotions of the brand, we believe in keeping a ratio of 75:25 between digital and other mediums and that is the way we are promoting our brand since the past couple of years," states Ved.

Future Plans

Following its first e-store launch in Mumbai, the next line of e-origin stores will hit Delhi-NCR, Lucknow and Bengaluru.

"We are now planning to launch 10 more E-origin stores by 2021 and by 2025 we plan to convert all the existing stores into E-origin format. The retail environment is changing across the world and it is important to adopt and revamp the brand to connect with our target customers. The brand journey ahead is going to get very interesting," shares Tushar Ved, President, Major Brands India.

By 2025, the brand plans to take the total count of selling points to 100 in India and plans to invest around ₹50 crore in the years to come. 

Outlet Centres: A Successful Global Phenomenon

India is the world's fifth-largest global destination in the retail space and such growth calls for immense stock handling, constant introduction of new products to remain in the customer's preferential zone, maintaining a good cash flow at retailers end. There is one answer to tackle all these issues – Outlet Malls...

By Benu Sehgal, CEO, Freeport Retail India

One of the most dynamic industries in any country is the retail industry, whose face and pace are unpredictable. Many factors control the pace of this industry including the sentiments of the market, government policies, the pace of new entrants, growth of the economy, smart handling of stocks etc. India is the world's fifth-largest global destination in the retail space, growing at a phenomenal speed, which calls for immense stock handling, constant introduction of new products to remain in the customer's preferential zone, maintaining a good cash flow at retailers end. There is one answer that can easily tackle all these issues – Outlet Malls.

David Soberman, Marketing Professor at University of Toronto, explains that the outlet mall concept took off because of rising middle-class demand for branded apparel. Today, there are an estimated 216 factory outlet centres in the U.S. where some 316 different brands operate 13,000 stores.

If your image of an outlet mall is stores stocked with defective goods that retailers want to unload at bargain basement prices, think again. Today, many retail brands have opened outlets as a way to



sell an exclusive product line, just a season behind, at a reduced price. Retailers often fear opening outlets might make them lose customers due to cannibalisation or brand dilution. Cannibalisation occurs when retail customers shift to outlet stores, lured in by their lower prices. Brand dilution happens when customers start buying less because the lower prices and quality of the outlets' offerings turn them away from the brand altogether.

Research on Positive Impact of Outlet Stores

Professor of Marketing at Kellogg School, Lakshman Krishnamurthi and Professor of Marketing at University of Texas at Dallas, Gonca Soysal, examined the shopping habits of customers at a large national specialty apparel retailer to explore the impact of opening outlet stores. Their research yielded good news for brands that adopt this strategy: customers who began shopping at outlet stores also increased their spending at the retail stores.


The researchers analysed purchasing data from a sample of more than 100,000 customers over a 25-month period. They wanted to know how starting to shop at an outlet store would affect a customer's retail-store purchasing habits by simply comparing groups of existing customers – some of whom shop at outlets and some of whom do not.

They found that, overall, the customers who shop at both retail and outlet stores spend about 10 percent less than retail-only

customers. But what happened to spending among customers who started shopping at both retail and outlet stores? They found that these customers actually increased their spending in the retail stores. This suggests that cannibalisation and brand dilution are not factors when new outlets open. Customers who started shopping at an outlet increased their annual retail-store visits from about 3.5 to 5. Over the course of a year, on an average, these customers spent an additional \$155 at retail stores, which represents a 34 percent increase over what they used to spend there.

The upshot is that although customers who shop in both types of stores spend less than retail-only customers – both shopping less frequently and making fewer purchases when they do shop – the overall impact on the brand of having both types of stores is positive. These are folks who, on average, before the outlet, were lower spenders anyway at the retail store. Once they start buying at the outlet, the positive effect is really nice. They weren't spending much at the retail store before, but now they're shopping there more frequently. Now they're spending more.

The researchers hypothesize that the result of customers becoming more comfortable with the brand at the outlet store. This leads them to shop more often at the retail store, perhaps for different items that cannot be found at the outlet.

India is now ready to experiment the 'Outlet Strategy'. We, at Freeport are very soon going to be announcing India's 'First Out Mall' and take the Indian Retail Story to the next level! 



5x **N^o1**
 RECEIPT
 MOBILE
 PRINTER
 MANUFACTURER



EXPLORE
mPOS
 PRINTING
 SOLUTIONS



No.1



Fast



Flexible



Friendly

Explore · Dream · Discover **Mobile & mPOS Solutions**

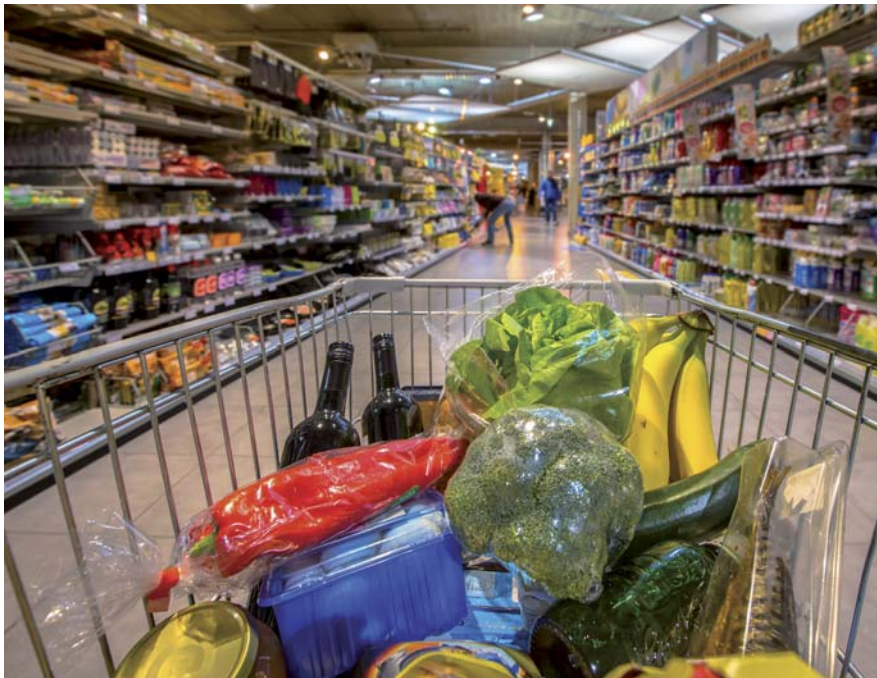
Mobile Printer		Receipt Printer				Label Printer		
SPP-A200	SPP-L310	SRP-S300	SRP-383	BK3-31	SRP-F310II	SLP-TX400	SLP-TX420	SLP-TX220
SPP-L3000	SPP-R200III	SRP-350plusIII	SRP-QE300	SRP-330II	SRP-275III	SLP-DX420	SLP-DX220	XT5-40

BIXOLON India Office
 99 & 100, Prestige Tower, Residency Road, Bangalore 560025, Karnataka INDIA
Phone: +91 9886569255 **Email:** anton.jebadurai@bixolon.com

BIXOLON®
www.Bixolon.com

India's Online Packaged Food, Beverages, Personal Care and Home Utilities Consumer Goods Compendium

RedSeer Consulting, a leading consulting firm across digital internet eco-system, and bigbasket, India's largest online groceries platform, partner to bring you India's first compendium for online food and grocery...



RedSeer Consulting & bigbasket, have come out with a first of its kind Food & Grocery Consumption report. The report predicts that the retail market will touch \$1,385 Billion by 2023. Consumers who are loyal adopters of online platforms reflect high levels of engagement. A worthwhile

observation is that this high engagement metric is witnessed across city type: metro-centric and Tier I & II Indian cities alike and not restricted to the Metro cities. The evolved Tier I city consumers reflects the fastest growth of increasing spend. Tier I cities are marked by low modern retail penetration vis-à-vis Metro and Mini Metro cities and these modern retail stores

are mostly located in the central region of these cities. Online channel has marked its presence across multiple catchments owing to wide product assortment and convenience offered by online platform.

Commenting on the report, **Hari Menon, Co-Founder and CEO, bigbasket** said, "The online grocery segment has been one of the fastest-growing e-commerce verticals in India and will continue to flourish in both metro and non-metro cities in the years to come. Given the lack of concrete data around user patterns, growth trends and consumer preferences related to online as well as offline grocery retail, we decided to partner with RedSeer Consulting to launch this report. It is a comprehensive study that delves into various customer segments, online shopping trends, city-wise penetration and price elasticity displayed by the consumers across different retail channels. It will serve as a comprehensive compilation of the Indian online grocery retail market that can act as a reference to existing as well as upcoming players in the arena."

Commenting on the report, **Anil Kumar, Founder RedSeer Consulting**, share of modern retail segment will jump from 3.5 percent now to 6.7 percent in 2023 and of the online channel will witness 55 percent growth leading to a sizable \$10.5 Billion market by 2023.

"This retail food & grocery report offers comprehensive coverage across 40 categories marking key consumption sectors of a typical grocery basket. Unique insights garnered cover how online platform facilitate creation of niche sub-categories as well as evolution of challenger brands," adds **Pakhi Saxena, Head – Retail & CPG, RedSeer Consulting**. The



food & grocery compendium will enable brands to define potential consumer segments as well as index categories for scale, growth and premiumisation.

The Report: Key Highlights

The report would test key hypotheses across consumer behaviour, shopping formats and category association that would be important to understand for effective near- and long-term business and revenue implications:

- **Customer Segments:** Define addressable customer segments basis online shopping spend, basket, city penetration
- **Premiumisation & Price Elasticity:** Do consumers tend to demonstrate increased premiumisation, lower price elasticity when shopping on online platforms? Do brands need to develop a premium offering exclusive for online platforms?
- **Product Development:** Do consumers shop different pack sizes on online and offline platforms? Do brands develop distinct product and price architectures for online and offline platforms
- **Enhance Productivity:** Mapping micro markets to identify high sales intensity catchments on online platforms across 10 metro-centric and Tier I Indian cities. How brands can leverage the above analysis to increase productivity, and hence sales across offline formats in the above catchments?
- **Category Diversification:** Mapping category and sub-category growth, branded and private label penetration. What are emergent and niche categories that reflect high potential?



- Organised food and grocery retail – format deep-dive
- Sales mix by category
- Evolution of online food and grocery retail
- Growth drivers – online food and grocery retail
- Positioning of online food and grocery retailers in the Indian market

7% penetration in CY2020 and CY2023 respectively.

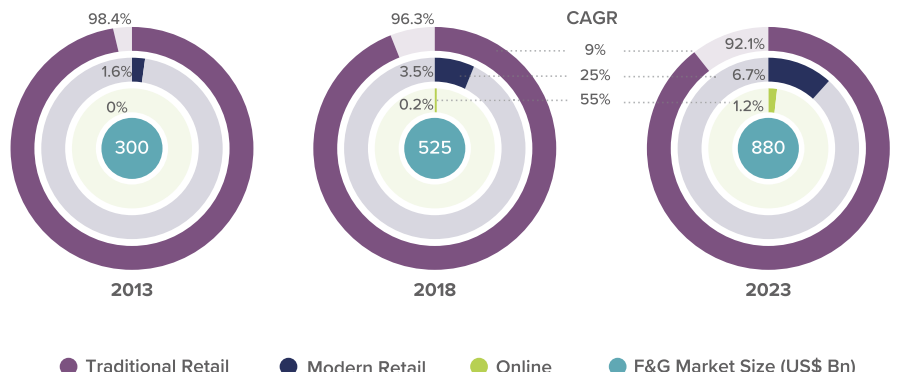
Evolution of Modern Food and Grocery Retail

India's organised food and grocery sector is poised for growth over the next five years. Modern retail share has increased from 1.6% in 2013 to 3.5% in 2018 and is expected to grow at a CAGR of 25% to reach 6.7% of food and grocery market by 2023 and amount to USD 60 Bn. Online food and grocery retail, though at a nascent stage, with only 0.2% penetration is expected to grow at a whopping 55% to reach 1.2% of the overall market in 2023 and amount to US \$10.5 Billion. Increased comfort and trust of customers in e-tailing, especially electronics and fashion coupled with strong value proposition of e-grocery players, wide varied assortment and

Overall Retail Market in India and Penetration of Organized Channel

Modern Retail penetration currently is 10% (\$82 Bn) of India's total retail sector of \$805 Bn (CY2018). This organized share is expected to grow at 20% over the next few years to 11.8% (\$118 Bn) by CY2020 and 14.7% (\$204 Bn) by CY2023. Online retail contributes 3% (CY2018) share and reflecting, expectantly, robust CAGR of 35% will increase to 4.6% and

FOOD & GROCERY RETAIL CHANNEL SPLIT – INDIA

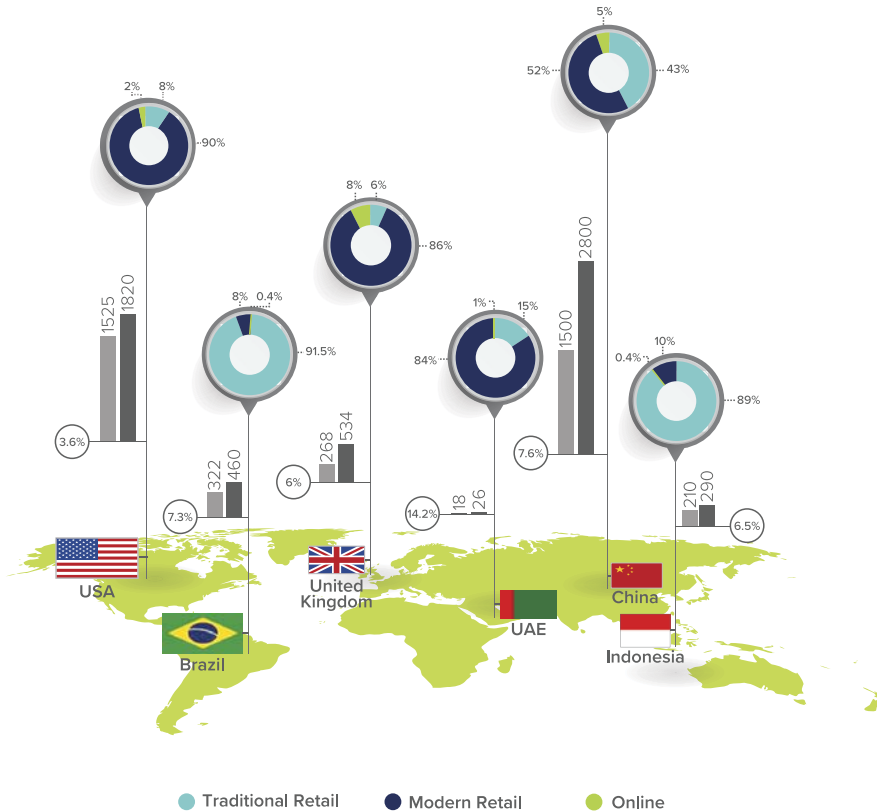


India's Organized Food and Packaged Grocery Market

In this segment, the report analyses on following points, out of which few infographics are explained below.

- Organised channel penetration in retail market in India
- Evolution of modern food and grocery retail
- Food and grocery retail channel split – India and global benchmarks
- Growth drivers – modern trade

FOOD & GROCERY RETAIL CHANNEL SPLIT - GLOBAL BENCHMARKS



express delivery options, will drive this growth.

Though the share of modern retail is growing over the years with expansion of players and realignment of business model the share of modern retail in India is lower than leading developed and developing nations of the world.

Evolution of Online Grocery Market in India

India's online grocery space has gone through a significant evolution in last few years – from explosive growth and funding in CY15 to growth challenges and funding winter in CY16 and then kickstart and accelerated growth phase 2018 onwards. In this stop-start journey, many new business models have evolved, and many themes have been proven and disproven.

Key Metrics for Success of Players: The key success metrics for any grocery player are typically selection width, delivery speed and quality. These metrics can be measured using following factors:

1. No. of Categories sold for selection width

2. % Scheduled vs Express Orders for delivery speed
3. % Inventory model share for quality

Note: Various players and their business models have been analysed in the report based on the above metrics

Consumer Analysis

The consumer analysis survey was an outcome of 1930 consumer interviews with a mix of evolved, evolving and non-



users across 13 cities. The key highlights from the survey are as follows:

- Increase in online spend share
- Emerging segments based on frequency of purchase and Average Order Value (AOV)
- Consumer segment
- Factors driving online purchase
- Challenges to purchasing online
- Reaction to new product launch
- Reaction to discounts and promotions
- Online purchase experience
- Micro Market Mapping – Online vs Offline Retail

Food & Grocery Online Spend Share

Consumers who are loyal adopters of online platforms reflect high levels of engagement. A worthwhile observation is that this high engagement metric is witnessed across city type: metro-centric and Tier 1/2 Indian cities alike and not restricted to the Metro cities. The evolved Tier 1 city consumers reflect the fastest growth of increasing spends.

Consumer Segments

Key consumer segments marking the



online grocery market are detailed out in the report; snapshot of “Budding Shoppers” is highlighted here. Consumer segment also deep dive on the following aspects:

- a. E-grocery value proposition
- b. Online ordering habits
- c. Channel spend across online, organized B&M and local kiraana
- d. Preferred categories in each channel

Factors Driving Online Purchase – Beverages

We have analysed the key triggers that drive online purchase across all the categories; key triggers for Beverages are

highlighted.

In the case of Beverages, online reviews are important to metro and mini Metro consumers, but not for Tier 1 consumers, who are also evolving users. While the evolving users do not place much importance on convenience and deliveries, the evolved customers stated promotions and convenience as major drivers to purchase Beverages online.

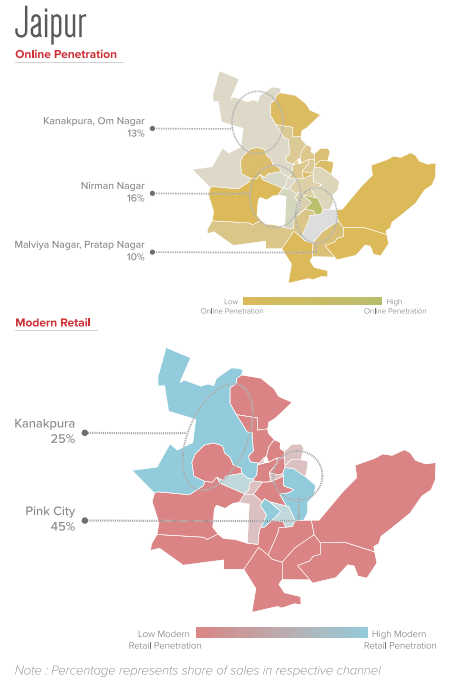
Challenges Associated with Online Purchase – Personal Care

We have analysed the challenges associated with purchase across all the categories; key challenges associated with

personal care are highlighted.

Lack of trust is a barrier to shop Personal Care products online, followed by concerns related to product quality. Beside this, delivery related issues are other concerns which is common across all categories. Evolved consumers mirror the behaviour from other categories with product availability being the largest challenge, and delivery related concerns being prominent as well.

The catchment areas with the highest demand for online grocery have been highlighted for 13 cities in India. Penetration of modern retail (offline channel) has also been highlighted for those catchments to understand the purchase dynamics.



Micro Market Mapping – Jaipur

Tier 1 cities are marked by low modern retail penetration vis-à-vis Metro and Mini Metro cities and these modern retail stores are mostly located in the central region of these cities. Online channel has marked its presence across multiple catchments owing to wide product assortment and convenience offered by online platform. For example, in Jaipur, modern retail stores are present in popular catchments within the city i.e. Pink City and Kanakpura while online players have marked their presence across the city including catchments like Malviya Nagar, Nirman Nagar etc. IR

M2K Corporate Park Shopping Plaza:

A High-End Shopping Experience in Gurugram

The mall is a mix of high-end shopping and office spaces helping it become a prominent community hub where people can shop, eat, work and play...

By IMAGES Retail Bureau

M2K Corporate Park Shopping Plaza, Gurugram is an integrated corporate office-cum-retail complex which is on its way to becoming the most happening and accepted retail destination in the city. Built on an area of 2 acres, the brand is developing itself as a new driving force in the shopping centre industry. The mall aims to provide world-class shopping experience for the shoppers in Gurugram.

Brand Journey

M2K Corporate Park Shopping Plaza is a complex with two fully operational corporate offices and has dedicated space for fashion brands, resto-bars and FEC centers. Speaking on the design of the mall, **Dr. Vishesh Rawat, Vice President – Sales & Marketing, M2K Group** says, “The design is modern and utilitarian. Customer convenience and delight have been the central themes behind the design. We have focused on key components like location, accessibility,



“WE HAVE 30,000 SQ. FT. AREA MARKED FOR OUR ANCHOR STORE. THE REST OF THE RETAIL AREA WILL BE DEDICATED TO F&B, APPAREL, GROCERY, ELECTRONICS, HEALTH & BEAUTY, HOME FURNISHING, ACCESSORIES, A KIDS PLAY ZONE ETC.”

– **DR. VISHESH RAWAT**

visibility, ample car parking and aesthetic design. All retail shops have excellent floor to floor height of 16 foot for enabling better store design. The property is a mix of high-end shopping and office spaces helping it become a prominent community area where people can shop, eat, work and play.”

Location

The mall is located in Sector 51, Gurugram, a densely populated area and a very ideal location for the brand. “We chose Sector 51, Gurugram as it is a densely populated, upmarket area housing people from the middle and upper-middle-class. The catchment within 2 kms consists of M2K Aura, M2K White house, Mayfield Garden, Hibiscus, Freedom Park, Nirvana, Cloud 9 hospital, Hilton Hotel, Gurgaon University, Amity School, DPS School, Presidium school etc,” explains Dr Rawat.

Anchor & Vanilla Stores

Famous gastro pub Imperfecto Patio spread over approximately 20,000 sq. ft. is

under advance stages of fit-outs and will be operational by mid-December 2019.

“We have 30,000 sq. ft. area marked for our anchor store. The rest of the retail area will be dedicated to F&B, Apparel, Grocery, Electronics, Health & Beauty, Home furnishing, Accessories, a Kids play zone etc.,” says Rawat.

Healthy Brands Mix

It’s a known fact that international brands grab a major portion of the limelight in malls. M2K Gurugram, however, believes in patronizing the right product for the right shopper.

“We look at the needs and requirements of our patrons living in the immediate and tertiary catchment area and decide accordingly on the brands we would like to give space too without being too concerned about the origin of the brand. Utility and suitability are key as far as we are concerned. Along with international brands, there are many organised home-grown brands that bring value to the mall. We have a healthy mix of both in M2K,” Dr Rawat concludes. **R**

DELOPT RETAIL SOLUTIONS

RoboVision3D+1 PEOPLE COUNTING SOLUTIONS



COUNT

"Accurate counts for precise decision"
RoboVision3D+1 offers high accuracy people counts for data savvy

- Retailers
- Shopping Malls
- Airports
- Libraries
- Other Public Facilities

REPORT

DELBI - Reporting S/W

- Shopper Trends
- Comparison Reports
- Store Rankings
- Alert & Exceptions
- Sales Conversion Reports
- Historic Reports for Trend Analysis
- Wi-Fi Reports
- Occupancy Reports

ANALYSIS

- Shopper Counts
 - * Adults v/s Children
 - * Group Size
- Demographics
- Dwell Analysis
- Heat Maps
- Queue Management Solutions

Your technology partner for

- People Counting Solutions
- Reporting S/w - DELBI
- Dwell Analysis
- Heat Map
- Queue Management
- Demography Solution



Deepti Electronics & Electro-Optics Pvt. Ltd.

3 & 4, 1st Main, J.C. Industrial Area, Off. Kanakapura Main Road, Banagalore 5600 062, INDIA. | Tel: +91-80-6720 0400 | Fax: +91-08-7620 0400 | Website: www.delopt.co.in

ISO 9001:2008

CE / FCC Certification for RV3D

Design Approval by CEMILAC

Contact ■ Email: info@delopt.co.in
■ Mobile: +91 99723 02839
+91 99725 73205



Accessories Market Moves from the Fringes of Fashion to Become a Main Category

The growing demand and exposure among young urban customers have set the stage for entry for many international as well as home-grown accessory brands into the evolving world of fashion...

By Charu Lamba

The fashion accessory market has grown manifold over the past few years and is swarming with a vast range and variety of products. There has been a continuous and sustained shift in consumer demand pattern from basic necessities to spending on lifestyle products and services continues, largely due to higher income, increasing literacy levels, increasing exposure and awareness levels, higher adaptability of internet, increasing urbanisation, the changing role of women and children in the decision making process, increased demand for better shopping experience, impulsive purchase behavior among youngsters, changing fashion trends and increased consciousness.

“India’s fashion accessory space has seen tremendous change in the past one decade owing to entrance of multiple fashion brands in India. The fashion sensibilities of Indian customers have made headway while the fashion influencers market has evolved significantly resulting in rapid increase in demand for accessories,” shares **Vijay Pal Singh Johal, Director, Truffle Collection.**

Accessories, as an ‘investment’ add to the overall customer look and don’t break the bank, have become an integral part of the Indian wardrobe.

“They are no longer need-based purchases but give customers the opportunity to make a personal statement. The growing demand and exposure among young urban customers have set the stage for entry for many international as well as home-grown

accessory brands into the evolving world of fashion. Increase in disposable incomes and widespread reach of social media has bridged the gap between affluent customers and premium brands in Tier-II and Tier-III cities. The e-commerce medium has offered a tremendous opportunity to the fashion accessory industry. E-commerce has also allowed for more widespread brand availability in Tier II and Tier III cities, where brands may not have yet opened stores," states **Sirish Kumar, CEO - India and Global Sourcing Director, AstorMueller Shoes Pvt. Ltd.**

In a market that was still unorganised and dominated by cheap imports and dubious manufacturing practices, branded accessories, have started catering to discerning consumers, who value quality and ethical practices over everything else.

"India's accessories market is fragmented into the branded and unbranded segments. Our history is of unorganised, unbranded market. However, over the last few decades, the accessories segment has become increasingly organised, particularly in the premium and luxury segment. Every jewellery brand in India has its own retail network or at least stores in major cities. As far as watches go, many of the big international brands have their own stores and so does an Indian brand like Titan. Many sell from multi-brand stores. Retail forms the backbone of the accessories market today, and it helps to have an on-ground presence so that existing and future clients can explore and understand the brand," states **Gaurav Mehta, Founder, Jaipur Watch Company.**

Earlier, apparel was the only focus of people and they used to spend a lot of money on the same. But now the scenario has changed. People are spending more

money on accessories than their outfits and this has opened many opportunities for the accessory market in India. In the past one decade, the accessory market has experienced an exceptional economic boom.

Growth Drivers of the Accessory Segment

The growth of the accessory segment is propelled by both the demand and supply side. Rising discretionary incomes, evolving social scenarios, overall exposure to cultures and trends and demographic advantages have evolved the needs and desires of consumers, whereas, on the other side, corporatisation of Indian fashion retail, emergence and acceptance of domestic brands, personalisation and emergence of new channels has fuelled confidence in retailers.

"The influence of western culture has triggered a growing demand of fashion accessories among the Indian women. Increased awareness about the latest fashion across the globe through technology has boosted the market for fashion accessories. The increasing desires of women to 'look good, feel good' and their rising disposable income contributes as easy and affordable option to alter their look and style. This has led the shopping calendar equally spread out over the year as women want to look and go shopping to meet their styling needs often have propelled demand for fashion accessories in the market," shares **Apeksha Patel, Founder, E2O Fashion.**

Consumers from smaller towns and cities of urban and semi-urban India are increasingly becoming an integral part of the accessory business.

"Women have always been the bastion of the fashion accessory market. The young

modern women of India have moved away from buying purely functional accessories to embrace the whole gamut of accessory possibilities. They wear mostly western apparel, which calls for a range of fashion accessories," **Jacqueline Kapur, Co-founder and President of Ayesha Accessories** states.

E-commerce Catalysing Growth of Accessory Segment

The e-commerce platform provides a much needed boost for easy experimentation, driven by accessibility, brand choice and a price range.

"Along with apparel, fashion accessories has emerged to be most purchased category online. Growing preference for convenience, along with rising popularity of online retail stores, is driving the demand for fashion accessories across the globe. E-commerce offers promising opportunity to this category. Overall many fashion accessories brand have ventured into e-commerce, allowing brand presence at widespread in Tier II & Tier III cities where brands retail shop may not be present," reveals Patel.

Adding to this, Johal says, "E-commerce has certainly emerged as a trailblazing medium for driving sales owing to fast-paced lives being led by Indian consumers. Through online sales, we are able to analyze the changing spending pattern of Indian consumers and their varied flairs in accessories. This aids us in offering the best to our customers in every aspect for e.g. product, design and shopping experience on the website."

Looking at the increased competitive intensity going forward and impatient fashion-conscious brands must create an efficient supply chain system because as fast as new trends emerge old one dies.





“INDIA'S FASHION ACCESSORY SPACE HAS SEEN TREMENDOUS CHANGE IN THE PAST ONE DECADE. THE FASHION SENSIBILITIES OF INDIAN CUSTOMERS HAVE MADE HEADWAY WHILE THE FASHION INFLUENCERS MARKET HAS EVOLVED SIGNIFICANTLY RESULTING IN RAPID INCREASE IN DEMAND FOR ACCESSORIES”

- VIJAY PAL SINGH JOHAL

There is a need for both offline and online consumer reach. Offline presence helps to build consumer confidence in the brand.

This instills trust on the brand to order at convenience through online mediums.

“Online and Offline offer two different sets of customers. Catering to offline is tried and tested. The offline customers experience the service, touch and feel the product and feel a tangible connect with the brand. E-commerce helps us to reach out to large number of customers and to connect with Millennials, value seekers and is a great first step in interacting with the brand. It also allows us to connect with very large base with delivery to almost 100 percent of pin codes,” states **Dilip Kapur, Chairman & Founder, Hidesign.**

Men's Accessory Segment - Growing Strong

Due the impact of global fashion trends and blurring lines between well-defined styles for men and women, accessories are no longer just limited to women. Indian men too have embraced world fashion and have begun to wear more colourful clothes and prints in different styles and have started demonstrating higher fashion-consciousness and awareness. The category of men's accessories needs product range diversification in the urban areas with further propagation and acceptance in semi-urban areas

With grooming and signature styles becoming the buzzword for men across demographics, there is tremendous potential in developing new product lines for accessories, while catering to the traditional market as well.

“We see more branded players create new categories, working with niche and popular

segments for men's accessories. With Voylla's men's line, we have witnessed tremendous demand and growth and ideas for working with a dynamic and demanding clientele that is keeping us on our toes,” says **Vishwas Shringi, Founder, Voylla.**

Inclusion of celebrities in promotional activities and online retailing contribute to growing desire to look trendy and fashionable could be another factor stoking the growth in the men's accessory segment in India.

“The accessory market for men has seen some good penetration on the back of evolving fashion sensibilities among the Indian male, watches and shoes are seeing a major push driven by a growing need for personalization and customisation which reflect the personality of the individual and at the same time making a fashion statement of their own. Men's accessories are not seen just as add-ons anymore. The e-commerce boom has given the much-needed boost for easy experimentation with social media making the India male brand conscious,” share **Abhishek Chopra and Sagar Sarin, Founders, Churchill & Company.**



“Status and Tech are two drivers in the men's accessory segment. Products which support our growing tech based products such as laptop bags and sleeves; tablet and phone covers etc. are driving growth,” says Dilip Kapur.

The market for accessories such as cufflinks, bags, wallets, belts is also quite large. Accessories today are at the centerstage of men's wardrobe and the mid-segment of the men's accessories market will continue to grow. On the luxury end of the market, interesting changes are visible. There is a growing demand for personalized and bespoke watches and accessories.

“Nowadays, Indian male consumers' fashion sensibilities are evolving. They think that whatever they wear should reflect their personality and can turn into a fashion statement,” says **Anupam Bansal, MD Retail, Liberty Shoes.**



- SMART -
AVAILABLE AT

cromā
The Electronics Megastore

KOLKATA | DELHI | MUMBAI

www.leathertalks.com

Follow Us On   

CHALLENGE

Challenges Faced

With fashion accessory purchases being mostly impulse buy oriented, high footfall retail spaces are required. High rentals for these type of retail spaces make it difficult to meet the necessary turnovers. This is one of the main challenges in the offline market.

“Key challenges this industry is facing diversity and heterogeneity of its consumers, evolving customer needs demanding innovation and beautification in products, rising real estate rentals, tax regime and infrastructural bottlenecks offline scenario. Online environment has stemmed online sellers to inflate prices and give attention seeking discounts, leading to boost of sales utilizing coupons and offer the erosion of margins of retailers,” Patel states.

Similarly, Jacqueline Kapur shares, “On-line the biggest challenge we face is that thousands of vendors offer goods, hike up the prices, give massive discounts and the customer becomes confused. The only way to face both those challenges is to become an aspirational yet affordable fashion brand whose name resonates with all the fashionable youngsters.”

Shringi brings in a different perspective. “The challenge comes from comparison with commercial street pricing when products sold on commercial street are not only poor in quality but also indulges with unfair labor practices by employing underage/child labor to keep costs low. In the industry that is driven by design, it is only fair to ensure that artisans get their due share and hence fair compensation practise is important for long term sustainability of art and art driven categories,” he shares.

“I feel managing fashion inventory with a blend of old and new designs is a major challenge as it is a costly process. Another hardship most e-commerce fashion brands face is to drive sales without deep discounting on new designs and reduction of returns due to size or color mismatch,” reveals Johal.

With the launch of numerous international and even local brands, the challenges have only been rising. The only way through is to keep evolving and experimenting to give nothing but the best to the customers.

Future of the Accessory Segment

The accessory category is going to see a major expansion and range diversification with this category no longer being seen just as add-ons.

“Evolution of the accessories market from being just functional to becoming a prime attraction, which adds style and colour to the wardrobe will gain more traction,” say Chopra and Sarin.

The average per capita income of the country is expected to continue rise in the coming years, the middle-class is expected to become more elaborate and diversified, with different levels of income-groups, the luxury end of Indian fashion accessories market is expected to grow at a higher rate than other segments as the affluent consumer group will increasingly consider fashion accessories as a means to reaffirm its identity and to distinguish itself from the masses.

“With the advent of online shopping, India has witnessed a considerable change in the buying behaviour of consumers over the years. This has caused a shift in the market dynamics for fashion-based businesses. The market will be defined by emerging technologies that change the way consumers interact with their favourite brands and there will be a shift in preferences. E-commerce will continue to become the most popular shopping medium across the board. The physical stores may turnaround as experiential zones for the respective brands, equipped with next-level technological advancements,” Kumar states.



With rapid urbanisation and rise in attraction towards social media the fashion accessories category is gaining immense popularity unprecedented momentum. Accessorising is becoming an essential part of fashion, owing to this the demand in this market has grown manifold and is swarming to lead in retail sector.

“Trends of fusion and mingling of Indian and western theme will rule the industry. According to the current scenario growth of individualistic accessories that really act like a statement,” says Patel.



“THE E-COMMERCE MEDIUM HAS OFFERED A TREMENDOUS OPPORTUNITY TO THE FASHION ACCESSORY INDUSTRY. E-COMMERCE HAS ALSO ALLOWED FOR MORE WIDESPREAD BRAND AVAILABILITY IN TIER II AND TIER III CITIES, WHERE BRANDS MAY NOT HAVE YET OPENED STORES”

– SIRISH KUMAR



“RETAIL FORMS THE BACKBONE OF THE ACCESSORIES MARKET TODAY, AND IT HELPS TO HAVE AN ON-GROUND PRESENCE SO THAT EXISTING AND FUTURE CLIENTS CAN EXPLORE AND UNDERSTAND THE BRAND”

– GAURAV MEHTA



**GET READY TO
KNOCK YOURSELVES OUT
WITH UNLIMITED FUN
& ENTERTAINMENT**

NOW OPEN @ DSL VIRTUE MALL UPPAL

Hyderabad | Bengaluru | Mysuru | Chennai* | Kurnool* | Hubli*

 WWW.BUSTERS.FUN  INFO@BUSTERS.FUN  +91 9666 080 220

 /BUSTERS.FUN  /BUSTERS_BOWLING_GAMING



“THE INFLUENCE OF WESTERN CULTURE HAS TRIGGERED A GROWING DEMAND OF FASHION ACCESSORIES AMONG THE INDIAN WOMEN. INCREASED AWARENESS ABOUT THE LATEST FASHION ACROSS THE GLOBE THROUGH TECHNOLOGY HAS BOOSTED THE MARKET FOR FASHION ACCESSORIES”

– APEKSHA PATEL



“WOMEN HAVE ALWAYS BEEN THE BASTION OF THE FASHION ACCESSORY MARKET. THE YOUNG MODERN WOMEN OF INDIA HAVE MOVED AWAY FROM BUYING PURELY FUNCTIONAL ACCESSORIES TO EMBRACE THE WHOLE GAMUT OF ACCESSORY POSSIBILITIES”

– JACQUELINE KAPUR

With the globalisation of India and the Millennial being the biggest spenders, the accessory market has a huge potential. This target customer is more and more aware of fashion trends and accessories are an easy method to express a personal style. At the moment most of the brands still target the ethnic customer. However, the market for contemporary western fashion styles is expected to grow tremendously.

“In today’s world, what we wear becomes a manner of our expression, our attitude and our personality. The accessories which were used in the 90s are coming back into the trend and will become the hottest trend of the upcoming decade but only with a touch of innovation and immense creativity,” concludes Bansal.



RETAIL MAPPING + PINCODES DELIVERED

Brand	Total Stores	Pincodes Delivered
Voylla	150+ stores	21,000+ pincodes
Churchill & Company	15 MBOs across Delhi, Chandigarh, Jalandhar, Ludhiana and Coimbatore	17,000+ pincodes
E2O Fashion	Large Format Stores - 94 Exclusive Kiosks - 8 Shop-in-shops - 50 Deal Jeans Store (nationally) - 12 Deal Jeans Store (internationally) - 4	All pincodes where Myntra.com, Jabong.com, Ajjio.com, Flipkart.com, Amazon.in, PayTm & Shoppersstop.com deliver.
AstorMueller Shoes Pvt. Ltd	12 outlets in 9 cities	
Ayesha Accessories	Exclusive Brand Stores - 16 Multi-brand Stores - 78	
Jaipur Watch Company	Jaipur Watch Company has recently launched its flagship boutique at Select CITYWALK in Saket, Delhi. Apart from this, the brand has a presence in most of the Oberoi Hotels and are exploring opportunities with the Four Seasons Hotels. It also retails through some dealers.	
Hidesign	Exclusive Brand Outlets - 94 Multi-Brand Outlets - 150+	
Liberty Shoes	500 outlets across India, most of which are in the Hindi-speaking belt, primarily in the states of UP, Bihar and Jharkhand.	26,000+ pin codes

Intelligent apparel



Stain Repellent



Cooling



Wicking



Anti-Odour



Quick Dry



PRICE POINT

Voylla	Special Deal: ₹99 Fresh Stocks and Premium Products: ₹15,000 upwards
Churchill & Company	Premium Collection: ₹4,199 Handcrafted Luxury Collection: ₹6,499
AstorMueller Shoes	₹5,000 - 8,000 for men's footwear
Truffle Collection	₹249 - ₹5,000
Jaipur Watch Company	Prêt Watches: ₹16,000 - ₹55,000 Bespoke Watches: ₹2.5 lakh - ₹24 lakh
Liberty Shoes	₹499 - ₹6,999

TARGET AUDIENCE

VOYLLA

"Anyone with a keen sense of fashion and desirous of creating a personal style. The age and gender boundaries are diminishing as the category accentuates the look and boost confidence, but the contemporary version of various art forms gets wider attention from customers across all age," says Vishwas Shringi, Founder of Voylla.



CHURCHILL & COMPANY

"The brand is inspired by Indian 'Gentlemen' who walk a different beat and are looking for deconstructed styles with softer finishes. We define our core target audience as Gentlemen – they celebrate life, they know anything worth

having is worth working smarter for, they know the difference between confidence and arrogance, they are always well-presented and their choices are heavily contingent on their moods and occasions," say Churchill & Company, Founders, Abhishek Chopra and Sagar Sarin.

E2O FASHION

"E2O Accessories caters to women in the age group of 18 to 36 years who are free-spirited, fashionable and sophisticated having an experimenting taste towards trendy fashion. Women today want to flaunt everything perfectly styled and for us giving them that perfection through our offering is of utmost importance. We are definitely looking



forward to bring that grace to every woman who shops for our handbags to style her festive look," narrates Apeksha Patel, Founder, E2O Fashion.

ASTORMUELLER SHOES

"Evolved and quality-conscious customers who look for designs that set global trends and are willing to pay a premium for superior quality," reveals Sirish Kumar, CEO - India and Global Sourcing Director, AstorMueller Shoes Pvt. Ltd.



"E-COMMERCE HELPS US TO REACH OUT TO LARGE NUMBER OF CUSTOMERS AND TO CONNECT WITH MILLENNIALS, VALUE SEEKERS AND IS A GREAT FIRST STEP IN INTERACTING WITH THE BRAND. IT ALSO ALLOWS US TO CONNECT WITH VERY LARGE BASE"

– DILIP KAPUR



"WITH VOYLLA'S MEN'S LINE, WE HAVE WITNESSED TREMENDOUS DEMAND AND GROWTH AND IDEAS FOR WORKING WITH A DYNAMIC AND DEMANDING CLIENTELE THAT IS KEEPING US ON OUR TOES"

– VISHWAS SHRINGI

POSIFLEX

Mobile POS

Go MOBILE on demand!

- Improve Customer loyalty and sales through Posiflex Mobile Q-Busting solution
- Quick to deploy due to WIN 10 Compatible Mobile POS



India's Leading Pos Company
Call us to know Posiflex POS offering
+919535432110



Airports



Mall



White
Goods



Fashion

Posiflex Technology (India) Pvt. Ltd.
7/3, 3rd floor, Jeet Dynasty, Swamy Vivekananda Rd,
Nagavarapalya, Bengaluru - 560093

+91 953 543 2110 / 080 4078 2700

For enquiry write to us
marketing@posiflexindia.com
www.posiflexindia.com



“MEN'S ACCESSORIES ARE NOT SEEN JUST AS ADD-ONS ANYMORE. THE E-COMMERCE BOOM HAS GIVEN THE MUCH-NEEDED BOOST FOR EASY EXPERIMENTATION WITH SOCIAL MEDIA MAKING THE INDIA MALE BRAND CONSCIOUS”

- ABHISHEK CHOPRA AND SAGAR SARIN



“THE MARKET FOR ACCESSORIES SUCH AS CUFFLINKS, BAGS, WALLETTS, BELTS IS ALSO QUITE LARGE. ACCESSORIES TODAY ARE AT THE CENTERSTAGE OF MEN'S WARDROBE AND THE MID-SEGMENT OF THE MEN'S ACCESSORIES MARKET WILL CONTINUE TO GROW”

- ANUPAM BANSAL

AYESHA ACCESSORIES

“The main target customers are the Millennials. Also known as Generation Y, – between the age of 18 and 35 – are our largest demographic segment. They are the chief wage earners and spend a far greater percentage of their income on consumer products, according to reports. India is well ahead of the global average percentage of population within the Millennial bracket, and this demographic is now shaping the retail market in India. The effects of globalisation have



influenced the tastes and consumption patterns of Millennials, through international television shows and films, as well as the all-encompassing hold of social media. With their higher disposable income and need to redefine themselves, Millennials have championed the rise of fashion accessories into the organised retail market and assured their diversity,” shares Jacqueline Kapur, Co-founder and President of Ayesha Accessories.

TRUFFLE COLLECTION

“Millennials (between the ages of 18 and 35 years), being India's largest demographic segment, belong to our target audience. Our offerings in terms of price and product are well in sync with their fashion preferences and spending habits,” Vijay Pal Singh Johal, Director, Truffle Collection states.



HIDESIGN

“25-35-year olds tend to be the largest and fastest growing group followed by 35-45 years. 18-25 year old consumers are showing a keen interest. The well-educated, frequent traveler seen as a sign of successful professional and entrepreneurs. They connect best with the values of the brand of being natural, handcrafted and eco-friendly. They also appreciate quality and are open to original designs,” says Dilip Kapur, Chairman & Founder, Hidesign.

JAIPUR WATCH COMPANY

“Our target customer is anyone who is looking for a unique timepiece, which carries a bit of Indian aesthetics in its design and craftsmanship,” states Gaurav Mehta, Founder, Jaipur Watch Company.



LIBERTY SHOES

“We are constantly tapping the potential market and are targeting at tier II and tier III audience along with the Hindi speaking belt right now to establish the connect with our audience. Whether it's men, women or children, Liberty caters to all category of people as it's mass brand,” reveals Anupam Bansal, MD Retail, Liberty Shoes.

PRODUCT PORTFOLIO

VOYLLA

The brand offers variety of designs across various categories such as necklaces, earrings, rings, bangles, etc. Voylla retail through both online and offline channels.

E2O FASHION

E2O's product portfolio is diverse ranging from wallets, clutches, sling, satchel, backpack, hobo and tote to dangler, drop, hoop, stud and tassel earrings. Also, they have recently added watches and sunglasses to their kitty.

ASTORMUELLER SHOES

Their collection is very holistic. There's a shoe for every occasion with the exception of professional sports. The collection includes - Casual, Semi-Casual and Formal shoes.

AYESHA ACCESSORIES

"Ayesha offers a wide selection of products for young women in the teen to young adult age range that reflect both the international trends and the unique styles of India, with bold colors and funky designs. These products include jewellery, scarves, sunglasses, bags, and other essentials for the modern girl.

Since 2013, Ayesha Accessories has also developed several off-shoot sub-brands to cater to other demographics.

Unknown is the male counterpart

to Ayesha, offering a rugged masculine collection of accessories ranging from eyewear to leather jewellery, hats and scarves or young Indian men.

Lil' Star provides cute accessories for kids, with jewellery, hats, bags, eyewear and hair accessories.

JQ targets the established modern women with a collection of designer accessories, with jewellery handcrafted in Jaipur and scarves woven in Varanasi.

HIDESIGN

The brand offers a wide range of products- handbags, evening bags and clutches, wallets and belts for women and men, briefcases, messengers, backpacks, laptop bags and sleeves, travel bags and accessories, footwear - niche range of luxury deer shoes, jackets, pens, stationery and acetate sunglasses.

JAIPUR WATCH COMPANY

There are several unique pieces that the brand has made till date. Some of them are:

Imperial Wristwear: This is one of the earliest watches made using King George VI (1939-45 era) one-rupee half silver coin. The limited-edition stainless-steel watch has an antique one rupee coin embedded on the dial. It houses a Citizen 1L32 Slim Quartz Movement. The other design flourishes include a sapphire crystal and a

sapphire stone winder.

Imperial Wristwear II: This is the second iteration of the Imperial Wristwear Collection. The watch is 46mm in size, houses an Automatic Movement (Miyota 8215) and is available in four colour variants in a limited edition of 50 pieces. Each colour has a complementing precious stone on the crown. The Imperial Wristwear II is sheathed in a double-sapphire glass and boasts a Butterfly Clasp Strap mechanism.

King's Wristwear: This has an interesting innovation in the form of a unique moving disc mechanism. It houses a Swiss Machine (ISA Cal 2334:1035), is 43mm in size and sports a one paisa coin (the lowest denomination of British India coinage) at the disc movement, which makes it look rather unusual. The collection is serial numbered from 1-500, and each watch has its unique identity. The choice of the strap includes a black strap with steel finish case and a brown strap with a gold polished case.

India's first 3D watch: The country's first 3D printed watch, in stainless steel, is sheathed in a sapphire crystal. The dial of the watch is 3D printed with motifs; the numbers jump out because they are embossed on a high polished surface. The watch is powered by a premium Japanese Miyota mechanical movement of 9015.

The stamp watch: This is their newest innovation. In the limited-edition stamp watch, they have used three paisa denominations postal stamps from the King George VI era, which they bought at an exhibition of antique coins and stamps in Mumbai.

JWC Polo: This is a very special made-to measure collection that the brand created for His Highness Maharaja Gaj Singh. It references his love for polo and the Jodhpur Polo Team.

LIBERTY SHOES

Liberty offers shoes for every man, woman and kid - whatever be the need or the occasion, whatever be the budget.

It has multiple sub-brands that caters to the length and breadth of the nation providing fashionable, trendy, modish styles pertaining to latest styles and market trends at affordable prices.





EXPANSION PLANS

VOYLLA

With 150+ retail footprints, Voylla is India's largest fashion jewellery brand and leads the category. The brand is eyeing to open 300 retail stores in next 2 years.

CHURCHILL & COMPANY

"We have clearly laid the roadmap for the Churchill brand whereby it builds a strong connection with its core target audience by harnessing the power of social-savvy brand advocates who are inspired by a shared sense of purpose. At the moment we have released limited edition line extensions – leather belts and bags which we intend to make a part of our portfolio going forward.

The strategy is to build the core brand and once we build a critical mass among our core target audience over the next 18 months we will have full-fledged line extensions which will support the core product offering. We are also planning to triple our presence in MBOs by the end of this year. We aim to maintain the 4X growth we have been seeing year-on-year and hope to invest into offline distribution expansion backed by the right mix of marketing spends. We will not be splashing money on lavish campaigns

but will pick up on relevant themes which strike a chord among our target audience," shares Abhishek Chopra and Sagar Sarin, Founders, Churchill & Company.

E2O FASHION

E2O Fashion is eyeing to expand its product offerings by launching belts and shoes.

ASTORMUELLER SHOES

"Shop-in-shops in departmental stores and multi-brand shoe stores, e-commerce with the marketplace model, and a few select exclusive brand stores are already in the plan and much of it is underway. There are no plans to restrict the brand geographically, but the brand catering to the young and middle-aged alike, given their range.

JAIPUR WATCH COMPANY

It has been 6 years since the inception of Jaipur Watch Company, and it has recently launched its first boutique. So far, it has collaborated with some renowned hotel chains and watch dealers. The plan is to get some more hotel chains and retailers on board and open four more boutiques in the next two years.

AYESHA ACCESSORIES

For next 5 years, the brand plans to add 10 outlets annually. It is also looking forward to expanding its online presence. Ayesha Accessories is looking for a strategic partner to take the brand to the next level.

Jacqueline Kapur envisions an offline presence with more than 300 point of sales and a bigger product range available online and offline.

HIDESIGN

Airport expansion has been huge in last 18th months. The brand is already present in all leading metro cities and leading airports in Tier II cities. It will continue to expand further in Tier II and III cities along with international markets.

LIBERTY SHOES

"Liberty will be opening about 100+ stores in Tier II and Tier III cities every year to strengthen the distribution for a wider reach in multi-brand stores. It will be looking for deeper penetration in the existing states instead of venturing into new ones. Currently, the target is to reach a turnover of around ₹ 1,000 crore by 2022. **IR**



5-6 FEBRUARY, 2020
RENAISSANCE HOTEL, MUMBAI

INDIA'S FOOD CONSUMPTION STATS FOR 2023



In less than four years, hundreds of food manufacturers, retailers and foodservice formats in India will double their turnovers. But thousands won't. Because they won't have the knowledge, partnerships and innovation to power through.

Join India's most powerful congregation of food retail innovators, leaders, partners, products and insights and stay in the game.

- EXHIBIT
- NETWORK
- DISCOVER
- ATTEND

OPPORTUNITY INDIA

TRANSFORMING FOOD RETAIL THROUGH INNOVATION

www.indiafoodforum.com



IMAGES
GROUP.IN

Association & Partnerships Lokesh Arora: +91-9999033612 | lokesharora@imagesgroup.in

Delhi:
Partha Ganguly, +91 9873859916, parthaganguly@imagesgroup.in
Ekta Roy, +91 9811635408, ektaroy@imagesgroup.in
Ridhi Sood, +91-8447880949, ridhisood@imagesgroup.in

Mumbai:
Santosh Menezes, +91-9820371767, santoshmenezes@imagesgroup.in
Savita Vasandi, +91-9833145494, savitavasandi@imagesgroup.in
Sajjad H Jaffri, +91-9833032946, sajjadjaffiri@imagesgroup.in

For Privilege Membership:
Anil Nagar:
+91-9811333099
anilnagar@imagesgroup.in

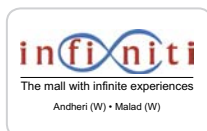
Kolkata:
Piyali Roy Oberoi: +91-9831171388, piyalioberoi@imagesgroup.in

Bengaluru:
Suvir Jaggi, +91-9611127470, suvirjaggi@imagesgroup.in
Ashraf Alom: +91-9686014260, ashrafalom@imagesgroup.in

For Delegate Registration:
Vidhi Rastogi:
+91-9873578504
vidhirastogi@imagesgroup.in

Supported by

Media partner



COSTUME JEWELLERY: The New Penchant of Jewellery Buyers in India

Costume jewellery is the fastest-growing category in India which is projected to grow at 20 percent CAGR between 2019 and 2024. This segment is benefitting from the growing trend of consumers seeking lightweight, stylish jewellery at affordable prices...

By Anul Sareen, Senior Research Analyst, Euromonitor International



The gems and jewellery market in India is home to more than 300,000 players, with the majority being small players. The sector plays a significant role in the Indian economy as it employs more than 4.64 million workers. The industry is one of the fastest-growing sectors, it is extremely export oriented and labour intensive.

The Indian Market

The Indian jewellery market is a highly fragmented and unorganised. It is classified into fine jewellery and costume jewellery. Under fine jewellery, apart from local players, there are several large nation-wide players such as Tanishq, Kalyan Jewellers, etc. In foreign players, brands such as



Swarovski are already present and newer ones such as Tiffany are only entering the market.

Foreign players are very cautious while entering the Indian market due to the large demand for local traditional jewellery which these players do not hold expertise in.

Costume jewellery is the fastest-growing category in India which is projected to grow at 20 percent CAGR between 2019 and 2024. This segment is benefitting from the growing trend of consumers seeking lightweight, stylish jewellery at affordable prices.

Growth of the Sector

In the last five years the jewellery market in India experienced strong growth of 15 percent CAGR between 2014 and 2019. During the period, several factors have aided this such as:

→ Rise of E-Commerce Players:

Between the year 2013 and 2018, there was a growth of 22 percent CAGR amongst Internet users in India due to deeper penetration of smartphones and reducing mobile tariffs. As per the Department of Telecom (DoT), India's internet tariffs were amongst the

lowest globally at ₹21 per GB in 2017. This has given a strong push to digital commerce through the usage of mobile phones. Online jewellery players such as CaratLane has experienced revenue growth in this space in the last five years. This is visible in digital commerce demonstrating exponential growth through usage of mobile phones which grew at 51 percent CAGR between 2013 and 2018.



→ **Growing Options:** Indian market has been traditionally known for its gold consumption and traditional jewellery. However, in the last few years, jewellers have increased their offerings which have resulted in growth. Options such as platinum & diamond jewellery, costume jewellery, wedding collections, etc. came into existence boosting the growth of overall jewellery.

Challenges

Since last year, jewellers have been finding it hard to raise capital through financial institutions. This is largely due to the Nirav Modi and Mehul Choksi scandal which involved wilful default and scamming on behalf of the jewellers against Punjab National Bank. This resulted in negative sentiments being developed among financial institutions to lend credit to jewellers, thus adversely impacting the business. Major financial institutions had previously announced that they had reduced their exposure to this industry.

Though the stance of the banks is now changing, they are still having a conservative approach in granting loans to small jewellers and diamond merchants. As the fine jewellery trade is quite capital intensive due to high prices of metals such as gold and silver, small jewellers are finding it hard to maintain healthy working capital levels which might result in these players gradually shutting their businesses. However, in the longer term, as this scandal loses its commercial steam, it is expected that the stance of these institutions will change.

Industry Trends Making an Impact

Rise of Costume Jewellery: The new age urban woman is no more interested in piling up her locker with traditional fine jewellery made from mostly gold and worn rarely during festivals and family events. As most urban woman is now stepping out for work, education etc., there is demand for more functional jewellery pieces which she can wear daily. This has triggered the trend for costume jewellery which are inexpensive and stylish.

Men's Jewellery: This trend is arising and making its impact as a new category. As men are becoming more fashion conscious, there is a huge increase in demands for jewellery pieces such as rings, bracelets, chains, etc. This shift in consumer demand has been largely driven by social media platforms such as Instagram, Pinterest or Facebook where men are viewing their favourite Hollywood or Bollywood celebrities, sportsmen, etc flaunting jewellery pieces. Even fashion blogs have been widely publicising the usage of subtle jewellery pieces to enhance a man's overall look. The demand for both affordable costume jewellery as well as

expensive fine jewellery such as solitaire diamonds for ears, platinum chains and bracelets are on the rise.

This category is still small and largely untapped resulting in many new players entering this space. In 2019 itself, brands such as Tiffany which recently entered India launched its men's jewellery range globally. Apart from this, regional players such as Senco Gold & Diamonds roped in Saurav Ganguly to launch its exclusive men's jewellery collection called 'AHAM'. Players such as Kalyan Jewellers are known to already be present in this space. Companies are moving towards offering a large assortment of products such as rings, bracelets, cufflinks, ear-studs, chains and pendants to men.

Tier I, II & III Markets: Demand vs Supply

The Tier I market is known to have differences in terms of demand when compared to Tier II & III markets. There are several differentiating factors mentioned below based on the market.

→ **Tier I Market:** Tier I market is witnessing a growing demand for offerings made of platinum and diamond for formal events. For day-to-day usage, consumers here prefer costume jewellery, which is stylish, affordable and can be accessorized based on the outfit. Consumers also prefer more sophisticated and lighter

designs compared to the heavy traditional jewellery pieces.

→ **Tier II & III Markets:** Consumers in these markets are still known to have a strong preference for gold and silver jewellery. This has resulted in continued demand for traditional designs and jewellery. In this market, jewellery pieces are also considered as an investment avenue for consumers due to its ease of liquidity.

Platinum on the Rise

India has traditionally been a market that consumes gold jewellery. Apart from gold, silver is the only other leading element that consumers seek when it comes to jewellery. However, in the past few years this has been experiencing a shift. Consumers are experimenting with platinum and it is being well received by the Indian clientele. As per 'Platinum Guild International', the industry association of platinum, there was a 26 percent year-on-year rise in the sale of this metal in FY19. The demand for platinum jewellery is largely driven by men and young consumers who are influenced by social media posts where platinum



and diamonds have been trending due to Hollywood celebrities, sportsmen, etc. Consumers are also purchasing these jewellery pieces to celebrate reaching certain milestones in their life. During the forecast period, it is projected that the demand for platinum jewellery would continue rising as it has still not penetrated enough in the country and there is a large untapped market potential.

The rising demand for platinum should not act as a challenge for traditional jewellers. It is rather acting as an opportunity for them. High demand for gold has historically resulted in strong imports. As this results in trade deficit, the government regulates this segment very closely thus, impacting jewellers. Growth in demand of a new metal such as platinum will help mitigate the risk and balance the demand for gold. Apart from that, it will also allow jewellers to diversify their offerings with no major rise in costs.

Role of Technology

Technology advancement through development of e-commerce distribution channel has benefitted the jewellery market immensely.

→ **Tier II & III Markets:** The aspirational consumers in these markets who want to have the latest designs find it difficult to shop them at their local jewellery stores. E-commerce has been allowing them to make these purchases from the comfort of their home.

→ **Wider Coverage for Jewellers:** Retailers are expanding their presence when it comes to e-commerce as it can reach out to a larger audience which is not possible using the traditional store-based retailing format. To achieve this, players such as Titan Co Ltd. increased its stake in CaratLane, an e-commerce jewellery platform by acquiring additional 3 million equity shares in 2019 at an investment of ~INR 1,000 million.

→ **Allows Consumers to Make More Frequent Purchases:** Consumers nowadays are looking for lightweight, affordable and stylish jewellery pieces for everyday use rather than the heavier traditional pieces. This is resulting in

frequent online purchases on behalf of consumers due to the comfort and convenience attached to e-commerce.

→ **Innovations:** Retail stores are also seeking ways through which they can increase engagement with consumers by using different technology innovations. One such instance is that of CaratLane which has a virtual mirror installed in their stores allowing consumers to try jewellery pieces virtually and get a 180-degree view of wearing them.

The Future

During the coming five years, the jewellery industry is projected to grow at a CAGR of 8 percent between 2019 and 2024. Segments such as costume jewellery which currently contributes ~6% in overall jewellery sales

as of 2019 is projected to grow at 20 percent CAGR in the coming five years and account for ~10% in 2024. This is projected due to the growing demand for lightweight jewellery and more frequent purchases for affordable options amongst consumers. Also, the niche segment of men's jewellery is projected to experience strong double-digit growth due to the rising trend amongst men to accessorise.

Lastly, as urban consumers move away from the yellow metal when seeking jewellery options, it is resulting in rising demand for platinum which is also projected to demonstrate strong growth. Apart from that, Tiffany's announcement to enter India might result in other foreign brands also following suit resulting in further heating up of the competition in this highly fragmented market which is followed by an expanding Internet retail space. ■





Leather Talks began its journey from a store in Kolkata in 1973. The great exuberating craftsmanship, product quality with innovation and great customer service helped the brand achieve goodwill in a short span of time. It has also been a pioneer in launching the gent's belt with reversible buckles with original gold and silver polish. In an all-encompassing chat with IMAGES Retail, Apekshit Jaggi, Managing Director, Leather Talks highlights the growth and journey of the brand along with the future expansion plans.

Give us a brief understanding of the journey of your brand.

We are an organisation operating since 1973 in the Indian fashion and corporate industry and have always made functional, innovative and good quality products serving the Indian segment with pocket-friendly price points. Currently, we have three operational stores stretching over Kolkata and Delhi. Leather Talks started its journey with its first EBO in AC Market. By 1984 we had four EBOs. Excellent craftsmanship, product quality, innovations and great customer service helped Leather Talks achieve goodwill in a short span of time. Then the Leather Talks journey took a turn to the goodwill products/promotional goods market. At present, we are serving more than 150 MNCs as corporate clients.

Tell us about your product portfolio,

Leather Talks Looking to Open More EBOs as Part of Brand Expansion

The brand believes in making innovative functional products targeting Millennials and others between the ages of 25 and 55...

By IMAGES Retail Bureau

USP, TG, market share, number of stores, region-wise break-up of stores.

The product portfolio of Leather Talks includes: Lifestyle, Bridal Accessories, Travel, Gifting and Go Custom. Our USP is quite simple. We believe in making innovative functional products. Our target group is mostly Millennials, but we have everything for other age groups as well.

We have accessories for everyone between 25-55 years of age.

What are the most popular products in the product portfolio of your brand?

In the men's accessories we have belts, wallets, office and laptop accessories. The women section has handbags, mini-bags, totes, wallets and clutches. Bridal accessories include jewellery boxes. The luggage section has soft luggage, trolley bags, duffel bags and passport holders.

Where does the accessories industry stand right now?

The industry is currently witnessing an immense growth, as lots of players are making their presence felt in both the national and international categories. The accessories business is on the rise as the consumer today is very much aware and is keener on buying trendy branded stuff. As far as latest trends are concerned, the travel segment and the ladies handbag segment are getting the maximum popularity these days.

Is 'accessory' making a mark as a separate industry or is it still considered an add-on segment to clothing and apparel?

Accessories can be considered as a separate industry today, since fashion accessories have become an important part of modern lifestyles. There is huge demand for these products and big players are also coming up with good opportunities.

What are the major challenges the industry is facing and what are the strategies to overcome them?

The major challenges which we are facing include:

- An unorganised backend
- The taxation structure of the country
- Unsatisfactory quality of HR
- An irregular supply chain

We believe in good infrastructure and better communication, both of which help us a lot in overcoming these obstacles.

Tell us about your expansion plans?

For now, we are concentrating on expanding our EBO network and becoming a 'Gifting' partner with our MNC clients across the country. **IR**



THE FIRST STEP IN CELEBRATING OUR LEAGUE OF CHAMPIONS: FINDING THEM.

The time has come to select the retail associates who have done what it takes to win at the TRRAIN Retail Awards. We are looking for those who have gone the extra mile to delight customers and make an impact on sales. Are you ready to add your employees to our League of Champions?

CUSTOMER SERVICE EXCELLENCE IN
APPAREL | ACCESSORIES | QSR | RETAIL SERVICES
DEPARTMENT STORES & MALLS | SPECIALITY STORES
FOOD (Supermarkets & Hypermarkets)

INTEGRITY

PERSONS WITH DISABILITIES

BEING HUMAN

BEST HR INITIATIVE

INCLUSIVE WORKPLACE

neXus
MALLS

Presents

TRRAIN
TRUST | **RETAIL AWARDS**
2020

Entries are open now. To register your nominees write to awards@train.org. Only one entry per brand per category.

PARTNERS : 






Retailers Association's
Skill Council of India


RETAILERS ASSOCIATION OF INDIA


PARIS
SALON & SPA


Handcrafted. Since 1978.


In-store | Online | Mobile


ambient media solutions


For all Retailers & Suppliers
www.ksar.in




THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA



A Step in the Right Direction: Customer Centricity Leads to Successful Footwear Retailing

A quick search on any marketplace e-commerce portals and the category of footwear and you will see a new brand every few days. And not just on the internet, even on high streets and in malls, you see not only EBOs of brands like BATA, Metro, Mochi, Clarks etc. but also a plethora of new brands. Footwear retailing has witnessed a dynamic revolution in the past few years. IMAGES Retail Bureau speaks with some prominent footwear players to understand what has led to this transformation and what the future holds...

By Zainab S Kazi

When UK based brands Clarks was launched in India in 2005, many industry experts weren't too optimistic of its survival in the country. The reason was simple – the brand's the price points. There were veterans from the industry who strongly felt that the Indian market wasn't ready to welcome such a high-end footwear brand and rightly so. Around 15 years ago, the brand did face many challenges to establish itself in India. From fighting it out to convincing people on the price points to getting their attention on the salient features of the brand, there was tremendous pressure being faced by them back then.

Today, 14 years down the line, the brand is well accepted by Indian shoppers and besides having a strong online presence, is available at all prominent malls across the country. It would not be an exaggeration to say that Clarks led the way for many international high end brands to enter India. Currently, there is a healthy competition between national and international brands, most of which are housed adjacent to each other in malls and on high streets.

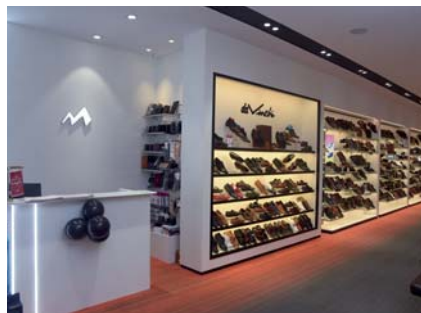
Growing Demand

Soumi Banik, Managing Director, Ajanta Footwear highlights the current dynamics of the footwear industry in India stating, "The industry includes various types of footwear including athletic and non-athletic shoes used by individuals of all age groups and gender. The global footwear market is segmented by type of footwear, end users of footwear, various platforms for sale of footwear, material used, and their sales across various geographies. Leather footwear occupies a significant market share in the global market as well. Additionally, rising health concerns are influencing individuals to perform indoor and outdoor physical activities. This trend has generated a high demand for athletic (sports) shoes, in turn increasing the demand for footwear. In addition, changing lifestyles and rising number of working professionals are leading the demand for non-athletic footwear segment. The improved spending capabilities of individuals, changing lifestyles, and rising number of working professionals has increased the spending capability of individuals. This is occurring especially in the developing countries and leading to further expansion of the overall market for footwear."

The growth story of Metro Brands Ltd. that is home to a network of 527 company-owned-company-operated stores spread across 119 cities, accentuates the growing potential of footwear retailing in India.

The company houses brands like Metro Shoes, Mochi, Walkway, DaVinci and it also operates retail stores for Crocs. Besides having such a robust offline presence, their online presence not only includes being available on marketplaces like Flipkart, Myntra, Amazon etc. but they also run their exclusive portals for their brands Mochi and Metro Shoes. On the expansion the brand witnessed in 2018-19, **Farah Malik Bhanji, CEO Metro Brands Ltd.** shares, "At an overall level, there has been a comparatively faster network expansion. We crossed the 500th store mark in 2018-19."

Citing the reasons for the ever increasing demand for footwear in India, she explains, "With the digital and social media expansion, awareness and the aspiration to look trendy and fashionable every time has increased. Customers today are spoilt for choices. The share of the shoe in the wardrobe has increased. Today's customer is well aware of what she wants. They want variety, choice and trendy footwear with great service at all times with little effort. We also see a reversal of roles with the youth guiding



CURRENTLY, THERE IS A HEALTHY COMPETITION BETWEEN NATIONAL AND INTERNATIONAL BRANDS, MOST OF WHICH ARE HOUSED ADJACENT TO EACH OTHER IN MALLS AND ON HIGH STREETS.

adults on what looks good and what to buy."

Where Metro Brands Ltd. has options to suit different budgets, it is interesting to note that brands that sell at a premium too are witnessing a growth in demand. Speaking of which, the journey of Heel & Buckle is worth a mention. Launched as a bespoke studio in London's Hampstead, in 2011, it was launched in India by the DAR Group from Delhi who formed Heel & Buckle Luxury Pvt. Ltd. The group further launched a luxury multi-brand retailer of footwear and accessories called Berleigh. With a presence in Mumbai, New Delhi, Gurgaon, Chandigarh, Raipur and Indore, the brand with its excellent craftsmanship is catching the fancy of Indians who do not mind paying a premium for their footwear.

Elaborating on their presence, **Shashank Arya, Executive Director, DAR Group** says, "The brand is also available online on Myntra and we also have an exclusive e-commerce portal through which we deliver our products pan India. A major milestone that we have achieved in 2018-19 is making our brand available to the target audience across the country through our website."

Another homegrown brand whose journey is worth tracking is Lakhani Infinity Footwear Pvt. Ltd. that has a strong presence across the country through its dealer network. **Mayank Lakhani, Managing Director, Lakhani Infinity Footcare Pvt. Ltd.** shares, "The company was incorporated in the year 2013 with an initial capital of just ₹1 lakh. The commercial operations started in August 2014 and in our inaugural year itself, the company achieved an annual turnover of ₹10 crores with a staff of only 20 people. In 2016, our turnover was ₹50 crore and if we look at the current year, we





have already achieved a total turnover of ₹105 crores.” He attributes the growth in their market share owing to their ability to cater to the needs of the average Indian middle class. “We also have a whole new segment of highly trending fashion-sportswear 2018 for the youth ranging from ₹799 to ₹1299/ which has picked up really well and improved our market share. Our new, affordable office/formal wear range called STATUS by the house

of Lakhani Vardaan has gained popularity among the office goers,” he adds.

Just like Lakhani, Kolkata based brand Ajanta footwear too has witnessed an interesting growth over the years. Banik shares, “Ajanta as a brand has grown on a very large scale. We have already expanded to 120+ stores and have plan to augment in another 50 new cities in this financial year. We are planning to take our products to “every nook and corner”

of the country. The company currently has 10 super stockists and more than 10,000 distributors supplying to MBOs in different parts of the country. We have 50+ EBOs currently, spread across Eastern India. The company is also present with the major e-commerce marketplaces and our own website, catering on an all-India basis.”

Interestingly, Ajanta is now also venturing into B2B online sales wherein we are catering to small retailers directly. Sharing further details on their exclusive presence, Banik shares, “We have opened our first store in Odisha and Bihar, which has been a major milestone for our company in the year 2018-19. Since then, we have 5 operational stores in Bihar and 2 in Odisha, with many more in the queue.”

Essentials of Footwear Retailing

Contrary to what one may think, more than just bombarding the shopper with endless options to choose from, footwear retailing is more about extending her the right choices. Bhanji explains, “We strongly believe in regional sensitivity. Just as the choice of clothes and dressing style changes from one region to other, so



“THE IMPROVED SPENDING CAPABILITIES OF INDIVIDUALS, CHANGING LIFESTYLES, AND RISING NUMBER OF WORKING PROFESSIONALS HAS INCREASED THE SPENDING CAPABILITY OF INDIVIDUALS”

– SOUMI BANIK



“WE ALSO HAVE A WHOLE NEW SEGMENT OF HIGHLY TRENDING FASHION-SPORTSWEAR 2018 FOR THE YOUTH WHICH HAS PICKED UP REALLY WELL AND IMPROVED OUR MARKET SHARE. OUR NEW, FORMAL WEAR RANGE CALLED STATUS HAS GAINED POPULARITY AMONG THE OFFICE GOERS”

– MAYANK LAKHANI



“WITH THE DIGITAL AND SOCIAL MEDIA EXPANSION, AWARENESS AND THE ASPIRATION TO LOOK TRENDY AND FASHIONABLE EVERY TIME HAS INCREASED. CUSTOMERS TODAY ARE SPOILT FOR CHOICES. THE SHARE OF THE SHOE IN THE WARDROBE HAS INCREASED”

– FARAH MALIK BHANJI



“THE BRAND IS ALSO AVAILABLE ONLINE ON MYNTRA AND WE ALSO HAVE AN EXCLUSIVE E-COMMERCE PORTAL THROUGH WHICH WE DELIVER OUR PRODUCTS PAN INDIA. A MAJOR MILESTONE THAT WE HAVE ACHIEVED IN 2018-19 IS MAKING OUR BRAND AVAILABLE TO THE TARGET AUDIENCE ACROSS THE COUNTRY THROUGH OUR WEBSITE”

– SHASHANK ARYA

does the choice and preference of footwear differ. Over the years of experience our merchandisers have great insights on what style, colour, heel, category works in which region. These insights are used for right merchandising. The mix of casual, formal, occasion wear etc. also differs from place to place, depending upon the need of the city / area the store is located in. We are also continuously adding freshness to our range on a weekly basis to meet customer demands. We auto replenish fast moving items to ensure they are never out of stock.”



Reiterating Bhanji's take on the importance of having regional sensibilities in mind for effective retailing, Arya talks about the plan of action in place that they have for Heel & Buckle saying, “All our styles are curated as per the markets we operate in. This is especially done to meet the needs of the customers. For instance, we will ensure a larger stock of boots in Delhi as compared to our warehouse in Mumbai. We select products that are in tune with the latest international trends as our customer base is highly well traveled and well informed.”

If one looks closely at the standalone stores of brands that are housed in malls to those at high streets, it isn't too difficult to spot the difference in the range being offered in terms of price and design. For e.g. one wouldn't easily find black or white school shoes in different sizes at a Bata store that is in a mall though the Bata store outside a mall is well stocked with

school shoes irrespective of the size one is looking for.

Highlighting the criterion of price being an important factor that determines the success of footwear retailing in India, Lakhani explains, “Majority of the sales come from the common man, so while introducing a new product range, we ensure that the company's vision to be a household name of the nation is preserved. We provide our customers with products within the desired price range and introduce various SKUs of the very same product in different price

segments, making it affordable for every type of customer. For example, under our sports collection, we offer shoes in the price segment of ₹499, 599, 799, 899, 999, 1099, 1299 and 1499 ensuring that all the products come under the same brand name PACE. Every price segment has a minimum of 10-15 SKUs giving different options across trends, colours, and price points to our customers. We give them every option so that they can choose exactly what they are looking for as our options cover all possible existing trends in their desired price range.”

A key component of retailing that tops the chart remains of being present at the right location. Narrowing down on the location remains one of the most challenging tasks in retailing and for brands that are robust with their footprint expansion, the challenge is all the more difficult to overcome. Bhanji reveals the factors that guide her team when deciding

THE SHARE OF THE SHOE IN THE WARDROBE HAS INCREASED. TODAY'S CUSTOMER IS WELL AWARE OF WHAT SHE WANTS. THEY WANT VARIETY, CHOICE AND TRENDY FOOTWEAR WITH GREAT SERVICE.

on a new location, “We have a very robust process for site selection. There are many factors that are kept in mind – e.g. potential of the area, competition, our own footprint in the city, distance and cannibalization from the closet store and many more. We have focused teams who work on new store opening, by evaluating at least 40 data points. As we are not present in MBOs, the chances of cannibalization are lower.”

At Ajanta, the feasibility of the locations is determined on a whole lot of factors which includes presence of competition, visibility in traffic etc. Banik elaborates, “We have a detailed survey plan whenever we propose to open a new store in a new location. This includes an array of parameters which help us to determine the viability of the new store, financially, legally and as well as the regulatory environment. We follow the demographics of our customers, the population of the area, the purchase capacity of the probable target customers. The presence of competition and neighbors is also accounted. The accessibility, visibility and traffic of the proposed store location. The signage and planning of the store is also accounted in this. The Store area, the storage capacity, the in-store display capacity is also looked into along with the location cost. Also, some of the concerns are the availability of restrooms for staff and customers, adequate fire and safety protection, sanitation service and business restrictions if any.”

The ability to deal with the difference between the temperament of a male shopper to that of a female shopper at the floor level plays a vital role in determining the success of footwear retailing as well. The sales executive has to be trained to understand the subtle nuances.

Arya shares, “Men and women approach shopping with different

motives, perspectives, rationales and considerations. Men's motives for shopping appears to be more utilitarian, whereas women's shopping motives tend to be hedonic. Men want quick and effortless process whereas women will enjoy browsing and looking through products several times before making up their mind to purchase something."

Bhanji adds, "Women are comparatively price conscious. They would prefer buying multiple pairs for various occasions at a good price point. Women give more preference to style and look based on the occasion they are buying for. Men are ready to spend comparatively higher. Quality and comfort precede the decision tree. The change in trend is that men are buying lower cost casual footwear and women are premiumising especially for work-wear."

Lakhani shares an interesting observation based on how men aren't too keen on finding out about prevailing offers but rather have their mind set on features of the pair, "Men are specific about the highlights of an item they wish to purchase, and they compare same-category items for specific highlights and availability. They are less aware of offers from a brand, and they compromise with their budget if they are satisfied with the quality. So, men's shopping is usually item focused. Ladies, on the other hand, are more specific about the brand they buy. Additionally, they are enthused about available offers and discounts."

Visual Merchandising & Footwear Retailing

Offline retailing is about creating an experience for the customer. This includes not just unmatched customer service, but it is also imperative that the visual appeal of the store welcomes the customer and connects with her as well. Based on the target audience one is looking at, the visual merchandising (VM) of the store needs to be designed and executed.

Where brands that are present through their exclusive store have the liberty to work on their VM without any constraints, brands like Lakhani that are sold through footwear MBOs face a challenge when it comes to attracting the customer while she is at the store and has the option to check other brands present there as well.

OFFLINE RETAILING IS ABOUT CREATING AN EXPERIENCE FOR THE CUSTOMER. THIS INCLUDES NOT JUST UNMATCHED CUSTOMER SERVICE, BUT IT IS ALSO IMPERATIVE THAT THE VISUAL APPEAL OF THE STORE WELCOMES THE CUSTOMER AND CONNECTS WITH HER AS WELL. BASED ON THE TARGET AUDIENCE ONE IS LOOKING AT, THE VISUAL MERCHANDISING (VM) OF THE STORE NEEDS TO BE DESIGNED AND EXECUTED.



Lakhani reveals, "Since a majority of our sales come from distributors who further sell to retailers also selling products from other Indian brands also such as Relaxo, Campus etc., the space and shelf counter areas are limited and a big constraint for us. With the help of our promotion and advertising budgets, we send posters and LED boards to promote our new products every season to retailers so that our products can be viewed by the customers more easily in this competitive market. We also send retailers easy-to-assemble small product display counters with our branding, which gives them extra space to display our products without them having to spend any extra money."

Sharing details on the VM practice in place for her brands, Bhanji shares, "It is important to give a story to the consumer. We create stories in the store – whether it is based on style, theme, season or even colour. Hi-points and good windows help

in getting highlighting the latest trends and stories. The latest fashionable trends and fast selling items will always be at eye level. Cross merchandising helps you upsell to the customer. We also ensure that shelf space is allocated based on the range's contribution to sales. It is fluid basis that store's clientele."

Elaborating on the VM essential followed at Ajanta, Banik shares, "We follow the 5 key elements of VM. The Color brings out the essence of the display, Landscaping of the product, Contrast in Texture, Communication of the Sales staff and the décor of the store. Along with this, we offer to display the premium range of our products near the entrance, so that the customer has a feel good factor while entering. Separate segmentation is done for in-store display according to the gender and kids section, followed by the categorization of the products like office wear, casuals, sports etc."

Dealing with the E-Commerce Challenge

Unlike in apparels, the fit overrides the decision criteria when it comes to footwear. This perhaps still makes customers visit the stores to pick their pair up. Though it is absolutely another thing that once they narrow down on the design, the deal hunters may end up buying online if available on a discount on some marketplace e-commerce websites.

Bhanji elaborates, "Fit and comfort is important, but design and style is also gaining a lot of prominence. However, when a product is listed on any marketplace or even on an e-commerce site, all specifications are mentioned, which makes it easy for the customer to decide based on the fit. However, returns are a major challenge faced by our industry, especially in the fashion segment. We are continuously analysing data and finding



fixes to minimise returns."

Lakhani talks about how his company deals with return stating, "Almost all companies these days have refunds and exchange offers, allowing the customer to freely spend his money over a shoe-trial at his doorstep. This does add an extra cost for a company to carry the return goods back, but we sell the returned goods at a discounted rate in our retail shops making it a win-win for the customer as well as the company. The returned goods from our online segment generate around 25 percent of our total online sales."

Where big brands have the advantage of setting their offline as well as online stores, for young entrepreneurs, online offers them the medium to reach out to their customers irrespective of having an offline presence. Komal Panchal's www.kanvaskloset.com has been in existence since 2014 but it was only a couple of




years ago that the brand started catching the attention of its target audience. The response received compelled Panchal to associate her brand with major e-commerce portals. On what drives her collection, she attributes the reason to the need of the generation to, "look like celebs but at dirt-cheap rates." Apart from that, Panchal further states the influence of digital marketing and bloggers on the choice of footwear / apparels of the new-age customer.

Panchal cites that the difference between an offline and online customers rests more with their fashion consciousness levels. She adds, "Majority of the online buyers are return customers who already own a pair of the band hence are comfortable shopping online without trying."

Brands are also offering value-added services online to lure more customers. For instance, besides offering his patrons to shop online without having to worry about refund and returns, Arya also has an exclusive service called Privé where they offer our customers an exclusive home shopping and styling service accompanied by a fashion styling expert. The customer can speak to the brand's in-house stylist stating their shoe size, preferred style, colour, likes and dislikes. Based on the feedback received, the stylist then curates a selection according to the client's preference and takes it to the customer's desired location, where the customer can choose whatever best suits them. Rests of the styles are then taken back to the store.

Customer Centricity to Rule Footwear Retailing

The range, price points, fit, comfort and durability no doubt will always remain significant but retailing across categories today has its prime focus on Customer Centricity, footwear category being no exception. Arya aptly accentuates the importance of customer centricity saying, "A majority of companies have been trying to adopt a customer friendly approach initiative for nearly 20 years now."

"The biggest barrier to customer dissatisfaction is the lack of a customer centric initiative. A fashion intuitive and supportive customer experience can catapult a brand," he concludes. 



Fashion Accessory Brand Ceriz Works to Elevate the Style Quotient of Consumers

Fashion accessories have only recently been introduced into the formal retail experience. From a long history of being available only in the unorganised, unbranded markets in India, today, the fashion accessory has gained a strong foothold in the lifestyle shopping category...

By Charu Lamba

Accessorising has always been a very important part of fashion. Belts, bags, shoes and jewellery add incredible value to a person's look apart from helping underline individualistic style. As Indian consumers and their fashion sensitivities evolve, the demand for accessories has gone in boom mode.

Fashion accessories have only recently been introduced into the formal retail experience. From a long history of being available only in the unorganised, unbranded markets in India, today, the fashion accessory has gained a strong

foothold in the lifestyle shopping category. Fashion accessories are now available in curated collections through luxury boutiques, high street brands, international accessories chains, international brands with accessories sections and multi-brand outlets.

Cashing in on this major fillip in this segment has been Ceriz, a fashion accessory brand which was launched in 2015.

Explaining the brand aesthetics in detail, **Founder, Tanushri Biyani** says, "It is a fashion accessory brand carefully curated to suit the taste of the modern-day woman. Its chic brand name is derived

from a French word 'Cerise' and it's home to everything stylish from the world of shoes and handbags for women."

Retail Presence

Broadly catering to two main categories - footwear and handbags - Ceriz delves deeper into each of these segments by giving women a lot to choose from. Under footwear, the brand offers a wide collection of sandals, peep-toes, pumps, sneakers, boots, loafers, and ballerinas. Under handbags, it offers everything from clutches, slings, tote bags to backpacks, wallets and even laptop bags. The USP of



“IT IS A FASHION ACCESSORY BRAND CAREFULLY CURATED TO SUIT THE TASTE OF THE MODERN-DAY WOMAN. ITS CHIC BRAND NAME IS DERIVED FROM A FRENCH WORD ‘CERISE’ AND IT’S HOME TO EVERYTHING STYLISH FROM THE WORLD OF SHOES AND HANDBAGS FOR WOMEN”

- TANUSHRI BIYANI

the brand is these products effortlessly blend in the fast-evolving fashion trends with comfort.

“Comfort sandals, ballerinas, sneakers and sandals are a big hit among consumers in the footwear category,” she says.

Being a relatively nascent brand, this four-year-old label has already shown an exponential growth in the market. The brand is available in top shopping destinations like Central, INC5, Shoppers Stop, Pantaloons, Brand Factory, Rocia, and Centro amongst others. The brand runs around 175+ MBOs and has 4 exclusive stores at airports and recently opened store at Atria Mall, Mumbai.

“We also have airport stores in Lucknow, Goa and Indore, apart from retailing the products on our website www.ceriz.com and on prominent e-commerce platforms like Myntra, Paytm, Amazon, Tatacliq and Koovs,” states Biyani.

Target Audience

The brand represents the modern, fashion-forward woman who is cool yet glamorous, free-spirited yet rooted, and who knows exactly what she wants.

“Ceriz appeals to women in their mid-20s or



30s who prefer contemporary designs and are inclined towards following global fashion trends. We offer an endless collection that is sure to cater to the fashion needs of everyone,” shares Biyani.

Visual Merchandising

In retail, Visual Merchandising (VM) forms the core aspect of the overall aesthetics a brand wants to display. As they say, an image speaks a thousand words. In the same way, using the right colors can make or break the VM display.

“All our VMs are carefully curated in a way that they represent the brand’s values and speak directly to the target audience. While the product is always the hero, correct VM designs serve as a sneak peek to what’s in-store for customers,” Biyani says.

CERIZ LAUNCHES FIRST EXCLUSIVE STORE IN MUMBAI

Ceriz has opened its first exclusive store in Atria Mall, Worli. The store has pleasing interiors designed to offer customers an easy-breezy browsing experience.

With Bollywood star and style icon Sara Ali Khan as its brand ambassador, Ceriz is offering its trendy clutches, totes, backpacks, handbags, high on comfort sandals, block heels, formal loafers, party wear and athleisure footwear to Mumbai with this exclusive store.

The French-inspired high-fashion brand stocks Autumn-Winter Collection 2019 in its new store in Mumbai, in addition to its bestsellers.

Keeping its ‘effortlessly glamorous’ tagline in mind, Ceriz’s Autumn-Winter Collection 2019 includes the Perfect Suiting line aimed at the working woman; the playful Freestyle Blush line paired with casual luxe footwear; Strike A Pose line with its bohemian metallic look; Modern Shift line for the digital diva; the casual weekend Country Wear line of footwear and bags; and ultra-glamorous Luxe Bordo line.

Marketing & Promotion Strategy

In a time and age where brand has set out to connect with a diverse group of audience, it is the choice of medium that needs to be cherry-picked to ensure maximum impact and reach.

“Ceriz connects with people across the country through a mix of platforms. While newspapers, fashion magazines, radios, OOH, SOH, and digital media are all tested-and-tried platforms, we also organise on-ground customer engagement and activation events to ensure an even more personal connect with our customers,” Biyani concludes. 



Busters' New Conceptual Center Adds a Fresh Experience to the Gaming World

The new center at DSL Virtue Mall in Hyderabad is the first store under the new theme and it has a unique concept and look...

By IMAGES Retail Bureau

Brand Busters doesn't need any introduction. It is a concept which was created to introduce world class gaming, entertainment and leisure formats to the metro markets, and tap into the FEC potential of Tier II & III markets across South India.

Busters today has become very popular among Millennials, kids and adults alike. The brand came into being in September 2016 with its first outlet in Mantra Mall in Hyderabad. After two years of establishing itself as a favourite amongst consumers, Busters started its expansion journey in January 2018. Today, the brand has 4 operational centers and 6 under fit-out, which are scheduled to open before August 2019. The average size of each outlet is about 14,000 sq. ft. The brand is a self-funded venture and the outlay so far is above ₹100 crore.

Busters is famous for:

- Wide choice of entertainment and leisure options
- Best value price plans
- Hi-tech, modern Equipment

Currently, the brand has opened, revamped and refurbished its centers to make itself more conceptual and theme oriented. The new center at DSL Virtue Mall in Hyderabad is the first store under the new theme and it has a unique look. In an exclusive interaction with IMAGES Retail Bureau, **Aditya Konka, Business Head, Busters** talks about the new center.

What is the freshness quotient in the new-look Busters?

We have refreshed the look and feel of our concept and the first store under the new theme has just been launched at DSL Virtue Mall in Hyderabad. The format has been developed after in-depth research on various elements in an FEC, including Redemption counters, machine displays, floor and ceilings, etc. A lot of freshness has been inducted into each of these elements.


What are the USP/ main attractions at the new center?

We have launched a few interesting indoor concepts including a zip-line rollercoaster which is one of the first of its kind in indoor FEC's. Apart from this, we will have skywalks as well. We have also introduced a selection of arcade machines at the new center. Most of the video games displayed will be launched for the first time and Busters is the pioneer in this revolution.

Which other locations will have the new format?

The upcoming centers in Kurnool, Kochi, Bangalore and Chennai will all be in this new format. Apart from the common standard, we will introduce some local themes as well.

What else is Busters coming up in the future?

We will soon be launching a 15000 sq. ft. edutainment format in GSM mall Chandanagar, Hyderabad, which will be followed by another 10,000 sq. ft edutainment center at Centre Square Mall in Kochi. 

SUBSCRIBE NOW!



NEXT ISSUE HIGHLIGHTS

DECEMBER 2019 East India Special: IMAGES Retail December 2019 issue will bring a special feature on East India retail market. The edition will feature the top brands and malls that are very popular in the region. We bring you the success story, case studies of leading brands and other upcoming brand in the region in and around West Bengal and Odisha.

JANUARY 2020 Emerging B-Town Malls Special: IMAGES Retail January edition will bring a special feature on the 'Malls in Emerging B-Towns' pan India. Along with the B-town special, we will also bring a feature on the South India Retail market. The feature will analyse the growth and development of new malls, brands in different category across South India.

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

IMAGES
GROUP . IN

Please fill up the subscription form & mail with your remittance to: **Subscription Department, Images Multimedia Pvt. Ltd.**

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001
E-Mail: subscription@imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East) Mumbai 400059, Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075
Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700 029
Ph: +91 33 40080480, 40080488

Term	PRINT			PDF		
	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600
SAVING	15%	20%	25%	35%	40%	45%
Discount	₹180	₹480	₹900	₹420	₹960	₹1620
GST 18%	NA	NA	NA	₹140	₹259	₹356
You pay	₹1020	₹1920	₹2700	₹920	₹1699	₹2336
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SPECIAL COMBO OFFER ON PRINT + PDF
Pay ₹5036/- and get **RETAILERS IN INDIA VOL. 1**
worth ₹5000/- **FREE** with 3 Years Subscription

YES, I would like to subscribe for

PRINT VERSION COMBO OFFER

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

PAYMENT OPTION 1

Please charge my card

Amount _____ Card Expiry Date _____

Card No. _____

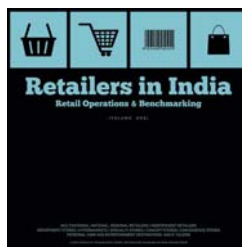
Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring **Images Multimedia Pvt. Ltd.**, payable at New Delhi



RETAILERS IN INDIA VOL. 1

"Retailers in India" - Retail Operations & Benchmarking" is a special hardbound coffee table book featuring India's most progressive retailers. The book promises to be a central reference for all global and national interest groups who are seeking information, alliance, partnerships, or investment returns in retailing in India.

The book presents India pioneering Progressive Retailers – Department Stores, Hypermarkets, Special Concept Stores, Convenience Stores, Omnichannel Retailers etc.



Terms & Conditions: • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

For online subscription, please visit shop.indiaretailing.com

The Changing Landscape of Indian Retail Franchising



YOGESHWAR SHARMA
CEO AND EXECUTIVE
DIRECTOR,
SELECT CITYWALK

Over the last decade, the retail franchising business has seen a sea-change directly relating back to the dynamic retail environment we find ourselves in. There are various factors attributing to these dynamics. On a macro level, the main trend is that of consolidation. A traditionally fragmented franchisers market is now giving way to big corporate entities which are specialising in franchising out PAN India effectively for global brands in the local market.

However, while one can observe scale with these players, the numbers are still driven by micro franchisees. India today is the second largest franchisee market with over four thousand active franchisers.

As a mall developer we need to develop a healthy relationship with macro as well as micro franchisers. The Indian Franchise Industry has grown at a healthy rate of 3-35 % mainly attributed to these big players as well as a continued flux of professionals turned entrepreneurs in mini metros.

To achieve scale for any mass brand – international or local building the right kind of franchisee eco-system is essential. Since the last five to ten years India has emerged as the third largest consumer market and hence it is no surprise that large retail brands are getting attracted to spread in scale here. There is a long-term vision for the franchising eco-system in India hence giving way to hybrid models.

With the ongoing trend towards entrepreneurship one can observe franchising as a stable model over a start-up. Industry estimates close to 90 percent start ups fail to succeed but on the flip side over 85 percent franchisees find success. A tested global model and brand to work with ensures quicker success and return on investment.

Franchising in India apart from developing entrepreneurship is also becoming a noticeable source of employment. With each store employing from five to thirty people the overall opportunity by the industry runs into millions of jobs being created.

The sectors for retail franchising which are more popular include F&B as well as fast fashion. Beauty and wellness is another segment which is showing good promise. Local beauty brands like Shehnaz and Javed Habib are seeing growth opportunities alongside big global brands like Tony and Guy who have found good results in retail franchising.

The US market is the biggest contributor to retail franchising in India with maximum demand emerging from American brands. The franchisees support in accommodating and localising the brand to the local market – from a business and customer perspective. Time has proven on multiple occasions, the brands that don't innovate and localise perish sooner or later. India is a unique market and hence the dependence to be locally relevant for international brands on local retail franchisees makes their presence that much more indispensable.

The fastest way to achieve scale is a well-planned franchising strategy. This however needs to be balanced with a good dose of quality control. The approach needs to be balanced between self owned and franchised stores. Franchisees should be chosen basis repute and be well equipped to provide consistent quality in brand experience. This of course is a much bigger challenge in the service industry where training then plays a very big role as well.

To conclude, retail franchising is one sector which has shown great resilience in an otherwise ever-changing sector. It is now, within itself changing form to be more organised as a sector demanding more from franchisees and businesses alike yet remaining to be the best model for brands to build their footprint. **IR**

INDIA'S LEADING SIGNAGE SOLUTIONS EXPERT

www.promoflexindia.com



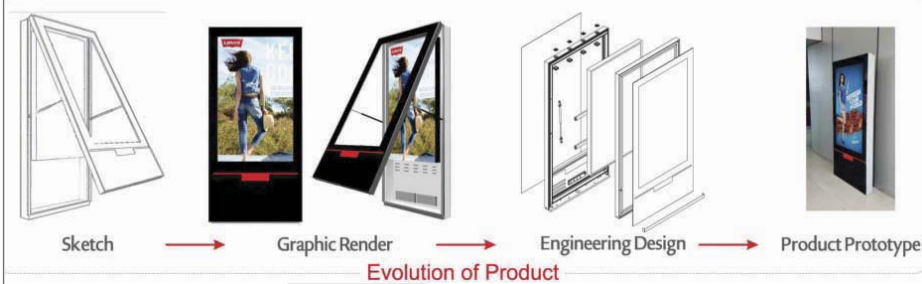
INDIA'S LEADING
MANUFACTURER >>

Digital Solutions

Fee Standing Digital Kiosk | Video Walls
Content Management Solutions



Product Designing & Modeling



PIONNER ALUMINIUM PRIVATE LIMITED
Haryana # Plot No. 6, 12/2, Inderprastha Estate No.1,
Sec-37, Faridabad, Haryana - 121003



contact@promoflexindia.com
skapoer@promoflexindia.com



+91 99900 00564
+91 98101 18196

Join the league of
**India's top
fashion
brands**

Bring your brand
to the center
stage of fashion,
at Inorbit malls.
Home to the best
fashion brands in
the country.



Scan and like us



Come Live an Inorbit Experience

MALAD | VASHI | CYBERABAD | WHITEFIELD | VADODARA

Follow us:  