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Future of Businesses

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A Happy New Year to you all. It has indeed been a momentous end of 2019 for us, with the successful conclusion of our flagship event, 20th Edition of India Fashion Forum (IFF) in December. We want to thank all those who joined in creating a powerful and collaborative atmosphere at both the events. We hope you are already on your way to creating success stories from the experiences shared at the event. For those who couldn't make it to the IFF, our January issue of IMAGES Retail magazine encapsulates the event and the awards won by the retailers and brands.

We dedicate the first issue of 2020 to South India Retail. IFF, conducted in Bengaluru, was an icing on the cake which will make this edition of IMAGES Retail more special. The edition does a deep dive into why southern states have the highest retail growth rate in India including listing cities which are seeing an exceptional rate of growth – Bengaluru, Hyderabad and Chennai – and how they are doing it.

The issue also includes an expert research report on how the emerging cities of Coimbatore, Kochi, Vizag, Vijayawada, Trivandrum, and Madurai are contributing more than US\$ 7000 million worth of retail activity to India today.

The other highlights of the edition are the success stories of the popular brands/retailers/malls of South India, including Soch, Cool Colors, Express Avenue, SPR City etc.

We also bring our readers and insights from an exclusive interaction with Amar Nagaram, CEO, Myntra Jabong, The Fashion Techway Roundtable session by Omuni and Microsoft at the IFF highlights the various approaches for successful retail transformation.

Shifting focus a little, as 2020 dawns, we are busy working towards creating another success story – the 13th Edition of our flagship event, India Food Forum 2020 to be held on February 5-6 at Hotel Renaissance, Mumbai. We hope that you will find this edition of the year as insightful as the rest and we hope to see you in large numbers at the India Food Forum 2020.



Amitabh Taneja

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Orion Mall, Bengaluru

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SOUTH INDIA: THE BIRTHPLACE OF MODERN RETAIL

South India has played a very important part in helping the Indian retail industry reach its current position of being rated as one of the most dynamic and fast-paced industries in the world. The total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017



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A performing property will have stronger rentals and less property vacancies and the tenants will achieve more sales from a well-run marketing campaign



Myntra's Amar Nagaram on Changing Behavioral Patterns of the Online Fashion Consumer

The easy access to the Internet and the increase in traveling has made Indian consumers technologically informed, aware of what's in vogue and hence, highly demanding. The shift in buying power and expectations of new-age, evolved consumers has compelled fashion retailers – both online and offline – to better cater to their desires...

By Charu Lamba

Indian fashion is at crossroads as consumer profiles are getting blurred. A consumer in a metro / Tier I city is no different in terms of aspirations and spending power from consumers based in Tier II cities. The increase in consumption and awareness of fashion can be attributed to factors like immense penetration of the Internet as well as increased disposable incomes. The easy access to the Internet and the increase in traveling has made Indian consumers technologically informed, aware of what's in vogue and hence, highly demanding. The shift in buying power and expectations of new-age, evolved consumers has compelled fashion retailers – both online and offline – to better cater to their desires.

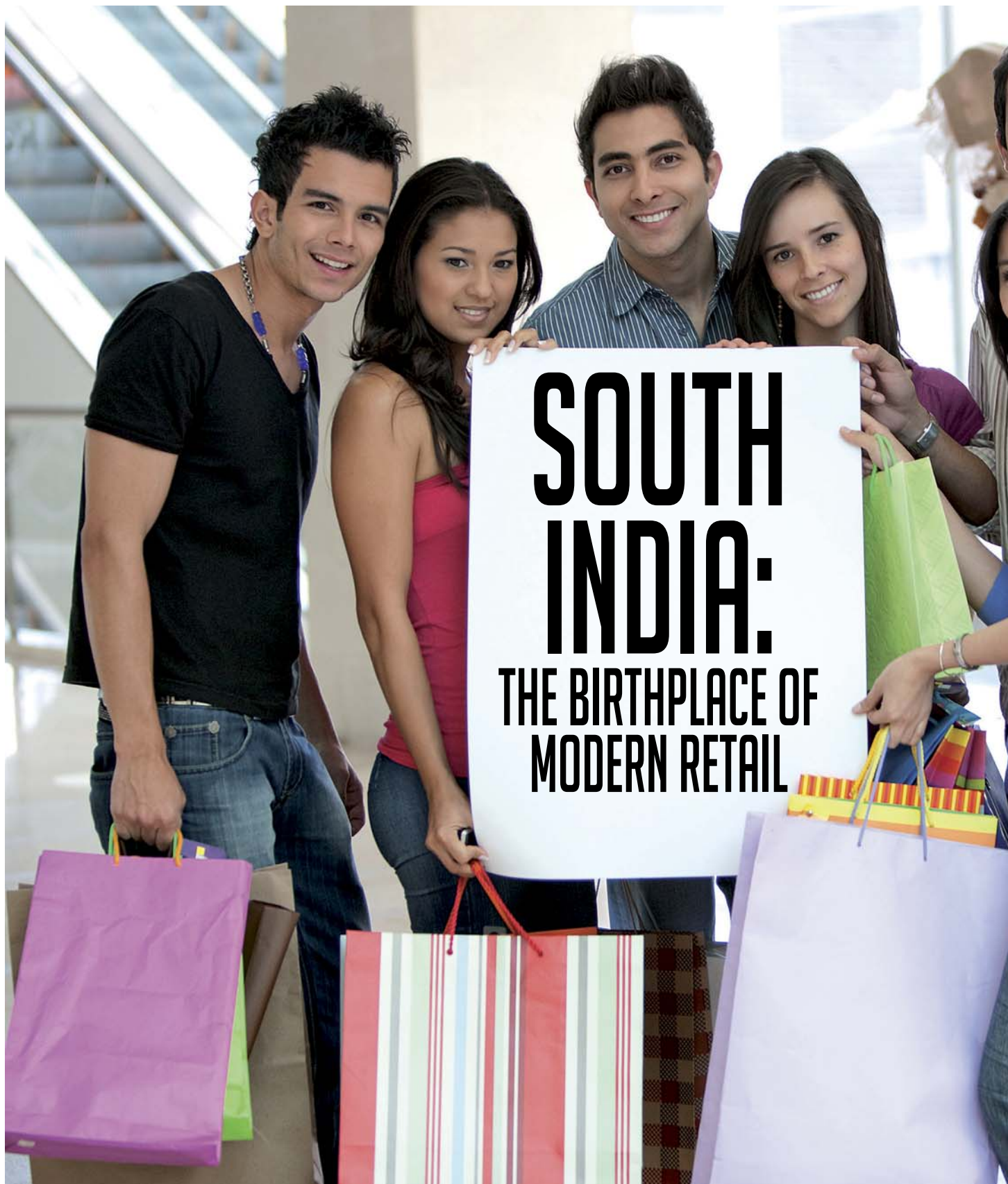
According to **Amar Nagaram, Head, Myntra Jabong**, the next wave of growth for fashion e-commerce is going to come from non-metro and Tier II and beyond. He says this on the back of an in-depth analysis of Myntra's 20 million+ customers spread over 23,000 pin codes across the length and breadth of India. Nagaram was speaking to IMAGES Retail Bureau at the sidelines of the 20th Edition of India Fashion Forum, held at Hotel Conrad, Bengaluru on December 17-18, 2019.

As per him, the days of serving the same trend to all of India are in the past.

Facts & Figures

- » Online fashion users are expected to grow to 200-250 million in the next 5 years, driven by growth in Tier II/ III cities and towns
- » 70-75 percent of incremental fashion shoppers are expected to come from Tier II/ III cities and towns
- » 80 percent incremental shoppers will come from the rising middle class
- » Consumption will be dominated by digitally native segments of Millennials and Gen Zers (both of whom together will account for 75 percent of India's population by 2025)

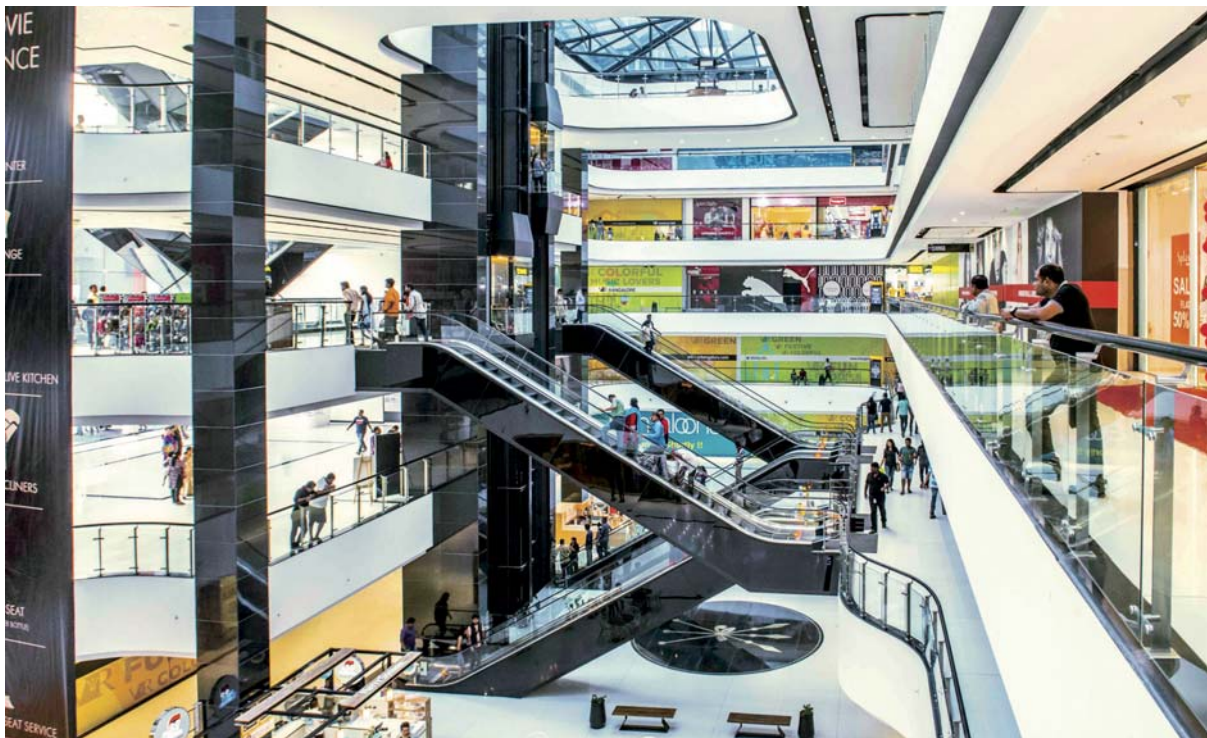
Source: *What Customers Want: A Presentation by Myntra at the 20th Edition of IFF*



South Indian Cities Ride High on New Mall Supply

Despite the decline in the economy, India is set to see a generous supply of new malls over the next three years. This is largely backed by the confidence of private equity investors who have shown increasing interest in the Indian retail market...

By Anuj Kejriwal, MD & CEO – ANAROCK Retail



In what is widely considered the annus horribilis (horrible year) for the Indian economy, various sectors were negatively impacted in 2019. While the Index of Industrial Production (IIP) or factory output contracted by 4.3 percent in September – the lowest in almost eight years – the consumption-driven retail sector also took a hit. As per ANAROCK data, retail leasing activity across top 7 cities dropped by 35 percent in 2019 as against the previous year – from 5.5 million sq. ft. in 2018 to 3.6 million sq. ft. in 2019.

However, despite this decline, India is set to see a generous supply of new malls over the next three years. This is largely

backed by the confidence of private equity investors who have shown increasing interest in the Indian retail market. As is, the share of organised retail market is extremely low in India at around just 9 percent (compared to western world markets like US where the share is more than 85 percent) so there is ample scope for growth.

South Indian Cities Buck Mall Supply Trend

As per ANAROCK research:

» As many as 98 new malls (sprawling over 48 million sq. ft. area) are to enter

Indian cities and towns by 2022-end

- » Interestingly, out of this total supply, south Indian cities will host at least 34 new malls spread over more than 16 million sq. ft. area
- » South Indian cities' new mall supply is close behind the supply in their western counterparts, where at least 37 new malls covering 17 million sq. ft. area are slated to come up during the same period
- » The southern region is far ahead of North India, where 21 new malls spread over approx. 11 million sq. ft. area is slated to come up by 2022-end.

Among the south Indian cities where this

Market of India: India's Largest wholesale market at SPR City- Chennai's Largest Integrated Township is a Gateway to the World of Businesses

SPR City's wholesale centre – Market of India – is aimed at bringing all trade under one roof and is projected to grow into an iconic business destination, rivalling some of the biggest trade centres in China. It is a platform to utilise the opportunities presented by the current physical and social infrastructure bottlenecks...

By IMAGES Retail Bureau

Market of India is a first-of-its-kind organised wholesale centre at this scale, designed to build a self-sustained community of traders. Merely a few kilometers from trade hubs like Sowcarpet, Parrys, Purasawalkam and Choolai, it is centrally-located in SPR City, the largest mixed use development in the heart of Chennai.

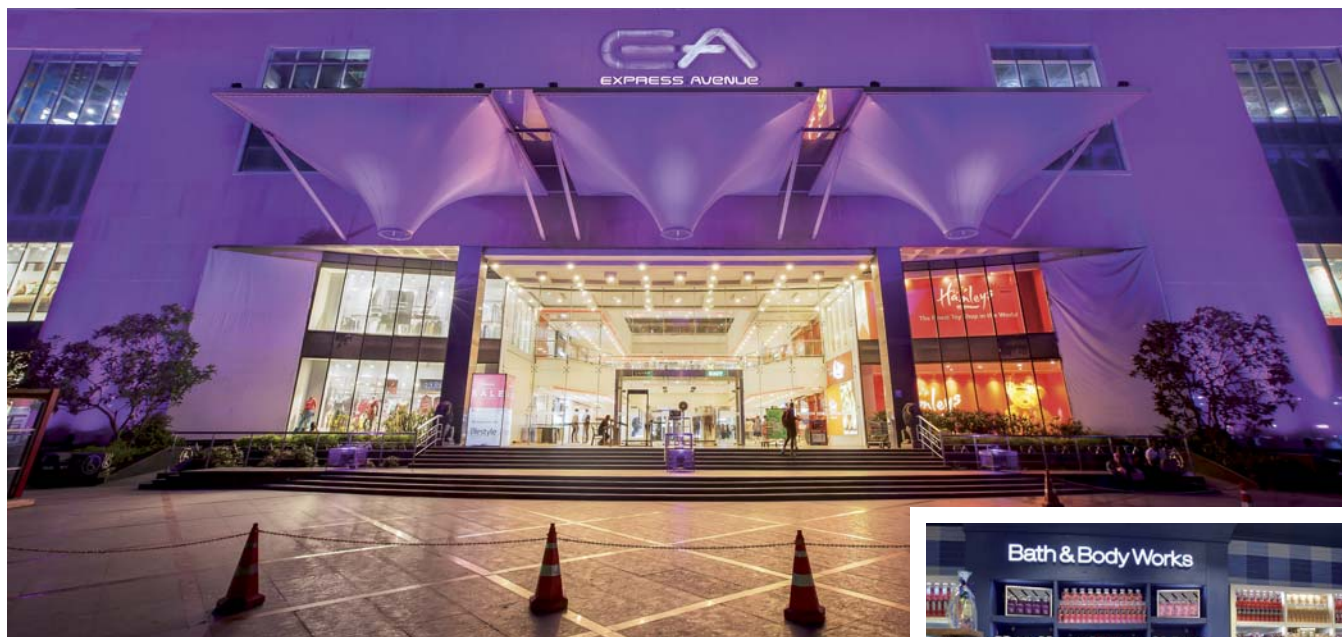
Objective

SPR City's wholesale centre – Market of India – is aimed at bringing all trade under one roof and is projected to grow into an iconic business destination, rivalling some of the biggest trade centres in China. It is a platform to utilise the opportunity presented by the current physical and social infrastructure bottlenecks faced in Sowcarpet (India's largest wholesale market) located at just 3 kms from the project site.

The site has road access on all four sides and is the only private land of this scale in close proximity to the city's wholesale markets. The development of the wholesale center on the site will prove to be an extension to the current wholesale market in Chennai and is expected to become a trading hub not only for the Chennai city, but also the entire India, given its proximity to Chennai Port.

Drawing inspiration from wholesale markets, Chennai and other traditional Indian markets, Market of India is devised as an extension to the bustling trade hubs of the city and is a cohesive marketplace where business can be carried out seamlessly. The project comprises of 9 markets that offers world-class features and amenities; right from Truck terminals, LCV parking, spacious trade corridors to advanced security features, this new landmark of Chennai is all set to revolutionize traditional markets and reinvent trade in the country.





Express Avenue Mall: Transforming the Way Consumers Shop in Chennai

The journey of Express Avenue mall has been quite interesting. The mall was launched amidst serious doubts about the potential of running such a huge mall in a very conservative market. The launch turned out to be a roaring success and laid to rest the arguments of many sceptics...

By Charu Lamba

Express Avenue Mall, launched in 2010, has been a pioneer in introducing a whole new dimension of style and glamour to the lifestyle of people living in Chennai. Nine years on, the mall boasts of a gamut of leading international and national brands of repute in its premises, with the promise of opening many more in the future.

The journey of Express Avenue mall has been quite interesting. The mall was launched amidst serious doubts about the potential of running such a huge mall in a very conservative market. The launch turned out to be a roaring success and laid

to rest the arguments of many sceptics.

"The factors that have contributed to the success of the mall are a relevant & Superior brand mix, Design, strategic location, customer experience and strong customer engagement," says **Munish Khanna, Chief Revenue Officer, Express Avenue.**

Zoning of The Mall

Express Avenue follows a superior zoning strategy to ensure that stores are organised in an 'easy discovery' manner for visitors. The ground floor, being the face of the mall, is occupied by some of



the best international brands and mall management is now upgrading the same by bringing in more bridge-to-luxury brands.

The lower ground floor is the hypermarket, along with electronics and many homegrown brands. The first floor is dominated by menswear and accessories, and footwear, while the second floor is occupied by womenswear and accessories, kidswear, and sportswear.

The third floor is earmarked for entertainment. It includes a cinema, a fun zone, food options as well as best of indulgence options like a spa.

Highlighting the importance of zoning in the mall, Khanna says, "Zoning in a mall is like store telling in a movie. It excites



Session Partner



IFF 20th Edition
Fashion Techway

Retailers Should Focus on Customer Experience to Accelerate the Future of Fashion

Pravin Srinivasan, Enterprise Sales Leader, Microsoft, lists out factors that have helped retailers across the globe reinvent themselves, change their processes, invest in tools to ensure that they get a better customer experience, raise their employee productivity and finally optimise their operations...

By IMAGES Retail Bureau

Customers today look for trans-channel experiences. It does not matter whether these come from online, offline or any other format. They expect a consistent experience. It is up to retailers to study consumer data, transform today's era of fashion based on the trends observed worldwide and then provide consumers with an unparalleled experience.

This assertion was discussed in detail at a Fashion Techway held at the 20th edition of the India Fashion Forum, in December at Hotel Conrad, Bengaluru. The session was partnered by **Microsoft**.

Pravin Srinivasan, Enterprise Sales Leader - Retail & Growth, Microsoft shared insights on factors that accelerate the future of fashion retail in a presentation at the session.

Moderated by **Naveen Gupta**, Enterprise Solution Leader, Business Application, Microsoft, the panel consisted of the following luminaries:

1. **Baskaramoorthy D**, VP, Posiflex Technology
2. **Rohit Khetan**, VP- Marketing & Strategy, Ginesys
3. **Kumar Sambhav**, Head Omnichannel Asia, Head Digital SEA & APAC, Bata
4. **Deepak Kishanchand**, IT Head, Levi's
5. **Divesh Dutta**, Director - Global Sales, Hotwax Commerce



The 20th edition of the awards held on December 18, 2019 at Hotel Conrad, Bengaluru witnessed top honchos of the fashion and shopping mall industry receiving and celebrating awards for innovations, concepts and trends introduced in 2019.

By IMAGES Retail Bureau

AND THE TROPHY GOES TO...



The 20th edition of India Fashion Forum culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. In an august gathering of India's most prolific luminaries from the fashion retail fraternity, the ceremony recognised the achievements of virtuous fashion brands and retailers across various unique categories. The 20th edition of the awards was held at Hotel Conrad, Bengaluru on December 18, 2019. The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends through various interactive sessions.

Nomination Process & The Jury

20th IMAGES Fashion Awards awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the non- presentation categories fashion brands and retailers submitted nominations, which was checked by the IFA audit team for eligibility, completeness and data correctness. IFA team of analysts then made a presentation for the IFA onground jury – with analysis on performance metrics such as growth in points of sale, retail space growth, retail turnover and qualitative factors such as product and marketing innovation, HR practices, among others. The IFA jury panel, which comprised distinguished personalities in the field of research and consulting with thorough insights in to the business, gave score based on their assessment of the nominees which ultimately decided the winner in each category.

For the Live presentation categories, fashion brands, retailers and

Trends 2020: FMCG Industry Expectations from the New Decade

Rural consumption has superseded industry expectation and the size of modern retail is estimated to grow 3 times in the next 5 years. A significant change in lifestyle choices as well as substantial increase in disposable income has fueled this growth...

By Amrinder Singh, Director, Bonn Group of Industries



The FMCG industry in India has seen a remarkable transformation over the last two decades. This has been facilitated by rising income levels, urbanisation and changing consumer behavior. The general industry sentiment is positive and optimistic post demonetisation and GST implementation with large players set to gain. The rural consumption has superseded industry expectation with size of modern retail is estimated to grow 3 times in the next 5 years. A significant change in lifestyle choices as well as substantial increase in disposable income has fuelled this growth.

Nonetheless, the changing market dynamics bring with it an array of products that compete for customer loyalty and attention. Here is a look at the trends for the FMCG market in 2020.

Digitisation

Increasing smartphone and Internet penetration will help people in the rural areas easily access online shopping on various e-commerce websites. Availability of easy mobile payment options has led to increase in the number of orders from Tier II & III cities which enables people to get timely delivery at their doorstep.

Multiple Channels of Trade

Multiple channels of trade is helping users make purchases through platforms on which they spend a lot of time like Facebook, YouTube and Instagram. This has led to a more interactive overall shopping experience as users get the best





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