

Retail Opportunity
Amazon to Help Integrate 1 Crore
SMBs into the Digital Economy
pg 18

Trendmapping
Snackification in
India
pg 54

What's Hot
Spotlite: A New Upcoming Benchmark
of Joy, Happiness and Retail
pg 60

Retail Spotlight
The Importance of
Lighting in Retail
pg 62

IMAGES Retail™

Future of Businesses

FEBRUARY 2020
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CIO

[COVER STORY]

**TECHNOLOGY EXPERIENCES
& IMPLEMENTATION ARE
THE FUTURE OF RETAIL**

[PAGE 22]

IMAGES Retail™

Future of Businesses

FEBRUARY 2020 | VOL. 19 NO. 2 | PAGES 70

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The new battleground for retail is undoubtedly 'Customer Experience'. Irrespective of the segment of retail, consumers expect retailers to deliver them personalised, easy and unified experiences similar to those provided by companies born in the digital age and reshaping consumer expectations like Google, Facebook, Amazon, WhatsApp, Apple. To cater to the consumer of today who is evolved, well-traveled, connected, and has enough disposable income, brands and retailers are embracing technology in a big way. Towards this, they are higher technology experts – CIOs / CTOs – who drive a seamless user experience in an effort to blend in with the increasingly digital world and provide convenience and benefits to the consumer.

The cover story of IMAGES Retail's February issue brings you a look at some of Indian retail's most influential and impactful CIOs and CTOs, the visionaries responsible for the technological direction an organisation takes.

Another way modern retailers are improving consumer experience is through retail lighting. The staggering growth in modern retail real estate space requirements have resulted in higher consumption of lighting in store and in malls. In the second lead of the magazine, we tell you how effective retail store lighting solutions reflect brand identity and attract new customers, ultimately resulting in improved sales.

Apart from this, we also bring you in depth discussions and expert views from our flagship event, 20th Edition of India Fashion Forum, which was held recently at Hotel Conrad in Bengaluru. We would also like to thank all from the retail fraternity who took out time to attend our event, India Food Forum 2020, held at Hotel Renaissance in Mumbai. For those who could not be there in person, we bring a glimpse of the foodservice and food & grocery sector awardees honoured at the India Food Forum 2020, held this month.

As always, we hope you enjoying reading this issue and find it well-informed and beneficial to your retail business.



Amitabh Taneja

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contents

FEBRUARY 2020 | VOL. 19 NO. 2



54. Trendmapping

Snackification in India

The article sheds light on some of the underlying drivers and factors that have strengthened the trend of Snackification in recent years

56. Awards

Pepsico IMAGES Food Service Awards Honour Food Service Retailers at India Food Forum 2020



60. What's Hot

Spotlite-Mall of Joy: The New Upcoming Benchmark of Joy, Happiness and Retail

With over 78 inline stores across all floors, Spotlite aims to be the new shopping destination of Ghaziabad very soon

62. Retail Spotlight

When the Light is Right

Whether a retailer opts for dim lighting or makes his store lively with bright lights, the most important thing to remember is that lighting needs to go with the brand story



12. National Newsmakers

Mumbai's Retail Sector Joins Ranks of Global Cities, Goes 24x7

14. International Newsmakers

Corona virus Fear Grips International Retail Sector, Big Brands Shut Shop in China



18. Retail Opportunity

Amazon to Help Integrate 1 Crore Small and Medium Indian Businesses into the Digital Economy

Amazon has had a long-standing relationship with SMBs in India, with the company claiming that in the six years that it has been in the country, the number of SMBs on-board has gone from just 100 to over 5.5 lakh



46. Events | IFF 20th Edition

Decoding the Retailer's Perspective of a 360 Degree Customer Journey – powered by Litmus

3 Fashion Innovations Transforming Retail Worldwide – Microsoft Session

COVER STORY

PAGE 22

CIO SPECIAL

Top Retail CIOs Say Technology Experiences & Implementation are the Future of Retail

With the retail industry transitioning from being product-centric to customer-centric, retailers are leveraging all sorts of technologies to reach the modern shoppers. This has resulted in retail technology transcending from 'aspiration to expectation' and wedging itself securely between consumer and experience to create an everyday interface





MUMBAI'S RETAIL SECTOR JOINS RANKS OF GLOBAL CITIES, GOES 24X7

Adding the next level to the legendary nightlife of Mumbai, the Maharashtra government has finally given a thumbs up to a proposal with far-reaching economic ramifications. We bring you the scoop along with other significant retail events over the last one month...

By IMAGES Retail Bureau

WHAT TO EXPECT WHEN MUMBAI RETAIL GOES 24/7

➔ Adding the next level to the legendary nightlife of Mumbai, the Maharashtra government has finally given a thumbs up to a proposal with far-reaching economic ramifications. From January 27, select malls, eateries, multiplexes and some other retail establishments can remain operational 24/7.

The city that never sleeps is living up to its reputation as it joins the ranks of global cities such as London which operate 24/7. It is a definite boost to the financial capital's overall economy. One of the main advantages is that it will help

generate more employment opportunities as retailers looking to avail this option will need to hire more people to handle the night shift, as per ANAROCK's Anuj



Kejriwal. Elsewhere in the world, this approach has worked quite well on that front. According to available data, employment in London rose perceptibly on the back of its night-time industries. Between 2001 and 2017, this sector grew by 2.2 percent a year compared to the overall growth of 2 percent, Kejriwal says.

Obviously, the state government will generate considerable additional revenues even as retail establishments tap into a great opportunity to counter the ongoing consumption slowdown.

Perhaps on the most significant benefits for brick-and-mortar retailers is their increased ability to compete more convincingly with essentially 24/7 online retailers. It will be interesting to see how e-commerce players respond at a time when practices like deep discounts are already under the scanner.

The positive impact of this move is quite location-dependent and will therefore not benefit all retailers and customers in the city. The major impact zones would be retail establishments in and around offices that operate at all hours, such as BPOs and other IT/ITeS entities.

On the flipside, a more active night-time economy means that a larger workforce will commute at night, so public transport facilities will need to be considerably enhanced. The state will have to drastically revisit the whole law and order situation, with round-the-clock patrolling and improved situation response mechanisms. All things considered, it is at the very least an interesting socio-economic experiment which will hopefully work out well on all fronts, concludes Kejriwal.

MOTHER DAIRY OPENS FIRST RESTAURANT IN NOIDA, TO LAUNCH 60 MORE OUTLETS

➔ Milk and milk products major Mother Dairy on Friday forayed into the Quick Service Restaurant (QSR) segment with the launch of its first cafe in Noida. Named 'Cafe Delights', the newly-opened eatery will serve holistic food options and delicacies from across the country, Mother Dairy said in a statement, adding that it will have both dine-in as well as take away options.

Amazon to Help Integrate 1 Crore Small and Medium Indian Businesses into the Digital Economy

In what can only be seen as a goodwill gesture, Amazon's Jeff Bezos last month said his company will invest US \$1 billion to bring small businesses online in India. Amazon has had a long-standing relationship with SMBs in India, with the company claiming that in the six years that it has been in the country, the number of SMBs on-board has gone from just 100 to over 5.5 lakh...

By Charu Lamba



Small and medium businesses (SMBs) are the backbone of any economy and in a country like India where there are more than 60-70 million SMBs, they play an extremely important role, contributing to a significant portion of consumer consumption spending as well as boosting retail GDP. SMBs are also the fiercest critics of online retail, with brick-and-mortar retailers accusing e-commerce giants of violating Indian law with deep discounts and discriminating against them by promoting big companies.

In what can only be seen as a goodwill gesture, Amazon's Jeff Bezos last month said his company will invest US \$1 billion

to bring small businesses online in India. Amazon has had a long-standing relationship with SMBs in India, with the company claiming that in the six years that it has been in the country, the number of SMBs on-board has gone from just 100 to over 5.5 lakh.

"Amazon has more than 60,000 manufacturer and reseller SMBs exporting to 12 different marketplaces around the world. We also enable more than 8 lakh artisans and weavers through our Amazon Karigar program and 2.5 lakh women entrepreneurs through the Saheli program," explains **Gopal Pillai, Vice President, Amazon India Marketplace.**

"We are aiming to bring 1 crore SMBs

online with us by 2025 and we will generate US\$ 10 billion in cumulative sales through the exports program," he adds.

Further to its plans of strengthening micro, small, and medium enterprises (MSMEs) in India with its US \$1 billion investment, Amazon announced plans to digitally enable MSMEs and traders across India, including manufacturers, resellers, local offline shops, and brands. As part of this effort, Amazon will establish 100 Digital Haats in cities and villages throughout the country to help businesses integrate into the digital economy. The Digital Haats will provide services like e-commerce onboarding, imaging and cataloguing, warehouse space, logistics, digital marketing, and compliance. These haats will be in local neighbourhoods and available to MSMEs irrespective of their association with Amazon.

To support local neighbourhood shops and kiranas, Amazon will be expanding the Amazon Easy and I Have Space programs to provide additional income opportunities. Through Amazon Easy, kirana stores will be able to set up kiosks to provide assistance to their customers in choosing the right product, placing an order on Amazon and earning commission on the sales. Through I Have Space, local stores can expand their income by using their shops as mini-delivery centres and delivering products ordered on Amazon in their neighbourhood.

Interplay Between Online & Offline

Interplay between online and offline has seen a radical change over time with unique seller success stories.

"E-commerce is already creating a level playing field. Amazon opened up doors for many players and once these brands became popular online, offline stores also started accepting them. So earlier, it was brands becoming popular offline and then

Top Retail CIOs Say Technology Experiences & Implementation Are the Future of Retail

With the retail industry transitioning from being product-centric to customer-centric, retailers are leveraging all sorts of technologies to reach the modern shoppers. This has resulted in retail technology transcending from 'aspiration to expectation' and wedging itself securely between consumer and experience to create an everyday interface...

By IMAGES Retail Bureau





AMIT ARORA CIO, SHR Lifestyles Pvt Ltd

What according to you are the three most important changes happening in the world of technology?

- Democratisation of technology through Enterprise SaaS products
- Availability of very high speed Internet to facilitate real-time data sync
- Use of AI for new predictive models in many areas

How do you think these changes will impact Indian retail?

Indian retail is already relishing the fact that many great solutions are available at an affordable price to most businesses helping everyone become more competitive. They are also able to create immense value for the customer using a combination of high speed Internet and AI.

What are the 3 game changing technologies in the space of customer experience?

Customer experience is now mobile so any new technology has to break the attention deficit barrier and also app size barrier. New technologies like AR and VR activated through QR codes scanning is becoming prevalent. Finally mobile payments and UPI will be a game changer for small business.

What are the Top 3 challenges retailers will face from a technology point of view in India?

- To ensure that their system can adopt new technologies and also maintain the core stability
- Ensuring faster rollouts of technology across the board as timelines have shrunk.
- New interfaces require retraining for a very large number of staff.

Your top 3 favourite retail technologies, which you would like to introduce in India?

- AR driven shopping experience, Self checkout and Omnichannel experiences



DIBYENDU BARAL Chief Innovation and Digital Officer, Senco Gold and Diamonds

What according to you are the three most important changes happening in the world of technology?

Cloud Computing, IoT and Algorithm based decision making.

What are the top priorities for you in the coming years you as CIO of the company/ brand?

As CIO of Senco, 'Extreme Customer Centricity' is the only focus for us. We are putting substantial investment on AI based cognitive and social psychology learning framework for better understanding of the individual Customer. All our technological investments are made keeping the customer at the center of all operations - be it AR (Virtual Trial Room), M-Commerce or our store ambience. Zero friction customer demand fulfilment is the primary dictum of our organisation.

Top 3 challenges retailers will face from a technology point of view in India?

A lot of smart cities are coming up these days. Surviving in a smart city environment will be a huge challenge if the right technology is not adopted in time. Another challenge will be the right implementation of Smart Store Technology (format) where customers can walk in and walk out with zero human interaction. More and more use of advanced analytics with massive use of neural network by international players will disrupt Indian retailers.

What would success look like for you in a couple of years in terms of the company and technology?

To retain Customer Loyalty and getting regular footfalls in store and focused traffic in the online channel would one major area. Another area focusing on the technological benefits is to increase the stock turn ratio. The focus is on having more and more virtual stock thus reducing the need of fund blockage with stock. Crowd sourcing would be a major focus as well as to engage every customer individually.

Your top 3 favourite retail technologies, which you would like to introduce in India?

Video Analytics (to find out the Customer WOW moment), Cognitive Study of Customer behaviour with ML and AI and 3D printing for fast proto-typing.



Decoding the Retailer's Perspective of a 360 Degree Customer Journey

Session Partner

At the 20th edition of the India Fashion Forum, retail experts of leading brands talked about the multichannel approach they are taking to ensure a smooth consumer experience in order to draw in footfalls and increase revenue...



By IMAGES Retail Bureau

Providing a 360-degree perspective of the customer journey is not a new topic anymore. Every retailer and brand ultimately aims to provide the consumer with a seamless and convenient shopping journey. At the 20th edition of the India Fashion Forum, retail experts of leading brands talked about the multichannel approach they are taking to ensure a smooth consumer experience in order to draw in footfalls and increase revenue. The session was **powered by Litmus 7, Retail Singularity Hub.**

The panelists at the session included:

- » **Bhavin Kothari**, VP-IT, Lifestyle International (Landmark Group)
- » **Jackson Fernandez**, Head of E-commerce, Puma India

- » **Radhakrishnan Gopalakrishnan**, CTO, Litmus7
- » **Robinjith Kalpaka**, India Head, Retail Singularity
- » **Siddharth Lulla**, Consultant and Director, Nita Lulla
- » **Suparna Mitra**, CS & MO, Watches & Accessories, Titan Co
- » **Vinay Chatlani**, CEO, Soch

The session was moderated by **Suresh Madur**, Executive Director, Retail & Consumer, Technology Consulting Lead, PwC.

Madur started the discussion with a brief introduction of the topic. "If you really look at the 360 degree customer journey, you will realize there is a massive change in their behavior pattern. They now

have access to multiple touchpoints – both online and offline – and retailers need to seamlessly cater to them on all these channels."

Online, Offline & Phygital: Making an Impact

Suparna Mitra, CS&MO, Watches & Accessories, Titan Co, highlighted the role and impact of offline, online and phygital mediums in making the new shopping journey convenient, saying, "Keeping consumer engagement uniform, consistent and evocative has always been a challenge, even at the time when retail was only offline. At Titan too, we have struggled in the past since consumer engagement is very people dependent. Today the complexity has only magnified

Snackification in India

The article sheds light on some of the underlying drivers and factors that have strengthened the trend of 'Snackification' in recent years.

By Pradeep Srinivasan, Senior Research Analyst, Euromonitor



Snackification is a trend in which consumers increasingly snack in place of meals and this has altered both the competitive and nutritional landscape of snacks in India. The article will shed light on some of the underlying drivers and factors that have strengthened this trend in recent years.

Time as a Form of Currency

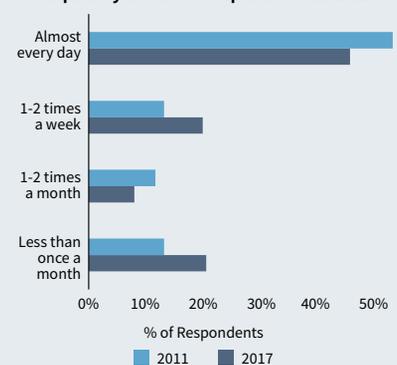
Consumer lifestyles are evolving in ways that are making time an increasingly scarce resource. On the one hand, socio-economic and demographic factors such as rising urbanisation and growing labour force participation are contributing to more time-pressed routines in India. Rapid urbanization has transformed the basic structure of households with a gradual increase in the number of single and two-person households in India. With fewer people to contribute to the many tasks required for household

maintenance, these smaller households are often pressed for time.

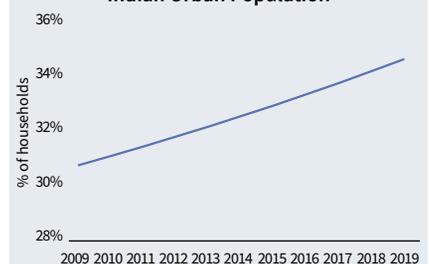
Conversely, consumer expectations are being reshaped by technology and the rise of the 'on-demand economy'. Technology has blurred the lines between work and leisure time. Smartphones have created expectations that people can work anywhere and at any time, contributing to more time-pressed lifestyles. At the same time, smartphones have transformed nearly all aspects of life in ways that make it easier than ever to obtain information, communicate with others, find entertainment and shop. This has helped to condition consumers for convenience.

To put things into perspective on how time-pressed Indians are - the actual weekly working hours in the country was 46.8 in comparison to the Asia-Pacific and North America average of 43.8 and 33.7 hours respectively, in 2019. In summary, people in India are increasingly seeking time-saving solutions in all aspects of life as time is becoming a form of currency.

Frequency of Food Preparation in India



Indian Urban Population





Pepsico IMAGES Food Service Awards Honour Food Service Retailers at India Food Forum 2020

IMAGES Group presented Pepsico IMAGES Foodservice Awards 2020 to recognise and celebrate exciting Indian foodservice and retail concepts, contemporary and cutting-edge foodservice formats and food retail professionals who displayed an inventive streak...

By IMAGES Retail Bureau

To recognise and celebrate exciting Indian foodservice and retail concepts, contemporary and cutting-edge foodservice formats and food retail professionals who displayed an inventive streak, IMAGES Group presented Pepsico IMAGES Foodservice Awards 2020 on February 6, 2020 at India Food Forum 2020 at Hotel Renaissance, Mumbai.

Nomination Process

Pepsico IMAGES Food Service Awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the non-presentation categories food & grocery retailers submitted nominations, which was checked by the audit team for eligibility, completeness and data correctness. The team of analysts then made a presentation for the on ground



When the Light is Right: The Importance of Lighting in Retail

Whether a retailer opts for dim lighting or makes his store lively with bright lights, the most important thing to remember is that lighting needs to go with the brand story. A mismatch there and it's sure to affect footfalls...

By Zainab S Kazi

American photographer Aaron Rose was famously quoted saying: "In the right light, at the right time, everything is extraordinary."

Nothing could have better accentuated the importance of right lighting for a retail store than the Rose's quote. Whether a retailer opts for dim lighting or makes his store lively with bright lights, the most

important thing to remember is that the lighting needs to go with the brand story. A mismatch there and it's sure to affect footfalls.

We speak with industry experts from different verticals to learn more.

If one has to narrow down on one of the best and most wisely lit retail stores, then without doubt it has to be the H&M chain. The stairway that connects

the floors of the store moving from one section to another give the shopper a feel of walking into an open space that is naturally lit. From concealed LED lights that bring alive the white story of the store to the brightness that is just right for the eyes to shop without getting stuck at any particular section, all of the H&M stores are delightfully lit. Similarly, there a lot many stores that takes their lighting

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