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## 6. NATIONAL NEWSMAKERS

### E-Commerce Platforms Continue to be India's Lifeline in Lockdown

Despite the Government's decision to open standalone retail stores, e-commerce platforms continue to be the first place where Indians are going to buy basics and essentials

## 8. INTERNATIONAL NEWSMAKERS

### COVID-19 to Reduce Global Retail Spending by Over \$500 Billion in 2020

Retail sales will lose 260 billion euros across EU-5 (the UK, France, Germany, Spain, and Italy) in 2020, a decline of 10.4 percent from 2019

## 10. RETAIL ROADMAP

### How Retailers Are Planning to Revive Their Businesses

The challenge in front of the retailers would be to ensure that they adhere to the new safety norms because when it comes to consumerism, going ahead, health will be the big motto

## 13. RETAIL INITIATIVE

### Future Group's Central Introduces 'Store At Your Door' service in Green and Orange zones

Customers who register online for the service can buy from a selection of brands and merchandise brought to their doorstep by the store staff



## 19. RETAIL TECH

### Surviving COVID-19: Now, Transform Kirana Stores into Supermarkets in Just 24 Hours

The webinar talks about the current mPOS adoption in the Indian retail industry, the pace of adoption, the investment it requires, staff training and the return on investments for the retailers



## 20. RESEARCH

### The Global Economy and COVID-19: The Great Lockdown

US will face the most severe recession since the Great Depression and India's real GDP to grow by just 2.0 percent in 2020, says a report from Euromonitor International

## COVER STORY

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## BUILDING BRANDS FOR TOMORROW: RETAILERS REIMAGINE CONCEPTS, STRATEGIES

COVID-19 has had an unprecedented impact on the retail industry worldwide.

Such has been the economic toll of the pandemic that many brands witnessed zero revenue for a brief period as consumer focus shifted to buying essential goods. To mitigate the disruption caused by this crisis, Indian retailers will need to devise strategies for the 'now, next and beyond'



## 22. COVID CRISIS

### Impact of the Pandemic on East India Retail

The East India retail industry is facing an acute cash crunch due to a sharp fall in business and operational challenges with low or zero manpower

## 25. CUSTOMER EXPERIENCE

### ShopClues Improves Portfolio to Reach Consumers in Tier II, III, IV Towns & Cities

ShopClues has taken note of the shift in consumer behaviour in COVID-19 times and has worked towards improving its product portfolio



## 26. RETAIL TRENDS

### Hyperlocal & Social Commerce: New buzzwords in Apparel Sector Post COVID-19

The big learning which is coming from the Covid-19 pandemic is that social selling is picking up pace. Going ahead, digital commerce is going to become big

## 28. REPORT

### Retail Operations: Safety and Hygiene Measures Post Lockdown

Hygiene and safety will be on the top of the list post the crisis and only organisations that are prepared for the new reality with complete SOPs will be able reap the benefit

## 30. RETAIL REVIVAL

### Jewellery Brands to Reopen Stores in Orange and Green Zones in a Phased Manner

Brands have rolled out safety e-books, with commitment to the security and wellbeing of both staff and customers in store