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**Indian Retail Industry Refuses to Give up Despite Financial Losses**

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**Impact of COVID19 on Indian Retail**

A survey conducted by Retailers Association of India highlights how retail industry is coping up with COVID 19 crisis



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**Amid Lockdown, E-Commerce Becomes India's Shopping Lifeline**

With the entire brick-and-mortar retail community taking a hit, e-commerce / online shopping have become lifelines for the people of India

## 20. Food Retail

**Contactless Delivery: The New Normal for Restaurants & Food Tech Cos**

Popular food aggregator apps promising 'contactless delivery' to their customers and big fast food brands are revamping their processes to focus on hygiene



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**COVID and Beyond: Evaluating Digital Engagement Options for Frontline Employees**

Post Covid, with a more discerning customer and tightened purse strings, only trained personnel who can engage meaningfully will make the customer part with their money.



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**Countering the Pandemic Effect: Best Laid Plans by Retail Giants**

In this crisis situation, large industry players are coming forward and helping the retail community, setting examples for smaller business to follow

## 27. Retail Recovery

**COVID-19: Retail Sales Recovery Period for India Might Kick-Start from May**

Until March 16, the consumer retail sales and walk-ins did not see much dip compared to last year and this could be due to festive shopping

## 28. CSR Initiatives

**In Pandemic Times, Retailers Work Towards Welfare of Society, Providing to the Needy**

Retailers have come forward with various feeding programmes involving their company products which are easy to share and consume, feeding the most vulnerable communities in India

## 32. Behind the Scenes

**Apparel industry the most adversely impacted sector: Sanjay Bahl**

Brands are taking steps for effective cost rationalisation by cutting down all noncritical expenses and marketing spends, managing the cash flows along with keeping the cost of working capital low

## 34. Retail Initiative

**Decoding Suraksha Stores: The Government's Retail Initiative to Fight Coronavirus**

The government will rope in private firms to implement this plan, which seeks to ensure that proper protocol is followed in the entire supply chain to combat COVID-19

### COVER STORY

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### SUPPLY CHAIN & LOGISTICS IN COVID-19 TIMES: HOW TO BE FUTURE PREPARED

The pandemic, which took the world pretty much by surprise, has pushed up the demand of essential goods. Unfortunately, the COVID crisis has created a serious risk to supply chains, as manufacturers and retailers face the possibility that suppliers will halt production, and they won't be able to replenish run-down stockpiles



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### COVER STORY | RESEARCH CORONAVIRUS IMPACT ON GLOBAL SUPPLY CHAINS

Production disruptions would largely affect household goods, hi-tech goods and textile industries where China plays a core role in the global supply chain, says a report from Euromonitor International