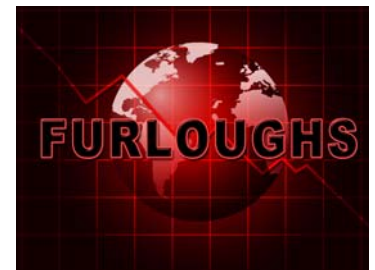


contents

JUNE 2020 | VOL. 19 NO. 6



6. NATIONAL NEWSMAKERS

Unlock 1.0: Phase-Wise Opening of Retail Commences in India

The Ministry of Home Affairs (MHA) has issued guidelines for a phased reopening of the economy from June 1, which will include shopping centres, hotels and restaurants outside containment zones

8. INTERNATIONAL NEWSMAKERS

Global Retail Reopening, Recovering & Realigning to a New Reality

While keeping the seriousness of COVID-19 in mind, many governments are cautiously talking about their plans for 're-opening' their economies. Retailers are looking ahead to the new reality of what life might look like after the initial acute phase of this pandemic passes



10. RETAIL PANCHAYAT

'Serve at Home' Will Open New Business Avenues for Retailers in the Post COVID Era

In a discussion at the first-ever, pan-India humanitarian campaign organised and hosted by IMAGES Group titled Retail Panchayat, it came to light that 'serve at home' could change the dimension of the retail industry in the post-COVID era by opening new business avenues for retailers. Retailers who will be most adaptable to change, who are willing to serve the consumer in his comfort zone – i.e. home – will be best positioned to ride out the immediate challenges

13. RETAIL DYNAMICS

Layoffs, Furloughs & Unemployment as COVID-19 Hits Retail Jobs

The COVID-19 crisis has led to a spike in the country's unemployment rate from under 7 percent before the start of the pandemic in mid-March to 27.11 percent. The rate of unemployment has been the highest in urban areas – which constitute the most number of red zones – at 29.22 percent, as against 26.69 percent for the rural areas

19. RE-EVALUATING RETAIL

The New Normal Consumer in Retail: Adaptation to Change

The new normal for the consumer is 'safety coupled with shopping experience'. While the safety guidelines are mandatory and the shopping malls are adhering to them to build 'trust' as an assurance of 'safety', they need to create 'optimism' as an assurance of a 'good shopping experience' within the constraints of safety guidelines

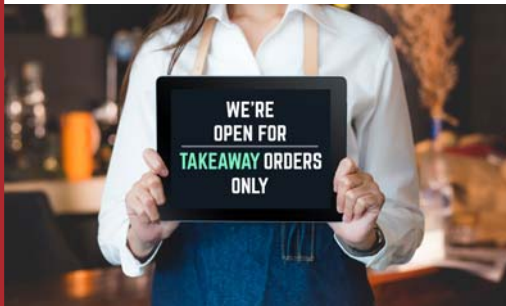


20. RETAIL TRENDS

The Time Has Come: Global Watch Industry Begins Shifting Online to Stay Connected to Consumers

Many brands are already engaging their audiences and potential customer base on various online and social media platforms, which has, to some extent, been helping them gain lost ground as well as in building a new channel to reach out to the customers in retailing their products

COVER STORY



PAGE 14

USHERING IN A NEW TECHNOLOGICAL ERA: RETAIL INDUSTRY GOES CONTACTLESS IN COVID TIMES

The consumer psyche has undergone a permanent shift in the COVID era, the fear of exposure to the virus so high that all shoppers – the ones who are shopping from home and the ones who are bravely venturing out – are demanding safety and hygiene. Factor in supply chain uncertainty with consumer nerves and brands and retailers themselves are working towards providing technology solutions towards contactless commerce