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8. National Newsmakers Indian Retail Sector Records Significant FDI Inflows Post Lockdown

Foreign Direct Investment equity inflows into India crossed the US \$500 billion milestone between April 2020 to September 2020, strengthening the country's credentials as an investment destination

10. International Newsmakers Brands & Retailers Report Upward Trend During Christmas-New Year Sales

Across the globe, the expanded 75-day holiday shopping season sales reported an upward trend in all retail categories. As a result, retailers entered 2021 with renewed prospects, hopes and norms, all the while waging a daily war on COVID



12. Market Watch How Retail Can Accelerate Vaccinations And Return To Normalcy?

The introduction of the COVID-19 vaccines in India will be the biggest launch of any product in one of the largest countries globally

36. Events | PHYGITS LIVE Intelligent Process Automation for the Retail Industry - Human and Digital Workforce

Reinventing the CFO toolkit: enabling process automation to be future ready



40. Customer Centric Transformation Technology & Data Help Retail Industry Formulate the Next Step in the CX Journey

Industry veterans share key insights on leveraging data, and emerging technologies like AI, AR, VR, etc., to attract, inspire and retain customers in the age of the 'New Normal'

44. Research Conversational Commerce Helping Retail Stores Get Back on Track in the 'New Normal'

Research by Feedback Advisory indicates that 'Conversational Commerce' is fast becoming the 'Go to Market' aide to get customers back to stores and offer phygital, contactless shopping experiences

COVER STORY (PAGE 16)

CEO SPECIAL: HOW TOP RETAIL LEADERS HANDLED THE PANDEMIC & WON

The pandemic has been a once-in-a-lifetime test of business continuity planning for retail businesses across the globe. Even when things have stabilized to an extent and economies are gradually opening up, the industry is being confronted by a hard question - what's next? With little to no revenue in sight for months, brands and retailers turned to those who they have always looked upon to lead them when the going gets tough - their CEOs

- » **Enrich** Focused on Consumer Experience & Innovative Initiatives to Recover Lost Ground During the Pandemic
- » **Hidesign** to Focus More On High Street Presence and Larger Experiential Stores
- » **Burger Singh** Expanded Presence from 8 to 13 Cities During Lockdown, With Stores in Gujarat & Punjab
- » **Soch** to Add Newer Categories, Tweak Merchandise Mix & Innovate, While Keeping a Close Eye on Consumer Demands in 2021
- » **Senco Gold & Diamonds** Look Forward to Seamless, Digital Led, Customer Centric Planning Strategies in 2021
- » **Forming, Norming & Staging: 3 Strategic Stages Defined Metro Brand's Revival to Normalcy**
- » **V-Bazaar** to Open 7 More New Stores in This Financial Year
- » 'Live Chat & Video Assist Services' Helped **HomeTown** To Record 3X Increase in Different Categories
- » **Bikano** Sales Volume Shot Up Remarkably During Lockdown & Have Been Consistent in The Unlock Phase
- » **The Belgian Waffle Co.** Opened 18 New Outlets (COCO and FOF0) from June to October'
- » **Easybuy** To Strengthen Digital Presence, Omni-Journey And Will Reach 100 Stores In FY21
- » **Lovely Bake Studio** Tied Up With E-Commerce Platforms, Delivery Services To Reach Consumers Across India During Lockdown
- » **Firm Planning and 360 Degree Marketing** Helped **Twisha Jewlz** to Recover Lockdown Impede
- » **Being Omnipresent Across All Channels** Helped Build A Greater Brand Value for **ORCO** During Lockdown
- » **Ratnadeep Retail** Eyes ₹800 Crore Y-o-Y Turnover by FY2020
- » **Lacoste** Saw a Quick Recovery Period, 40 Percent Sales from Online Platform
- » **Better Conversion Rate, Revenue Increase of 20-30 Percent for Gempundit** in 2020