



# contents

FEBRUARY 2021 | VOL. 20 NO. 2

## 8. National Newsmakers

**Fabric & Apparel Revenues Up in 2021, Other Sectors Follow Suit**

## 10. International Newsmakers

**Permanent Shift in Consumer Behaviour Pushes Retailers Towards E-Commerce, Technology**



## 14. Retail Growth

**IKEA Focuses on Stronger Omnichannel Play, Local Sourcing in COVID Era**

*IKEA to focus on safety and security of their people, building digital capabilities, and meeting customers in new ways*

## 34. Retail Revival

**Rewarding Customers for Walking-In is the 'IN Thing for Retailers Today'**

*Retail community is ensuring that they are not just addressing worries of consumers but also enhancing marketing strategies to bring them back to stores*

## 40. Case Study

**Why Building Omnichannel Capabilities are Crucial for Retail Businesses**

*In the wake of the pandemic, as digitalisation accelerates and consumer buying habits constantly evolve, the need for a sound Omnichannel strategy seems more important now than ever before*

## 44. Events | Real Estate Strategy Meet Retailers & Shopping Malls Talk Collaboration, Technology, Initiatives, Digitisation as Key Objectives for Revival and Growth

*The evening was spent listening to and absorbing ideas and initiatives which some of the top shopping centres have come up with during and after the lockdown to get back on the track of revival and growth*

## COVER STORY (PAGE 18)

### PANDEMIC LEARNINGS: UPCOMING MALL DEVELOPERS TALK CONSUMER BEHAVIOUR, NEW MALL DESIGN

*The coverage features exclusive interactions with mall developers, talking about ground reality and the future roadmap of the industry*



**24. With 3 New Malls, ILC Group Aims to Revolutionise Mall Culture in Delhi-NCR**

**26. IRIS Broadway: The New Epicenter of Gurugram**

**27. KW DELHI 6 to Conduct Soft Launch by June 2021**

**28. M2K to Launch New SCO Projects in Dharuhera and Dwarka Expressway in 2021**

**29. Urban Square Will be the Next Big Retail Destination in Rajasthan**

**30. PACIFIC Group to Launch 3 Shopping Malls in Delhi NCR**

**31. Omaxe, A Future Growth Engine of State Capitals & Tier II/III Cities**

## 50. Market Watch

*The Evolving Roles Of Gold Jewellery: Recent Trends & What The Future Holds*  
*Gold is and will always be at the top of the pyramid, and therefore India's appetite for jewellery is pretty considerable*



## 52. Research

**E-Commerce Order Volume In India Clocks 36% Growth In 2020 Q4**

*In October to December 2020 period, PCB&W, FMCG and Healthcare (F&H) categories' volumes grew by 95 percent and 46 percent year-on-year (YOY), respectively*

## 54. Retail Solutions

**Phygital Retail Convention: What's Next – CEOs Talk Strategies, Solutions**

*COVID -19 created a big dent in consumer behavior and consumption patterns. Industry titans discuss solutions and strategies which can be used to abate the negative effects of the pandemic*



## 56. Omnichannel Retail

**How COVID Accelerated the Digital Journey of Brands & Retailers Alongwith Customer Experience**

*Leaders across retail verticals share views on how their organisations found opportunity in adversity and created innovation benchmarks to define their growth and leadership even beyond COVID*