



contents

MARCH 2021 | VOL. 20 NO. 3

8. NATIONAL NEWSMAKERS

Retail Comes Out of COVID Funk with Collaborations & Expansion Plans

10. INTERNATIONAL NEWSMAKERS

Big Players Like Amazon, Apple Report Respectable Profits



12. Market Watch

Retailers on the Brink of Full Recovery With Sales at 93% of Pre-COVID Levels in February 2021

Recovery across regions is showing steady improvement with Eastern India indicating positive growth of 2 percent in the month of February

16. My Thoughts

High Street: The New Kid on the Shopping Block

In the near future, retailers will be more inclined towards the high street for its ability to attract shoppers from the vicinity

26. What's Hot

Spotlite: A Neighborhood Shopping Mall to Bring Brands, Experiences and an Unmatched Retail Experience to Ghaziabad

Spotlite is the first upcoming 100 percent lease based neighborhood shopping mall in Rajnagar Extension, Ghaziabad. Located in the heart of city, the upcoming mall is a part of 'Mega Ghaziabad Development'

28. Expert Opinion

Retail in the Era of Social Media: The New Storefront

Social Media apps have now become one more access point to funnel customer interest and, hold their attention long enough so as to culminate into a sale

32. Research

Retailtainment & Convenience to Redefine India's Consumer Retail Story: Deloitte

Amidst the massive disruption, the discerning Indian consumer has been seen to lead the narrative – actively seeking information, comparing products available in the market, and taking informed decisions

COVER STORY (PAGE 20)

SMASHING GENDER STEREOTYPES: WOMEN RETAIL HEADS PAVE THE PATH TO BUSINESS SUCCESS



In a country riddled with gender stereotypes, here is a look at some women retail leaders who are making a difference in the retail sector and are crucial in building successful businesses. We profile these inspiring women; women with an authority to make decisions to take their brands away from the crisis and direct them on to a path to normalcy

37. Retail Trends

New Trends That Will Define the Future of Retail in India

An emerging trend in this industry is application-driven shopping experiences. The end consumers now want mobile apps to carry out their buying practice in order to ease the process

38. Retail Transformation

How Dark Stores are Revolutionising the FMCG Market

In the present scenario with an ongoing pandemic, dark stores are an ideal option as they are not only safe but also enable cost-optimisation and efficient supply chains for retailers



40. Retail Experience

Pandemic Accelerates Technology Spending Plans for 6-in-10 Retailers: Survey

The survey found shoppers expect a seamless experience between stores and online and are increasingly placing orders online because of desired product availability, resulting in a surge of e-commerce orders with nearly 60 placing an order in the last three months



42. Technology

5 Ways for Retailers to Improve the Customer App Experience in a COVID-19 World

Executives have been trying to understand what the future of retail looks like by implementing changes to their supply chains, inventory volumes, product prices and cost margins

46. Retail Strategy

Consumer Campaign, Consumer Sentiment & Brand Understanding

Consumer campaign is not just about buying bytes of media offline or online and getting hits on the website. It is about defining the target audience