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# RIMAGES Retail<sup>TM</sup>

Future of Businesses

MARCH 2021 | VOL. 20 NO. 3 • ₹100  
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## SMASHING GENDER STEREOTYPES:

Women Retail Heads  
Pave the Path to Business  
Success

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# IMAGES Retail™

Future of Businesses

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The path to the top of the retail chain isn't easy. It doesn't just include running a business and generating revenues, but requires a working knowledge of technology, being updated in everything that's trending in the industry and while the big picture doesn't often change, the details of the story must adapt to constantly changing business conditions. In today's pandemic-led accelerated digitalisation, brands and retailers are racing against time to provide the best in Omnichannelisation, Phygital retail, m-commerce, e-commerce and social commerce. Therefore, along with leadership qualities and technical know-how, the duty of the leader is to keep fine-tuning and updating the vision of the company. And when that leader is a woman, the situation is even better handled.

No wonder then that women are breaking the glass ceiling in every field and retail – which was an area predominantly occupied by men – is no different today, experiencing change as women take to the helm, posing stiff competition to their male counterparts. In a country riddled with gender stereotypes, here is a look at some women retail leaders who are making a difference in the sector and are crucial in building successful businesses.

The March edition of IMAGES Retail brings you a feature on the inspiring women from the retail sector, with an authority to make decisions to take their brands away from the crisis and direct them on to a path to normalcy.

Going forward, despite COVID there is happy news for the industry as many retailers pan India are reporting recovery rates in high numbers. A survey conducted by RAI reported that February 2021 recorded sales at 93 percent of pre-COVID sales with East India leading from the front.

In this edition, we also bring a complete analysis of this situation. In our Expert Opinion segment, we bring you a feature on how retail is featuring in the era of Social Media. As always, we hope you find the issue informative and useful. Log on to our website <https://www.indiaretailing.com/> for more features, analysis and expert opinions.



Amitabh Taneja

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**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*

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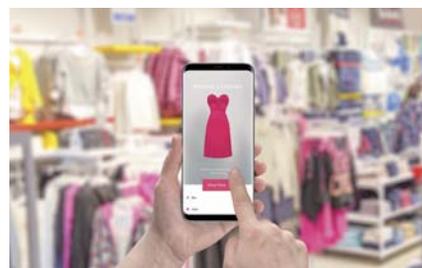
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# Retail Comes Out of COVID Funk with Collaborations & Expansion Plans

The retail industry has reported more growth and recovery in the first quarter of 2021; many brands are slowly coming back to track in terms of business and revenue...

By IMAGES Retail Bureau



## NYKAA LAUNCHES CULT SKINCARE BRAND MARIO BADESCU IN INDIA

Holiday season might be over but Nykaa has plans to reward skincare lovers all through the year. Country's leading beauty and fashion destination announces the launch of the cult skincare brand Mario Badescu in India, only at Nykaa in select stores and online. For the first time ever, skincare buffs in India will be able to experience the magic of the iconic brand, a go-to for Hollywood's insiders.

Making healthy, radiant skin both achievable and accessible is the priority, with products formulated to

address every skin type and concern. With more than one iconic product in its skincare offering, Mario Badescu will be the solution to all your skin woes. Shop for the must haves, Drying Lotion, Buffering Lotion, Vitamin C Serum, A.H.A. Botanical Body Soap, Enzyme Cleansing Gel, the Facial Sprays, Silver Powder and more. Nykaa will also be offering moisturisers, face scrubs, eye creams, toners and other skincare products from the celebrity loved brand. "We are so excited to be launching exclusively with Nykaa in India. The curated selection of brands



felt like the perfect retail partnership to introduce our affordable, luxury skincare products to the Indian consumer," said Joseph Cabasso, Vice President at Mario Badescu Skin Care, Inc.

## GRASIM INDUSTRIES' NET PROFIT RISES OVER TWOFOLD TO ₹2,152 CRORE IN DEC QUARTER

Aditya Birla Group firm Grasim Industries Ltd on Friday reported over a twofold jump in its consolidated net profit to ₹2,152.33 crore for the third quarter ended December 31. The company had posted a net profit of ₹1,039.82 crore during the corresponding quarter of the previous fiscal, Grasim Industries said in a regulatory filing. Its revenue from operations during October-December 2020 rose 12.72 percent to ₹20,986.35 crores, against ₹18,616.76



crores in the year-ago period.

"Key businesses outperform pre-

COVID-19 operational levels, leveraging the synergy of a conglomerate and the energy of focused businesses," said Grasim Industries in its earning statement. The firm's total expenses were at ₹18,278.75 crore in the third quarter of 2020-21, up 4.81 percent as against ₹1,7439.19 crore a year ago. Revenue of Grasim Industries from viscose-pulp, viscose staple fibre (VSF) and filament yarn segments was down 2.20 percent to ₹2,145.14 crore, against ₹2,193.55 crore.

# Retailers on The Brink of **Full Recovery with Sales** at 93% of Pre-Covid Levels in February 2021

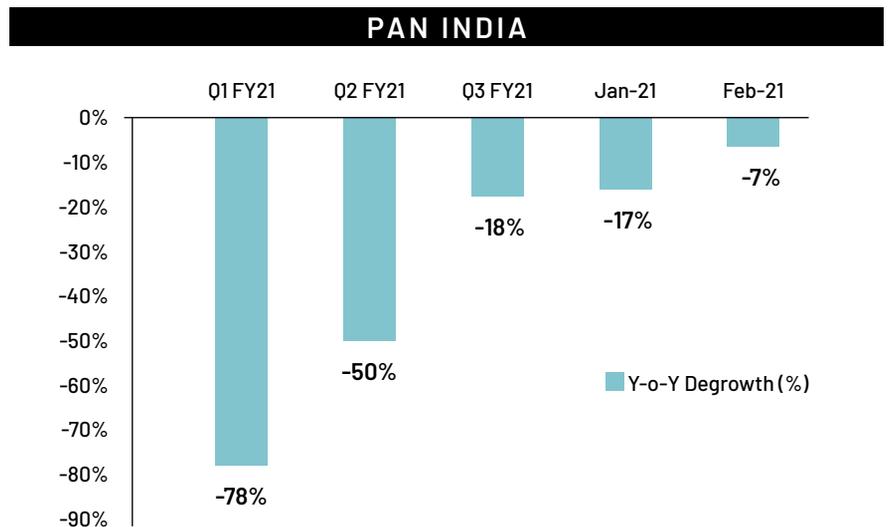


Recovery across regions is showing steady improvement with Eastern India indicating positive growth of 2 percent in the month of February. Southern & Northern India have recovered better with sales nearing pre-COVID-19 levels at -6% and -9 percent respectively (Y-o-Y), while Western India has progressed slower at -16% on a Y-o-Y comparison in the month of February 2021...

By IMAGES Retail Bureau

**T**he quantum of de-growth in Retail sales has reduced as most segments in retail have started to show significant improvement. The 13th edition of the Retail Business

Survey by the Retailers Association of India (RAI) indicates sales in February 2021 were at -7 percent of last year's sales on a Y-o-Y comparison and at -18 percent in Q3FY21 on a Y-o-Y comparison.



**T**he COVID-19 pandemic has altered the shopping behaviour of consumers globally. The gradual opening of the economy in Unlock 1.0 in June 2020 didn't immediately see shoppers flocking to markets and malls but eventually the pent up demand seen during the festive season has sustained itself. The consumer spending on non-essentials is also witnessing an increase.

A Retail Business Survey by the Retailers Association of India said that the retail industry's business achieved 93 percent of the pre-COVID sales in February with consumer durables and quick service restaurants showing a growth of 15 percent and 18 percent respectively. Southern and Northern India have recovered better, it said.

### Why High Streets Score Big

A prominent trend that has emerged is the evolution of shoppers' preference for unconstrained shopping spaces; and the high street experience

is fast catching up. High street offers shoppers an experience beyond shopping. The open arcade makes entry and exit of vehicle convenient, open sky dining, cafes and drive through for a quick bite make for a relaxed dining and shopping experience.

Advantages like visibility of shops and independence in operations, minimal CAM charges and the emergence of these shops as city landmarks benefit retailers immensely in carving a niche for their brands.

For an investor, the ability to lease a shop in a high street is high. Owing to minimal CAM charges, the rental yield is high and as a result the capital value is high. Malls have been grappling with leasing on the upper floors, especially in non-metro cities. With a fixed CAM charge, the rental yield on upper floors is low. High street scores big on this front.



## High Street: The New Kid on the Shopping Block

A Retail Business Survey by the Retailers Association of India said that the retail industry's business achieved 93 percent of the pre-COVID sales in February with consumer durables and quick service restaurants showing a growth of 15 percent and 18 percent respectively...

By Benu Sehgal, President-Retail, Omaxe Ltd.

happenings at World Street.

In the last four months ending February 2021, 20 brands have opened their stores, the Municipal Corporation of Faridabad has featured the project in its development story alongside other prominent landmarks in the city and the project has been conferred with several awards including the Hindustan Times Real Estate Titans for Iconic Retail Project.

In terms of property price appreciation, themed SCOs have grown anywhere between 350-450 percent in the last ten years as compared to non-themed SCOs in Faridabad.

In the near future, retailers will be inclined towards high street for its ability to attract shoppers from the vicinity. Faridabad provides the perfect opportunity owing to the new and planned development and growing habitation. 

### Faridabad: Emerging Hotspot

Faridabad has emerged as the hotspot for development of high street in NCR owing to the planned development that the Master plan 2031 envisages. Areas have been earmarked for residential, commercial, industrial and institutional development and the connectivity infrastructure is being strengthened with the development of expressways, highways, metro rail, sector roads so as to ease traffic from cities like Noida, Gurgaon, Delhi and other adjoining cities of NCR.

Omaxe is developing a themed high street in sector 79, Faridabad. Inspired by the architecture of world's renowned shopping streets, namely London, Amsterdam, Athens, Hong Kong, Paris, Portugal, San Francisco, it has emerged as a destination that offers a plethora of choices in food, apparel, consumer durables and mobile phones etc. Add to it, the beautiful architecture invites people for a refreshing day out capturing the beautiful ambience. Music video and film shoots are common



# 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 sector and are crucial in building successful businesses. IMAGES Retail profiles 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...

By Sandeep kumar

**A**s India is paving its way toward modernisation, gender roles are gradually changing with women no more being confined to houses. Indian women multitask – they are homemakers, decision makers, able and skilled workers all rolled into one.

Women are breaking the glass ceiling in every field and retail – which was supposedly an area predominantly occupied by men – is no different, experiencing change as women are posing stiff competition to their male counterparts.

It is said that women leaders are more transformational than men leaders. They function as a role model for their subordinates. They inspire their team and spend a lot of time coaching their team. They emphasize teamwork and authentic communication as a key to success. When women become leaders, they bring skills, different perspectives, and structural and cultural differences which ultimately drive effective solutions to the companies occupied by men. With different perspectives and a sense of awareness, women can examine finer details to see what is really going on underneath.

In a sector rife with uncertainty and poised for change due to the pandemic, women are leading from the front in the fight for survival. The last one year was time for some serious strategic planning, decision making, investing in new areas, resuming business, implementing digitisation, technology, innovations and also ensuring safety to the employees and consumers.

In a country riddled with gender stereotypes, here is a look at some women retail leaders who are making a difference in the sector and are crucial in building successful businesses. **IMAGES Retail** profiles 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.

## Key Concerns

The path to the top of the retail chain isn't easy. It doesn't just include running a business and generating revenues, but requires a working knowledge of technology, being updated in everything that's trending in the industry and while the big picture doesn't often change, the details of the story must adapt to constantly changing business conditions.

# Retail in the Era of Social Media; the New Store Front



Whether it is Facebook, Snapchat, Instagram, Pinterest or YouTube, these 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...

By Jacqueline Mundkar

**T**he race for holding the fickle customer's interest long enough to make a sale is on. Organisations of late have been committing serious funds and efforts to social media to build and strengthen customer engagement and involvement. While the sheer seamlessness and frictionless experience of social media is a big draw, customer 'distraction' is one large negative that brands and retailers struggle to contend with. Therefore, marketing strategies have to work extra hard to get a prospect's attention and then hold it long enough for them to naturally progress to the next stage.



Social media is the new store front. Whether it is Facebook, Snapchat, Instagram, Pinterest or YouTube, these 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.

In recent times the shift to e-commerce has been significant. This has been fuelled in parts by smartphone penetration, cheap data prices and, the post pandemic ecosystem which has amplified it even further. It doesn't need a marketing genius to understand that the time is ripe to quickly latch on to this opportunity and reap benefits by pouring thought and effort into it. Multi-brand retailers

# 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...

By IMAGES Retail Bureau

**D**eloitte India\* unveiled the 2021 edition of the report 'Know Your Consumer – What You See Is What You Get' at Retail Leadership Summit (RLS) organised by Retail Association of India (RAI), highlighting key trends that will drive a new wave of growth strategy in the retail consumer industry.

Adoption of digital technologies has significantly accelerated to compensate for store closures and the consequent reduction in customer engagement (due to lack of touch points) in the current times. Amidst the massive disruption, the discerning Indian consumer has been seen to rather lead the narrative – actively seeking information, comparing products available in the market, and taking informed decisions.

Speaking at the report launch, **Rajat Wahi, Partner Deloitte India**, said, "The pandemic continues to transform consumer buying behaviour, making consumers more digitally inclined and demanding at one end, whilst becoming more health and socially conscious on the other.

Adding to this trend is the evolving technology enabled lifestyle, better access to data, and the work from home and learn from home culture that often may lead to consumption uptick.

Convenience continues to be an important factor impacting the shopper journey, and as per Deloitte's Global State of Consumer Tracker, 73 percent consumers are ready to spend more on convenience, which is further driving online sales.



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

With more than one-fifth of shoppers returning an item purchased online, 57 percent of store associates are feeling significantly challenged by these returns. Out-of-stocks also remain a challenge and 41 percent of shoppers say this is the top reason for leaving stores without a purchase. This is followed by long checkout lines (32 percent) and an inability to find items (31 percent) both representing a marked increase from last year.

By IMAGES Retail Bureau



**G**lobal Shopper Study by Zebra Technologies 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.

With more than one-fifth of shoppers returning an item purchased online, 57 percent of store associates are feeling significantly challenged by these returns. Out-of-stocks also remain a challenge and 41 percent of shoppers say this is the top reason for leaving stores without a purchase. This is followed by long checkout lines (32 percent) and an inability to find items (31 percent) both representing a marked increase from last year.

## Growth in Mobile Ordering

Retail decision-makers and store associates have seen a dramatic increase in the need for convenience and efficiency as the pandemic has catapulted shoppers' usage and affinity for mobile ordering and smart-checkout solutions. Mobile ordering – from smartphones and tablets – has experienced tremendous growth and been instrumental in helping maintain social distancing and adherence to local guidelines. 72 percent of shoppers used mobile ordering and 82 percent of those shoppers are highly likely to continue using it. Millennials (88 percent) and Gen X (79 percent) shoppers were the primary users of mobile ordering but nearly half of Boomers (47 percent) used it too, and 74 percent of them are likely to continue using it in the future. Sixty-four percent of shoppers believe more

retailers need to offer mobile ordering while the vast majority of decision-makers (90 percent) and store associates (83 percent) agree mobile ordering would help meet customer expectations.

## Smart-Checkout Leads to Better Experience

Approximately half (47 percent) of surveyed shoppers have interacted

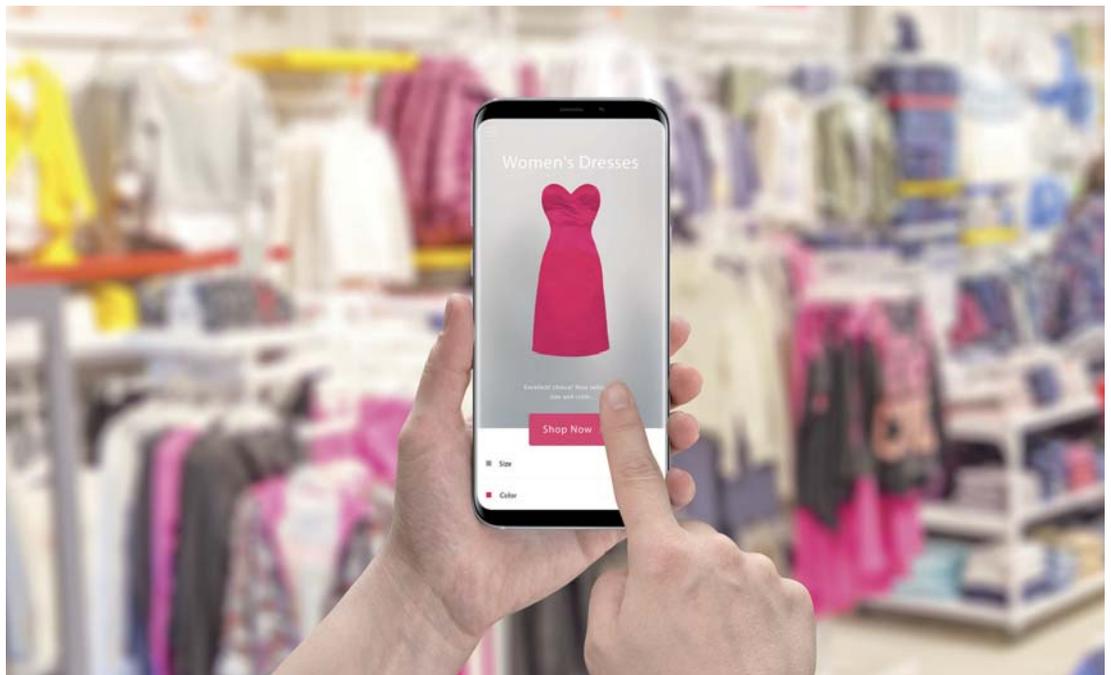




## Ways for Retailers to Improve the Customer App Experience in a COVID-19 World

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. But the instability of the pandemic makes it hard to make predictions...

By Sachin Dev Duggal, Co-Founder & CEO, Builder.ai



**A** year after COVID-19 first hit, overwhelming uncertainty about the future lingers on. Businesses have begun to reopen but there's still a long road ahead, of economic restructuring and digital transformations to adapt to the new era. Although the pandemic affected every industry and business, in recessionary periods, it's undoubtedly the retail sector that's in the eye of the storm.

All sectors of the retail industry – from apparel & footwear, consumer durables & IT, jewelry & accessories, home décor & furnishings, to beauty

& personal care – collectively face a downturn. 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. But the instability of the pandemic makes it hard to make predictions. Harvard's Research team noted that one-time interventions won't be enough to control COVID-19 prevalence and without appropriate intervention, they fear the current scenario may drag on until 2022.

It's not only the virus that's adapting, but the consumer's personal values have also evolved in a number of

ways. In interacting with brands, their obsessive search for speed and personalization has been replaced by a desire for security and safety. The pandemic has driven people to look inwards to find aspirational meaning in their lives and a better understanding of their own identities (less about material possessions and status). Many consumers expect COVID-19 will have a negative impact on their finances for at least another four months. Resulting in a shift of their spending largely to essentials, such as groceries and household supplies, while cutting back on most discretionary categories.

# IT'S MORE THAN A MALL *It's World Street*



ACTUAL IMAGE

**160+ STORES OPERATIONAL | 20 STORES OPEN DURING DEC-FEB**

**Average daily footfall**  
10,000 - 12,000

**Plethora of Choices**  
Apparel, Food, Confectionary, Consumer Goods

**Theme based SCOs**  
London, Amsterdam, Athens, Portugal, Hongkong

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