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8. National Newsmakers

Retailers Call for Coordinated Efforts as India Face Second Wave of the Pandemic

From the brink of recovery, Indian retail sector is witnessing another setback amidst rising number of COVID cases and possible lockdowns

10. International Newsmakers

E-commerce Sales Soared by Record Numbers in China & USA

Many retail platforms witnessed unprecedented traffic increase last year, surpassing even holiday season peaks. However, global e-commerce revenues are expected to jump by another \$286bn in 2021



12. Retail Strategy

How E-Commerce Has Been a Gamechanger for Indian MSMEs

Internet was once the weakness of MSMEs in India but with the passage of time, the weakness turned into the strength of MSMEs and eventually e-commerce proved to be a gamechanger for Indian MSMEs

14. Retail Solution

Second Wave of Ad Hoc Localised Restrictions Begin to Hurt Indian Retail Industry



There is a need for a coordinated effort at handling the second wave of the pandemic rather than creating diverse restrictions at the local levels like the local weekend lockdowns, shutdown after a definite time period, arbitrary testing inside malls, among others

COVER STORY (PAGE 18)



SOCIAL MEDIA RETAIL: HOW NEW AGE BRANDS ARE EARNING BIG BY CREATING & SHARING THEIR STORIES

Having a strong social media strategy in place, these brands are creating a ripple in retail, the effect of which has forced many big brands to pay more attention to their social media presence

17. Viewpoint

Flipkart and Adani Group's Strategic Collaboration: Key Takeaways for India's E-commerce Logistics Infrastructure

A growing number of companies are opting for a collaborative approach to overcome challenges associated with e-commerce fulfillment and last-mile delivery space



24. New Trends

How the Jewelry Industry is Riding the New Normal

Technology, particularly social media, has also played a crucial role in helping the gems and jewellery industry to regain what it lost in the year since the pandemic



26. Transit Retail

Airport Retailing – No Matter the Pandemic, the Sky is Still the Limit

Once a crowning glory for retail, today the sector is under stress but the good news is – it is just a phase. As the vaccination drive further spreads and people take to traveling like before, 'Airport Retailing' will soon attain its lost glory

32. Expert Opinion

Organised Retailers Can Partner in Vaccinations

Organised retailers like supermarkets and shopping centres can play a major role in fostering rapid vaccinations