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*Spread across an approximate area of 2.5 acres, the complex has an eclectic mix of retail, food service and entertainment*

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*The 'Omnicom Intelligence Series' powered by OMUNI has been stirring the conversation around the new roadmaps and constraints related to transformed e-commerce and Omnichannel retail, given the limitations brought forth by COVID*

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*With omnichannel retail coming under the spotlight, a wide array of touchpoints and channels have now become a must for brands/retailers. Automating varied functions, tasks and connecting the dots*

*to bring in all these touchpoints within one eco-system is more than necessary now*

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**Post-pandemic Home Lifestyle & Design is About Creating Comfortable, Personalised, Inspiring Spaces: Dipali Patwa**  
*Through its Interior Design Solutions (IDS) service, Fabindia is offering experts' help onground to ensure that the visitor walk away having made the most informed purchases*

**36. Research**  
**Indian Shoppers Overwhelmingly Vote for Convenience of Digital Wallets: Report**  
*The findings from the Global Digital Payments study, analysed the changing payment preferences of consumers across nine geographies, including India, in the past 12 months. The survey, which mined the views of 13,000 global shoppers, also found*



*that 69 per cent of respondents will shop more frequently at retailers that accept digital payments*

**40. Retail Growth**  
**Drunken Monkey Records Double Growth, Opens 50 New Outlets During the Pandemic**  
*With the largest varieties of smoothies*



*in the world to suit every taste pallet, Drunken Monkey is focused on its agenda of providing healthy and functional products*

**42. Retail Solutions**  
*Onboarding to Fulfillment E-commerce is fast becoming a game changer for retail and Primarc Pecan Retail Pvt Ltd, India's only end-to-end e-commerce service provider is offering a galore of business solutions*

**44. Opinion**  
**Social Commerce: Formulating Benefits of Better Customer Engagement and Retention**  
*Social Commerce enables brands to promote their products and services and also build a deep relationship with its customers. It also opens up two-way communication opportunities to showcase their products frequently through updates in regular social media feeds*

**COVER STORY (PAGE 22)**

**CUSTOMER 360**

*There is no here and there, but everywhere when it comes to the customer. Brands and retailers have understood that and COVID has accelerated the process, bringing them closer to their customer base*