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[COVER STORY]

## AGILE & SEAMLESS

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Editorial Director | **RS Roy**  
Publisher | **SP Taneja**  
CEO | **Bhaves Pitroda**

## EDITORIAL

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Contributing Editor | **Anurima Das**  
Assistant Editor | **Sandeep Kumar**

## CREATIVES

Art Director | **Pawan Kumar Verma**  
Dy. Art Director | **Deepak Verma**

## PRODUCTION

Sr. General Manager | **Manish Kadam**

## SUPPORT

Sr. General Manager – Administration  
**Rajeev Mehandru**

## ADVERTISING

**Vineet Chadha** | Business Head & Associate Publisher  
+91 9350897807, vineetchadha@imagesgroup.in

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For advertising queries, please write to [salesretail@imagesgroup.in](mailto:salesretail@imagesgroup.in)

## CONSUMER CONNECT & SUBSCRIPTION

**Priti Kapil** | Deputy Manager  
[pridikapil@imagesgroup.in](mailto:pridikapil@imagesgroup.in)

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### Registered Office:

S-61 A, Okhla Industrial Area Phase 2, New Delhi 110 020  
T: +91 11 40525000 | F: +91 11 40525001

E: [info@imagesgroup.in](mailto:info@imagesgroup.in) | URL: [www.imagesgroup.in](http://www.imagesgroup.in)

**Mumbai:** Pinto House, 2<sup>nd</sup> Floor, Plot No. 3/116, Marol  
Co-operative Industrial Estate, Opposite GPL House, Near  
Marol Bhavan, Marol, Andheri (East), Mumbai 400 059  
T: +91 22 28508070 / 71 | F: +91 22 28508072

The size of the Indian logistics industry is estimated at \$215 billion during FY20. It is expected to grow at a rate of 10-12 per cent compound annual growth rate (CAGR) over the next five years. The pandemic has actually tightened the loose ends and have made the industry 'smart & agile'. Supply chain is no more a backend conversation, but a regular point of discussion for the top management of any retail company.

Third party logistics (3PL), express logistics, warehousing and cold chain are the chief segments within the supply chain and logistics domain, which are expected to stay under the spotlight for some time now. The main focus now for any company within this segment is to shorten the supply chains and ensure that the goods are delivered in a very cost effective time-bound manner. In the September issue, we exclusively bring to the front supply chain trends and highlights from the experts of the domain. Along with this, we also bring some expert columns to highlight certain sectors and how the companies within this segment are registering success with impressive growth journeys. With enriching conversations, we also try to unfold the new innovation and business plans of some reputed startups and try to decode their growth story in the Indian market.

In this issue we also unearth the trend of FMCG companies that are working towards achieving household penetration by experimenting while lowering costs, effective advertising and understanding evolving consumer needs. We also trace the prompt adaptation of digital technology for business operations by the sector and study the nodes of changes. With focus on the wheels of change for retail, this issue is also about celebration and we raise a toast to the winners of IMAGES Shopping Centres Awards!

With great pleasure and pride, we inform our readers that the inaugural edition of Shopping Centres Next on September 1-2 in Goa was a huge success. It was quite fascinating to see India's shopping centre industry celebrating a triumphant return to the first on-ground mega industry gathering in over 18 months. The September edition of IMAGES Retail magazine highlights the key elements of the event. We thank those who attended and were part of the event and also to them who supported us to make it a huge success.



**Amitabh Taneja**

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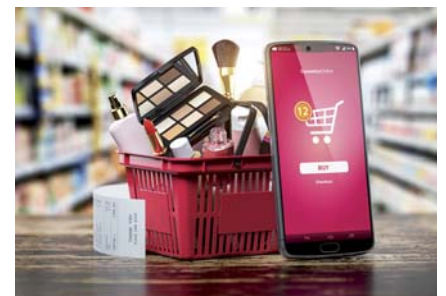
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Prior to COVID-19 crisis, approximately 85 per cent of beauty care products were bought as part of in-shop shopping which certainly dwindled down for retailers such as grocery stores and drugstores

# Retail Comes out of COVID Funk with New Innovation, Strategy and Expansion Plans



With festival season approaching, retail industry continues to report growth and recovery as many brands announce reaching to the pre-COVID numbers in terms of sales and revenue

By IMAGES Retail Bureau

## FLIPKART PAY LATER AIMS TO PROVIDE CREDIT TO OVER 100 MILLION NEW CUSTOMERS



Ahead of the festive season, the e-commerce giant Flipkart has extended its services on 'Pay-Later' that will drive affordability and convenience to its customers. The 'Flipkart Pay Later' - EMI will facilitate an amount upto ₹70,000 which can be paid over fixed tenures of 3, 6, 9 and 12 months for its eligible customers to enable them to make big purchases in this festive season.

Ranjith Boyanapalli, Head-Fintech and Payments Group at Flipkart, commented on this matter "Many high-value purchases are made during the festive season. He also added that "We have strengthened our EMI offerings to ensure that customers can manage finances and expenses judiciously during this period. In the times to come, we will continue to explore partnerships that can help customers upgrade their lifestyle affordably."

'Flipkart Pay Later' will become

open to all products. Today over 100 million pre-approved consumers already have access to the product. With this expansion, online consumers beyond the 100 million who do not have direct access to credit to fulfil their shopping needs will also be able to apply for the product by providing the required information, an official statement highlighted.

With 'Flipkart Pay Later' becoming an open to all construct, Flipkart aims to bridge the gap between access to credit and consumers aspirations, making this festive season better than ever for consumers across the country.

Flipkart will also be offering no-cost EMI offers across a wide range of products, as well as standard EMIs — in partnership with 18 leading banks and financial companies including American Express, Axis Bank, Bajaj Finserv, Bank of Baroda, Citibank, Federal Bank, HDFC Bank, Home Credit, HSBC, ICICI Bank, IDFC FIRST Bank, IndusInd Bank, J&K



Bank, Kotak Bank, RBL Bank, Standard Chartered, SBI, Zestmoney and others. The tenures for no-cost EMIs and standard EMIs will be up to 12 months and 36 months respectively.

With the pandemic, the ecommerce industry has become a catalyst, particularly in metropolitan cities. According to a report by Bain & Company, one in three people shopped online last year. With these growing trends, Flipkart is expecting a 2x growth on its pay-later service by the end of this year.



## Nexus Malls Leads Roster of India's Most Innovative, Successful Shopping Centres At IMAGES Shopping Centre Awards 2021

Inorbit Malls, Orion Mall, South City Mall receive multiple honours, and Select CITYWALK was adjudged Most Admired Shopping Centre by retailers.

By Shopping Centre News Bureau

**A**s the grand finale of Shopping Centres Next 2021, India's largest shopping centre intelligence event, the IMAGES Shopping Centre Awards (ISCA) 2021 powered by Bestseller India recognised excellence in the country's retail real estate industry on September 2, 2021 at Grand Hyatt, Goa. Shopping centres from across India were acknowledged for innovation and business performance in a glittering ceremony attended by India's leading retail and mall development companies.

Nexus Malls was a dominating presence in the list of the evening's awardees, leading with seven honours, with the company's CEO Dalip Sehgal being declared the 'IMAGES Most Admired Shopping Centre Professional'. The title of 'IMAGES Most Admired Shopping Centre: Green Initiatives' was bestowed upon Seawoods Grand Central Mall (Nexus Malls), while the trophy for 'IMAGES Most Admired Shopping Centre: Transformative Innovation' went to Inorbit Malls; 'IMAGES Most Admired Shopping Centre: Tech Implementation' was given to Phoenix Marketcity Bangalore, and the category of 'IMAGES Most Admired Shopping Centre Mobile Application' was awarded to Lulu Mall App.

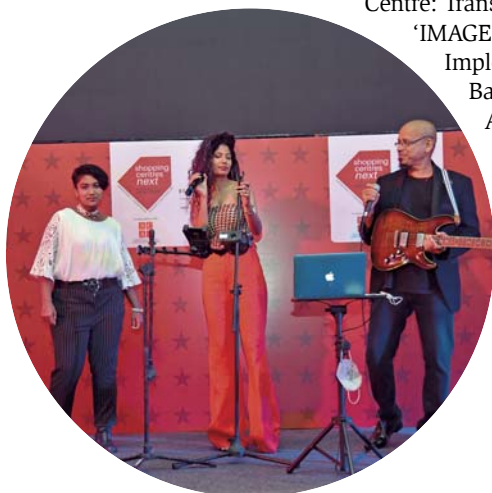
Trophies for 17 award categories were given away, based on votes and scores from an independent jury comprising India's leading consulting companies, International Property Consultants (IPCs) and BD Heads from retail organisations, who studied 100+ nominations in meticulous detail to arrive at the results.



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# Collaborative Innovation Between Shopping Centres and Retailers



The primary focus of the roundtable discussion was to discuss the future of retail real estate as an asset class and to find the right mix, spreading risk, and building profitability, creating integrated retail spaces to capture 24\*7 consumer activities and needs in the current situation.

By IMAGES Retail Bureau

**I**n an attempt to announce the return of normalcy to the real estate and retail sectors, IMAGES Group in association with Shopping Centres Association of India (SCAI), organised a roundtable titled **'Collaborative Innovation Between Malls and Retailers'**, at the inaugural session of 'Shopping Centre Next 2021'. The session was conducted on September 2, 2021, at Grand Hyatt, Goa, which witnessed a gathering of experts from the shopping centre and retail industry. The event was conducted

keeping all the COVID guidelines mentioned by the Central and the State governments, giving importance to social distancing and hygiene.

The primary focus of the roundtable discussion was to discuss the future of retail real estate as an asset class and to find the right mix, spreading risk, and building profitability, creating integrated retail spaces to capture 24\*7 consumer activities and needs in the current situation.

The experts discussed the changes in business needs, experiences, drivers

and profitability models of post-2021 shopping centres in India. The primary focus was on the collaborative innovation between tenants and developers, which is predicted as a win-win game in these challenging times. The panel also discussed the lessons learnt from the challenges of 2020-21 to build mutual resilience and growth for the future.

Moderated by **Rajendra Kalkar**, President West/Whole-Time Director, Phoenix Mills and **Vineet Gautam**, CEO, Bestseller India; the session witnessed a discussion between the retailers and mall

# AGILE & SEAMLESS

The pandemic has disrupted supply chains around the world. It presents vast logistics challenges everywhere. In India the issue is more pocketed and the ongoing phased lockdowns and its varying restrictions all across the country has been a problem for the logistics and transportation industry.

By Anurima Das

**D**irect to 2 consumer deliveries have become the new normal – large brands have also pivoted from a store only approach to a more omnichannel presence. “COVID-19 has caused a big disruption across the supply chain in terms of manpower, logistics & production of goods. Organization who has been able to solve it on war footing are the ones to have survived. In retail inventory management became a big problem as plants starting shutting down and there was scarcity at some places and surpluses on the other. Additionally, manpower disruption was the biggest, owing to fear, migration and uncertainty created in pandemic. Having said that supply chains were forced to optimize and ensure minimal waste across the value chain. This has resulted into better efficiency across the board. Organisation and consolidation of entire supply chain manpower, logistics, warehousing is the biggest change since pandemic. Small players were not able to survive the disruption owing to working capital needs and has led to organized players capture a higher market share across the board. Additionally, on the demand front, people have started considering safety as a factor and are preferring brands with good hygiene standards. This has also led for a more structured and compliant way of working across supply chain,” Sankar Bora - Founder & Chief Operating Officer - DealShare.in mentions.







## Mother Sparsh: A Holistic Nature-oriented Solutions for Right Set of Consumers

Apart from product innovation, the brand has been ahead of the time in adopting technology and digital ecosystem.

By Sandeep Kumar



**L**aunched in 2016 by two entrepreneurs Himanshu Gandhi and Rishu Gandhi, Mother Sparsh is a pioneering producer of innovative plant-based, natural, and eco-friendly baby care products. The wide array of products launched by the company includes India's first Plant Powered range of essentials that includes laundry detergent, bottle cleanser, baby lotion, baby wash, face cream, baby soap and sunscreen lotion. The brand launched India's First 99 per cent Pure Water Baby Wipes that are completely unscented and crafted for sensitive skin. Besides, there is an Ayurvedic range of essentials - with goodness of 100 per cent authentic Ayurvedic oils and herbs for Baby & Mother's Health Range, developed using safe & natural formulations to provide optimal nutrients to babies as well as mothers.

In an exclusive interaction with IMAGES Retail, **Himanshu Gandhi, CEO & Co-founder, Mother Sparsh**, talks about the brand growth, value challenges, opportunities, and roadmap ahead, for the brand.

### *Tell us about Mother Sparsh's journey in India as an evolving D2C brand?*

The foundation of Mother Sparsh was laid on the premise of rigorous R&D and providing unique need-based solutions to the right set of consumers. Hence, it was a natural progression for it to evolve as a D2C brand that connected directly with the consumers, especially in the new normal. As we have adhered to an Omnichannel approach since inception, the evolution as a D2C brand must be attributed to our digital marketing.

Aligning Mother Sparsh with the vibrant D2C eco-system in the country complements our brand ethos of diversifying product portfolio on a need-based proposition. The modus operandi

enables us to connect directly with consumers, receive firsthand feedback and then determine our course of action. Probably this is the reason behind the surge in our website sales in the recent past. While over the past three months, it has spiked three times, we now intend to clock a multi-fold increase soon.

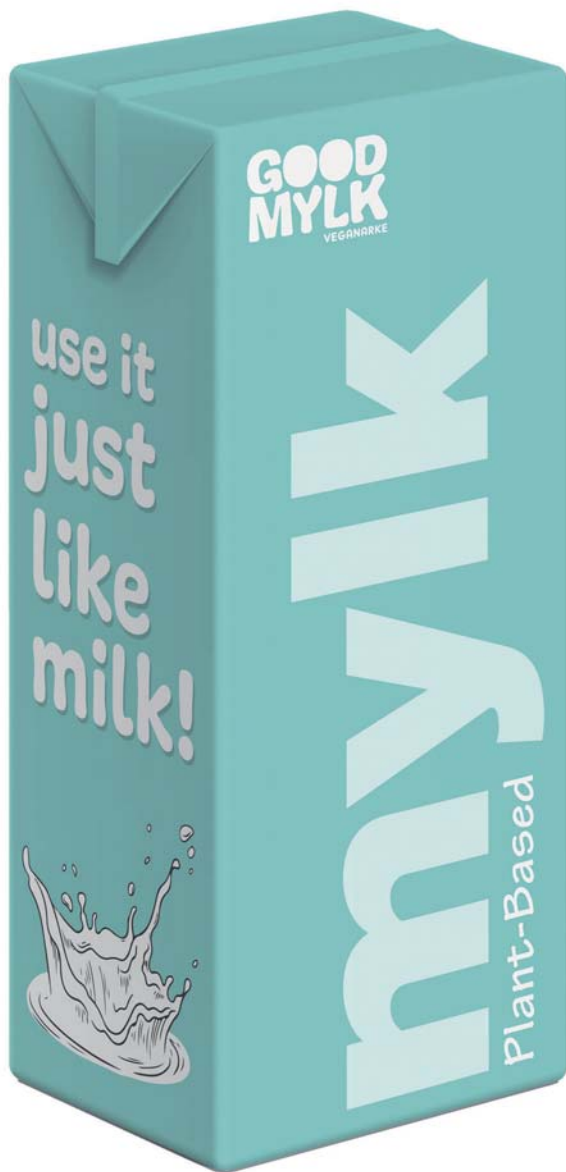
### *Operating within a niche, what has been your strategy for growth?*

The brand has over the years earned the reputation of offering innovative products across baby and mother care segments. We would like to reiterate at this point that all our strategies are devised taking into account the specific needs of the consumers. For instance,

while our first product – 99 per cent Pure Water unscented biodegradable baby wipes – was designed to solve all diaper-induced irritants, one of our latest flagship products Dashmoola Hair Lep is a sure-shot hair and scalp care solution for new moms. It suggests that product innovation has been our key driving strategy while operating in the niche segment. A key driver here has also been the acumen of our research team to spot the right trends, as capitalising on them effectively results in fulfilling the needs of the customers.

Apart from product innovation, we have been ahead of the time in adopting technology and digital ecosystem. It was our digital first approach that we had





# Cheers to 'Good Milk'

Founded in 2016 in a home kitchen by mother-son duo Veena S and Abhay Rangan, Goodmylk makes plant-based milk from cashew and oats, with peanut dahi, vegan mayo, butter and paneer. The firm has also launched chocolate variant of their plant-based milk and nutrition drink.

By Anurima Das

**A**lternate dairy producer Goodmylk that makes cashew milk, oats milk and peanut curd has just raised USD 1 mn. The brand plans to use the fresh funds towards expanding its product portfolio and distribution and make plant-based dairy accessible all over India. The global plant-based protein sector is projected to reach nearly USD 200 bn by 2027. Until January 2018, Veena would make peanut curd in their kitchen at home and Abhay would personally deliver them all over Bengaluru. With growing demand, Goodmylk raised their first round of capital in 2018, and engaged with commercial manufacturing facilities for the production of the curd. Abhay's delivery duties were taken over by two delivery partners, Prashanth I and Lokesh B, who would go onto grow the entire Logistics function of the company.

Goodmylk now needed to become a company, which meant acquiring the right talent. Radhika Datt came on as co-founder to solidify the brand's structure while Dhivakar Sathyamurthy joined subsequently to lead Operations & Sales. Goodmylk works towards making plant-based dairy accessible, experimenting with almond, coconut, soy, quinoa and others. Goodmylk has set its sights on creating the next big dairy company in India- minus the animals. They're just getting started and are excited to bring compassion back to our plates.

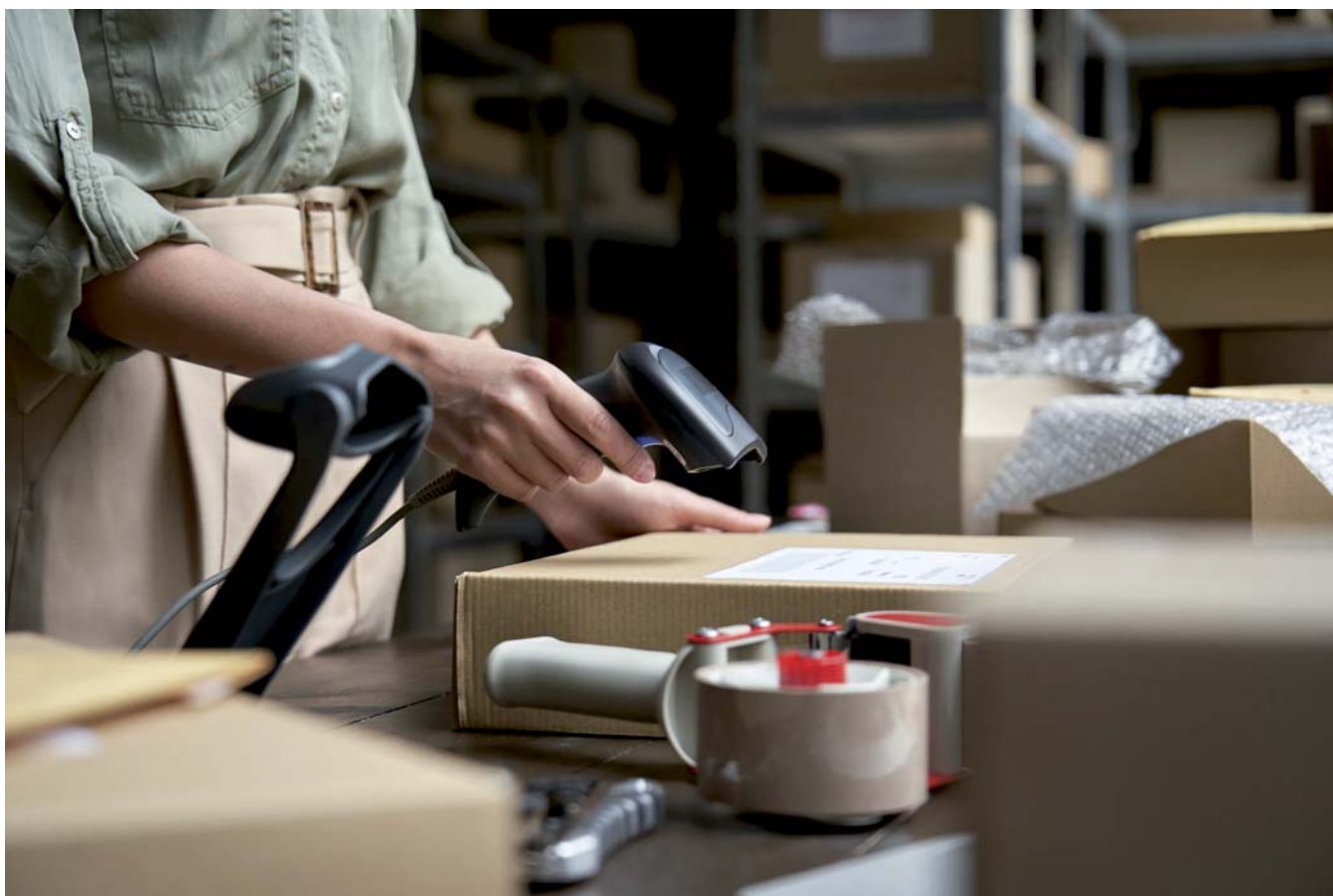
In conversation with **Abhay Rangan**, CEO & Founder and **Radhika Datt**, Co-Founder & CFO, Goodmylk to get to know the brand a little better.

Radhika Datt, Co-Founder & CFO, Goodmylk



Abhay Rangan, CEO & Founder, Goodmylk





## How New-age Fulfillment Service Companies are Supporting D2C brands

It is interesting to see the rise and rise of D2C brands, many with functionalities that are unique, addressing market segments that were the foothold of power brands. These brands built up their strengths in product and marketing. For fulfillment, they need like-minded tech led companies that can offer customised solutions.

By Anshul Goenka, Co-Founder & CEO, Quickshift

**T**he Indian e-commerce market has been abuzz for the last few years, presenting multiple opportunities of growth, altering substantially the way supply chains have worked. The market grew by 36 per cent (source: IBEF) in the last quarter of 2020. IBEF also predicts that

this surge in e-commerce will increase the warehousing transactions in top 8 Indian cities from 31.7 million sq.ft in 2021 to 76.2 million sq.ft, a growth of more than 140 per cent in next 5 years.

It is interesting to see the rise and rise of D2C brands, many with functionalities that are unique, addressing market segments that were the foothold of

power brands. These brands built up their strengths in product and marketing. For fulfillment, they need like-minded tech led companies that can offer customised solutions. These fulfillment companies (FCs) have a significant role to play in this piece, they need to enrich the customer experience, meet the promises that the brands espouse.



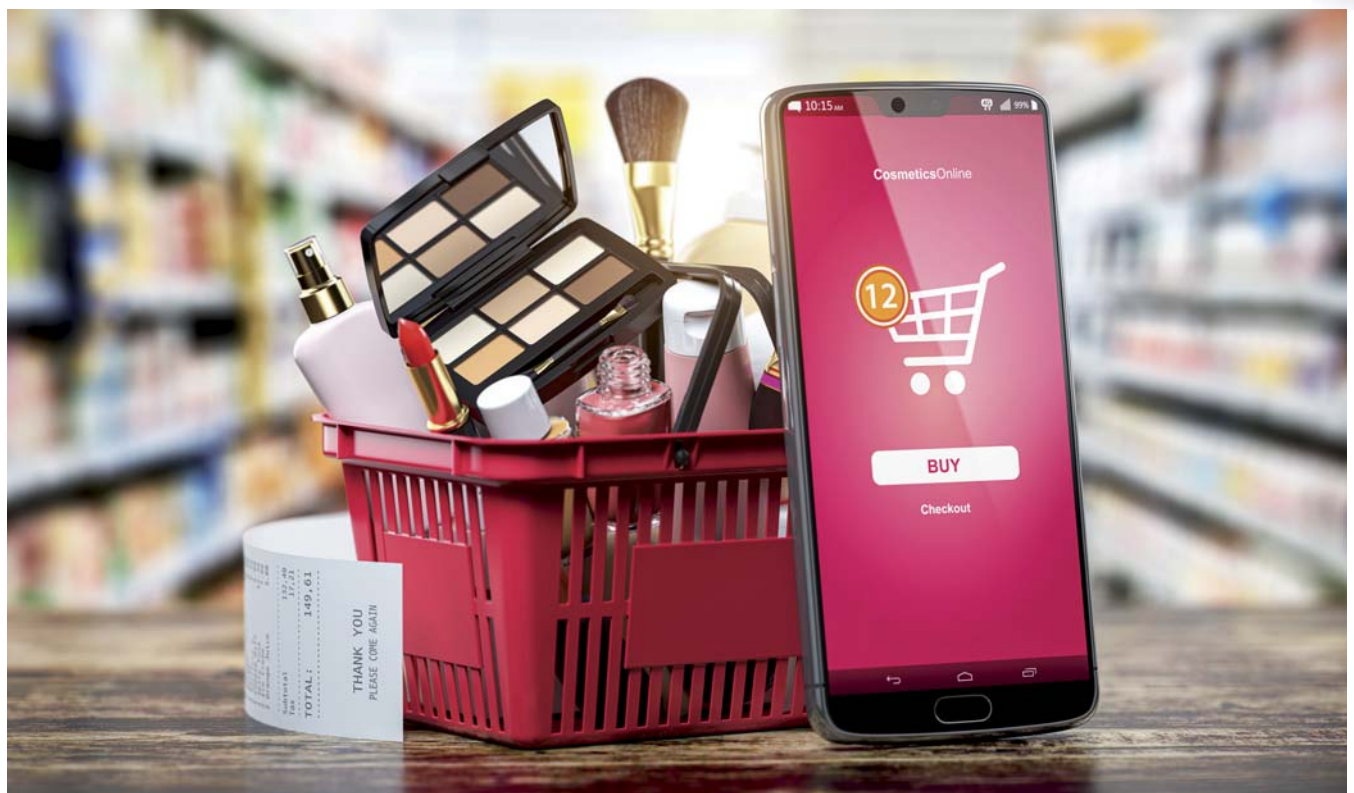
# Online Purchasing vs In-Shop Purchasing

It is quite inevitable that most beauty care players would eye for an in-store set up for their market presence to ensure progressive growth. In fact, prior to the pandemic, approximately 85 per cent customers bought beauty care products from stores or during their weekly or monthly grocery runs to their local stores, which certainly dwindled down for retailers such as grocery stores and drugstores.

By Shahnaz Husain

**B**eauty and skin care industry is on a surge globally to become one of the most sought after segments both in-shop and online. This is due to the increasing pocket size for customers and their longing to lead a desirable life. There is now a prevalence of understanding that both mental and physical wellbeing through organic, anti-aging, anti-acne, anti-pollution, anti-fatigue is necessary. There is also an upward trend in men's category, as more and more men are opting for beauty and skin care regime. The urban lifestyle is also pushing this segment to grow.

India being home to 1.3 billion people have a thriving beauty and skin care market, which is currently growing at a CAGR 18 per cent. The rise of e-commerce industry in India has been one of the major boons to propel a niche market like beauty and skin care. It is estimated that the industry would upsurge to a whopping 20 billion dollars by 2025 as more and more individuals aspire to better their lifestyle. A steep escalation of 36 per cent was witnessed in the e-commerce industry in 2020, with







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**DOM Expansion** - The project is an extension to the existing Dubai Outlet Mall. The expansion is an organic progression and shall showcase over 400 retail outlets in a well-structured retail mix. The designs have been intricately planned to allow maximum exposure and ease of access.

## VALUE SHOPPING EVOLUTION



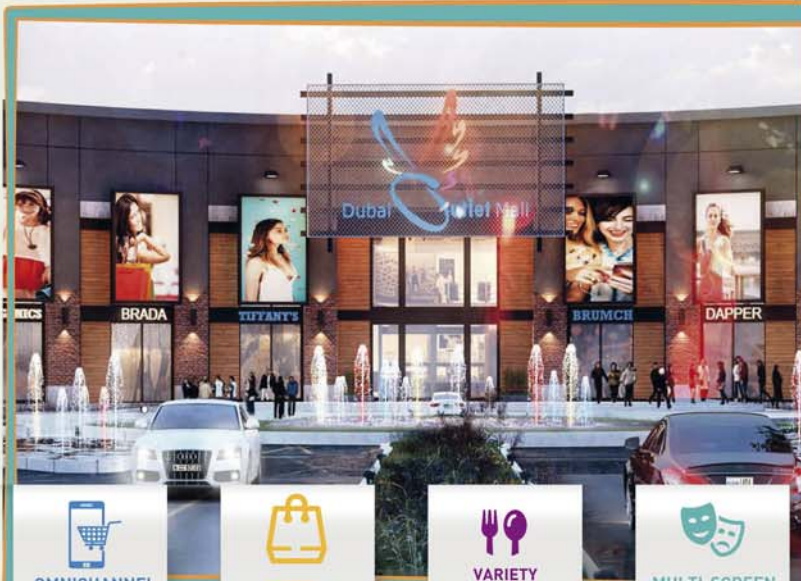
### The community...

**Hotel** - Three-star mid-rise hotel with 200 keys located in the immediate proximity to the mall.

**Office Buildings** - Commercial space of approx. leasable area 22,575 sqm directly connected to the mall.

**Residential Buildings** - Immediate and connected catchment leading to healthy footfall. A total of 5 buildings surrounding the mall.

**117 Live Arena** - The largest purpose-built state of the art concert venue boasting of over 45,000 capacity, on way to revolutionize the face of live entertainment.



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& variety of events



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boutiques

### CONTACT:

[www.dubaioutletmall.com](http://www.dubaioutletmall.com) | E: [leasing@dubaioutletmall.com](mailto:leasing@dubaioutletmall.com) | P: +9714 4234666

