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## 8. National Newsmakers

**New launches & investment makes retail a promising ground for growth**

## 14. International Newsmakers

**New trends dominate retail across the globe**

## 18. Trends & Analysis

**How Household Penetration is Key Factor for FMCG Companies**

*This is a good time for FMCG companies to achieve household penetration by experimenting while lowering costs, effective advertising and understanding evolving consumer needs. For instance, many companies are now experimenting with the ready-to-cook segment in the traditional Indian breakfast space.*

## 20. Brand View

**The big leap**

*In an exclusive interaction with IMAGES Retail, Aasheesh Mediratta - CEO - SSIPL Retail LTD talks about the brand's journey so far and how they are eyeing the future.*

## 32. Event Focus

**ICS 2021: A virtual gala**

*ICS, India's largest e-commerce Intelligence business event featuring some of the most renowned speakers and companies in areas from D2C, e-commerce and retail to new-age marketing, e-services, and more, was a power-packed two days event, which happened on 6-7 October, 2021.*

## 44. Retail Watch

**Back on Track**

*India's organised retail stock reaches 64.3 Mn Sq. ft as of H1 2021 and is expected to cross 82 Mn Sq. ft by 2023. CBRE South Asia Pvt. Ltd., India's leading real estate consulting firm has just released a report titled 'India Retail Reboot 2021'.*

## 48. Industry Talk

**New Frontiers**

*Dubai Outlet Mall opened in August 2007 and is the first 'value/outlet' concept mall in the MENA region. Home to over 1,300 of the world's top premium and luxury labels in 240 stores, the mall is the ultimate value-*



*shopping destination where you can snap up great bargains on the majority of products available, every single day. In conversation with Vishal Mahajan, Director, Dubai Outlet Mall, we try to decode the business prospects, the changing dimensions of retail, and much more.*

## COVER STORY (PAGE 24)



## PHYGITAL RETAIL: THE FUTURE IS HERE

*A blend of physical and digital, phygital retail is bringing in the best elements of ecommerce and combining them with the unique aspects of browsing or shopping in a real-world brick-and-mortar store to bring to the customer an universe of retail, which is unique and futuristic.*



## 50. Brand Watch

**The Growth Story**

*One of the first few brands in the country to promote the concept of beauty care without harmful chemicals and preservatives, WOW Skin Science delivers sustainable nature-infused and research-backed products that give customers visible results and long-term benefits. It has also earned itself a name as one of the pioneering D2C beauty brands to leverage the reach of digital platforms and touch base with consumers across pin codes.*

## 52. What's Hot

**Freshness Intact**

*Farmley is a premium dry fruits brand that believes in the goodness of nature, and hence brings the purest form in hygienic packaging to the doorstep. It is a community brand with affordable pricing from the best of farms.*



## 54. Expert Speak

**Leaping Over the Last-Mile of E-Commerce with Drone Delivery**

*Suresh Mamunuru - Vice President - Supply Chain & Logistics, Cybage mentions that the drone market is predicted to exhibit a growth rate of 17.63% from 2019 to 2022. He analyses how in the e-commerce sector, drones have become the links connecting warehouses to outlets and individual customers.*