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8. National Newsmakers

New Milestones for Myntra, Amazon India, ABFRL

Improved consumer incomes and demand patterns over the past few months suggest a better situation for Tier III/IV retail geographies



36. Retail Expansion

The Fragrant Innovation

Hatim Amerliwala Director of Feeling Perfume Bar has been closely associated with the retail industry. Given his wide experience in core mall planning and mall leasing mandates with Hi-lite Group & other developers, his passion for retail and ambition to start a brand of his own pushed him to bring to life his own perfume concept

38. Report

Future of Food Retail: The changing trends in consumption pattern

A recent report by Deloitte identifies the six consumption trends that is going to change the 'future of food' in India. This report traces our journey with food and how it has evolved owing to the pandemic

44. Retail Collaboration

Malls & Digital Integration with Brands & New Age Consumers

With the rise of e-commerce, malls must consider omnichannel as a viable strategy for survival. Malls have a lot of potential to leverage digital technologies to improve the customer journey and shopping experience. Customers desire a seamless, frictionless experience across all channels, with no distinction between them.



48. Retail Technology

Tech For Change

Concurrent to the day 2 normal panels a special range of panels built around the idea of emergence of technology in retail was celebrated at PRC 2021. Two interesting sessions deserve a special mention. The session around 'What It Takes to Win in the D2C Business Model?' by Stylumia and a session about 'Creating a profitable online-offline business through store based omnichannel retail' Powered by Omuni.



12. International Newsmakers

Brands & Retailers Aim Upward Trend During Christmas-New Year Sales

Across the globe, the expanded holiday shopping season sales reported an upward trend in all retail categories. As a result, retailers aim to enter 2022 with renewed prospects, hopes and norms, all the while waging a daily war on COVID

24. Awards

Innovations and Services That Kept Awardees a Step Ahead of the Nominess

32. Retail Experience

Stores and Shopping Centres Using Phygital to Get Consumers Back

The COVID-19 pandemic may have accelerated a change in customer behaviour that was already in the making, but adapting to the change hasn't been easy for brands and malls that weren't expecting such a massive shift so soon. The future revolves around customer experience.

COVER STORY (PAGE 16)



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PRC 2021: SETTING STAGE FOR STRATEGIES, INNOVATION & TECHNOLOGICAL DEVELOPMENTS

Phygital retail is no more a term of the future, It is now and constant. The lines dividing the two spaces of retail -online and offline is blurred and now it is all merging into one, the big space for retail