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# PRC IMAGES Retail<sup>TM</sup>

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## PRC 2021: BLURRING THE LINE BETWEEN PHYSICAL & DIGITAL RETAIL





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The year is nearing towards its end, I wonder if it is time to say 'what a year we all had'! Maybe I will for a few more days, but there is no harm in looking back to the highs and lows a little ahead of time. From shifting ahead of a pandemic year to seeing retail make its way back to business to living in a constant scare of the next wave of the pandemic, we have come a long way. But the biggest achievement personally for us have been hosting a successful on-ground event in 2021. It feels like decades that we have met the industry in-person, courtesy the pandemic.

Phygital Retail Convention (PRC), Powered by Shiprocket, India's go-to retail intelligence event of 2021 brought together multiple stakeholders in global retail businesses to hack the most critical disruption-ready strategies around consumer behaviours, technology and innovation. A powerful blend of panel discussions, talks and masterclasses, zoned exhibitions to showcase tech solutions, innovations in products, services, retail spaces, ideas and concepts welcomed delegates and the industry to engage over two days in meaningful conversation on the 10th and 11th of November 2021.

We were able to discover and experience advanced solutions from technology solution providers and innovators presenting success stories of trailblazing retail business transformations from across the world. We got a chance to hear the best of best in person and see them exchanging ideas, plans, strategies, and visions on our podium. What an enthralling experience to see retail getting a revival with the phygital touch.

In this issue we bring to you an exclusive coverage straight from the ground of PRC. We dedicate this issue and the next to the mind-blowing sessions and learnings from PRC for our readers, who could not be present owing to travel restrictions. This is our effort to recap the best of PRC 2021 here through the pages of the magazine.

This issue also uncovers the exciting trends in retail and how AI is helping give the beauty industry a big push for growth. We also have brought in some thoughts and plans from leading retailers as they gear up to start the New Year with renewed zeal.



**Amitabh Taneja**

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### PRC 2021: BLURRING THE LINE BETWEEN PHYSICAL & DIGITAL RETAIL

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# Luxury retail gets a push with new international brands making an entry into India

Retail revive is on the cards and a lot of changes are enroute as a bevy of international brands steps into the Indian soils and a lot of existing ones step-up their expansion plans. Powerful mergers and reshuffling is making offline retail within the luxury space a 'hard to miss' incident.

By IMAGES Retail Bureau



## OBEETEE LAUNCHES NEW STORE AS PART OF ITS EXPANSION PLAN



OBEETEE is now ready to set the capturing markets of Mumbai by opening their brand-new store. The brand has opened a retail store in Mumbai's Famous Studio Worli, which attracts some of India's most affluent crowds with an area of 3000 square feet.

Rudra Chatterjee, Chairman, OBEETEE, said, "We are firm believers

of what OBEETEE stands for and the value that it adds to lives and homes. Our mission to weave its brilliance into the country began with the OBEETEE store in Delhi and is now reaching new heights with our new store in Mumbai. We put our heart and soul into each store to ensure it encapsulates what OBEETEE is and the Mumbai store captures every essence of it. This launch is another huge step in our expansion plan and we are honored to be launching it for the world to see."

Angelique Dhama, CEO, OBEETEE Retail spoke about the new store launch, , said, "Created with the most detailed and artisanal craftsmanship using the purest and most natural forms of materials, OBEETEE carpets are unlike any other. After the overwhelming response that we received for our Delhi store, it gives us immense pleasure to

expand our reach in Mumbai. We are delighted to be expanding in the home ground of the brand and enabling more people to enter this beautiful world of tradition, aesthetic and opulence. The Mumbai store has been designed with the utmost detail and crystal-clear vision and we are ecstatic to open our doors and welcome you to experience it."

The store also boasts of customized lighting suitable for all times in the day and has incorporated the use of kinetic fixtures that enable customers to see the carpets vertically in its whole avatar. The contemporary use of this in-house technology helps the customer see thousands of designs at one click and is called "Carpet Diem". This Mumbai store is set to be one of ten exclusive retail stores that OBEETEE aims to open across the country in the next 3 years.





# The Last Mile Promise:

## When the Supply Chain Goes Phygital - From Hype to How



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Customer behaviour has changed in the post-pandemic world and today depending on what the customer expects from a brand they are shopping from, the brand or the retailer is changing their dimensions of doing business. It is all about putting forward the right supply chain, which is inclusive of a good last mile fulfilment device. Let's hear from the experts on this to gauge more insights.

By Yash Bhatia

**W**hen the COVID-19 hit, digitalization became a buzzword and every sector in business started to adapt to the digital ways. Soon after the pandemic started gaining prominence the retailers with the brick and mortar stores closed down due to the curbs, taking the omni-way in this situation was the only way of doing business. But along with all other functions, the supply chain also adopted digital technologies to give a

better experience to the customers. As of now with digitalization, the customers' trends have changed drastically and the supply chain is emerging as a key to enhance the customer experience and drive heavy sales for the retailers.

We had a session around this subject at the recently concluded Phygital Retail Convention held at Renaissance, Mumbai on the 10th and 11th November 2021. Powered by Shiprocket this session was indeed the right podium to deep dive and get expert insights about 'last mile'.

### Session Moderator:

» **Siju Narayan**, Retail Industry Practitioner and Chief Experience Officer, Rexemptor Consult

### Panelists:

- » **Anil Menon**, Head of IT, LuLu Group India
- » **Anurag Saxena**, CIO, BIBA
- » **Atul Mehta**, COO, Shiprocket
- » **Gurukeerthi Gurunathan**, Co-Founder & CTO, Caratlane



# Perfecting the 'Phygital' Shopping Experience:

## Unifying the Complete Ecosystem for Engaging Hyper-Connected Customers

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GreenHonchos

Phygital retail is all about creating that immersive experience for your customers both offline and online through varied tools. It is blurring the lines dividing the varied aspects of retail with ease and still there is so much left to explore. But how are retailers and brands perfecting their strategies to give customers the true 'phygital shopping experience'?

By Yash Bhatia

**P**hygital, a perfect blend of Physical and Digital. The 'Phygital' is becoming a buzzword for all retailers, as it is a perfect combination for retail as well as for the digital commerce sector, which can bring a new dimension for every brand. It also offers customers a platform to shop all they want almost 24 hours a day, allowing them to access products and choose the delivery service that suits them best. We had a session revolving around the emergence of phygital in retail at the recently concluded Phygital

Retail Convention held at Renaissance Mumbai on 10-11 Nov 2021. This session Powered by GreenHonchos, a Full Stack D2C enabler, they wanted to dig deeper into the concept of phygital by giving us a chance to hear what the experts had to say.

### Session Moderator:

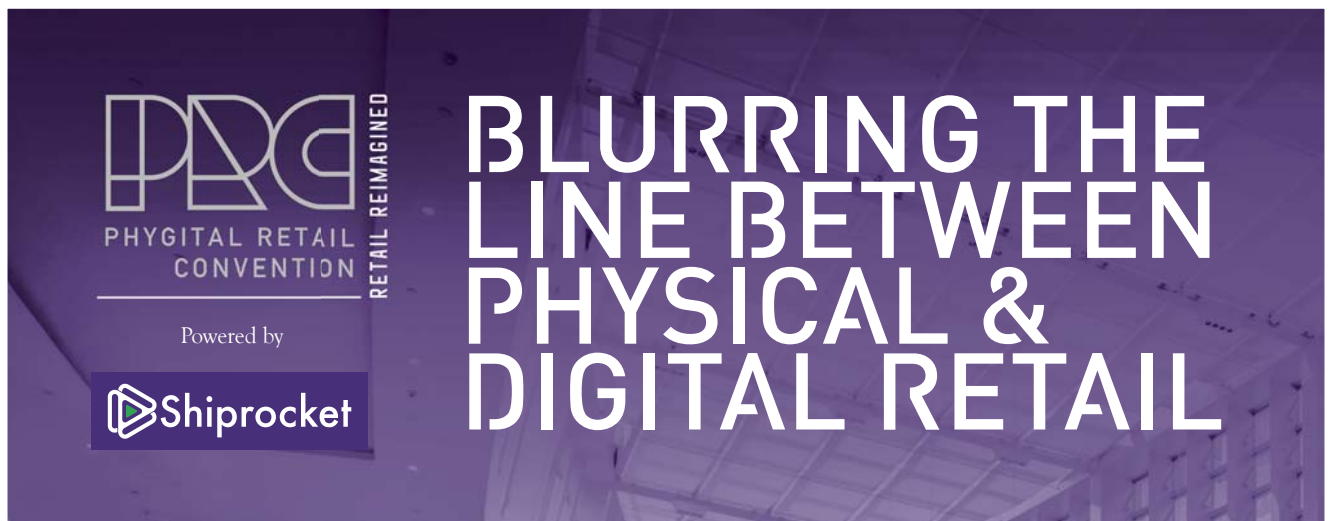
» **Navin Joshua**, Founder/Director, GreenHonchos

### Panelists:

» **Hariharan Iyer**, Group CIO, Raymond Group

- » **Kashyap Vadapalli**, Chief Marketing Officer & Business Head, Pepperfry.com
- » **Kunal Turukmane**, Head - Strategy and Project Management, Being Human (FAFH)
- » **Manoj Kansal**, Director of Engineering, Myntra
- » **Praveen Shrikhande**, Chief Digital and Information Officer, Aditya Birla Fashion and Retail
- » **Priyanka Chauhan**, Head-Key Accounts (E-commerce), Bestseller India
- » **Jitender Joshi**, CEO, Ambab





Phygital retail is no more a term of the future, rather it is the today we all are witnessing in retail. With the pandemic, the ride to the phygital side of retail has been smoother and more exciting given the digital leap the industry has readily taken to connect to its customer seamlessly. To commemorate the industry's fast move towards phygital and get to know more in-depth about the functions and processes to plan for the walk ahead, IMAGES Group organized the Phygital Retail Convention at the Renaissance, Mumbai on the 10th and 11th November 2021.

By IMAGES Retail Bureau

**P**owered by Shiprocket, PRC 2021 was one of the very first mega offline events in retail for 2021, which saw a grand presence of

brands, retailers, key e-commerce and D2C players, real estate marquee names, technology solution providers, and everybody connected to the retail ecosystem. This event and its glorious success actually establishes the fact

that retail is changing its course and is getting more phygital than we can imagine, every passing day. Let's look at a snapshot of the event and what happened on-ground during the power-packed two days.

# LuLu Group Showcases Upcoming Shopping Centres

**L**uLu Group has been a long-time partner for the IMAGES Group. The UAE based conglomerate — with its flagship retail chain of LuLu hypermarkets and supermarkets — has operations spread over 22 countries. Under the dynamic leadership of M. A. Yusuff Ali – Chairman and Managing Director, the Group has successfully evolved through the supermarket and hypermarket transition to high profile shopping malls.

The Group has also been ranked third in the prestigious “Forbes Top 100 companies” making an impact in the Arab world. In addition, LuLu Hypermarket has also been ranked by Deloitte as one of the ten fastest-growing retailers in the world.

Having entered the Indian market with LuLu Mall, Kochi in 2013, the Group has extensive expansion plans in the country. With three operational malls in India, including the recently launched Global Malls in Bengaluru, LuLu is now gearing up to add two more feathers in

its cap – LuLu Malls in Trivandrum and Lucknow.

Guests at the IMAGES Retail Awards 2021 ceremony were treated to previews of LuLu Group’s Thiruvananthapuram and Lucknow properties, with **Ashraf Ali M.A., Executive Director, LuLu Group International** attending as a special guest.

Ashraf Ali M.A. presented the trophy for the IMAGES Most Admired Retailer: Customer Relations to Tommy Hilfiger at the ceremony.



**LuLu Mall Thiruvananthapuram** is located on NH 66 bypass at Akkulam. The 1,85,800 sq.m. development will house 300+ national and international brands, and 12 anchor stores including the LuLu Hypermarket spread across 18,500 sq. m. The mall will house a 12-screen multiplex and a 7,400 sq. m. Family Entertainment Centre, which will include a 1,800 sq. m. Trampoline Park. It will also feature a 2500-seater food court, as well as several restaurants and cafes, that serve various regional, international and specialty cuisines. There will be parking for 3,800+ vehicles, supported by a multi-level car park, spectacular flagship store designs, combined with an ample offering of food and entertainment.



**LuLu Mall Lucknow** will be located within Sushant Golf City with a total development of 1,85,800 sq. m. The mall will house over 300 national and international brands and will feature a 6,000 sq. m. Family Entertainment Centre as well as a 1,600 seater Food Court, with a wide range of dining options. The parking facility includes a highly sophisticated traffic management system and a multi-level car park, which is directly connected to the shopping centre on all floors.



**Ashraf Ali M.A.** is the Executive Director of LuLu Group International, the largest retailer in the MENA Region, headquartered in Abu Dhabi.

Born and raised in Nattika, Kerala, Ashraf Ali M.A. first came to UAE in 1981 to join his illustrious elder brother Yusuff Ali M.A. A Post graduate in Business Administration, Ashraf Ali started as a Business executive in the family-owned Cold Stores and food trading business. He soon started to take on bigger roles and challenges during the aggressive expansion period of the LuLu Group into hypermarkets and shopping mall sectors.

Known as a hardcore professional who can handle a wide range of corporate roles, he is spearheading the global operations and expansions of the group. Being the Executive Director of the Group, Ashraf Ali is overseeing the creation of a retail brand that matters across the globe and scripting a successful saga for the business.

He has been playing an instrumental role in the rebranding and direction of the new LuLu Hypermarkets by introducing larger and more varied range of products along with more focus on service, quality and value.





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# 17<sup>th</sup> IMAGES Retail Awards honour excellence in the business of retail

IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India.

By IMAGES Retail Bureau

**A**s the grand finale of Phygital Retail Convention, India's largest go-to retail intelligence event, the 17th annual IMAGES Retail Awards (IRA), powered by Vegas, recognised excellence of India's most outstanding achievements in retail at Hotel Renaissance, November 11, 2021.

Instituted in 2004, the IRA recognises and honours outstanding achievements in every major format and category of

modern retail in India. IMAGES Most Admired Phygital Retailer recognises the contribution towards the retail industry at large by across all formats like department store, hypermarket, specialty stores, kiosks, express formats, online store, e-retailer etc.

With no end in sight for the rise of e-commerce, with digitalisation and tech innovations leading from the front, it has become very important for the retailers, shopping centre developers,

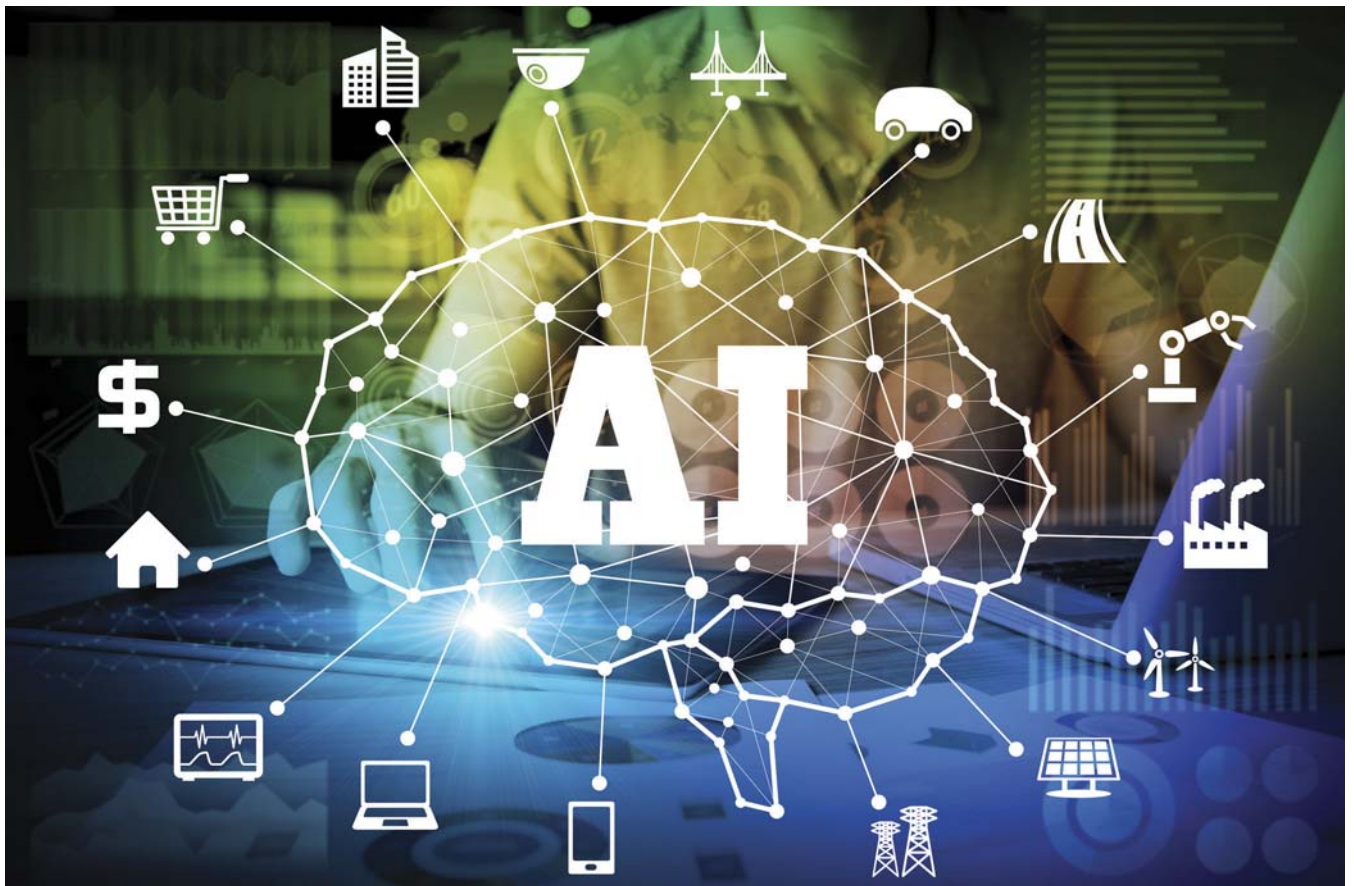
city planners and communities to work together for creating a new ecosystem of lifestyle destinations. Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India.



# How is data & AI driving growth for the D2C beauty segment?

When it comes to marketing campaigns, data helps brands create high conversion ads and content based on what our audience wants to see and engage with. It also helps brands select the right communication platforms, assisting them in product development, providing insight into the kind of products customers need.

By Anurima Das



**A**ccording to a report by Avendus, the global beauty and personal care market is expected to touch US\$725 billion by 2025 and the young Indian market is expected to grow to \$28 billion by then. This segment is a space of opportunity and today we have more than 80 brands, working within this space.

Moreover, the data-first approach and the 'direct to consumer' core of these brands have helped them proliferate bigger growth during COVID. "We've integrated data into all aspects of our business. In customer service, data provides customer insights, allowing us to tailor our analytics approach and build better relationships. When it comes to marketing campaigns, data

helps us create high conversion ads and content based on what our audience wants to see and engage with. It helps us select the right communication platforms, and assists us in product development, where it provides insight into the kind of products customers need and are more inclined towards purchasing," **Dhruv Bhasin** Co-Founder, ARATA mentions.





# Urban Square, Udaipur welcomes key tenants for fitouts with ceremonial keys

One of India's most exciting retail real estate projects located in one of the country's most historic cities — Urban Square, Udaipur — announced the start of fitouts at the IMAGES Retail Awards (IRA) 2021 ceremony and welcomed some of its key tenants with a ceremonial handover of keys to their stores.

Urban Square is being designed and developed as an iconic, hospitality-focused mixed use destination development for Rajasthan and for the tourist traffic with a balanced mix of commercial, retail, hospitality and entertainment. Designed by leading shopping centre design company Bentel Associates, South Africa, the project has been conceived as a catalyst to enhance commerce, infrastructure and hospitality standards of the historic city of Udaipur, one of India's most popular tourist destinations.

The development will cater to premier residential neighbourhood and tourist attractions, including Polo Ground, Fatehsagar Lake, Lake Pichola, Sukhadia Circle, Navratan, etc. all of which fall within a 3-4 km radius with driving time of less than 15 minutes.

The mixed-use property is being developed in two phases, which also has a shopping centre positioned as a "All Under One Roof" mall, a 6-screen multiplex, lifestyle retail, F&B options along with a Food Court, an adrenaline-driving gaming zone, a bowling alley and numerous other entertainment options for the entire family. The development also includes fully furnished luxury serviced apartments called Urban Suites on a 'Live, Eat and Shop' concept.

The development is a 30-minute drive from the Maharana Pratap Airport and a 7-minute drive from the Udaipur city centre. Located on the Gaurav Path, NH-8, Urban Square, Udaipur will benefit from excellent visibility and frontage along the six lane roads connecting Ahmedabad, Udaipur, Jaipur and Nathdwara, a popular religious destination.

Uddhav Poddar, Managing Director, Bhumika Group presented the ceremonial key to four of the property's key retail anchors — Shoppers Stop, INOX, Wow! Momo and United Colors of Benetton — during the IRA 2021 celebrations.

Anand Balasubramaniam and Chirag Shetty from Shoppers Stop, Shirish Handa from INOX, Indraneel Banerjee from Wow! Momo and Lokesh Makhija & team from United Colors of Benetton were on hand to receive the keys.



# THE SPACE YOUR BRAND DESERVES.

Welcome to Global Malls, Rajajinagar, home to the largest indoor entertainment zone in India - Funtura, and Lulu Hypermarket, the biggest hypermarket in Bengaluru. Housing over 135 national and international brand stores. Also with a multi-cuisine food court, restaurants, cafes, delicatessens, and soon open to an 11 screen multiplex and more. So, why wait, come join us and claim your retail space at the most happening place in town.

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