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Here's how prominent retailers and brands from across segments reacted to the announcements made by the Finance Minister

20. Union Budget 2022

Budget 2022: The Focus is on Overall Growth and Economy
In the medium to long term, Budget 2022-23 seems to be aiming at giving a good push



to infrastructure by significantly increasing capital expenditure, with renewed focus on supply chain and logistics, and domestic manufacturing. In the medium to long term, this should result in strong employment generation, buoyancy, and growth in economy, thereby benefiting the sector

23. Retail Innovation

Growing Importance of Geo-Targeting for Brands and Businesses
By leveraging technology, brands and retailers can engage effectively with their consumers based on their location and

drive in-store traffic and sales, eventually. Geolocation marketing is push notification which can be used for awareness when a brand is giving away a limited period offer

30. Brand Building

FMCG players Driving the Growth with D2C Platforms
With the customer demanding to shop from home, the idea of buying from brands that are quicker, offer seamless purchase backbone, and quick fulfillment gave the new-age businesses catering within the FMCG sector a big impetus for growth

34. In Conversation

Exploring New Avenues
Enrich has transformed into a beauty destination with large format experiential stores, robust beauty e-commerce presence with a wide range of makeup, skin, hair, personal care, fragrance, and men's grooming brands

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BUILDING THE RIGHT PRODUCT

Retail is no more just about simple trading or about essentials. It is all about innovation today, it is about bringing to the market new-age products. Product development and foraying into the retail space with something unique and offbeat is the need of the hour



36. New Arrival

Health First
UpNourish is India's first D2C brand that's focusing on the meal replacement category and aspires to become the market leaders of this segment. It is catering to the conscious clientele and looking to add health with every product offering



38. Report

Consumers Return to In-store Shopping but E-commerce Remains Strong
New 2022 consumer trends report reveals surge in e-commerce may have plateaued, as more consumers anticipate return to in-store shopping experiences

40. What's Hot

Ergonomically Stylish
Besides focusing on the design, which tends to be the USP, material choices and quality sets Mohh apart

42. Market Watch

71% of Consumers are Changing their Purchase Preferences
A recent survey by GreenHonchos highlights that the consumers prefer brands that have values like social consciousness, size inclusivity, ethical sourcing, and sustainability

44. Retail Strategy

Digital Platforms to Boost the Beauty Industry in 2022
Ranging from enhanced social connectivity versatile working devices automated platforms rendering different services technology driven learning opportunities, swifter data collection and stronger resource management the digital revolution has industry by storm