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May 12, 2022  
Grand Hyatt, Goa

[COVER STORY]

## HYDERABAD THE RETAIL HIGH STREET OF ANDHRA PRADESH AND TELANGANA

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# IMAGES Retail™

Future of Businesses

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Editor-in-Chief | **Amitabh Taneja**  
Editorial Advisor | **RS Roy**  
Publisher | **SP Taneja**  
CEO | **Bhavesh Pitroda**

## EDITORIAL

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

### DELHI:

• **Partha Ganguly** | Sr. General Manager

### MUMBAI:

• **Santosh Menezes** | Regional Head (West)

• **Imran Khan** | Asst. General Manager

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• **Suvir Jaggi** | Regional Head (South)

• **Devidutta Roypitam** | General Manager

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

## CONSUMER CONNECT & SUBSCRIPTION

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

Images Multimedia Pvt. Ltd.  
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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 retail market in Andhra and Telangana is very promising and retail contributes to 15.3 % to the state's GSDP in 2020-21 in Telangana. Today alongside the popular cities Hyderabad, Vishakapatnam, Vijaywada, Nellore, Guntur, Tirupathi, Warangal, Chittoor, the Tier II and III cities are also showing a lot of promise and is fast becoming positive hubs for business. As the consumer is evolving and demanding better brands and products in keeping with his progressing lifestyle, this once untapped region has become a veritable diamond mine for retailers. With so many upcoming malls in the region, Andhra Pradesh and Telangana is getting ready to display the new retail culture which will attract more tourists and consumers globally.

These two regions have been on the radar of international retail giants and Indian retail industry, given their exceptional potential to offer a strong business ground. That is why, Walmart India opened a 'major chunk' of its 50 stores in AP and Telangana. It was an obvious choice back in 2014, even today the retailers find these states promising and the popularity is only increasing every passing day. Keeping in mind the powerful retail business scenario of these two states, we have dedicated this issue to 'Rising Andhra Pradesh & Telangana: The New Retail Destination in South India'.

In this issue we have focused on Iconic brands/retailers of Andhra Pradesh & Telangana, who are shaping up the industry growth & trends. We have also focused on successful case studies and journey of the brands/retailers in the region, who did exceptionally well during the pandemic. Alongside this, this edition features an in-depth analysis of the shopping culture in this region and how it is shaping up the business ground making way for new innovations and brands to start their operations here. This issue presents the growth story of the region building the roadmap for growth for the industry in the years to come.

Alongside these features and our regular columns, we also bring to you a special pullout for Automation Anywhere, projecting on the space of automation in India and how it is becoming exceptionally important in Indian retail. We trace the journey and scope for automation across functions in retail to study the way it is leading to a big change in the industry. Automation is not a word of the future anymore, but is a thing of the present and something we are living to witness every passing day. So, it is time to accept, adapt, and grow.



**Amitabh Taneja**

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*The pandemic has brought considerable disruption across industries, and retail has been impacted quite significantly. Keeping a tab on these trends let's evaluate the role of automation in retail a little closely*

## NIVEA INDIA RANKED AS INDIA'S NO.1 TRUSTED BRAND IN THE SKIN CARE CATEGORY IN 2022 BY TRA

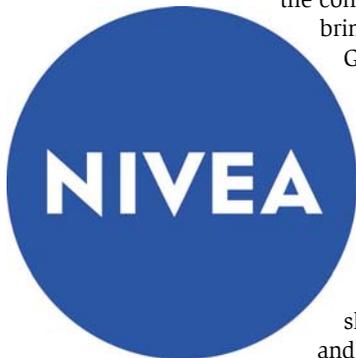


NIVEA India has been recognized as India's No. 1 Trusted Brand 2022 in the category of Skin Care by the prestigious brand intelligence firm TRA research, an official statement highlighted. The recently released TRA's Brand Trust Report, 2022, in its 11th edition, is an outcome of a comprehensive primary research conducted amongst consumers-influencers across 16 Indian cities. This latest achievement by TRA is a testament to

the consumer's trust over the years, thereby, bringing out this very ambition to life. Neil George, Managing Director NIVEA India said, "We are absolutely honored to have been recognized as India's No. 1 trusted skin care brand twice, both in 2022 and 2020. As a responsible skin care brand that cares for the skin and beyond, this is surely a moment of pride for us. NIVEA has always kept the consumer at its focus providing quality and superior skin care experiences that are contemporary and relevant to Indian consumers today.

This achievement not only strengthens our brand purpose but also enables us to strive towards being Emerging India's most loved skin care brand"

Ajay Simha, Marketing Director, NIVEA India further adds, "The TRA award simply reaffirms the Indian consumer's trust in NIVEA. Consumers continue to play a pivotal role across all our innovations. Given the swiftly changing market landscape and evolution of consumer lifestyle behavior, NIVEA continues to reinvent itself to suit the consumer needs."



## RAYMOND APPOINTS SUNIL KATARIA AS CEO OF LIFESTYLE BUSINESS



Leading textile, apparel firm Raymond announced the appointment of Sunil Kataria as the CEO of Lifestyle Business to strengthened its leadership team by on-boarding the seasoned professional reckoned for leading large scale business transformations and creating strong consumer brands in India and South East Asia, an official statement highlighted.

In his new role, Sunil will be responsible for steering the next phase of growth by driving the digital agenda and strengthening the brand's presence in domestic and international markets.

Gautam Hari Singhania, Chairman & Managing Director, Raymond Ltd speaking on this latest development, said; "I would like to welcome Sunil to the Raymond family and believe that he would be instrumental in accelerating growth for the business in India and international markets."

The Lifestyle Business is the flagship vertical of Raymond Group which includes branded textiles, garmenting, shirting, retail and apparel business including brands such as - Raymond, Raymond Ready-to- Wear, Raymond Made to Measure, Park Avenue, ColorPlus, Parx and Ethnix by Raymond.

Sunil's role will be pivotal in driving the ongoing transformation to create a future ready Raymond that intersperses digital and physical experiences while infusing freshness to product portfolio to drive growth. During his earlier stint Sunil was the CEO of Godrej Consumer Products Ltd, and managed the business operations of India and SouthEast Asia. He spearheaded transformation of the business - driving performance and best in class financial results and building a great workplace. With a rich experience spanning over 30 years, Sunil has worked with eminent names such as Marico and Idea Cellular. Currently, he also serves as the chairman of The Indian Society of Advertisers (ISA).

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Dated: 1<sup>st</sup> March, 2022

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# HYDERABAD

## The Retail High Street of AP and Telangana

Hyderabad has been historically a shopper's haven. While there are academically-empowered marketing and merchandizing experts today, explaining the science of retailing across malls and supermarkets, the city of nawabs had actually matured in this aspect, centuries ago.

By Biswajit Patnaik, MD, Mandate and Beyond

**B**egum Bazar, General Bazar, Troop Bazar, Lad Bazaar, Sultan Bazaar, Chatta Bazaar, Moazzam Jahi Market, Badi Chowdi, Abids, Koti etc., are standing testimony that the art of retailing was well established in Hyderabad. Some of these shopping centres, which dates back to pre-British era, are considered as the best places to shop even today.

While the charm of these old hubs still cast their spell, this home of Charminar, has also embraced the new-age shopping experiences well. Infrastructure-wise Hyderabad has exhibited a well-distributed and balanced development pattern within the city and around its periphery. The city is punctuated with High Streets, the shopping areas built alongside the buzzing roads, across its major development zones. And these high streets are home to some truly international retail brands. This is apart from the few malls that dot the city.

### Retail Pyramid on a Strong Plateau

The topography, location of being at the centre of the Deccan plateau and the acceptance of Hindi and English have been extremely advantageous to Hyderabad. The IT and ITES industries finding home here has given it an edge. Population from across India and even

beyond have come and settled down here. It is no more known for its laid-back attitude. Hyderabad, the city of nawabs and pearls, is today a bustling city of latest technology and great infrastructure. Its infrastructure has been redefined to meet the needs of its people. Outer Ring Road, which circles across the city, links all major hubs of the city. The





# L&T METRO RAIL HYDERABAD:

## Winning with Transit Oriented Development and Retail



**T**ransit Oriented Development and Retail are currently blooming in India. Just like airports, metro stations are becoming new transit retail destinations.

Central focus of Transit Oriented Development (TOD) is on a retail core situated around stations. Hyderabad Metro Rail, developed on the similar format and spread across the city of Hyderabad, is a modern transit retail model in India.

Hyderabad Metro Rail Network covers a total distance of around 69.2 km with 57 stations across three corridors:

- » Corridor I: Miyapur to LB Nagar
- » Corridor II: JBS to MGBS
- » Corridor III: Nagole to Raidurgam

### L&T Metro Rail Hyderabad Transit Oriented Development

Transit Oriented Development (TOD) is an intrinsic part of the L&T Metro Rail

Hyderabad project.

Built along the metro rail corridors with vibrant urban spaces integrated with a high-quality transit system, L&T Metro Rail Hyderabad's TOD enhances the quality of life and triggers robust economic activity.

Encompassing 18.5 million sq. ft., plus parking, across multiple locations, it will change the landscape of the city through its infrastructure development. This is a huge umbrella having everything from office space to shopping malls and infotainment, and will be adjacent or near the metro stations.

### Advantages of Transit Oriented Development

- » Saves customers' travel-time and gives them ease of travel
- » More customers to the business with increased footfalls and reduced incentive to sprawl
- » Increased incentive for compact development

- » Enhanced ability to maintain economic competitiveness
- » Operational cost arbitrage for companies and employment destination that benefits from excellent connectivity

### L&T Metro Hyderabad Rail TOD spaces fall under two categories:

- i. Parking and Circulation (P&C) sites - 6 million sq. ft. at about 20 locations adjoining the metro rail corridors
- ii. Depots - 12.5 million sq ft at Miyapur, Falaknuma and Nagole

### Development Strategy and Value Proposition

The different types of development at P&C sites and depots include various commercial space verticals including IT/ITES offices, commercial office spaces, non-IT corporate offices, hospitals, malls - luxury, premium, wedding, jewellery, outlet, etc., high street retail, leisure

# KAMAL WATCH COMPANY

## Aims to Reach the Milestone of 50 outlets in 2022



**K**amal Watch Company (KWC) is a multi-brand chain of formal, branded and luxury watches in and around Hyderabad, Vizag, Vijayawada, Kurnool, Rajahmundry, Kakinada, Guntur and Bhubaneswar offering watches of more than 15000 models / designs of different brands. Founded by Gangaram Totla and Chandmal Totla (father-son duo) in 1969, the brand has not looked back since the launch. The first few brands retailed were Faver Leuba, Titoni, Hendry Sandoz, Camy, Bifora, Seiko, and Citizen. KWC started retailing HMT in 1977, Allwyn in 1982 and Titan in 1988. The showroom expansion at Abids to 800 sq. ft helped in addition of new brands like, Raymond Weil (The first Swiss Brand), CK, Esprit as Fashion Wea. In 2002, RADO and Tissot were introduced. Since 1998, KWC has been the numero uno watch dealer in Andhra Pradesh.

In an exclusive interaction with IMAGES Retail, **Chandmal Totla, Chairman, Kamal Watch Company**, talks about the brand value and growth.

**Tell us about the learnings and changes which you had to implement due to the pandemic?**

We have learned that increasing the

store's profitability starts with the customers, which we already have already have. Repeat customers not only spend at store more often, but they also help us in getting new customers, making them a powerful customer acquisition tool. Therefore, to restore and increase customers, we have started with 'Customer Loyalty Programme' from April 2021. The initial phase of the pandemic affected the business, especially for the stores present in malls. With the opening of the malls, and eventually entertainment business, footfalls have returned to normalcy.

**Have you introduced any new categories this year?**

People have been more health conscious ever since the pandemic broke. Introduction of smart watches was the key highlight for us in this period. We have been also focusing on digital sales and promotions because of the high growth of online purchasing.

**Tell us about your expansion plans?**

In this financial year, we have opened one Casio EBO and one Kamal Watch MBO. Currently, we are present in eight cities across three states, with a brief strategy to expand in new cities. We have signed two more new projects.

**Tell us about your vision and expectation from 2022?**

We now have 44 locations including exclusive boutiques of Rolex, Omega, Longines, Rado, Tissot and Casio. We aim to complete the milestone of 50 outlets by the end of 2022. After hitting a reset button in 2020, the retail market in Hyderabad has bounced back strongly in 2021 and we expect the same in 2022.

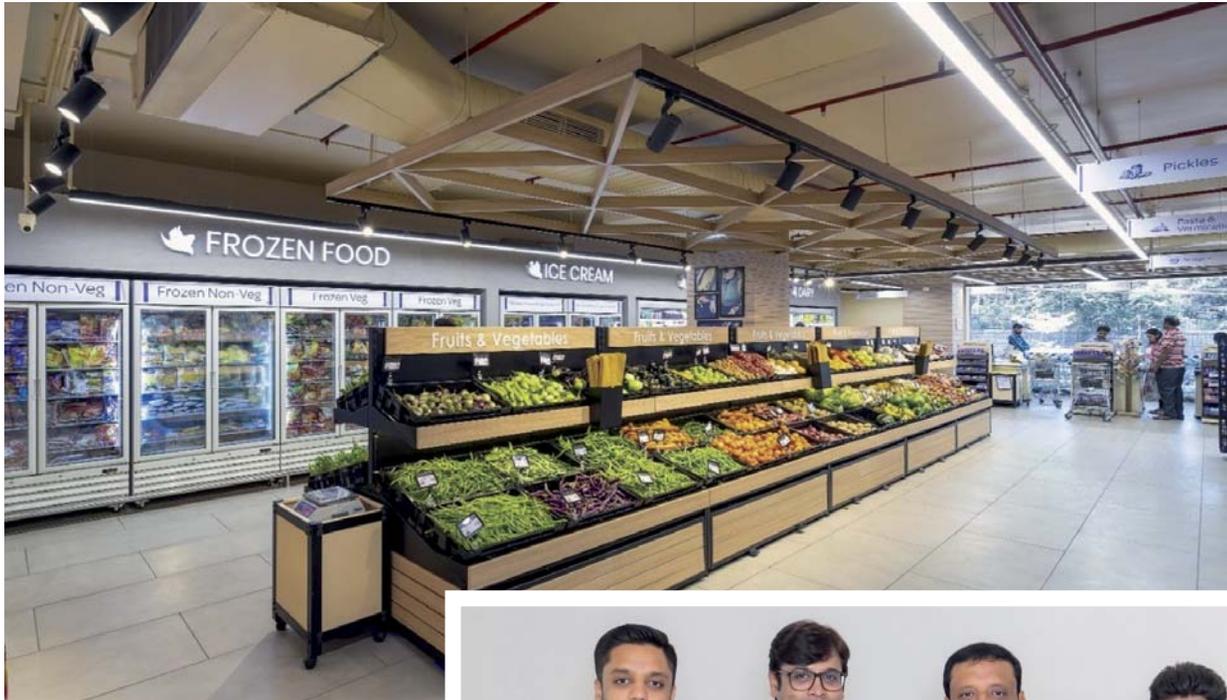
**Your views on Andhra/Telangana as a retail market? How much has it grown in the last 3 years?**

In the last three years, we've seen growth in both states, particularly in Telangana, with an overall retail market growth of 12-15 percent. We've also expanded in Odisha (Bhubaneswar city) where the retail sector is growing. Hyderabad has a truly cosmopolitan vibe and a fantastic urban infrastructure situation. This unique combination attracts industries, brands and eventually a modern working population that utilizes the employment circuit to increase their spending power and thus, fuels the Hyderabad retail sector in turn. It is a self-fulfilling cycle that is well in motion in Hyderabad. The IT corridor, with its premium office spaces and luxurious residential locations, translate to a thriving retail environment that will continue to grow in the coming years. The city's real estate market is booming and hence rents have skyrocketed which is a concern for the retailers.



## RATNADEEP RETAIL:

A Sustainable Ecosystem with Quality Products, Shopping Experience and Unmatchable Service



**R**atnadeep Retail Private Ltd. embarked on its glorious retail journey by opening its first store at Kharkhana in 1987. With careful mix of measured risks and rapid expansion, Ratnadeep has today grown to become one of India's largest and the most awarded supermarket chain in Telangana. Throughout the journey, the core focus of the brand has always been to cater to the needs, wants and whims of its customers by providing a wide range of quality products and unmatched service. As a result, the brand has established itself as an innovative game-changer, by becoming a household name.

Despite the pandemic, and manpower challenges, Ratnadeep has maintained



*L to R: Yash Agarwal, Director; Manish Bhartiya, Director; Sandeep Agarwal, Managing Director; Mitesh Bhartiya, Director, Ratnadeep Retail*

a steady growth, due to its structured expansion plan and strategy. With 135 operational stores, in Telangana, Andhra Pradesh and Karnataka, the vision of making Ratnadeep Retail a pan India hyper local chain of supermarkets is on a solid track.

In a tête-à-tête with IMAGES Retail

Bureau, **Manish Bhartiya, Director, at Ratnadeep Retail** talks about the brand journey, strategies and innovations adopted during the pandemic.

***Tell us about the opportunities and bottlenecks in this region.***

This is the sector which has evolved with



# Powering Business:

## Some Noteworthy unmissable names

Some brands without whom we couldn't have wined up this special issue and whose contributions have inspired and paved the way for success for umpteen brands.

### **BAJAJ ELECTRONICS**

#### Trustworthy name

A visionary entrepreneur with keen business savvy and foresight, Pawan Bajaj founded Bajaj Electronics in 1980 with the principle of providing quality and service to its guests. The awe-inspiring journey that began with a small electronics showroom at Lakidikapul in 1980, Bajaj Electronics has since evolved and has become the most trusted electronics retail chain in South India. The brand earned the trust of the locals and grew from strength to strength, to what is now a chain of the most genuine electronic stores across Telangana and Andhra Pradesh, offering quality service at the best price. There are now 99 aesthetically designed and conveniently located showrooms in cities like Hyderabad, Vishakhapatnam, Nalgonda, Kurnool, Warangal, Tirupati, Vijayawada, Rajahmundry, and Guntur where you can shop for the latest in electronics. Their portfolio includes product lines that range from affordable & mass-market to luxurious and cater to every economic group. The portfolio of Bajaj Electronics includes all the leading electronic brands – LG, Panasonic, Sony, Oppo, Vivo, Dell, HP, OnePlus, Voltas, etc. to name a few. Every Bajaj Electronics store is like a permanent innovation trade fair where you can try out and compare products, giving the perfect opportunity to find out more about the latest trends and innovations available on the market. Touching a product, picking it up, and trying it out are all part of the shopping experience at Bajaj Electronics.



### **SARATH CITY CAPITAL MALL**

#### The other name for growth

Promoted by Sarath Gopal Boppana and Skill Promoters Private Limited- Aslam Syed & Naveed Syed, Sarath City Capital Mall is situated in the busy neighbourhood of Hyderabad's technology corridor – Hi-Tech City, Gachibowli – Miyapur Road that serves the entire cosmopolitan community of this part of Hyderabad. It rises 8 floors into the sky and each floor is a humongous 27,00,000 square feet in expanse. That makes the mall retail space 19,31,000 square feet.

Plus, it has a parking space for 1400 cars and 4000 bikes

over four levels of parking amounting to another 10,00,000 square feet. It has a clear carpet space of 12,79,000 square feet for over 430 brands across fashion, accessories, fresh food and grocery, footwear, luggage, time wear, collectibles, digital fashion, electronics, wellness, jewellery, food and beverage and gifts. It has lots of space devoted to Home and Home Décor and fast turning out to be the home for Entertainment and Adventure. The mall features AMB Cinemas, a luxury 7 screen multiplex co-owned by Asian Cinemas and Mahesh Babu, the Telugu



cinema superstar. The mall is seeing a flock of new brands opening stores every week. Several other attractions of the mall include Tridom – the Indoor Adventure Park, Sky zone – The Trampoline Park, Ski Capital – the Snow Theme Park in large spaces and many more making the

mall the most happening destination.

The mall consists of two food courts serving over 1000 customers at one go. The crowning glory shall be a 900-seater open air auditorium on the fifth-floor hosting music and culture festivals.



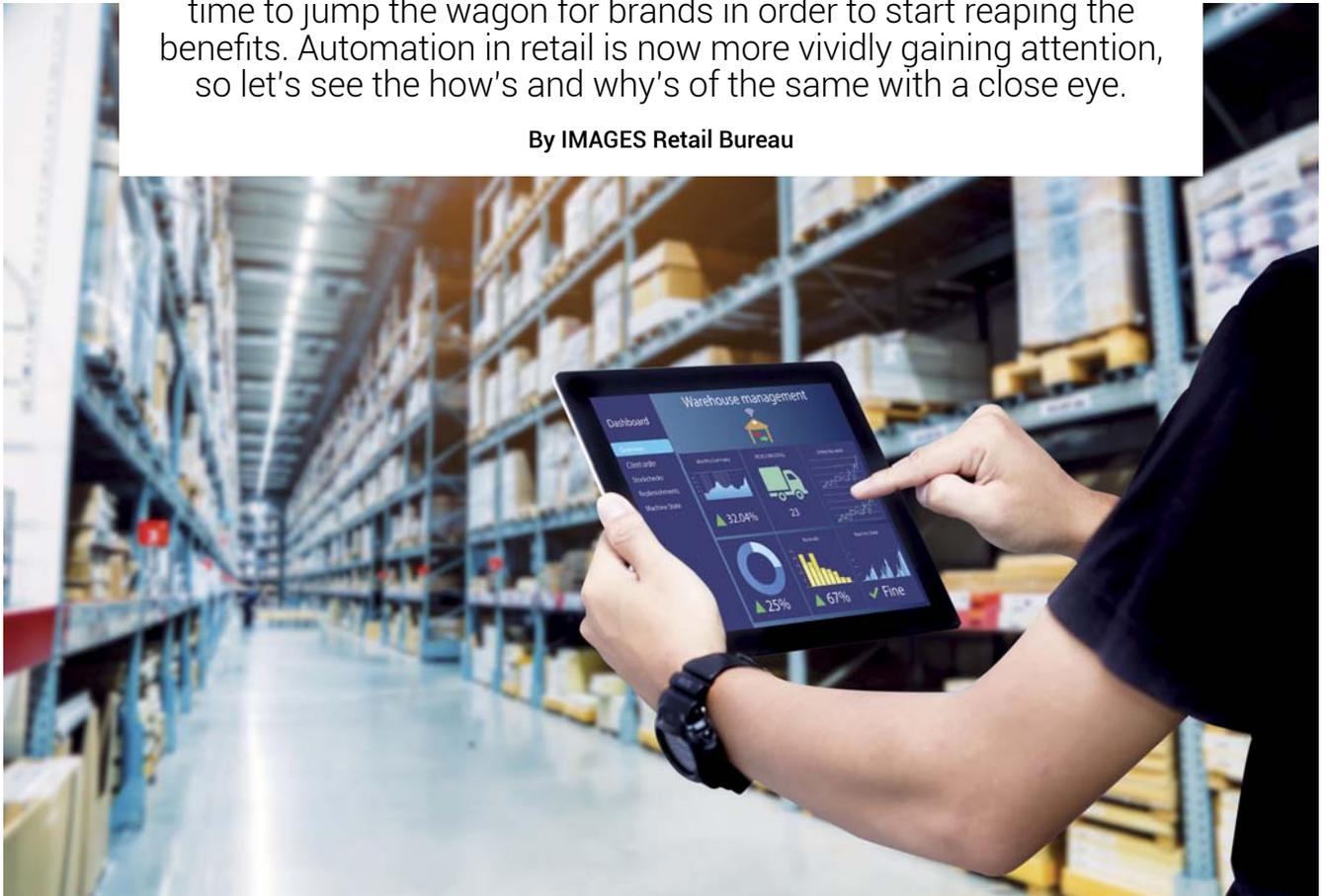
# CONVERGENCE

Insights • Thoughtleadership • Analysis

## Welcome to the era of automation in retail

This is the year when automation emerges to popularity and takes the centrestage. This is the year when businesses are ready, and new and emerging technology is falling into place, and it is the viable time to jump the wagon for brands in order to start reaping the benefits. Automation in retail is now more vividly gaining attention, so let's see the how's and why's of the same with a close eye.

By IMAGES Retail Bureau



**E**merging into the new normal was not an easy journey and retailers and brands had to streamline a lot to get there. According to experts, retail was under pressure and just like the diamond that gets crafted under extreme pressure, retail too shaped up blissfully bit by bit. The margins were stressed from all sides: higher costs to manage e-commerce supply chains, growing demands from suppliers to pass on raw-material cost inflation, higher

investments to match new competition, and steadily rising labor costs. At the same time, the customer's expectations continue to surge as digital natives and disruptors alike raise the bar for personalized service—on the back of what, at times, is an advantaged cost structure.

As retailers struggle to adapt, and even to survive, they increasingly pursue automation to address margin strain and more demanding customer expectations. Automation, however, is a

new capability for all but digital natives, and the sophistication in approach varies accordingly. A recent survey conducted by the McKinsey Global Institute on automation across sectors shows that about half of the activities in retail can be automated using current, at-scale technology. While this number is alarming, the change will be less about job loss and more about the evolution of jobs, the creation of new ones, and reskilling. Only about 5 percent of all jobs can be fully automated with current



## How RPA can Transform the future of Retail

Over the last two years, the pandemic has brought considerable disruption across industries, and retail has been impacted quite significantly. Even prior to COVID-19 traditional retail stores were struggling to compete with e-commerce stores. They often faced issues related to lower margins, costly raw materials, and rising labour costs. Also, as customers became increasingly digitally savvy, there was greater pressure to adopt technology and engage with customers via digital platforms. Keeping a tab on these trends let's evaluate the role of automation in retail a little closely.

By Milan Sheth, EVP-IMEA, Automation Anywhere

**W**hen the pandemic hit, however, significantly accelerated the digital push, forcing retailers to embrace technology or die. According to the “Using Retail Tech Innovation to Enhance the Customer Experience,” report by Euromonitor

International and the National Retail Federation (NRF), about 58 percent of retail professionals said that the pandemic accelerated new technology-related product launches at their companies.

Automation particularly has emerged as an important way for retailers to address challenges such as margin strain

and demanding customers. Whether it is self-checkout terminals or product scanning robots or semi-automated backroom unloading, automation can play a role in several retail applications. There are several use cases and sufficient evidence to prove the efficacy of automated tools. For instance, greater human-bot collaboration could allow bots to handle bulk of repetitive tasks within a retail organisation such as updating inventory or billing, such that humans will only need to deal with exception handling. In turn, this will free them up to focus more on high-value activities such as building customer relationships.

Yet, retailers have been fairly conservative when it comes to implementation, with inertia and budget constraints being the primary challenges. At the same time, companies that have prioritised investments in automation and new technologies have been hugely rewarded, both in terms of profitability and customer delight.

Also, while a lot of discussion about the future of work in retail has focused on the use of automation and AI in retail stores, RPA can have a significant impact on the back office, supply chain as well as headquarter functions such as merchandising.

A top consumer goods retailer in the United States that we worked with is a case in point. Despite a \$1.5 billion in revenue, the retailer relied largely on paper-driven processes for back-office operations such as accounting, loan servicing, loan operations, and credit operations. This meant that contact center employees needed to navigate multiple systems to retrieve customer information, during customer calls, resulting in delays and long wait times.

The retailers adopted a Robotic Process Automation (RPA) solution to improve





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