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Future of Businesses APRIL 2022 | VOL.21 NO.4 • ₹100 www.indiaretailing.com

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SHOPPING CENTRES
ASSOCIATION OF INDIA

May 12, 2022

Grand Hyatt, Goa

[COVER STORY]

THE RISE & RISE OF THE D2C SEGMENT IN INDIA:

Building Brands for
the Next Decade of
Consumption

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D2C



Honouring India's Most
Admired Food Service
Retailers



Unveiling India's
Most Innovative
Grocery Retailers



Honour India's Most
Innovative Fashion
Brands & Companies



D2C Brands
Felicitated for
Excellence

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The total retail market in India is estimated to be around \$780 billion, which accounts for 10% of the country's GDP. However, this is only getting better every single day and in February 2022, the North region of India showed the highest sales growth of 17 percent in the retail industry. In comparison, the South region of India witnessed sales growth of four percent in that year. This is a promising figure and shows a lot of growth all across India and it does present a very positive environment too. What is humbling is that this growth comes after almost 2 years given the pandemic and all the lockdowns.

Retail was significantly not in its best phase during the pandemic, but the push it received post lockdown, turned out to be a big marker to the changes that we were expecting within the retail domain in the time to come. Our recently concluded on-ground events and the full house audience that we got to welcome at Renaissance during the 6th and 7th of April made us hopeful too. After a long hiatus of only working with online events, we finally broke free and got on the ground once again.

New Normal is helping retail grow at every turn and it is very promising to see how brands are responding to the changes today. Be it the D2C ecosystem or the traditional retail changing its course to stay afloat with the changing times, a lot is happening and we are eagerly witnessing all these and more to learn a thing or two.

Times are promising and we have planned a full year of events to discuss, debate, and stir a conversation around retail and its varied aspects. Be it the Shopping Centre Next event scheduled for the 12th of May in Goa or the next session of PRC due in August or even the ICS scheduled for November, we are waiting to welcome our esteemed patrons from the industry to be a part of these events to make them a grand success.

Come, join us as we together script a new chapter in the history of retail in India.



Amitabh Taneja

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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase -1, New Delhi - 110 020 and published by S P Taneja from S - 61A Okhla Industrial Area Phase - 2, New Delhi 110 020 Editor: Amitabh Taneja

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COVER STORY (PAGE 16)



THE RISE & RISE OF THE D2C SEGMENT IN INDIA: BUILDING BRANDS FOR THE NEXT DECADE OF CONSUMPTION

D2C brands with their digital-first approach have been pushing the growth momentum of the Indian economy. D2C is the future of digital commerce and these last two years have been the hotbed for acquisitions, funding, and the entry of global D2C enablers and platforms. This further reinstated the whole aspect of D2C becoming prominent



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Market Leader

Catering to the Wants and Needs of Customers with Quality Products and Unmatchable Service

Despite the pandemic and the manpower challenges, with 130+ operational stores across Telangana, Andhra Pradesh and Karnataka, Ratnadeep Retail has kept the dream of making itself, a pan India hyper local chain of supermarkets on solid track



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Retail Experience

Building Impeccable Customer Experience

Customer experience is the buzzword in today's time and brands are devising special strategies to make customer journeys strong and meaningful for their audience

H&M INDIA INTRODUCES H&M HOME THROUGH OFFLINE RETAIL SPACE



H&M India is all set to introduce H&M HOME via the brand's existing retail store in Ambience Mall, Vasant Kunj, New Delhi on 28th April, 2022, an official statement highlighted.

The store introduction follows shortly after the nation-wide online launch through hm.com/home and e-commerce partner, Myntra.

H&M HOME is a design-driven interior destination within the H&M Group, offering fashion-forward decor and accessories for every room and style. The assortment ranges from high-quality bedlinen and timeless dinnerware to stylish textiles and smart storage solutions; with contemporary style and attention to detail at its core. By merging modern design and quality with affordable prices, H&M HOME enables interior lovers across the world to create a personal and modern space – a place to feel at home.

Yanira Ramirez, Country Sales Manager commented on this and added, "We are delighted to finally introduce



H&M HOME in-store for our Delhi customers. We want to make it possible for many people to create a personal and modern space, and with the perfect location along with its stylish and welcoming environment, we will be able to give design lovers the perfect lifestyle destination. We hope our customers will love it as much as we do and can't wait to meet them."

ORRA EXPANDS RETAIL PRESENCE BY OPENING A NEW STORE AT PREET VIHAR, NEW DELHI



ORRA have expanded their retail presence by launching their 59th store in Preet Vihar, New Delhi. The store, launched as a part of its expansion plan across markets, houses the latest diamond jewellery collection from ORRA



with exclusive bridal designs.

On the occasion of the store launch, Dipu Mehta, Managing Director, ORRA said, "It gives me great pride and joy to announce the launch of our newest ORRA showroom in Vihar, New Delhi. As always, we strive to provide

our esteemed clientele with the best shopping experience. Our brand-new outlet takes our store count to 10, in Delhi and 59 in India. Delhi has been a key market for ORRA and with this launch, we aim to strengthen our brand presence and craft a lasting shopping experience for our customers. This collection at the store is thoughtfully curated keeping the bridal concept boom in the market & onset of bridal in mind."

The all-new showroom is designed keeping the customer experience at the forefront. It is a one-stop destination for brides with a highly skilled team to assist customers with the brightest ORRA Crown Star, diamond jewellery for their special day.

The store has been designed with comfortable seating and contemporary interiors to enhance the customer's shopping experience. With 5 global design centers in Tokyo, Hong Kong, Antwerp, Mumbai, and New York, ORRA carries a legacy of 700-year old Belgian craftsmanship.

KIMIRICA ALL SET TO EXPAND BY OPENING UP A STORE AT HYDERABAD DOMESTIC AIRPORT



Kimirica has opened their newest retail store at Hyderabad Domestic Airport which is spread across 500 sq. ft. and offers an unparalleled shopping experience to travellers who want to indulge in the finer experiences of wellness and body care.

Crafted with utmost finesse and easily accessible to all travellers, the Hyderabad retail store offers an unparalleled shopping experience, designed to reflect simplicity, clean structure, minimalism, function over form, and a truly experiential sensorial getaway.

Mohit Jain, Director, and Co-Founder of Kimirica commented on this and said "This is the 10th retail location we have opened, and we have plans to open 50 more all over India in the next year at key locations. Our new store is beautifully designed and accessible to all travellers."



Kimirica brings an inspired attention to detail to all of its retail locations, including a signature fragrance and a music selection curated personally by Kimi Jain, Co-Founder of Kimirica. "We have received an immense amount of love and support after launching our flagship store at the T2 International airport in Mumbai, and we are certain our customers in Hyderabad will be equally excited."

Kimirica is one of India's first few companies revolutionizing vegan, paraben-free, SLS-free, cruelty-free, and fair-trade product concepts in the country. Their new store at Hyderabad Domestic Airport is the perfect place for indulging in vegan, experiential bath, body & skin care essentials.

Ratnadeep Retail: Catering to the Wants and Needs of Customers with Quality Products and Unmatchable Service

Despite the pandemic and the manpower challenges, with 130+ operational stores across Telangana, Andhra Pradesh and Karnataka, Ratnadeep Retail has kept the dream of making itself, a pan India hyper local chain of supermarkets on solid track.

By Sandeep Kumar



Way back in 1987, Ratnadeep was a small supermarket around the corner. Since opening its first store at Kharkhana, Hyderabad the brand has embarked on its glorious retail journey by maintaining a steady growth, due to its structured expansion plan and strategy. With a 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 the needs, wants and whims of its customers by providing a wide range of quality products and unmatchable service. As a result, the brand has established itself as an innovative gamechanger, by becoming a household name. Despite the pandemic and the manpower challenges, with 130+ operational stores across Telangana, Andhra Pradesh and Karnataka, Ratnadeep Retail has kept the dream of making itself, a pan India hyper local chain of supermarkets on solid track.

A singular focus on client gratification based on the values of exceptional quality, broad range of product variety and the guarantee of fresh produce has helped the brand grow into a 130+ store hyperlocal supermarket chain catering to the demanding markets of South India. With 4,25,000 sq. ft of retail space, manned by an enthusiastic team of 5000+ people, the group sells 25000+ SKUs and caters the need of more than 25 lakh customers. This tremendous expansion has happened in the past 35 years.

The Rise & Rise of the D2C Segment in India:

Building brands for the next decade of consumption

D2C brands with their digital-first approach have been pushing the growth momentum of the Indian economy. D2C is the future of digital commerce and these last two years have been the hotbed for acquisitions, funding, and the entry of global D2C enablers and platforms. This further reinstated the whole aspect of D2C becoming prominent.

By IMAGES Retail Bureau



↑ **L to R:** **Neha Kant**, Co-Founder, Clovia ; **Nitin Agarwal**, CEO, GlobalBees ; **Nitin Singhal**, Managing Director, Adobe India; **B S Nagesh**, Non-Executive Vice Chairman, Shoppers Stop and Founder, TRRAIN; **Tarun Sharma**, Co-Founder & CEO, mCaffeine; **Vikas Bagaria**, Founder, Pee Safe and **Vikram Gupta**, Founder and Managing Partner, Ivycap Ventures.

2021 has been a blessing for Indian D2C startups, and the ecosystem raised \$783.7 Mn — 251% higher than all of 2020. This influx of capital has not only resulted in thousands of new brands but also introduced disruptive models and made way for new opportunities and innovations too. VC interest in brands has grown and more and more unique ventures are getting leveraged now, as compared to earlier.

The D2C space is growing, it is a powerhouse of opportunity for brands and in keeping with the pandemic and the accelerated growth push it gave to the D2C ecosystem, it is now time to look closely at this sector to witness its 'emergence' story. And we aim to know the narrative by talking to powerful brands within the ecosystem as we try to unearth their journey within this universe.

Over \$1.3 bn has been pumped in as funding in 2021 and over 42 deals

and more than 17 acquisitions have been completed this year. Indian D2C environment has seen the birth of 33 unicorns in 2021. It is safe to say that this is the 'universe of opportunities for retail and it is only getting better from here!

Commemorating the D2C Growth Story

To mark the eventful growth story of this sector, a one-of-its-kind Summit

D2C BRANDS FELICITATED FOR EXCELLENCE AT INDIA D2C SUMMIT & AWARDS

SUGAR Cosmetics and PEE Safe emerged as category leaders in brand building and innovation

By IMAGES Retail Bureau



powered by



IMAGES Group honored India's leading D2C (Direct to Consumer) brands excelling in brand building, business operations, innovation, marketing and customer experience across consumption verticals and organisational functions on April 7th at The Westin Mumbai Powai Lake, Mumbai. The India D2C Summit and Awards 2022 was presented by Shiprocket and powered by GreenHonchos.

Innovating and disrupting the Digital Ecosystem, Indian brands have decoded sustainable strategies that have proven mettle to service customers and deliver tangible results scaling profitability of D2C businesses. With dynamic and agile next generation entrepreneurs, the Indian D2C segment embraces a massive canvas of opportunity and growth across industries that is becoming the podium of change for new-age brands.

The exclusive knowledge sharing and networking platform organised by IMAGES





— 2022 —
21ST ANNUAL
★ IMAGES ★
 FASHION AWARDS

Honour India's Most Innovative Fashion Brands, Companies for Achievements in 2021

Tommy Hilfiger, Bestseller India, Rare Rabbit, Being Human Clothing lead awardees' list with multiple trophies at India's most prestigious fashion business awards

By IMAGES Retail Bureau

The 21st Annual IMAGES Fashion Awards (IFA) acknowledged the achievements of India's leading fashion brands and retail companies at a spectacular ceremony on March 24, 2022 at 'The Leela Ambience, Gurugram.' Emceed by Anish Trivedi, President, Alenka Media and renowned actor and singer Manasi Scott. The ceremony was attended by the C-Suite of India's fashion retail industry, including celebrated educationist and design management strategist Dr Darlie O Koshy, and Shailesh Chaturvedi, MD & CEO, Arvind Fashions Ltd.

Being held after a two-year hiatus due to the covid-19 pandemic, IFA 2022 emphatically recognised the tremendous innovation and powerful bounce back of the fashion retail industry in India. Going by its legacy, IFF 2022 and IFA, turned out to be another milestone for IMAGES Group. The event yet again answered some of the vital questions, with fresh more hands-on approach along with unique and unprecedented redefining perspective of fashion as a lifestyle choice.

The annual IMAGES Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as customer service, product and marketing innovation, social responsibility initiatives and HR practices among others. Due to their 360-degree evaluation process, the IFAs have come to be established as the premier recognition for fashion retailing excellence in India. The coveted IFA trophies for the IFA 2022 were awarded to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2021. The awards were given away under 24 different categories to global and made-in-India fashion brands, including Bestseller India, Arvind Fashions, Rare Rabbit, Zara, AND, Bata, Levi's, among many others.

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*Images Awards for Excellence
in Food & Grocery Retail*

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UNVEILING INDIA'S MOST INNOVATIVE GROCERY RETAILERS

The Coca-Cola Golden Spoon Awards 2022, by IMAGES Group honoured India's leading food & grocery retail innovators and pioneers to acknowledge the growing successes of modern food and grocery retailers, and their crucial role in the evolution of effective marketing and distribution in the country.

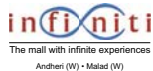
By IMAGES Retail Bureau

In a glittering ceremony, IMAGES Group felicitated India's leading food and grocery retail innovators and pioneers with 'Coca-Cola Golden Spoon Awards 2022' at Hotel Westin on April 5th. The awards for excellence were given to the retailers across various categories, such as innovation, store launch, marketing, retail re-imagined and convenience etc.

Food and grocery is India's largest consumption category and accounts for 2/3rd of India's total retail sector size. As a retail category, food & grocery retailers have perhaps the most frequent and intimate connections with millions of Indian households. Over the past few decades, some visionaries and entrepreneurs have taken it upon themselves to helm remarkable innovations in how food & grocery products are retailed and how customer experience in household basics can be elevated. India's most prestigious accolades for food & grocery and food service



Supported by



HONOURING INDIA'S MOST ADMIRABLE FOODSERVICE RETAILERS

The Pepsi IMAGES Food Service Awards 2022, by IMAGES Group honoured leading food service retail innovators for their crucial role and outstanding achievements in business performance, marketing, retail growth, and innovation in food retail and food service in India.

By IMAGES Retail Bureau

IMAGES Group honoured India's leading food service retail innovators and pioneers as Pepsi IMAGES Food Service Awards (PIFSA), in a glittering ceremony which was held under the aegis of India Food Forum at The Westin Mumbai Powai Lake, Mumbai on April 6, 2022. The awards revered outstanding achievements in business performance,

marketing, retail growth, and innovation in food retail and food service in India. Actress Tisca Chopra and Anish Trivedi graced the occasion by hosting the splendid night.

The evening also witnessed IMAGES Food Service Retail Icons of India, powered by Pepsi which honoured India's leading food service retail innovators and pioneers. Operating

from tiny bylanes in bustling towns and villages to glamorous destinations in upper-crust locations, Food Service entrepreneurs in India have been growing year on year and have made undeniable contributions to India's food service industry growth.

PIFSA is India's most prestigious accolades for food service brands, and companies recognise the continuation evolution of restaurant and dining formats across the country, and honour excellence in menu & format innovation, marketing, business expansion, customer experience across multiple categories. The awards were presented by Pepsi and was supported by Inorbit malls and Infiniti Mall.





Building Impeccable Customer Experience

Customer experience is the buzzword in today's time and brands are devising special strategies to make customer journeys strong and meaningful for their audience.

By IMAGES Retail Bureau

Powered By

xeno

Build a Profitable Fashion Retail Business: Growth, Customer Satisfaction, and Customer Retention Strategies Everyone loves deals, but fatigue is setting in with the tsunami of offers and promotions. Customers want an experience – be it on the web, mobile, social media, bots, or in-store; they expect reduced friction towards their seamless shopping experience. Technology can change the rules of the game; customers change the game! Retailers and Technology providers discuss and debate the future of retail and customer engagement and retention. The session was powered by Xeno.

Key Points:

- » CX Experience
- » Customer Engagement
- » User Growth
- » Minimizing Customer Acquisition Cost o Customer Churn Management
- » Referral plans
- » Loyalty and Rewards
- » How do you create a Merchandise Plan – nimble enough to move, wide enough to have every product possible of each known brand?

Panelists include:

- » **Akhil Srivastava**, Managing Director, Parafait India
- » **Jaimin Gupta**, Managing Director, Stitched Textiles Pvt. Ltd. (Barcelona Brand)
- » **Rohiet Singh**, COO, PVH Arvind Fashion Pvt. Ltd.
- » **Sorav Arora**, Business Head - B&M, Ecom & LFR, Pepe Jeans
- » **Shishir Gupta**, Director and Founder, Kalki/Kalkifashion.com

Session Moderator:

- » **Ayushmaan Kapoor**, Co-Founder, Xeno

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Celebrate Retail Excellence at ISCA 2022



For more information on Awards, please contact Priti Gupta | pritigupta@irisretail.com | +91 8826415472

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