

RETAIL

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Future of Businesses

SEPTEMBER 2022
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**PRC HONOURS
RETAIL LEADERS,
NEXT-GEN BRANDS
WITH
IMAGES RETAIL
AWARDS 2022**



IMAGES RETAIL

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Focusing on the Growth of Retail Ecosystem

We are ready to usher into the spirit of festivities and welcome the celebratory nip in the air in full glory. This year is extra special for the retail ecosystem and each and every brand across categories and domains is gearing up to welcome the new-age customer with offers, discounts and their enhanced collections. The two years gone by have taught us a lot and retail has learned to strengthen its backbone and tighten its grip over the market by making processes agile.

As learned readers will recall, this was the main point of conversation and debate at PRC 2022 and we also dwelled upon other varied subjects and topics to understand the way ahead for the retail industry. Drastic changes in customer behaviour has been the talking point of many discussions and at PRC through varied panels and roundtables. Definitely, understanding how Tier II & III customers are advancing to grab a better part of the market has been an interesting case study. Whether it is the value market or the luxury domain, each brand within these sectors has experienced an inflow of new customers, especially from locations that were quite unknown to the retail world. E-commerce has pivoted most of these sales and pushed for these conversions.

However, the online world is now pushing customers to explore the offline world and making them experience the brand at a store closer to home.

So, what comes first? Or what pushes the sales – online or offline and the lines are increasingly blurring. That makes retail even more exciting and promising. Customer rules, and let's keep it at that! Celebrating customer journeys across touchpoints, we honoured and varied retail growth stories all across categories and this issue stands as testimony to those explorations.

This issue also explores some exciting reports to understand the trends of the retail universe more closely and as we inch closer to wrapping this year, let's gear up to enjoy the festivities and explore retail's success story piggybacking on the festive sales!



Amitabh Taneja

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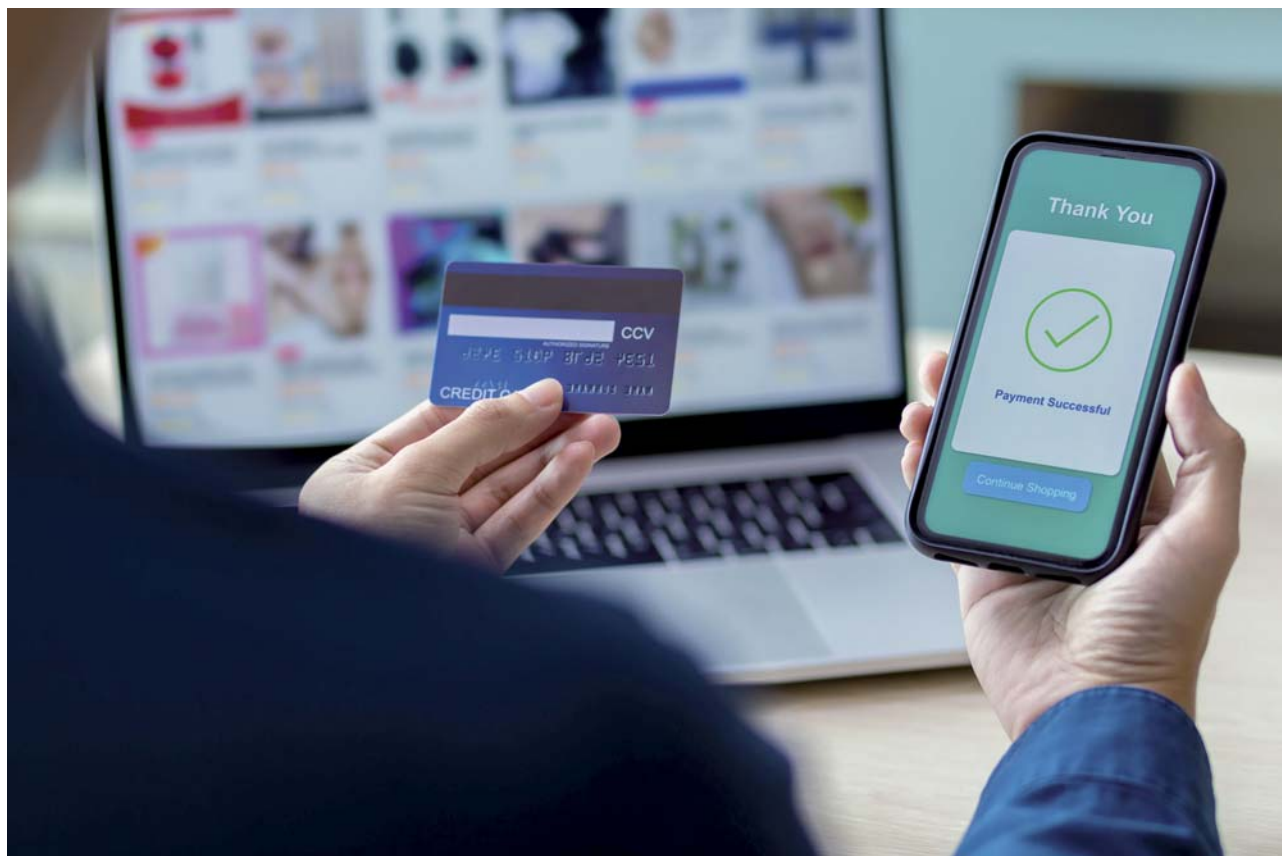
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The growing Indian Q-Com Sector

Quick commerce is an evolving trend in India and its facets are changing owing to customer expectations, each day. Here's looking closely at the trends of quick commerce through the expert lens.

By Naveen Malpani, Partner and Consumer Sector Leader, Grant Thornton Bharat, and Viswanath P, Partner, Grant Thornton Bharat

India's quick commerce market is expected to witness a 15X growth by 2025, reaching a market size of close to USD 5.5 billion, according to Reedseer reports. Additionally, an increase in consumer demand to fulfill top-ups, along with impulse purchases, is driving the growth and expansion of this space, as per the analysis conducted by Grant Thornton Bharat.

Most of this demand is generated by millennial and Gen Z consumers in mid to high-income households (INR 5 lakh to INR 2 crore) in metro and tier 1 cities.

Q-com players currently service around three lakh orders daily. It is no surprise that most of the established Indian fast-moving consumer goods (FMCG) companies have reported a higher share of sales in the e-commerce model picking up pace. The Indian Q com market has attracted a total of around USD 4280 million in investments, since the start of FY21, representing increased PE confidence. As of now, three companies offering Q com in their portfolio have achieved unicorn status.

RETAIL GIANTS, STARTUPS, NEXT-GEN BRANDS IN HONOURS LIST AT IMAGES RETAIL AWARDS 2022



TECH.NXT

AWARDS 2022

The ceremony included honours being presented under three categories — the Tech.NXT 2022 Awards, 22 Jury Awards categories and 13 Industry Poll categories for IRA 2022.

Tech.NXT 2022 Awards felicitated retailers and retail tech companies in 5 categories — Omnichannel Enablement, Customer Experience, MarTech, Personalisation, and Supply Chain & Logistics. All presentations were analysed and vetted by a jury of retail tech practitioners and digital transformation heads of retail companies.

Over the 2 days at PRC 2022, Tech.NXT separated the grain from the chaff, in Retail Digital Transformation. An offline showcase of Live Case Studies demonstrating actual, measurable turnarounds and transformations driven by technology implementation. All presentations were analysed and vetted by an esteemed jury of retail tech leaders, to arrive at the awardees for TechNext Awards 2022. The intent was to generate credible, actionable intelligence validated by a panel of highly regarded Jurors.

THE AWARDS

Tech.NXT award for Omnichannel Enablement

BESTSELLER

BESTSELLER

Arvind Internet

Arvind Internet

Tech.NXT award for Martech



The Man Company

Firework

Firework

Tech.NXT award for Supply Chain Automation & Delivery



CARATLANE

Caratlane

CLICKPOST

Clickpost

Tech.NXT award for Customer Experience

Chaayos

Chaayos and its internal tech team

Tech.NXT award for Personalisation

SHOPPERS STOP

Shoppers Stop and its internal tech team





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IMAGES Retail Awards 2022

There were two sets of awards under IRA 2022 — Jury Awards and Industry Poll Awards. The **Jury Awards** were adjudged based on **nomination data filed by over 200 individual entries**, by an illustrious jury panel comprising India's foremost retail intelligence leaders.

Finalists and awardees under '**The Industry Poll Awards**' were drawn from a pan-India survey of **111 shopping centres**, who were asked to name their most desirable and aspired-for tenants under multiple retail categories.

IMAGES RETAIL AWARDS BASED ON NOMINATIONS ADJUDGED BY IRA GRAND JURY

IMAGES Most Admired Retail Professional of the Year



Shailesh Chaturvedi
MD & CEO, Arvind Fashions

IMAGES Most Admired
Brand Retailer Partnership of the Year



Angel & Rocket



Kapsons

IMAGES Most Admired Retailer of the Year



Innovation in Employee Practices
The NEW Shop



Innovation in Retail Design
Jio-bp Mobility Station



Innovation in Visual Merchandising
Vero Moda for Mystical Garden Window



Innovation in Customer Services
Nykd by Nykaa Bra Advisor Tool



Innovation in Customer Services
Shoppers Stop



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IMAGES Most Admired Retail Professional of the Year

Shailesh Chaturvedi

MD and CEO, Arvind Fashions



Presented by: **Bhavesh Pitroda**, CEO, IMAGES Group

Received by: **Shailesh Chaturvedi**, MD and CEO, Arvind Fashions

Jury Awards



Shailesh Chaturvedi, MD and CEO, Arvind Fashions was awarded the 'Most Admired Retail Professional of the Year' at the IMAGES Retail Awards (IRA) 2022.

Chaturvedi was awarded for his business acumen and especially for his ability and role in turning around a host of global brands that he has helmed over the last three decades.

"We want to highlight here is his ability as a turnaround expert. In his 30 years' experience in the industry, he has taken charge of many challenging businesses and has been able to successfully turn them around very quickly," celebrated international TV presenter Lee Clark said while announcing Chaturvedi's name.

Chaturvedi credited his entire team at Arvind Fashions for their collective efforts to help turn around various brands under his leadership.

"I am grateful to the entire team. We built and nurtured high-quality talent over the last 30 years and that network of high-quality talent has helped us turn around business," said Shailesh Chaturvedi after receiving the award.

Chaturvedi started his retailing journey as a general manager for marketing at Madura Garments. Before assuming the role of CEO of Arvind Fashions, he was heading the India businesses of US brands of Tommy Hilfiger and Calvin Klein.

Chaturvedi is credited to have built Tommy Hilfiger as a powerful brand in India since it entered the country in 2006. In the last 16 years, Chaturvedi has executed growth of this market leading brand with international retailing standards, backed by profitability that very few international brands have achieved here.

In his three-decade journey in the apparel retail industry post his engineering and MBA, Chaturvedi has either launched or developed some of the biggest brands in India including Tommy Hilfiger, Calvin Klein, Arrow, Louis Philippe, US Polo and Sephora.



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IMAGES Most Admired Fashion Retailer of the Year (Indian Origin):

Louis Philippe



Presented by: **Neev Ahuja**, Director-Strategic Initiatives, ETP Group & **Veer Ahuja**, Director- Strategic Initiatives, ETP Group

Received by: **Vivek Shrivastava**, Head of Business Development, Aditya Birla Fashion and Retail Ltd.



Louis Philippe was awarded IMAGES Most Admired Fashion Retailer of the Year in the Indian category at IRA 2022.

Louis Philippe is an initiate of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashionwear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women. Madura Fashion & Lifestyle is defined by its brands — Louis Philippe, Van Heusen, Allen Solly, Peter England — that personify style, attitude, luxury, and comfort.

ABFRL has acquired exclusive online and offline rights to market the global brand – 'Forever 21' and its existing store network, in the fast-fashion segment in India. To expand its international portfolio, ABFRL entered into exclusive partnerships with two of UK's most successful fashion brands, 'Simon Carter' and 'Ted Baker'.

ABFRL hosts India's largest fashion network which includes 2,700+ ABFRL brand outlets, a footprint of 7.5 million sq. ft. of retail space across 750+ cities and towns.

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IMAGES RETAIL is a monthly publication disseminating retail intelligence to stakeholders of the retail business in India. It focuses on retail and franchising businesses across formats, mediums (brick-and-mortar & e-commerce), retail real estate, retail support and retail technology. This monthly publication gives an insider's view of the entire Indian retail industry by featuring the latest trends, hottest ideas, exclusive features, current technologies and consumer attitudes. Companies and professionals engaged in retail and franchising businesses turn to IMAGES Retail as a definitive source of business intelligence.

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TECH.NXT

AWARDS 2022

Tech.NXT award for
Omnichannel Enablement:
BESTSELLER & Arvind Internet

BESTSELLER

Arvind Internet



Presented by: **Ankush Wadhwa** – Director Growth & Strategy, Messagebird and **Amit Khanna**, Partner PwC
Received by: **Sumit S Suneja** - Chief Expansion Officer & Head, Bestseller India



Tech.NXT award for **Supply Chain Automation & Delivery:**
Caratlane and Clickpost



CARATLANE

CLICKPOST



Presented by: **Ankush Wadhwa** – Director Growth & Strategy, Messagebird and **Amit Khanna**, Partner PwC
Received by: **Naman Vijay**, Co founder, Clickpost and team



#Taiyaar
Hokar Aaiye



Manyavar
celebrationwear