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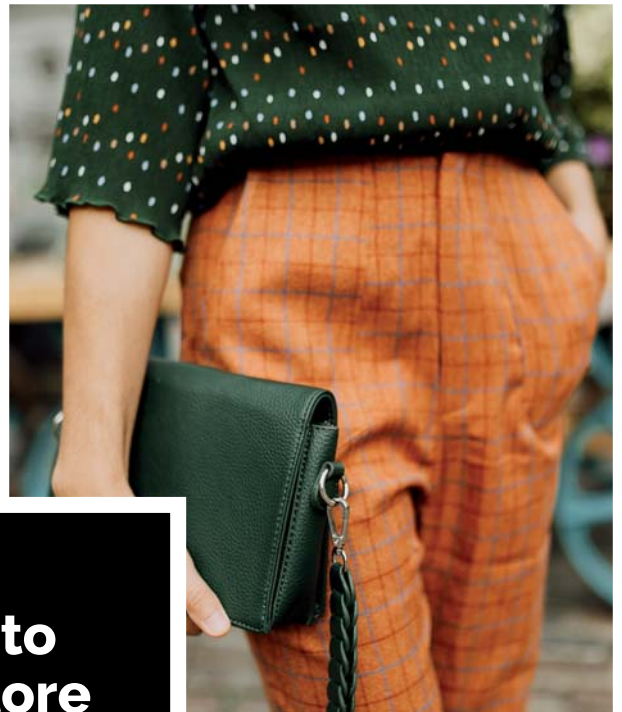
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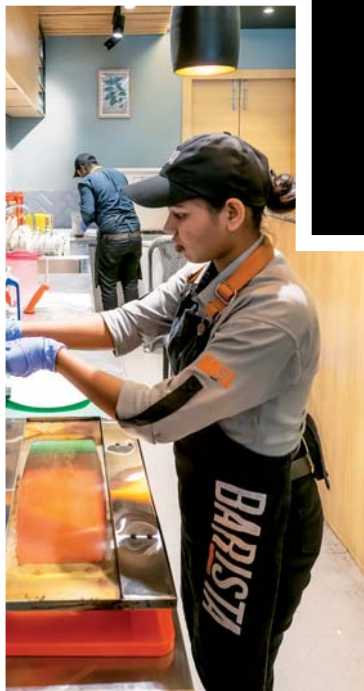
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Barista Plans to Reach a 500-store Count in the Next Two Years

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PHYGITAL RETAIL
CONVENTION

11-12 MAY, 2023 | MUMBAI
JIO WORLD CONVENTION CENTRE

IMAGES RETAIL

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PRC 2023, the Countdown Begins...

April has a buzz of its own. The kick off for a new fiscal cycle is always exciting and target-heavy. And FY 2024 promises to be an especially powerful year – taking off with the largest retail business event India has ever seen. That's right, Phygital Retail Convention (PRC) returns for its 2023 edition on a massive one lakh sq. ft. floor plate at the magnificent Jio World Convention Centre on May 11th and 12th!

Themed on 'India: The Retail Megaverse', the mega event will be hosting 300+ speakers, panellists and presenters across five conference tracks, 2000+ attendees and over 1000 brands and companies. With its large box format revealing extraordinary untold tales of success in retailing with every corner of India and its dynamic heartlands – Bharat, PRC 2023 will feature multiple show highlights, including the much-awaited felicitations for Women Retail Icons of India. For the first time ever, women leaders and entrepreneurs from Indian retail will be honoured in the presence of the entire Indian retail sector in an elegant ceremony that will also narrate their individual stories and journeys in retail. It will be a ceremony to remember!

Never before in the history of IMAGES Group, has there been a larger, more multi-layered and multi-dimensional retail business event. As for India! I can feel the energy of India Retail Inc, coalescing as we get close to this magnum opus. PRC's expansion into this scale truly mirrors that of Indian Retail, as the Indian economy and our domestic consumption growth continue to beat the odds! Join us at PRC 2023 to experience the real power of retail in India, possibly the world's most exciting consumer universe!



Amitabh Taneja

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Cover Story

'We Plan to Reach a 500-store Count in the Next Two Years: Rajat Agarwal, CEO, Barista

The 23-year-old brand now is gearing up for its next phase of expansion and aims to reach the 500-store mark in India by 2024.



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Modern Bazaar Evaluating Self-check-out in Some Stores

Modern Bazaar's phoenix-like rise after the family's first store in Vasant Kunj was gutted in a major fire in 2004. The brand is endeavored to be a one-stop-shop for the customers for all their essential and exclusive grocery and food products requirements, including an in-house bakery and a well-stocked meat shop.

By Sanya Arora



The story of Modern Bazaar is akin to a phoenix-like rise. Modern Bazaar was among the pioneers of India's organized supermarket chain when it was founded in 1971. But the lone store in New Delhi's Vasant Kunj neighborhood, that that was founded by Late Vishwant Kumar, was gutted in a devastating fire in 2004.

In 2005, **Kunaal Kumar, Managing Director & Founder**, (who had joined the family business in 1991), with an aim not just to revive the business but to grow it, picked up a tony location for his comeback innings.

Modern Bazaar opened its first store in South Delhi's Basant Lok market – an upscale and popular market in pre and early 2000s, that was home to the first PVR cinema and McDonald's made its India entry in 1996 with a family restaurant in that market.

Over the years, the younger Kumar has taken the brand to new heights and created a niche for himself in the gourmet food business targeting South Delhi's well-heeled clientele. His business grew even as competitions in the mid-2000s increased from corporate entry into the business, from Future Group's Foodhall and Nature's Basket (then owned by Godrej).

From a single outlet it has now grown to 16 large format stores in Delhi, Gurgaon, Noida and Chandigarh and the Delhi-based supermarket chain also sells through its e-commerce platform. Modern Bazaar is popular for its shopping experience and range of products including live bakery, fresh foods counter and a café has become a household name in the Delhi NCR.

In an exclusive interaction with IMAGES Retail, Kumar talks on a range of topics including the brand's journey, services, loyalty programs, changing consumer behaviour and expansion plans.



— 2023 —
22ND ANNUAL
★ IMAGES ★
FASHION AWARDS

Honouring Outstanding Fashion Inspirations

IFA 2023, the annual event at India Fashion Forum Bengaluru, honoured the most innovative and iconic fashion brands that have achieved new feats.

By IMAGES Retail Bureau



In a glittering ceremony, IMAGES Group felicitated India's leading fashion brands and retail companies with IMAGES Fashion Awards (IFA). The 22nd IFA was conducted on March 1, 2023; on the second day of the India Fashion Forum (IFF) at Hotel Conrad in Bengaluru. The annual event honoured the most innovative and iconic fashion brands that have achieved new feats. Attended by the captains of the industry, awards were given away under 30 different categories to global and Indian fashion brands, including Tommy Hilfiger, Vero Moda, Rare Rabbit, Spykar, AND, and Levi's among many others.

Selection Process

The selection process of IFA 2023 involved inviting entries from the country's leading fashion brands and retailers across multiple categories for their unique performance in the calendar year 2022. This was followed by a nationwide survey involving 60+ shopping centres across metros, Tier I, II & III locations, asking them to name their most preferred





‘We Plan to Reach a 500-store Count in the Next Two Years’

– Rajat Agarwal, CEO, Barista

The 23-year-old brand now is gearing up for its next phase of expansion and aims to reach the 500-store mark in India by 2024.

By Sanya Arora

The famous ‘Boston Tea Party’ in 1773, when colonists dumped a whole shipment of tea into the Boston Harbor in protest of a new tea tax and started drinking brewed coffee instead, commenced the epoch of coffee-culture globally. India, picked up the trend with the evident rise of new coffee chains coming up and expanding their footprint. One such brand which led this insurrection of coffee café ethos in the Indian market was Barista.

Barista is among the coffee chain pioneers credited to popularizing the coffee culture in a tea-drinking country like India. However, in its quest, Barista has gone through a rollercoaster ride in its decades journey and has changed its ownership four times. Currently, Barista is India’s second-largest coffee chain operator with 350 outlets, after Café Coffee Day which has 1,384 outlets as of February 2023.

Barista is also present in Maldives and Sri Lanka, where it is the largest coffee chain. In Sri Lanka, Barista has been named the most popular service provider in



Digitization in Retail:

Enabling Transformation for a Better Customer Experience and High ROI

The winning way forward for physical retail owners is to leverage next-gen retail innovations that will yield high ROIs and create sustainability in the retail business.

By Chinmay Nayak



Steve Jobs once said, “Technology by itself doesn’t make leaders. Technology only amplifies true leadership.” The retail industry is evolving fast. This evolution can be mapped through changing consumer demands and, most importantly, consumer behaviour. A decade ago, we would see cities full of busy retail stores and consumers waiting for the stock, even if it took a long time.

Today, not only has consumer purchasing power become more volatile, but consumers have also become more brand conscious. It is hence important for retailers to tailor their retail management to the current consumer landscape and what motivates them and their purchasing decisions. They need to also understand how technology is making all the difference in converting tangible customer delight to revenues.

The Brick-and-mortar Retail Reset

The retail industry had its fair set of challenges during and post the pandemic. In the current economic scenario, we see retail businesses struggle with balancing product prices amid surging inflation or ensuring the right product stays at the right place when consumers most need it. Retail business owners have had to embrace digitalization and shape their business models to make them more stable and profitable.

Why it is necessary to rethink the way retailers operated in the past and how embracing technology and digital tools will add value to the business:



Luxury Goods Market Rebounds Post Pandemic

The report from Deloitte, focuses on the rebound of luxury goods market in the post pandemic era. As per the report, the 'Top 100 luxury goods companies' generated composite sales of US\$305 billion.

By IMAGES Retail Bureau

Luxury brands are chasing growth in India, as well-heeled shoppers and local partners with deep pockets throw up opportunities in the market. In Deloitte's Global Powers of Luxury Goods Report 2022, green transition and digital revolution are driving luxury investments. The report presents the Top 100 largest luxury goods companies globally, based on their consolidated luxury goods sales in FY2021, which we define as financial years ending within the 12 months from January 1 to December 31, 2021.

The Recovery Route

During FY2021, luxury goods companies rebounded from the COVID-19 pandemic, with store re-openings and a recovery in consumer demand. With the Covid-19 outbreak and effects of pandemic on the supply chain slowly dissipating, the luxury goods companies are on the road to recovery. The opportunities arising from this new wave of 'green transition' and metaverse are boundless. As per

E-Commerce and In-store Experiences Redefining Indian Shopping

While COVID-19 accelerated the reach of e-commerce among consumers, many shoppers went back to physical retail once cities started reopening and have since then adopted 'hybrid commerce' - offline + online.

By IMAGES Retail Bureau

CBRE South Asia Pvt. Ltd., the real estate consulting firm, recently announced the findings of its report, 'Voices from India: How will people live, work and shop in the future?', which is based on a first-of-its-kind survey wherein more than 20,000 people were polled globally.

According to the 'Shop' section of the India report, while COVID-19 accelerated the reach of e-commerce among consumers, many shoppers went back to physical retail once cities started reopening and have since then adopted 'hybrid commerce' - offline + online.



Sustainable Splendour: The Green Revolution in Luxury

Today's consumers are demanding more sustainable products, especially since the onset of the pandemic. Luxury brands have been no stranger to this pivot in customer sentiment, although the industry has historically relied on its linear "take-make-use-waste" philosophy.

By Porus Doctor, Partner and Consumer Industry Leader - Deloitte Touche Tohmatsu India LLP



Customers today, specifically Gen Zs and millennials, actively look at the whole brand story before investing in a product. Is the brand driven by a key social purpose? Do the brand values align with their beliefs? Is the brand engaging in environmentally friendly practices at all stages—from production to packaging?



Sustainability is a key concern today. Globally, Gen Zs and millennials are increasingly and consciously making choices towards positive climate action. Today's consumers are demanding more sustainable products, especially since the onset of the pandemic. Luxury brands have been no stranger to this pivot in customer sentiment, although the industry has historically relied on its linear "take-make-use-waste" philosophy.

During the pandemic, the results of the Deloitte Global Consumer Tracker Survey consistently indicated that consumers were willing to spend more on products that emanated from sustainable and socially conscious brands. In this digital era, consumers are hungry for more information—to ensure that they purchase products that reflect the ethical values they believe in.

The move towards sustainability is more relevant today than ever. With the top 100 luxury goods companies

seeing growth much higher than pre-pandemic levels—21.5 percent year-on-year with composite sales of US\$305 billion, it is evident that the willingness to pay for luxury goods is higher today. Coming together in the fight against climate change, luxury goods companies can accelerate their green transition through three key steps:

Sustainability by Design

More companies are including sustainability principles in their core strategies, right from the product design stage. For instance, an Indian luxury fashion studio uses discarded teak tree roots and banana fibre in its fabric production and recycled egg trays as part of its packaging. While these processes might incur additional costs and slow down the pace of production, customers today (especially millennial and Gen Z customers) are willing to pay a premium for locally sourced and sustainable products.



Data-driven Insights Assist E-commerce Platforms Deliver Superior Shopping Experience

With so many options available, it's increasingly important for e-commerce platforms to stand out and deliver a shopping experience that is truly relevant and personalized.

By Narinder Mahajan, CEO & Co-founder, ODN



Customer personalisation has become very popular in recent years in retail. Personalisation, in itself is not a unique phenomenon and is as old as humans themselves. The need to feel special and unique has been human nature for thousands of years. Throughout history, humans have sought to differentiate themselves from others, to stand out and be recognized as

individuals. This desire to feel special has translated into every sphere of human life, including fashion, art, music, and e-commerce!

Consider the situation of a consumer shopping a pair of shoes on an e-commerce platform. Shoes as a product category sees the maximum returns, mainly because of size mismatch issues. The online platform will first check for the shoe-size using a virtual-fitting

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- 6 Large anchors with road frontage



- Upcoming metro station in front of the mall



- Express escalator exclusively for the food court



- 6 Independent entry/exit and drop off points for Retail, Hotel/Banquets & Offices



- Greater Noida (West) is expected to have 5 lakh apartments in the next 3-4 years with approximately 12 lakh residents

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