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RETAIL

Future of Business



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RETAIL

MAY 2023
VOL.22 NO.4

Future of Businesses

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INDIA

THE FORCE IS HERE

THE RETAIL MEGAVEVERSE

CONCURRENT SHOW

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PRC 2023: The Retail Megaverse is Here ...

The ship has arrived, and the time has come. Phygital Retail Convention (PRC 2023) is finally here. We are ready and never been so excited before to host India's largest retail intelligence event with a new energy and enthusiasm. PRC 2023, returns for its fourth edition on May 11-12, 2023, at the Jio Convention Centre, Mumbai and we can't wait to welcome the entire retail fraternity at the Jio Convention Centre, Mumbai.

Themed on, ACCELERATING RETAIL @ SCALE for INDIA: THE RETAIL MEGEVERSE, PRC this year has gone bigger, both in numbers and the reach. With an impressive floor plate of 100,000 sq.ft, PRC 2023 is set to host 300+ speakers, 1000+ brands and companies, 100+ shopping centres participating and exhibiting, 1500+ attendees, offering unmatched industry stories and insights to help you future-proof your company in areas including e-commerce, marketing, merchandising, physical shops, supply chain, payments, and more.

Once again, the aim will be to showcase the immense promise of the world's fifth largest economy and its most exciting retail marketplace. The focus will be on transforming the Indian retail landscape by empowering its mega ecosystem and connecting best-in-class products, ideas and innovations to the retail capitals of India and the semi-urban and upcoming retail hubs of Bharat. At PRC 2023, we'll be welcoming multiple brands and retailers from tier II and III cities operating across verticals – fashion, food, jewellery, beauty and more. They will have interesting stories to share, and we hope to deliver some powerful experiences and facilitate their growth journeys across India.

Masterclass by ONDC, masterclass by Rami Goldratt (the global retail guru), masterclass by Google and YouTube will be one of the key charismas at PRC along with multiple sessions, conferences, roundtable discussions presenting data-driven consumer insights and the future of omnichannel retail in India.

At PRC 2023, legendary quiz master Siddhartha Basu will be taking the centerstage, to conduct the ultimate Retail Quotient test – India Retail Brand Game 2023. The much-awaited felicitation of 'Women Retail Icons of India' will be another historic triumph.

As we are about to achieve another milestone, by hosting this magnum opus, we are very thankful to our partners and sponsors, who have partnered and supported us in making this miracle come true.

Join us at PRC 2023, to experience the real power of retail.



Amitabh Taneja

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Pankaj K Jain

The brand also aims to incorporate sustainable practices in the projects to reduce the environmental footprint and contribute to a greener future.



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Legendary quizmaster, TV and live show host Siddhartha Basu hosts the retail quiz at PRC.



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'KW Group Aims to Create Purposeful Commercial Spaces, Offering Great Experiences'

– Pankaj Kr. Jain

The brand also aims to incorporate sustainable practices in the projects to reduce the environmental footprint and contribute to a greener future.

By IMAGES Retail Bureau

Founded in 1999, KW Group is one of the popular names in the real estate industry in North India. With a goal of 'Krafting the World,' the company has delivered some of the benchmark projects in both residential and commercial segments. At present, KW Group has several high-rise residential and commercial projects, with KW Delhi 6 (Raj Nagar Extension) and KW Blue Pearl (Karol Bagh) being the star-attraction.

Since its launch, KW Group has built a distinctive reputation for itself as a committed brand. Under the leadership of Pankaj Kr. Jain (Director), and Savita Kesarwani, (Director) KW Group is surging forward and touching new heights. Led by a team of highly motivated and committed individuals, KW Group has set many benchmark in the Indian real estate industry within a short span of time. The group's primary objective is to provide customers with lifestyle spaces they are proud to possess.

At present, KW Group has several high-rise residential and commercial projects for which the brand has won numerous awards including 'Most Aspirational Project' and 'Most Innovative Architecture (Façade and Interior Design)' for KW Delhi 6. The most prestigious award for the brand has been, Entrepreneurship Award for Timely Delivery from Uttar Pradesh's CM Yogi Adityanath.





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WHAT IS PRC?

Launched to tremendous success in 2020 against the backdrop of a devastating pandemic, PRC has quickly risen to be regarded as India's most authoritative retail intelligence and networking event. Thanks to its market-ahead conference content, addressed by speakers representing India's most innovative and successful companies in retail to its cutting-edge exhibition and business development zones at each edition.

IMAGES Group's 30 years-long legacy in industry associations and in developing original research, analyses and content on retail and allied industries is evident in the event's exceptional panel discussions, talks and keynote sessions.

Each year, over 1000 brands converge at the prestigious PRC. Top retailers, brand owners and thought leaders take center stage and immerse them into the world of retail.



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Tech.NXT is an audited showcase of success stories in Retail Digital Transformation. An offline presentation of Live Case Studies demonstrating actual, measurable turnarounds and transformations driven by technology implementation.

With so much happening, it is critical to separate the winners from the also-rans, and genuine outcomes from mere theories - to generate real, actionable insights. And that is where the concurrent Show Tech.NXT comes in.

Analyses on the impact of technology have been the mainstay of business discussions worldwide over the last few years, and especially in the recent past.

Technology solutions companies have also been visibly dynamic in promoting tools & services designed to aid organizations in mastering digital transformation and to circumvent the challenges of connected commerce.





Mastering the Open Network: Your Path to e-commerce Excellence

- A masterclass by



The masterclass will be conducted by **Shiresh Joshi**, Chief Business Officer, ONDC

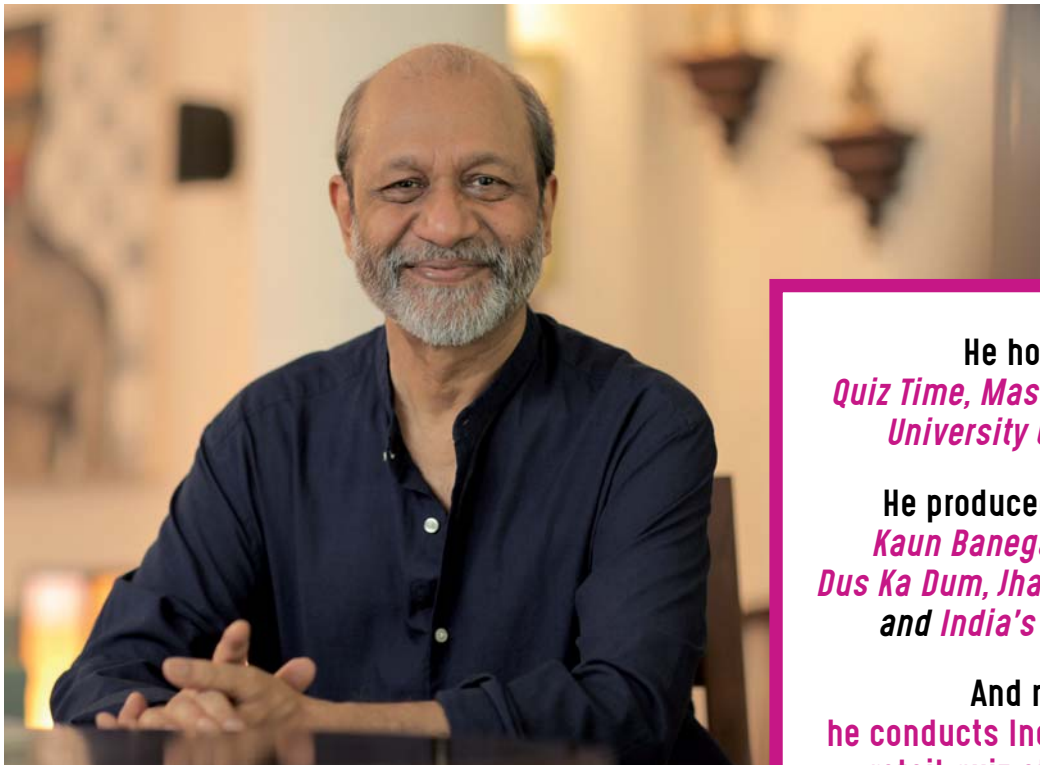
As far as India's e-commerce landscape is concerned, despite the high Internet speeds and widespread smartphone usage, the majority of participants in the e-commerce are unable to reap the benefits of this digital revolution.

India has the third-largest online shopper base globally, with 14 crore e-retail shoppers in 2020, only behind China and the USA. E-retail penetration is only 4.3% in India, well below China (25%), South Korea (26%) and the UK (23%). The pandemic exposed the critical shortcomings of the Indian digital commerce ecosystem when most parts of the retail chain were found to be digitally absent.

The current platform-centric nature of e-commerce presents numerous obstacles in making e-commerce accessible at the population scale. Sellers face challenges including high margin costs and the need to maintain a presence on multiple platforms. Buyers and sellers can only transact if they are part of the same platform. The rise of monopolies creates barriers to entry for the population-scale adoption of e-commerce. A single entity has full control over managing all operations in the e-commerce value chain.

Post analysis, we can say that the identified gaps are not limited to buyers and sellers alone but rather exist across all entities involved in the e-commerce value chain.

The masterclass will encounter how ONDC is transforming commerce and how one can leverage it to unlock the true potential of the business. From enhanced customer reach to higher conversion and increased profitability, you will discover how ONDC will take your business to the next level. Join this extraordinary masterclass to unleash the power of the open network for your business.



He hosted
*Quiz Time, Mastermind India,
University Challenge.*

He produced-directed
*Kaun Banega Crorepati,
Dus Ka Dum, Jhalak Dikhhla Jaa
and India's Got Talent.*

And now,
**he conducts India's smartest
retail quiz at #PRC2023**

INDIA
RETAIL
BRAIN GAME
2023
The Smart Retail Quiz



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India Retail Brain Game (IRBG), the smart retail quiz, conducted by Siddhartha Basu, Father of Indian television quizzing, is going to be one of the power packed highlights of the PRC 2023. Co-powered by Inorbit Mall and Tommy Hilfiger, IRBG is a formal quiz in an informal setting), where brands/retail companies can form a team of 1-5 people and take part in the quiz to win exciting prizes.

Legendary quizmaster, TV and live show host Siddhartha Basu is our host and quizmaster at India Retail Brain Game 2023, an incredible highlight of #PRC2023. Siddhartha began his career in television by directing documentary films in 1977. He became a very successful and popular TV Quiz host, starting with Quiz Time on Doordarshan in 1985, as well as several internationally acclaimed shows, including Mastermind India and University Challenge for BBC.

His biggest quiz show success came in 2000 when his company Synergy Communications (later Big Synergy Media) produced and he directed Kaun Banega Crorepati, hosted by Amitabh Bachchan. Since then, he has produced and directed some of the top billed shows on TV and is currently the Director of Tree of Knowledge Digital Pvt Ltd, a company in the business of creating exciting, interactive, tech-enabled digital, app-based and TV properties across platforms.

The Game is Afoot at India's largest retail intelligence event!



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Powered by Vegas, IMAGES Retail Awards (IRA) is India's biggest recognitions for excellence in the business of retail. Instituted in 2004, IRA recognises and honours outstanding achievements in every major format and category of modern retail in India.

They employ a unique, 360-degree evaluation process that covers a host of operational benchmarks along with qualitative factors such as innovation and excellence in customer service, supplier relations, employee management, marketing/consumer promotions, including any other features or achievements, for the duration of the assessment.

CATEGORIES

- › IMAGES Most Admired Retailer of the Year: **Marketing & Promotions**
- › IMAGES Most Admired Retailer of the Year: **Innovation**
- › IMAGES Most Admired **Brand Retailer Partnership** of the Year
- › IMAGES Most Admired Retailer of the Year: **Market Expansion**
- › IMAGES Most Admired Retailer of the Year: **Retail Launch**
- › IMAGES Most Admired Retailer of the Year: **Startup**

THE JURY: ON GROUND

Bimal Sharma, Head - Retail, CBRE South Asia; **Devangshu Dutta**, Founder & Chief Executive, Third Eyesight; **Jonathan Yach**, mRICS, Independent Advisor; **Katja Larsen**, Founder, Silver Spoon Consultancy; **Nandini Kelkar**, Director Customer Research, Frost & Sullivan (MEASA); **Nikhil Sethi**, Partner, KPMG; **Pakhi Saxena**, Business Director- Retail CPG, Wazir Advisors, **Pankaj Jaju**, Founder & CEO, Metta Capital Advisors LLP; **Rajneesh Mahajan**, CEO, Inorbit Malls India & K Raheja Group; **Ravi Kapoor**, Retail & Consumer Sector Leader - India, PWC; **Sharangpani Pant**, Product Leader - APAC, NielsenIQ; **Shivjeet Kullar**, Founder, NFX Digital; **Shrenik Gandhi**, Co Founder, White Rivers Media; **Shubhranshu Pani**, Treta Advisory; **Viren Razdan**, MD, Brand-nomics; **Yogesh Samat**, Executive Director (Operations), Grauer & Weil (I) Limited





Aastha Almast

Co-founder, The New Shop

Born in a family of industrialists, Aastha is a true-born entrepreneur. She was a student of Economics from the prestigious Hindu College of Delhi University after which she studied PGDM in Fashion Marketing from Pearl Academy of Fashion to pursue her passion in retail and branding. She is also an alumni of Indian Institute of Management, Calcutta. She is a serial entrepreneur, who is always looking for solutions to simplify businesses - making them more productive and efficient.

Prior to launching The New Shop, Aastha spearheaded a series of startups across diverse industries such as mobile gaming, online reputation management and consumer retail. While studying for a Bachelor's, she joined her father's stock broking firm making her one of the youngest certified stock-brokers from National Stock Exchange. She has lived an adventurous life and has amassed 12 years of diversified experience in entertainment, finance, branding, and retail. Her interests and pursuits are also reflected in her well-rounded personality.

Aastha has the capability of turning everything she touches into a profitable venture. Much like the Virgin Group of UK, Aastha enters every domain afresh but quickly disrupts & evolves the landscape of the chosen industry.



Abhinav Mahajan

Director Retail, Maspar

Abhinav Mahajan is a veteran professional with a demonstrated history of working in the retail industry. Skilled in business planning, retail, store management, business development, and marketing strategy, he launched the brand Maspar in 2002. As Director (retail), Mahajan has led the brand to new heights, offering complete solution to furnish with their completely co-ordinated textiles in every corner of India, A University of the Arts London graduate, Mahajan is a strong retail professional and believes that craftsmanship and attention to detail makes all the difference. Under his leadership and guidance, Maspar has carefully maintained their tradition for quality and an eye for detail. The artistry of creating a maspar product involves commitment, passion and eye for the smallest details. He also Maspar to overseas expansion with the launch of brand in France in 2011 and Canada in 2013.



Akhilesh Singh

Head - Retail and Duty Free Business Commercial, Non Aero, Noida International Airport

Akhilesh has been a retail professional with over 17 years of experience in retail developments, retail ops and travel retail business planning and development - duty free, F&B, retail brands. Akhilesh is a very matured and balanced person. Akhilesh is known for his timed responses and hard work as one of his major characteristics. Prior to his current job, he has worked with Adani Airports, Reliance Jio, Delhi International Airport, Maspar Industries Pvt. Ltd. His expertise includes strategy planning, business development, start up operations of new retail stores, store profitability, sales & marketing, retail team management, store display, handling process and customer orientation.



RETAIL DESTINATION ACROSS GURUGRAM

OUR LANDMARK PROJECTS



SECTOR 67
MAIN SOHNA ROAD, GURUGRAM



SECTOR 80
MAIN NH8, GURUGRAM



SECTOR 84
DWARKA EXPRESSWAY, GURUGRAM



SECTOR 50
NIRVANA COUNTRY, GURUGRAM



SECTOR 66
GOLF COURSE EXT. ROAD, GURUGRAM



SECTOR 70
GOLF COURSE EXT. ROAD, GURUGRAM

BRANDS ASSOCIATED WITH US

					AND MANY MORE...		