

RETAIL

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MAGAZINES INTO 1

August 2023
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Future of Businesses



shopping centres next
SHAPING INDIA'S SOCIAL SPACES
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Conrad Bengaluru

Venu Nair
MD | Shoppers Stop

The Man Behind Shoppers Stop's Latest Makeover. Can He Make it Work?



CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS
PHYGITAL

Omnichannel is No Longer a Choice
Naresh Ahuja, ETP

SHOPPING CENTRE News
DEVELOPING RETAIL SPACES IN INDIA



We Have the Potential to Almost Double our Income Over the Next 3-4 Years
Pushpa Bector, DLF

IMAGES RETAIL

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

EDITORIAL

Group Managing Editor | **Rasul Bailay**
Deputy Group Managing Editor | **Shiv Joshi**
Assistant Editor | **Sandeep Kumar**
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CREATIVES

Art Director | **Pawan Kumar Verma**
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PRODUCTION

Sr. General Manager | **Manish Kadam**

SUPPORT

Sr. GM - Administration | **Rajeev Mehandru**

ADVERTISING

Vineet Chadha | COO - Retail
+91 9350897807, vineetchadha@imagesgroup.in
Shaurya Somani | COO - Technology
+91 9619604324, shauryasomani@imagesgroup.in

DELHI:

Partha Ganguly | Sr. General Manager
parthaganguly@imagesgroup.in
Rohit Pandey | General Manager
rohitpandey@imagesgroup.in
Himanshu Rawal | GM - Technology
himanshurawal@imagesgroup.in

BENGALURU:

Suvir Jaggi | Vice President
suvirjaggi@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

Priti Kapil | Senior Manager
pritikapil@imagesgroup.in

Images Multimedia Pvt. Ltd.
(CIN: - U22122DL2003PTC120097)

Registered Office:
S-61A, Okhla Industrial Area Phase 2,
New Delhi 110 020
T: +91 11 40525000 | F: +91 11 40525001
E: info@imagesgroup.in | URL: www.
imagesgroup.in

Mumbai: E 519, Floral Deck Plaza, Central MIDC
Road, Opp SEEPZ, Andheri East, Mumbai 400 093
T: +91 22 28398000

Dear Reader,

You are holding a much improved, much thicker and a better edition of the first amalgamated version of our three magazines – IMAGES Retail, Shopping Centre News and Phyigital. Starting this month, we have decided to bring a single magazine - instead of three - to give you an in-depth and extensive coverage of all three magazines rolled into one.

Through this convergence, we are making an effort to take all the best elements from all three magazines and offer a bigger value proposition to our esteemed readers.

In this first combined magazine, we bring to you a cover story on Shoppers Stop's quest to reinvent itself again. We analyze the pros and cons of how managing director Venu Nair will be able to chart this new course of the Mumbai company by focusing on its clutch of private brands and on the hot-selling beauty products.

The issue also has interviews of industry leaders including Pushpa Bector, Senior Executive Director, DLF Retail and Naresh Ahuja, Founder and CEO, ETP Group where they share insights on changing trends in their respective domains. Another must read is the article on Tata CLiQ, in which the newly appointed CEO Gopal Asthana speaks about the three verticals of the platform and about how Tata CLiQ is using technology to stay relevant by offering a seamless and personalized omnichannel experience.

We also take a deep dive into department stores with an in-depth feature on the evolution of the format in India and where it stands in the "new normal" with consumers taking to buying online and food & entertainment taking precedence in malls.

The combined issue has a treasure trove of insights for readers from the key areas of retail—shopping centres, technology and business, much like a mall that has something for everyone. The digitally inclined can visit IndiaRetailing.com that is our version of an 'endless aisle' for the latest and insightful content on retail in India.



Amitabh Taneja

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IMAGES RETAIL



18.

Cover Story

Venu Nair's Quest to Reinvent the Shoppers Stop Mojo

Under the leadership of Venu Nair, Shoppers Stop is reinventing itself once again with a focus on beauty and private labels along with a host of other initiatives. The question is, will it succeed in recreating its old magic?

8.

National Newsmakers

24.

Category Watch

Taking Stock of Department Stores in India

Department stores forever changed the Indian shopper and her shopping experience and expectations. We track the evolution of this expansive format that is the epitome of modern retail.

28.

Category Watch | Shoppers Stop

The Journey of a Pioneer

A look at how Shoppers Stop, regarded widely as the country's first modern format department store, has adapted itself over the years to stay relevant to the changing trends, and consumers.

31.

Category Watch | Private Labels

The Private Labels Stack

An overview of private label offerings by the country's leading department stores.



32.

Retail Format

Getting All the Clicks Right – The Dynamics of Tata CLiQ

With a strong market presence covering practically each category in retail – from fashion, luxury, beauty to home décor, Tata CLiQ leads the way with its strong commitment to customer satisfaction.

38.

Deep Dive

Tapping Into the Co-branded Retail Credit Cards in India

The top four banks in India claim 75% share of the country's credit card market offering more than 70 co-branded credit cards. Learn more about the top cards launched with retail brands.

44.

Research

Digital Payments to Surge by 88% by 2026

While digital payments will surge, cash transactions are expected to decrease by 34% as per a comprehensive report on Indian e-commerce ecosystem released by Shiprocket.

50.

Case Study | Apparel Group

How Apparel Group India Managed to Grow its E-commerce Sales by 30%

52.

Spotlight

The Crazy Ones, the Misfits, the Rebels

Unconventional creativity in visual merchandising helps create memorable experiences.



56.

Retail Icon

'We Have the Potential to Almost Double Our Income Over the Next 3-4 Years': Pushpa Bector

Backed by more than two decades of business management experience, Pushpa Bector's executive leadership and management skills have played a significant role in DLF becoming a force to reckon with in India's shopping centre space.

62.

Focus Feature

Junction Mall: The Retail Hallmark of South Bengal

Owned and managed by the Primarc Group in association with Shrachi Group, Junction

Mall attracts catchment and footfalls from the districts of Bankura, Birbhum, Midnapur, Purulia and Dhanbad and Bokaro in the neighbouring state of Jharkhand.



66.

Mall Watch

End of Department Store Dream Run

Are department stores still the heroes in a mall? Do they still have a significant impact on the success of a shopping mall as they did at the peak of their popularity?

70.

Report

Over 87 Land Deals for More than 1,860 Acres Closed in FY-23 Across India

Among the top 7 cities, MMR saw the most with 25 land deals accounting for over 267 acres, followed by NCR with 23 land deals of approximately 274 acres.

74.

Market Watch

Opposites Attract: The Growing Chemistry Between D2C Brands and Shopping Centres

Looking at the success of D2C brands that have made a noticeable splash in the offline space, it is hard to ignore the success story of Nykaa, Pepperfry, Firstcry etc. From the new age standalone brands, we have the likes of Neeman's, Happilo etc. who have gone ahead to open stores at leading malls.

80.

Store Arrivals

New store launches in shopping centres across India.

82.

Who's Who

Abhishek Dutta, Managing Partner, Alliance Spaces.

84.

Snapshots

Special events in shopping centres across India.



88.

Interview

'The Retailer Should Think Deeply and Act Fast About Going Omnichannel, or They are at Risk of Losing Out on a Customer Experience Basis. Omnichannel is No Longer a Choice': Naresh Ahuja

Naresh Ahuja delves into the voyage of ETP, shedding light on the significance of omnichannel retail as a universally embraced concept, including its resonance within India.

94.

Case Study | PT. Mitra Adiperkasa Tbk

95.

Case Study | United Colors of Benetton

96.

In Focus

Bracing Up for an Omnichannel Journey

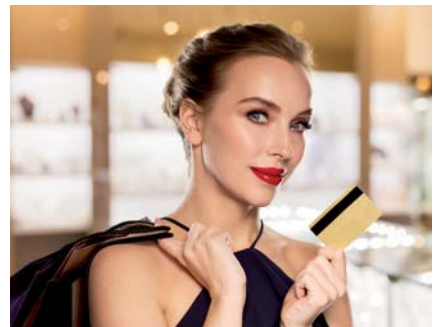
In the present landscape, any retailer aspiring to establish a lasting presence must without an apprehension embrace the omnichannel shift. And mind you, this is not to be confused with mere multichannel retailing.

104.

Expert Speak

How Omnichannel Can Help Retailers with Pressing Issues of Cart Abandonment

Omnichannel commerce can help brands manage cart abandonment and foster customer loyalty by offering more options for browsing, shipping, and delivery and creating a more seamless customer experience.



106.

What's Hot

How are Luxury Brands Embracing Omnichannel in 2023

Luxury brands face a major challenge when they are expected to provide the same high-end experience they offer in-store to the digital space.

110.

Strategy Insight

Crafting Customer's Journey for Omnichannel Personalisation

The journey has become intensely complex and to satiate the experiences of a customer exploring multiple channels, omnichannel personalisation is the calling.

112.

Report

Towards a Smarter Tomorrow: Impact of AI in the Post-covid Era

The recent report by PwC accentuates this and highlights the use of AI, especially pre and post-covid.

Venu Nair's Quest to Reinvent the Shoppers Stop Mojo

Under the leadership of its Managing Director Venu Nair, India's first department store chain Shoppers Stop is reinventing itself once again with a focus on beauty and private labels along with a host of other initiatives. The question is, will it succeed in recreating its old magic?

By Rasul Bailay

In June last year, Shoppers Stop outbid some of corporate India's heavyweights including Reliance Retail, Tata Group's Tata Cliq and Nykaa to snap up a 1,300 sq. ft. retail space at the Bengaluru airport. The Mumbai-based department store operator has been eyeing that particular space in the Terminal-2 of the airport to open a flagship store of its SS Beauty.

Now, Shoppers Stop is planning to roll out that store in mid-September, ahead of the crucial Diwali-led shopping season.

"It would be something absolutely stunning and different from what we have done so far," said Venu Nair, Managing Director of Shoppers Stop. "The whole look and feel of the beauty store would be absolutely different with very high ceilings, lighting, LEDs right at the entrance, fragrance finder, virtual mirrors and a lot of engagement tools within the store. And, of course, the best of the international brands will be present," Nair added.

Shoppers Stop has a couple of similar beauty flagship stores in the pipeline.

Growth Drivers

Aggressive bidding for the Bengaluru airport's location illustrates Shoppers Stop's new strategy to focus on the burgeoning beauty space as a future growth engine. The Mumbai-based company has also zeroed in on its clutch of private brands as the second pillar of future revenue generation.

Over the years, the country's oldest department store operator renewed its emphasis on its private brand by trimming the number of such labels by more than half to 11 own brands from 25. Currently, 21% of total apparel sales in Shoppers Stop come from the company's private brands.

Private Labels Push

The company - which opened its doors way back in 1991 and played an important part in ushering in modern retailing in India - has private brands including Kashish occasional wear, Indian fusion brand Haute Curry, menswear Fratini and casual label Life among others.





Taking Stock of Department Stores in India

Department stores forever changed the Indian shopper and her shopping experience and expectations. Here we track the evolution of this expansive format that is the epitome of modern retail.

By IMAGES Retail Bureau

Globally, department stores became a popular shopping destination for middle- and upper-class consumers in the late 19th and early 20th centuries. Since then, the concept of exhibiting large scale retail stores selling a host of fashion and lifestyle brands under one roof and single control, picked up pace. The variety of goods, divided into different departments, each selling a particular merchandise, making shopping convenient for consumers, was one of the turning points in the evolution of organised retail.

Shoppers took to the format as they could find clothing, accessories, home goods, electronics, cosmetics, and more in a single location. This eliminated the need to visit multiple specialized stores, saving time and effort.

In comparison, modern-format department stores arrived late in India. The launch of Shoppers Stop in 1991 is widely believed to have started India's journey into organised retail, featuring department stores.

In 1997 Pantaloons was launched in Kolkata. In 1999, Dubai-based Landmark Group entered India with Lifestyle department stores that stocked goods made in the middle east, ushering in another crucial chapter in India's modern retail history. The entry of Indian business giants



Getting All the Clicks Right – The Dynamics of Tata CLiQ

With a strong market presence covering practically each category in retail – from fashion, luxury, beauty to home décor, Tata CLiQ leads the way with its strong commitment to customer satisfaction. Its omnichannel approach has been well received by its patrons and going by its recent expansion to the offline space it is emerging as a formidable player.

By Zainab S Kazi

L launched in May 2016, Tata CLiQ is a multi-category e-commerce platform from the Tata Group. Over the years, it has developed a strong positioning for itself with three clear verticals: Tata CLiQ, the lifestyle vertical which is also the oldest; Tata CLiQ Luxury, which is the luxury vertical; and the newly launched Tata CLiQ Palette, which is the beauty vertical.

Speaking about the platform, **Gopal Asthana, Chief Executive Officer, Tata CLiQ** shared, “As a platform, Tata CLiQ offers a trusted and premium online experience where we predominantly showcase the in-season collections and latest styles from leading brands in the market.”

“We have a unique model with a strong emphasis on omnichannel. We are integrated with over 7,000 stores of different brands on the platform. Hence, when an order is received, brand stores are also actively involved in fulfilling and shipping these orders out,” explained Asthana who took the reins of the company in June this year.

In December 2022, Tata CLiQ was acquired by Tata Digital from Tata Industries.

Key Success Factors

What sets Tata CLiQ apart from its competitors is its omnichannel approach.


“Speaking of Tata CLiQ, our omnichannel strategy allows us to offer an extensive

#112

SHOPPING CENTRE *News*

DEVELOPING RETAIL
SPACES IN INDIA

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www.indiaretailing.com

A professional portrait of Pushpa Bector, a woman with dark hair, wearing a dark green, pleated, one-shoulder top. She is holding a black folder or tablet in her hands. The background is a plain, light grey color.

***We Have the Potential
to Almost Double our
Income Over the Next
3-4 Years***

– Pushpa Bector

***Senior Executive Director,
DLF Retail***

“It has been 17-18 years at DLF, but every three-four years, I have evolved and that’s something different... to keep changing.”

Pushpa Bector, Senior Executive Director, DLF Retail

In an industry like retail real estate that is riddled with gender stereotypes, Pushpa Bector is a renowned name. She has been the driving force for DLF malls, the real estate giant which has been the pioneer of retail revolution in India.

Pushpa Bector joined DLF Ltd. to expand food courts in its malls. Almost 17 years later, Bector is in-charge of not just running the half a dozen DLF malls but also expanding the New Delhi-based real estate giant’s presence into newer markets.

Backed by more than two decades of business management experience, Bector’s executive leadership and management skills have played a significant role in DLF becoming a force to reckon with in India’s shopping centre space. Over the years, Bector has set new benchmarks for the industry and stands tall as a torchbearer for women in leadership roles, especially in retail.

Before entering retail, Bector was associated with the hospitality and food and beverage (F&B) industry. She started her career with Oberoi Group of hotels and was part of the prestigious Oberoi Centre of Learning and Development (OCLD) programme. She later joined Jubilant FoodWorks as marketing head. She was part of the team that launched the master franchisee’s brands in North, West and South India. The experience in hospitality and F&B complemented Bector’s career in retail. It taught her more about the nuances of giving quality focus to the consumer and to understand the impact of retail on society. Witnessing the drift of change in the Indian consumer behaviour, was enough for her to choose retail.

She joined Funky Orbits (Panoramic Entertainment Pvt. Ltd.) by the established Apollo Tyres Group as CEO after her short stint in Canada. At Funky Orbits, she was responsible for making the concept popular and bringing more children to play at the first ‘Drop & Shop’ children food and entertainment chain in India. She joined DLF in 2006 and in her first stint, she started working on setting up food courts at the company’s mall properties.

By the time DLF Promenade was launched, she had established food courts in the DLF malls including Saket. In her role as Vice President & Mall Head of DLF Promenade, she helped bring a footfall of one million per month and created operations and marketing programmes for more than three years ensuring high sales for all retailers at the mall. She was highly involved in the designing of systems, processes, operations and marketing for the mall.



The DLF Professional Journey

- DLF Retail
Senior Executive Director
August 2023 – present
- DLF Retail
Executive Director & Business Head Luxury at DLF Shopping Malls
Aug 2020 – Aug 2023
- DLF Retail
Executive Director, DLF Shopping Malls
July 2019 – Aug 2020
- DLF Retail
Head DLF Shopping Malls
Feb 2006 – Aug 2020

Junction Mall: The Retail Hallmark of South Bengal

Owned and managed by the Primarc Group in association with Shrachi Group, Junction Mall attracts catchment and footfalls from the districts of Bankura, Birbhum, Midnapur, Purulia and Dhanbad and Bokaro in the neighbouring state of Jharkhand.

By Sandeep Kumar

Located right at the intersection of Durgapur commercial centre and National Highway 2, Junction Mall is considered to be the largest mall to come up in Durgapur, a city which is nicknamed as 'Ruhr of India'.

Even though Durgapur boast of shopping centres and complexes such as Dreamplex Mall and Sand Bee Plaza, Junction mall has been rated as the number one hangout destination in the city by travel platform Tripadvisor.

Launched on March 11, 2011, the mall underwent renovation and was relaunched in April 2018 with a new face-lift, better amenities and a set of digitally equipped services and facilities for the visitors.

Situated about 150 kms from Kolkata, the mall offers 4.2 lakh sq. ft. of lifestyle retail space with over 125 international and national brands, including Shoppers Stop, Pantaloons, Spencer's and PVR. Owned and managed by the Primarc Group in association with Shrachi Group, Junction Mall attracts catchment and footfalls from the nearby districts of Bankura, Birbhum, Midnapur, Purulia and Dhanbad and Bokaro in the neighbouring state of Jharkhand.



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Omnichannel is No Longer a Choice

- Naresh Ahuja
Founder, ETP Group



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