

RETAIL

Future of Businesses

September 2023
VOL.22 NO.8

THE POWER OF 3
MAGAZINES INTO 1



shopping centres next
SHAPING INDIA'S SOCIAL SPACES
exhibition | conference | masterclass awards

October 03-04, 2023
Conrad Bengaluru

Sameer Mehta
Co-founder, Boat

Aman Gupta
Co-founder, Boat

Captains of the Boat *that Rocked India's Audio Market*



CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS
PHYGITAL
Experimentation with
Technology is Essential
Praveen Shrikhande
Aditya Birla Fashion
Retail Ltd.

SHOPPING CENTRE News
DEVELOPING RETAIL SPACES IN INDIA



Our Focus is on
Delhi NCR and
Rajasthan
Uddhav Poddar
Bhumika Group

IMAGES RETAIL

Editor's Note / September 2023 / VOL.22 NO.8

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Dear Reader,

The month of September is always extra special for the retail ecosystem as it marks the beginning of the festival season. We are ready to usher in the celebratory spirit in full glory.

Retailers and brands are once again ready to welcome the new-age consumers with offers, discounts and enhanced collections. One category that sees an uptake during this season due to the extravaganza of discounts associated with it is Consumer Durables and Information Technology or CDIT.

The September edition of IMAGES Retail shines the spotlight on this ever-green category. The segment which picked up tremendously during the pandemic period is now gaining real momentum. The Indian CDIT market is predicted to nearly double in the next three years to touch ₹1.48 lakh crore by 2025.

In our cover story, we bring you the remarkable journey of a CDIT player Boat, a company that started selling mobile phone chargers and later evolved as a leader in audibles and wearables boasting a ₹4,000 annual turnover. In the exclusive interaction, Sameer Mehta, Co-founder of the brand narrates it all. The issue also has interviews with Sangeetha Mobiles and Noise, both of which are leaders of their particular segments.

The Shopping Centre News section of the magazine features the young and dynamic Uddhav Poddar, Managing Director of Bhumika Enterprises, while in Phygital, we showcase Praveen Shrikhande, Chief Digital and Information Officer at Aditya Birla Fashion and Retail Ltd.

Another must-read in the issue is the article on Snapdeal, where Himanshu Chakrawarti, CEO reveals how the e-commerce platform is quietly working on fulfilling the value lifestyle aspirations of 64% of Indians, in its new avatar.

We take this opportunity to remind you about and welcome you to the third edition of Shopping Centres Next, which will take place at Hotel Conrad Bengaluru, on 3-4 October. We hope to see you there in large numbers.



Amitabh Taneja

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IMAGES RETAIL

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PHYGITAL

CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS

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Experimentation with Technology is Essential

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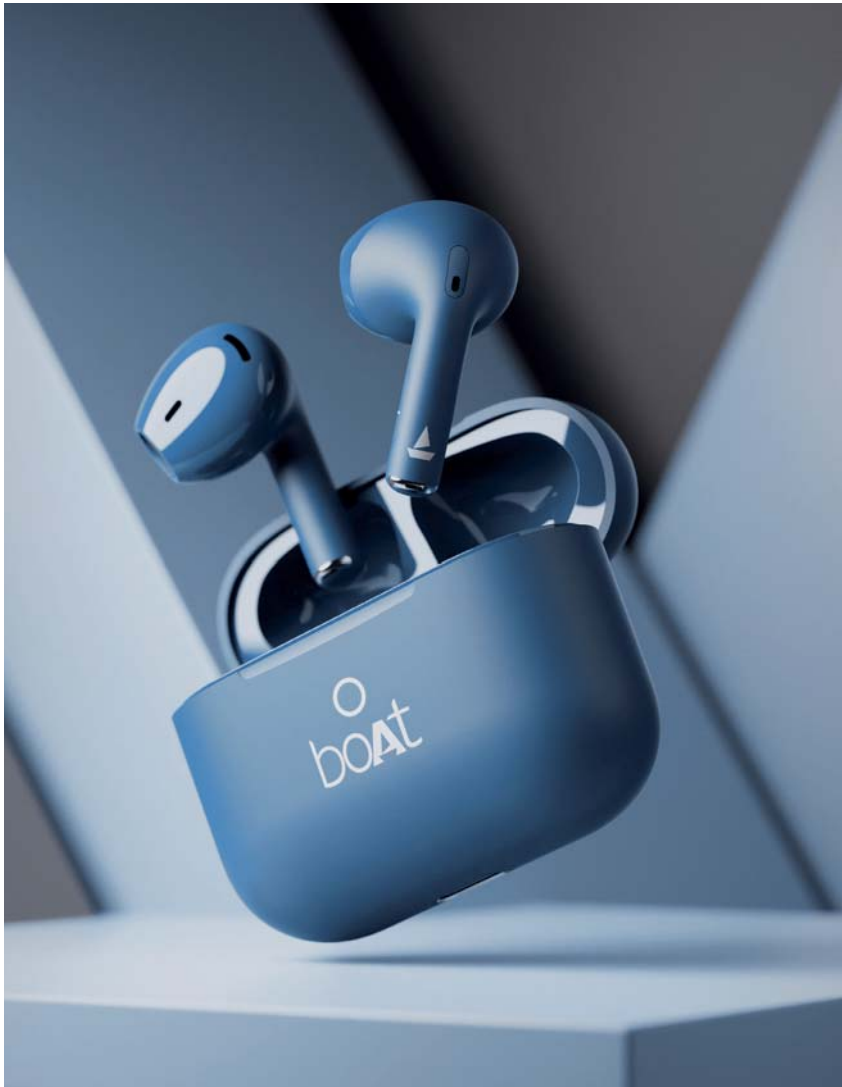
65% of Indian Consumers to Boost Online Shopping in the Next 6 Months

The industry shall witness an upsurge in the next six month thus ending 2023 on a positive note, as per Global Consumer Insights Pulse Survey: India perspective by PwC.



120. Quick Read
E-commerce Industry Records 26%Y-o-Y Order Volume Growth in FY23

According to India's e-commerce Index by Unicommerce, electronic peripherals and home appliances reported a whopping 47% increase in order volumes during FY-23.



How Boat Rocked India's Audibles & Wearables Market

Sameer Mehta, Co-founder of Boat on the remarkable story of a company that started selling mobile phone chargers and later evolved as a leader in audibles and wearables boasting a ₹4,000 annual turnover.

By Rasul Bailay

In 2016, Sameer Mehta and Aman Gupta had separately reached out to House of Marley with their respective proposals to distribute the US brand's headphones, speakers and other products in India at a time when the country was witnessing a boom in smartphone ownership. Executives at House of Marley – a company formed by the family of Jamaican reggae singer Bob Marley – had one suggestion: Both Mehta and Gupta should meet each other.

Unwillingly, the duo decided to meet at a Bandra hotel in Mumbai. What started as a reluctant meeting, ended up being a turning point in India's homegrown consumer electronics entrepreneurship: Boat was born within days of the rendezvous.

"It was God's wish I met Aman along the way," recalled Mehta. "I got to know him and three days later, we formed the company, Boat. So, it was a lot of destiny and good wishes."

Then within years of its launch, Boat catapulted Messrs Mehta and Gupta as the poster boys of India's direct-to-consumer (D2C) industry.

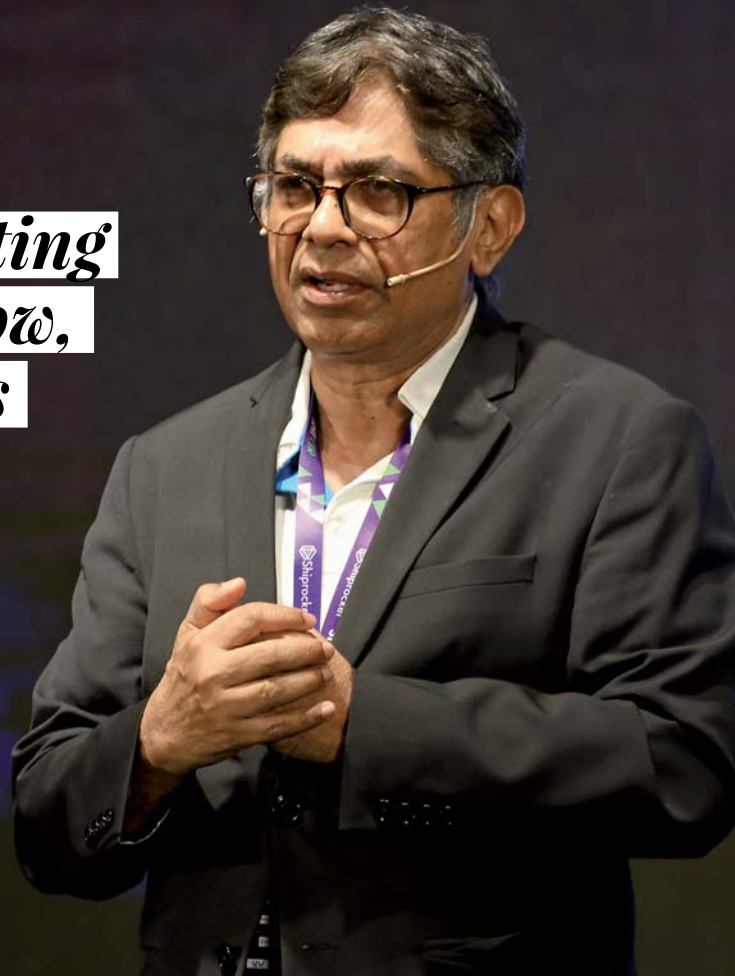
Boat, along with a handful of other D2C brands, that were born around early to mid-2010, including Sugar Cosmetics, Mamaearth, Wow Skin, Clovia among others ventures virtually blazed a trail of a new round of entrepreneurship in India, spawning a formidable D2C industry—from beauty to electronics and from food to fashion.

What started as a fledgling D2C industry about a decade ago is

‘ONDC is Creating Sparks Right Now, The Explosion is Yet to Come’

T Koshy, Managing Director & Chief Executive Officer, ONDC speaks about the initiative’s progress so far, its ambitions and potential.

By Shiv Joshi



On 29 April 2022, Union Minister for Commerce and Industry, Piyush Goyal tweeted about a revolutionary initiative by the Indian Government—Open Network for Digital Commerce (ONDC). “After UPI, another game changing idea to democratise commerce—ONDC soft launch today to select consumers, sellers and logistics providers. Get ready for a world of choice, convenience and transparency,” Goyal wrote.

With a tagline, ‘Everyone’s Commerce! Where anyone can sell and everyone can buy from each other online,’ ONDC seeks to democratise digital commerce in India, disrupting it in the process.

ONDC was set up as a private not-for-profit company under Section 8 under the Department for Promotion of Industry and Internal Trade (DPIIT). Section 8 companies are set up with the purpose of social welfare and furthering technology and its profits are utilised in promoting its objectives.

To head ONDC, the government onboarded T Koshy, who has held several executive positions over his expansive career where he has served as the Executive Director of NSDL and as a partner at EY.

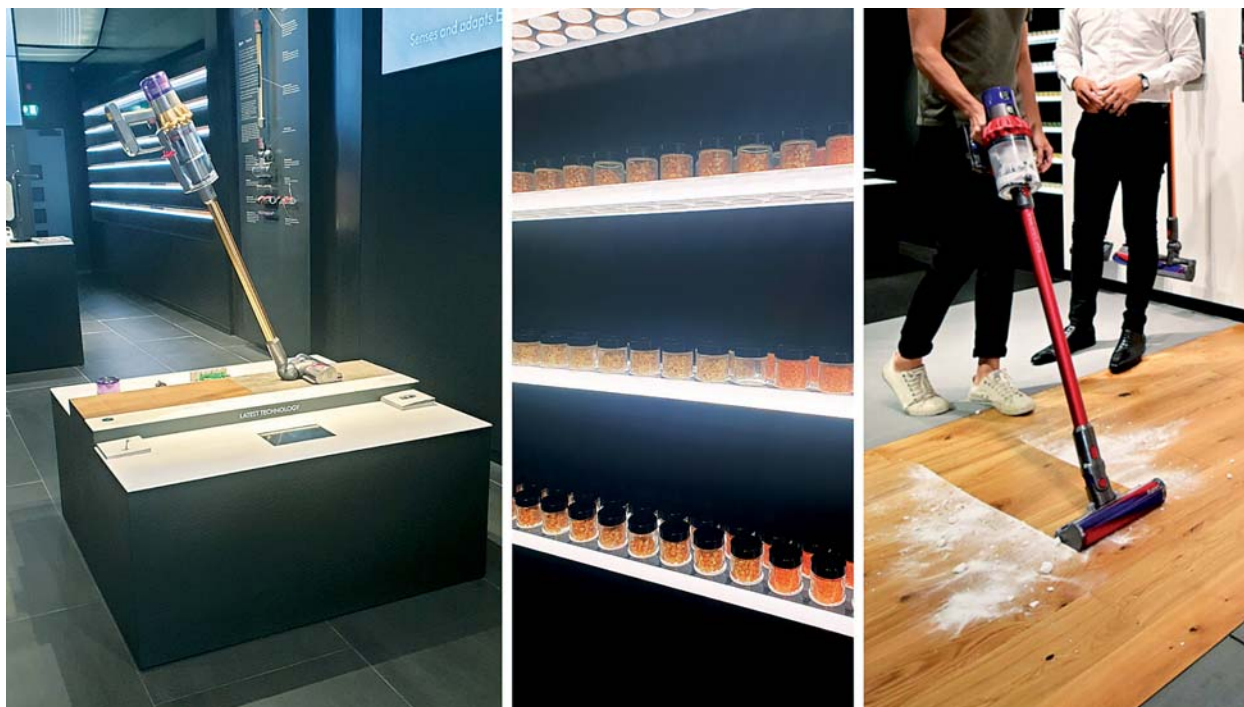
ONDC piloted in five cities: Delhi NCR, Bengaluru, Bhopal, Shillong and Coimbatore before going live in January 2023.

In an exclusive interaction with IMAGES Retail, T Koshy, Managing Director and Chief Executive Officer of ONDC speaks about the initiative’s progress so far, its ambitions and potential...

Magic Moments With Machines

A look at how some leading brands are differentiating through experiential selling of CDIT products.

By Surender Gnanaolivu



Picture: Surender Gnanaolivu

Traditionally, the buying of a gadget or appliance was based on necessity, price and promotion. We would step into a multi-branded store, unemotionally compare price and features between brands amidst the voice over of a sweet-talking salesman and take a call. Sometimes, stubborn customers were broken with free giveaways (usually cheap stuff that you probably never needed) at the billing point which was then supposed to complete a satisfied shopping mission.

Today, the informed and connected consumer is looking to make meaningful and memorable shopping journeys delivered in 'memorable moments of magic' in the store environment.

Here are a few that have been etched in my memory during my markets scans while shopping and travelling in India and overseas.

Sucking it Up

The first bagless vacuum cleaner using cyclonic separation technology, invented by inventor Sir James Dyson, stands for a clearly superior experience for the user. The store experience humanizes this magnificent machine with a simple ritual – the customer gets to dump and dirt of choice from a dirt bar and suck it in a quick magical swoosh using their marquee vacuum cleaner.

Till today, I have a lasting brand recall as a feeling of triumph after executing that move.

Conversations Over a Cuppa

A visit to a telecom store is traditionally the last resort to solving a chronic problem. Spanish telcom brand O2 changed this sentiment to excitement. The store was reimaged into an inspirational social hub for new technologies, partnerships, community events and engaging service.

I strolled in to charge my dying phone at the store's community table and there was a tabletop projection welcoming me and prompting me to ask for a free coffee, which I did. Along came a friendly brand representative with a hot cuppa who struck up a casual conversation which led to him explaining the benefits of the brand's services and products.

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SHOPPING CENTRE *News*

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*Our Focus is on
Delhi NCR and
Rajasthan,*

– Uddhav Poddar
MD & Group CEO, Bhumika Group



***‘Our Focus is on
Delhi NCR and
Rajasthan,’***

Uddhav Poddar, Managing Director & Group CEO, Bhumika Group speaks about creating a successful modern retail destination in a traditional tier 2 city like Udaipur, and the brand’s focus considering the changing trends in retail real estate.

By Sandeep Kumar

With an insatiable appetite for innovation and a sharp entrepreneurial mind, 41-year-old Uddhav Poddar has shattered the stereotypes associated with youth in real estate business, proving that age is no barrier to success. As Managing Director & Group CEO, Bhumika Group Poddar is carving out a name for himself and his company in the industry.

Hailing from the Poddar family with business interests in construction, manufacturing, entertainment, and logistics for over 58 years, Uddhav is an avid sports addict and an Under 16 and Under 19 cricket player for Delhi Cricket. He was pulled into business at a very young age, after his joint family separation. Currently, with a portfolio spanning across real estate, hospitality, logistics and e-commerce, he has become a beacon of inspiration for aspiring

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**Experimentation
with Technology
is Essential**

– Praveen Shrikhande
*Chief Digital &
Information Officer
Aditya Birla Fashion
Retail Ltd.*



Experimentation with Technology is Essential,

Praveen Shrikhande, the Chief Digital & Information Officer (CDIO) at Aditya Birla Fashion Retail Ltd. (ABFRL) on the company's continued focus on technology adoption for improved efficiencies and its unwavering commitment to ensuring that both its front-line and back-end staff are optimally trained to harness technology for the ultimate enhancement of the customer experience

By Zainab S Kazi

With 3,574 brand stores, ABFRL boasts India's most extensive network of branded fashion distribution.

With a diverse portfolio that spans value-focused fashion at Pantaloons on one end and the upscale shopping experience at The Collective on the other, the company serves a broad spectrum of customers nationwide. Its

MOST ADMIRED SHOPPING CENTRE OF SOUTH BENGAL

120+

International and National Brands



Baby Feeding Room | Diaper Changing Station | Baby Feeding Setup In Food Court | First Aid | Wheel Chair | Parking Space For Specially Abled Person | Kids Washroom | Sanitary Kiosk | EV Charging Station Etc.

JUNCTION

Shopping | Adda | Entertainment | Food

★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
<p>2020 ISCA & Mopic India Most Admired Shopping Centre of the Year, Non-Metro</p>	<p>2019 ISCA & Mopic India Most Admired Shopping Centre of the Year, Non-Metro (East)</p>	<p>2019 Images Most Admired Shopping Centre of the Year, Non-Metro (East)</p>	<p>2016 Asia Africa GCC Retail and Shopping Centre Congress and Awards - Most Admired Shopping Centre of the east</p>	<p>2015 Indian Chamber of Commerce Real Estate Awards - Best Retail</p>	<p>2015 8th Real Estate Awards : Best Project Non-Metro</p>	<p>2014 Images Most Admired Shopping Centre in East, Marketing & Promotion</p>	<p>2013 Images Most Admired Shopping Centre of the Year, Non-Metro East</p>



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