

# IMAGES RETAIL



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## Cover Story

### ONDC: The Game Changer

*E-commerce as we know it is about to change forever, thanks to the Open Network for Digital Commerce that is not just disrupting the game, but changing it*

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## National Newsmakers

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## Category Watch | E-tailer

### Ajio: The Challenger

*A relatively new entrant in the online fashion & lifestyle space, Ajio today commands millions of customers across India, including Bharat*

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## Category Watch | E-commerce

### The Myntra Magic

*Fashion and Lifestyle online marketplace Myntra has evolved into a powerful fashion and lifestyle destination housing over 23 lakh styles from 6000 national and international brands*

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## Category Watch | Online Fashion

### 'A Brand-first, Omnichannel Strategy is Our Key Differentiator'

*Gopal Asthana, Chief Executive Officer, Tata CLiQ on the brand's strategies to approach to technology, personalisation, sustainability and more*

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## Category Watch | Global

### Aussibum Aims to Fill the Gap in Men's Innerwear

*Founder and CEO, Sean Ashby on how the Australia-based innerwear brand's positioning, strategies and plans for India*



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## Category Watch | Pet Food

### Drools: Betting Big on Online

*Omnichannel pet nutrition brand Drools is expecting its e-commerce business to grow 40%-45%, accelerated by q-commerce*



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## Budget 2024

### Interim Budget 2024: Decoded for Retail

*What do different players from the retail industry ecosystem in the country have to say about the #VishitBharatBudget 2024*

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## Retail People

### 'Our Diverse Perspectives Come from Our Employees'

*Liju Thomas, Director of HR for Amazon's India Operations gives insights into the e-commerce giant's approach towards its workforce and its culture of diversity, equity and inclusion*



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## Research

### Ecommerce in the New Bharat and its Future

*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*

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## What's Hot

### Global Brands Entering India through Reliance

*Explore the list of brands that made their Indian debut in 2023 or are expected to debut in 2024, becoming an integral part of the Reliance Retail family*

# SHOPPING CENTRE News

DEVELOPING RETAIL SPACES IN INDIA

**52. Store Arrivals**  
New store launches in shopping centres

**56. Retail Icon**  
**'Our Commitment to Enhancing the Shopping Experience Goes Beyond Transactions'**  
Jatin Goel, Executive Director, Omaxe Ltd. about redefining the Chandni Chowk shopping experience, the group's focus areas, plans and more



**62. Opinion**  
**Retail Space and Mall Development Trends to Watch Out in 2024**  
The segment is poised for rapid growth, with a projected 17% CAGR from 2022 to 2028, outpacing the overall growth of the retail pie

**64. Market Watch**  
**Northeast: Land of Rising Retail**  
Shining the light on the retail potential of the Northeast India—the next retail frontier

**68. Report**  
**Retail's Time to Shine in Tier 2 Cities: CBRE**  
The report from CBRE South Asia states that the total retail stock in 14 tier-2 cities stood at 29 mn. sq. ft. as of September 2023

**76. Snapshots**  
Special events in shopping centres

# PHYGITAL

CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS

**80. Tech Icon**  
**'Cloud Transformation is Key to Our Technology Strategy'**

Sandeep Jabbal, Chief Digital Transformation and Information Officer, at Shoppers Stop, speaks about the company's technology strategy, areas of investment and focus and key challenges

**84. In Conversation**  
**Indiamart is a Conversational Commerce Hub, Thanks to Early Adoption of AI/ML**

Indiamart's COO Dinesh Gulati sheds light on the B2B marketplace's evolving business model, the nearly three-decade-long journey of adoption and long-term vision

**88. Mobile Commerce**  
**Top 10 Shopping Apps on Google Play Store**  
It is interesting to note that 3 of the 10 apps are from the Flipkart Stable

**90. Online Performance**  
**Loading Loading...**  
Slow websites and apps can lead to customer dissatisfaction, lost sales and revenue, and a drop in search engine optimisation (SEO) rankings

**92. Troubleshooting**  
**Solutions to Shrinkage: Retail's Biggest Pain**  
New-age technology solutions give the control back in the hands of retailers helping them reduce shrinkage and curb losses



**94. Cybersecurity**  
**Why is Indian Retail Prone to Cyber Threats?**  
India's retail and wholesale sectors faced a 22% increase in cyberattacks in 2023. Here's what's making us more vulnerable

**96. Report**  
**E-commerce Content: An Overview**  
A recent report by ODN analyses content across various marketplaces with tools like Amazon Analytics, Helium 10 and NittyGritti

**98. Case Study**  
**How a SmartBot Helped Reliance Retail Increase Customer Retention by 51%**  
Other improvements included a reduced lapse rate, increased basket size and customer engagement

**100. Digital Commerce**  
**The Evolution of Voice Commerce**  
How voice shopping has evolved with time and advances in technology and how retailers are using it to personalise experiences