

IMAGES RETAIL

16. Cover Story

From Sleeplessness to Success

The dream journey of The Sleep Company from being a D2C startup founded to help Indians sleep better to crossing 100 stores and ₹500 crore ARR under five years to become one of the fastest growing D2C-first brands



8. Newsmakers

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Category Watch | D2C Indian Wear is Going to Become a Global Trend, Putting Libas on the Map

Sidhant Keshwani, Founder & CEO of D2C-first women's fast fashion ethnic brand Libas on its largest store, offline expansion and international ambitions

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Category Watch | Pet Retail Democratising Pet Care

While everyone is hopping on to the premiumisation trend, Delhi-based Pet Point is making pet care affordable by selling good quality products in the range of `200 and `500

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Category Watch | Health & Wellness

The Ayurveda Experts

How D2C brand The Ayurveda Co. harnesses the transformative power of Ayurveda and modern science to offer high-performance Ayurvedic products

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Category Watch | Perfumes Mocemsa Eyes Global Entry

The company is targeting entering neighbouring countries like Bangladesh and Sri Lanka, and parts of Southeast Asia including Indonesia and the Philippines, among others



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Category Watch | D2C Brands 10 D2C Brands to Watch Out For...

Launched in the last one and half years, these D2C brands are rapidly gaining popularity owing to their strong brand philosophy

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Research D2C Brands: Flag Bearers of India's Growing Digital Economy

Bypassing the intermediaries and traditional distribution channels, and leveraging digital platforms and cutting-edge technologies to service consumers directly, D2C brands have emerged as a disruptive force on the Indian retail landscape

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Awards | D2C 2024

Nykd by Nykaa, Snitch, Berrylush, Boulton, Lovechild Masaba Among India's D2C Stars

India D2C Awards 2024 powered by Broadway felicitated India's next-generation consumer brands at a glittering ceremony

FOCUS FEATURE

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Redefining Fashion Retail with Expansion, Digital Innovation, and Sustainable Growth

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Phygital Futures: RetailGPT's Role in Elevating Retail Ecosystem

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DEVELOPING RETAIL SPACES IN INDIA

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Store Arrivals

New store launches in the shopping malls

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Retail Icon

'Our Malls Should Reflect the Customer of Today'

Sanya Runwal, Director - Retail, Runwal, speaks about the guiding principles behind the group's retail transformation, future developments and her vision for brand Runwal as the next generation leader

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Opinion

Organised Retail Takes Lead, Transforms the Indian Jewellery Market

Success in the organised jewellery market relies on premium customer experiences and efficient inventory management, offering a wide range of traditional to modern designs

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Retail Leasing

'90% of the Stores We Have Worked with are Thriving'



With a proven track record of successful collaborations with top retailers, Roma Ventures has cultivated deep market knowledge and insights on industry trends

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What's Hot

Ingka Centres Announces Lykli Noida

Lykli Noida will be the world's first meeting place by Ingka Group to incorporate a hotel within a mixed-use development, blending retail, hospitality, and community spaces

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Omnichannel

Mumbai's Infiniti Malls Working on an Omnichannel Model

Infiniti Mall seeks to do it differently by only allowing to buy online and pick up in-store

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Market Watch

Retail's New Growth Axis Noida Expressway and East Delhi

With various large-scale infrastructure developments in these regions, Noida Expressway and East Delhi are big magnets drawing investors in retail and commercial projects

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Category Play

Ambience Mall Bets Big on Beauty

The Vasant Kunj mall is renewing its focus on the beauty category in response to growing consumer demand, beginning with Ambience Beauty Weekender in partnership with SS Beauty

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Snapshots

Special events in shopping malls

PHYGITAL

CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS

78. Tech Icon

'Many of Our Systems are Now AI-driven'

Zahid Ansari, VP - Information & Retail Technology, Forever New sheds light on the company's tech journey while discussing the growing influence of AI in every sphere and function

82. Customer Relations

5 Pillars of Customer Retention

Customer experience, social media, trust, transparency and data critically impact customer retention said representatives of leading brands speaking at the India D2C Summit 2024

84. GenAI in E-commerce

How Shoppers Stop, Blackberrys and Titan are Benefiting from GenAI

From more impactful campaigns and meaningful and faster query resolution to substantial savings in marketing, leading businesses are reaping tangible benefits of Generative Artificial Intelligence



86. Security

Retailers Ramp up Data Governance Amid Growing security challenges

Retailers are prioritising robust data governance to manage growing data complexity and security risks

88. In Conversation

'Flyfish Helps Increase E-commerce Sales'

Shridhar Marri, CEO & Founder, Flyfish speaks about how his company harnesses the power of (AI) to help e-commerce businesses increase sales, reduce customer acquisition costs and provide a transformative search experience

90. Marketing

Content Creation Rules D2C Brands Should Follow to Build Communities

Brands wanting to build communities and loyal followers should ensure their content is authentic, consistent and fresh, say brand owners and influencers

92. Report

Brands in India Lead GenAI Adoption: Adobe

The Digital Trends 2024 Asia Pacific and Japan research is derived from a global survey of 8,600 executives and practitioners and 6,800 consumers