

RETAIL

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MAGAZINES INTO 1

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**SHOPPING
CENTRE
News**
DEVELOPING RETAIL
SPACES IN INDIA

*We are Looking to
Create an Ecosystem
that Meets Customer
Needs*

– Bipin Gurnani, Whole Time
Director & CEO, Prozone
Realty Ltd.



CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS
PHYGITAL

*The Future Lies in
Blending Automation
with Personalised
Customer Service*

– Mohit Malik, Chief
Technology Officer, Chaayos



Man
Leading the
**MCDONALD'S
MISSION**

Saurabh Kalra
MD, Westlife Foodworld
(McDonald's West & South)

IMAGES RETAIL

Editor's Note / October 2024 / VOL.23 NO.10

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Transit Retail Takes Off in India

As India embarks on a transformative journey of infrastructure development, the potential for transit retail is set to soar. According to a report by Knight Frank India, the enhancement of key transportation hubs—including airports and railway stations—could unlock nearly US\$22 billion in retail opportunities by 2030. This growth is not merely a statistic; it represents a significant shift in the perception and potential of travel spaces.

As more travellers seek convenience and quality experiences, brands are recognising the advantages transit hubs offer them and are hence including these hot spots in their expansion plans.

One brand that has been strategically harnessing the power of these spots is McDonald's, which embarked on its transit retail journey as early as 2001. With a dominant presence across highways, airports, metro stations and around railway stations and bus terminals McDonald's is the undisputed leader of transit retail in India. Gracing the cover of IMAGES Retail this issue is Saurabh Kalra, the MD of Westlife Foodworld, which operates McDonald's restaurants in West and South. Kalra shares the company's Vision 2027, which prominently features the acceleration of its transit retail journey, this time with a focus on South India.

On the cover of the Shopping Centre News section, this issue is Bipin Gurnani, President & CEO, Prozone Realty Ltd., which is in the process of developing over 13.22 million sq. ft. across various phases to augment its existing malls portfolio.

Mohit Malik, Chief Technology Officer, Chaayos adorns the cover of the Phygital section while shedding light on the growing relevance of technology in the food industry and how Chaayos harnesses technology to achieve efficiencies and offer differentiated experiences.

The issue features several brands and retail leaders who offer invaluable insights into their companies and Indian retail. Happy Reading!



Amitabh Taneja

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IMAGES RETAIL

14.

Cover Story

McDonald's: The Maharaja Mac of Transit Retail

While McDonald's serves as a great example of successfully Indianising a global brand, it is also an insightful case study in strategically making transit retail work



8.

Newsmakers

20.

Category Watch | Transit Retail 'We Plan to be Available Across All Major Airports'

Chirag Gupta, Founder & CEO of 4700BC, discusses the brand's expansion and success in the transit retail sector

22.

Category Watch | Transit Retail On-the-go Pet Care

Heads Up for Tails opened its first airport store recently and is planning to open several more. Here's why the brand is so bullish about transit retail

25.

Category Watch | Transit Retail Jumboking's Travel Retail Journey

About 95% of Jumboking's outlets are positioned at busy transit hubs benefiting from the high foot traffic these places enjoy

26.

Category Watch | Transit Retail 'Transit Retail Will be a Key Area of Focus for Chalu Chinese'

Along with its sister brands Chalu Aapna Desi Chinese is redefining the transit retail space by tapping into the growing demand for quick yet quality food options in bustling, transit-heavy locations



28.

Category Watch | Transit Retail Growing the Tribe

Why fashion jewellery brand Tribe Amrapali, which has 8 airport retail outlets, is keen on further growing its transit retail presence?

32.

Report Powering Consumption Growth: India's Home and Household Market Report

The report from Deloitte India projects that the home and household market is witnessing strong demand, particularly in tier 2 and tier 3 cities that are emerging as growth hubs

36.

Retail Tracker August: A Month of IPOs, Exits and Store Expansions

A roundup of happenings in August in the world of retail

38.

Retail Expansion Arvind Ltd. to Go Aggressive on Growing US Polo Assn. in India

The lion's share of this growth will come from adjacent categories like footwear, women's wear and innerwear

FOCUS FEATURE

19.

Revolutionising Retail: How RetailGPT is Shaping the Future of Shopping Mall

SHOPPING CENTRE News

DEVELOPING RETAIL SPACES IN INDIA

42.

Store Arrivals

New store launches in the shopping malls



45.

Retail Experience

'Fusion of Art and Commerce Helps Virtuous Retail Create Culturally Rich Shopping Environments'

Sumi Gupta, board member of VR South Asia, talks about the unique approach of curating art festivals in retail spaces to foster a deep community connection and drive commerce

48.

Retail Icon

'We are Looking to Create an Ecosystem that Meets Customer Needs'

Bipin Gurnani, Whole Time Director & CEO, Prozone Realty Ltd. speaks about the company's growth strategy, upcoming projects and industry trends

52.

India Entry

Japan's Furniture Major Nitori Sets Sail for India

The minimalist hoarding featuring the Nitori logo, along with the message "Coming Soon," indicates that fit-outs are already underway

54.

Market Watch

Noida's Leading Retail Spaces Set to Redefine Customer Engagement

The rise of such integrated developments is positioning Noida as a major player in the NCR's commercial real estate growth

56.

Report

55 Million Square Feet of Grade-A Malls Needed till 2027 to Meet Growing Demand: Cushman & Wakefield

India's retail on the brink of a significant transformation and expansion, driven by rising domestic consumption and favourable economic conditions

60.

In Conversation

'Improving Customer Experience is My Most Important Focus Area'

Jayshree Taori, Business Head, Commercial Real Estate, Runwal, speaks about her strategic priorities, the mall's repositioning and what's new at the centre

64.

Snapshots

Special events in the shopping malls

PHYGITAL

CONVERGENCE OF PHYSICAL AND DIGITAL BUSINESS

68. Tech Icon

'The Future Lies in Blending Automation with Personalised Customer Service'

Mohit Malik, Chief Technology Officer, Chaayos sheds light on the growing relevance of technology in the food industry and how Chaayos harnesses technology to achieve efficiencies and offer differentiated experiences

72. Quick Commerce

What's Driving the Success of Electronics on Q-commerce

Electronics are among the hottest selling items on q-commerce. Here's what's driving the trend and why the collaboration is a win-win for all stakeholders

76. Retail Expansion

Ace Turtle Eyes ₹1,000 Cr Revenue by FY28

The company's goal is to grow Lee, Wrangler, Toys"R" Us and Dockers into ₹500 crore brands each by FY 2035

78. Finance & Funding

Founders, Market are Key for D2C Investors

Investors and brands across the retail landscape put their point on what are the crucial factors of investments

80. Marketing

Measuring the Influencer Effect

Influencer marketing has become a core part of every brand's marketing. But does it really benefit brands?



82. Report

Mid-range Smartphone Users Lead in Premium Product Engagement

The study, conducted by Bobble AI's Market Intelligence division, delves into the online shopping behaviour of smartphone users

84. In Conversation

'Our Strategy is to Grow Online and Offline Channels Simultaneously'

Kneetoes founders Shujat Khan and Shahyan Khan shed light on the brand's journey and the prospects for the brands in the Indian footwear industry



McDonald's The Maharaja Mac of Transit Retail

While McDonald's serves as a great example of successfully Indianising a global brand, it is also an insightful case study in strategically making transit retail work

By Shiv Joshi

McDonald's introduced Indian masses to the American fast food—burgers, enticing them to include the western food in their meals. Over the years, Westlife Foodworld Ltd. (WFL), which operates McDonald's restaurants in West and South India, through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL) set an example for international brands of successfully Indianising a global brand. At the same time, it emerged as an inspiring case study in strategically leveraging the benefits of transit hubs and making transit retail work for a business.

The company has a master franchisee relationship with McDonald's Corporation USA, through the latter's subsidiary. WFL operates restaurants through various formats and brand extensions. These include drive-thrus, McCafé's, 24x7, McDelivery, McBreakfast and

The Store Spread

McDonald's classifies its restaurants into one of four categories: freestanding, food court, in-store and mall stores.

Freestanding Drive-Thru restaurants are the largest type having ample indoor seating and including a drive-thru area and a parking lot.

Food court restaurants are in malls and consist primarily of a front counter and kitchen and do not have a seating area.

Highstreet restaurants are part of a larger building, but they do not have a drive-thru area or a parking lot.

Mall stores are located in malls like food court restaurants but have their seating.

Wayside stores in Highway (in association with oil companies – part of the larger food court complex)



August: A Month of IPOs, Exits and Store Expansions

A roundup of happenings in August in the world of retail

By Mannu Mathew

The month of August saw the opening of over 80 new stores by various brands as per data collated by IMAGES Retail. Of these, over 29 new stores opened in the South, 24 in the North, 22 in the West, and over 5 in the East.

Of the brands that opened new stores, 26 belonged to the fashion and lifestyle category and 22 to food and beverages.

Notable fashion and lifestyle brands include Tribe Amrapali, H&M Home, Zara, Tata Trent's Samoh, Highlander, Tokyo Talkies by Brand Studio Lifestyle, Superdry, New Balance, Snitch and Levi's. In the food category, key brands like Chai Sutta Bar, AbCoffee, Pret A Manger, 6oz Artisan Coffee, Jumboking, and Le Pain Quotidien expanded their presence. This surge highlights the diverse and dynamic growth across both the

fashion and food sectors in India.

Brands that opened multiple stores include AbCoffee, The Organic World, Mokobara, Highlander, Tokyo Talkies by Brand Studio Lifestyle, Chai Sutta Bar, Uppercase, and Levi's. This strategic push by leading brands highlights their focus on strengthening market presence and enhancing accessibility for customers across various locations in India.

August was a pivotal month for

Arvind Ltd. to Go Aggressive on Growing US Polo Assn. in India

The lion's share of this growth will come from adjacent categories like footwear, women's wear and innerwear

By Shiv Joshi

One of the strategic priorities for fashion & lifestyle major Arvind Fashions Ltd. (AFL) in the coming years would be to scale US Polo Assn. (USPA) a flagship casualwear brand in its kitty, the company's managing director, **Shailesh Chaturvedi** told IMAGES Retail.

Expansion Plans

"US Polo is the largest brand in our portfolio. Out of the company's revenue last year of ₹4259 crore, US Polo was close to ₹2,000 crore. Why can't it be a ₹5,000 crore brand? But we're saying let's not put any constraint on our thinking, just let it scale up and be very, very aggressive and ambitious behind the US Polo brand. There's no limit to our ambition, how big this brand can be," he said.

To achieve this, Bengaluru-based AFL, which also has Tommy Hilfiger and Arrow in its portfolio, will focus on increasing its



#125

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**Whole Time Director & CEO,
Prozone Realty Ltd.**

‘We Are Looking to Create an Ecosystem that Meets Customer Needs’

Bipin Gurnani, Whole Time Director & CEO, Prozone Realty Ltd. speaks about the company’s growth strategy, upcoming projects and industry trends

By Sandeep Kumar



What sets Prozone malls apart is their distinct approach to shopping centre development, which includes a laser-sharp focus on tier 2 cities and a unique ‘horizontal mall’ design inspired by global retail trends.

Prozone Realty Ltd.’s malls feature two levels (G + 1) of retail space with an innovative racetrack layout, ensuring every store benefits from equal frontage along the perimeter. This design maximises visibility and access while centralising circulation for a smooth customer experience.

Each store benefits from prime positioning with convenient service alleys, loading/unloading bays, and warehousing facilities to enhance retailer operations. With ample vertical circulation via lifts and escalators and thoughtful customer amenities like designated seating areas, specialised services for families, seniors, and individuals with disabilities, Prozone Malls are designed for shoppers’ comfort. Wide walkways, high ceilings, and expansive atriums further elevate the shopping experience, blending retail, dining, and entertainment to create a world-class environment.

Previously known as Prozone Intu Properties Ltd., Prozone Realty Ltd. is focused on developing, creating, and managing top-tier regional shopping centres and mixed-use developments across India. With 15.32 million sq. ft. of fully paid-up land banks in prime locations, the company has developed 2.1 million sq. ft. in the form of two malls—one in Aurangabad, Maharashtra and the other in Coimbatore, Tamil Nadu.

It is now in the process of developing over 13.22 million sq. ft. across various phases.

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Mohit Malik, Chief Technology Officer, Chaayos sheds light on the growing relevance of technology in the food industry and how Chaayos harnesses technology to achieve efficiencies and offer differentiated experiences

By Mannu Mathew

With over 16 years of experience, Mohit Malik is a technology pro. Since June 2015, he has been serving as the Chief Technology Officer (CTO) at Chaayos, where he has been instrumental in transforming the company’s technological landscape through innovative and data-driven solutions.

His career trajectory has seen him take on leadership roles at notable firms, including his previous position as Vice President at Goldman Sachs, and technical roles at Tribal Fusion and GlobalLogic India Pvt. Ltd. Throughout his professional journey, Mohit has focused on utilising technology to solve complex business challenges, emphasising a strong alignment between technology initiatives and business outcomes.

About the Tech Leader

Mohit Malik’s mantra is centred around innovation, which he defines not as merely building new features, but as doing the right things smartly. He believes in optimizing processes and utilising technology in a way that amplifies efficiency and enhances the customer experience. With expertise in generative AI, deep learning algorithms, and big data technologies, he has successfully led projects that integrate cutting-edge solutions for customer engagement and business optimization. One of his most impactful contributions at Chaayos has been the implementation of AI and Generative AI-enabled Point of Sale (POS) and Customer Relationship Management (CRM) systems, which have significantly improved the omnichannel customer experience. These implementations led to an increase in the retention rate for new customers from 11.5% to 19% within the first month and helped the company achieve a same-store sales growth of 11% by March 2024, reversing a decline of -13% in the previous year. Under his leadership, Chaayos is poised to continue its journey of digital transformation, leveraging advanced technologies to maintain its edge in the competitive food and beverage market.





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