

RETAIL

Future of Businesses

December 2024 | VOL.23 NO.12

Awards

India's Retail Real Estate Shines at ISCA 2024

Retail Management

Building the Mid-management is Critical in a Scaling Organisation:
Nirav Jagad, SUGAR Cosmetics

Brand Strategy

Design and Experience Differentiate Indriya from Competitors



HONOURING the Region's Finest Retail Achievements

IMAGES North India Retail Awards 2024

IMAGES RETAIL

Editor's Note / December 2024 / VOL.23 NO.12

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Here's To The New Beginnings...

As we bring another transformative year in retail to a close, we want to take a moment to express our heartfelt gratitude to you, our readers. 2024 has been a year of remarkable innovation and evolution, and it has been our privilege to navigate this journey alongside you — exploring breakthrough strategies, celebrating milestones, and tackling challenges together.

Your unwavering support, engagement, and feedback have been the cornerstone of our efforts to deliver meaningful insights and impactful stories. This commitment from our community enabled us to host two highly successful retail events in November — the 2024 edition of Shopping Centres Next and the co-located India D2C Summit.

Held on the 13th and 14th of November at the Pullman Hotel, Aerocity, this year's events introduced an exciting new dimension with the theme: "New Age Destinations Anchored by Experiences." We were thrilled to bring together over 150 speakers, 50 exhibitors, and BD heads from 100+ brands and retailers, including fast-growing D2C brands eager to expand into India's shopping centres.

Adding to the excitement, the events featured two prestigious award ceremonies — the IMAGES North India Retail Awards (NIRA) and the IMAGES Shopping Centre Awards (ISCA) 2024, celebrating excellence across the retail and shopping centre ecosystem. For a detailed look at these landmark events, don't miss the December edition of IMAGES Retail, which captures the dynamic discussions and groundbreaking ideas that are shaping the next chapter of shopping centre models in India.

As we also celebrated the milestone of completing 300 stellar editions last month, we are now embarking on an exciting new chapter. Starting in 2025, IMAGES Retail will transition to special issue editions, allowing us to provide in-depth, thematic explorations of the most critical developments and opportunities in the retail industry.

In the new year, we as usual will remain committed to offering you fresh perspectives, inspiring success stories, and thought leadership that empowers your business and the larger retail community. Thank you for being an integral part of our journey. Here's to a bright and prosperous 2025 filled with innovation, growth, and new opportunities!



Amitabh Taneja

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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase -1, New Delhi - 110 020 and published by S P Taneja from S - 61A Okhla Industrial Area Phase - 2, New Delhi 110 020 Editor: Amitabh Taneja

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Retail Management

Building the Mid-management is Critical in a Scaling Organisation

Nirav Jagad, Chief People Officer of SUGAR Cosmetics speaks about ensuring the right opportunities for the right talent in a complex omnichannel organisation that is on a fast track to growth



Building Tomorrow:

Paras Buildtech's Journey of Redefining Spaces

Paras Buildtech, a prominent name in the Indian real estate sector, has been transforming the skyline since its inception in 2002. Backed by the strong lineage of the Paras Group, which boasts over five decades of excellence across industries such as dairy, healthcare, and hospitality, Paras Buildtech stands as a symbol of innovation and quality.

Guided by the vision of 'Towards Tomorrow', the company has made remarkable strides in redefining urban living and business spaces. With timely delivery as its hallmark, the group has successfully delivered approximately 15 million sq. ft. of residential, commercial, and retail developments over the past two decades.

Renowned for its focus on quality and excellence, Paras Buildtech has carved a niche in a competitive industry dominated by legacy players. By delivering 12 landmark projects and embracing a customer-first approach, the group has established a strong foothold in the NCR region, including Gurugram, Noida, Zirakpur, and Mohali. Its multi-scale projects showcase state-of-the-art designs, world-class infrastructure, and international-style retail avenues, setting new benchmarks in the real estate sector.

As an integral vertical of the Paras Group, Paras Buildtech operates with a comprehensive suite of real estate services that include land acquisition, construction, project management,

PARAS BUILDTECH: AT A GLANCE

In Planning & Progress

1,50,00,000
sq. ft.

Homes Delivered

6,500 +

Experience

20+ Years

VISION

To be the most trusted developer, sustainably delivering customer experiences and elevating lifestyles across geographies and communities.

MISSION

To constantly evolve and grow in terms of work process, product development and customer experience





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Celebrating Excellence and Innovation in Retail

Recognising the top-performing retail brands that have made a significant impact on North India's retail landscape

By IMAGES Retail Bureau

The demanding, dynamic, aspirational market of north India is typically the launch pad of choice for both domestic and international brands. And for good reason. Home to some India's most exciting, successful retail real estate brands, and with powerful high streets, north India in many ways sets the tone for modern consumption behaviour in India.

Held on the inaugural day of highly anticipated India D2C Summit 2024 and Shopping Centres Next (SCN), the IMAGES North India Retail Awards 2024 (NIRA), powered by Unity One Sought to felicitate brands from the region that have made an impact on the industry.

Held at the Pullman Aerocity, New Delhi, the awards ceremony recognised the top-performing retail brands that have made a significant impact on North India's retail landscape through their innovative strategies and exceptional customer experiences.

NIRA 2024 featured 14 distinct honours, shining a spotlight on the regional powerhouses across categories who have achieved star status.

The Jury

The esteemed jury for the IMAGES North India Retail Awards 2024 was chaired by Bijou Kurien, Chairman of the Retailers Association of India, and comprised a distinguished panel of industry experts. The panel included:

Anuj Puri, Chairman, Anarock; **Anurag Mathur**, Partner, Bain & Co.; **Arvind Singhal**, Founder & Chairman, Technopak Advisors; **B S Nagesh**, Chairman, TRRAIN; **Bimal Sharma**, Head of Retail, CBRE; **Dr. Sibichan Mathew**, Professor of Fashion Management, NIFT Delhi; **Pankaj Jaju**, Founder & CEO, Metta Capital; **Rajat Wahi**, Senior Advisor, Consumer & Retail; **Roosevelt Dsouza**, Director, NielsenIQ; **Viren Razdan**, MD, Brand-nomics





India's Retail Real Estate Shines at Images Shopping Centre Awards 2024

Nexus, DLF, and Forum malls took center stage as shopping centers across 25 categories were honored for their innovation and business excellence

By IMAGES Retail Bureau

The grand finale of India Shopping Centres Next & India D2C Summit 2024, the two day (Nov 13- 14), event concluded with the spectacular IMAGES Shopping Centre Awards (ISCA) 2024. Held at the Hotel Pullman, Aerocity in New Delhi, the event honoured the exceptional achievements and innovations in India's retail real estate industry.

The IMAGES Shopping Centre Awards recognised excellence across two distinct segments: Nomination-based Awards and the Retailers' Choice Awards, covering a total of 25 categories. The ceremony celebrated the accomplishments of leading brands and industry professionals who have demonstrated outstanding business performance and innovative strategies.

Top honours of the evening included Nexus Select CityWalk Delhi, awarded the IMAGES Most Admired Shopping Centre of the Year (North India). Nexus Hyderabad and Phoenix Palladium Mumbai received accolades in the South and West India categories, respectively. R Mall Thane was recognised for its impressive turnaround, winning the IMAGES Most Admired Shopping Centre of the Year for its 'Turnaround Story'. Additionally, The Flagship by CRC Group and IRIS Broadway Greno West were celebrated as the IMAGES Most Admired Upcoming Shopping Centres of the Year, highlighting their promising potential in the retail landscape.

Demonstrating their exceptional performance, Nexus Malls stood out as a leading winner, clinching seven awards across multiple categories. DLF Malls and Forum Malls followed closely, each receiving four awards, while Lulu Malls earned three awards, highlighting their strong leadership and innovative contributions to the Indian retail industry.





Tips for Omnichannel Success, Enhanced CX

Representatives of leading D2C businesses on factors that enhance customer experience and loyalty

By IMAGES Retail Bureau

Key Benefits of Omnichannel

- 1. Consistent Experience:** Customers get a unified journey across all platforms.
- 2. Greater Accessibility:** Businesses are available on multiple channels, meeting customers where they are.
- 3. Seamless Service:** Easy transitions between online, in-store, and customer support.
- 4. Higher Customer Satisfaction:** Frictionless interactions lead to increased loyalty.
- 5. Increased Sales:** Easier purchasing paths across channels drive more conversions.

Source: Hubspot

The evolution of customer journeys and expectations has brought omnichannel retail strategies to the forefront, highlighting the importance of seamless integration of various sales channels to enhance customer experience (CX).

During a recent panel discussion titled 'Impact of Omnichannel Unified Retail on Enhancing Customer Journeys' at the India D2C Summit 2024 by IMAGES Group, industry

leaders gave valuable insights into their approaches to omnichannel and the transformative impact these have had on CX for their businesses.

Omnichannel Foray

Arpit Upadhyay, AVP & Business Head – D2C, The Man Company noted that with the rise in internet penetration and digital payment methods, the brand expanded its reach to diverse markets, including smaller cities. He

explained how a strategy of testing markets digitally before expanding into physical retail helped the company optimise its offline experience. "By utilising performance advertising to gauge potential, we opened physical stores strategically, tailored visual merchandising, and crafted exclusive offers to strengthen the online-to-offline transition," Upadhyay added. This integrated approach allowed for a seamless CX blending digital insights with personalised in-store interactions.



5 ways D2C Brands Can Maintain the Growth Momentum

D2C brands should embrace a customer-first mindset, leverage technology, and know when to expand offline to keep the growth momentum going

By IMAGES Retail Bureau

The retail landscape is dynamic, with evolving trends and consumer behaviours shaping how businesses operate. The session titled, ‘D2C 2.0 — How to Keep the Momentum Going’

at the India D2C Summit 2024 by IMAGES Group, brand representatives shared insights into the five key strategies that help retail businesses maintain growth and momentum. These brand representatives emphasised the fact that to keep the momentum going in the retail business, brands should embrace a customer-first mindset, leverage technology, and know when to expand offline.

Here are the five ways that keep the businesses on track

1 Customer-centric Engagement

Focusing on creating customer-first experiences, whether online or offline, is essential to retaining and growing your customer base.

Empathy and understanding your customers’ needs are crucial to building lasting relationships. Women are better at empathy and hence they are often a part of customer service teams. “Women-led teams have been pivotal in delivering exceptional customer support due to their empathetic approach,” said Aditya Agrawal, Co-founder of P-TAL.

“The best-performing team members, especially in customer support, are often women because of their empathy and patience,” Agrawal said.

2 Strategic Offline Expansion

Ganesh Kamath, founder of natural skincare brand Earthraga, stressed the importance of waiting for demand before venturing into offline retail.

“Once the market asks for your brand, that’s when you should consider offline expansion,” Ganesh said.



Electronics and Q-commerce: A Marriage of Convenience

Why more and more electronics and gadget brands are taking to q-commerce

By Shiv Joshi

On 16 September, social media was abuzz with talk of the speed at which consumers were lapping up iPhone 16, not in stores, but on quick commerce. And the frenzy started as early as 7 am. While the Tata-owned BigBasket sold 372 units in the first 100 minutes, Blinkit sold 300 within the first two hours of listing on the respective platforms.

Both Albinder Dhindsa, Founder of Blinkit and Hari Menon, Chief Executive Officer, BigBasket took to social media to express their excitement on this.

Q-commerce players have been expanding their baskets to include more and more categories with gadgets being the current hot item. The trend has picked up considerably in the last couple of months with well-known brands like Apple to Boat and lesser-known brands like Ambrane have taken the q-commerce route to consumers.

“Bigbasket started electronics with the iPhone launch on 16 September. Prior to that, we were selling small

appliances (mixies, electric kettles, toasters, irons etc), accessories like chargers, adapters, power cords etc and headphones,” shared **Seshu Kumar**, Chief Buying and Merchandising Officer, Bigbasket. And the brand got an incredible response with the highest sale for iPhones on Bigbasket being registered in Delhi NCR.

In fact, encouraged by the success of iPhone, Bigbasket will soon host an electronics store powered by Croma, co-founder Menon revealed in a LinkedIn post.

Just as q-commerce platforms are eager to increase their electronics and appliances spread, brands too are in a dash to be available on the channel.

The Brand Perspective

The obvious reason for brands to be available on q-commerce is immediacy.

“Brands are increasingly open to partnerships with q-com players given the success seen in grocery. There is a clear consumer use case for lower value daily-use electronics such as earphones, charging cables, speakers,



DID YOU KNOW?

Tata-owned BigBasket sold 372 units of iPhone in the first 100 minutes of it getting listed on the platform

‘At Good Glamm, AI Chatbots Have Slashed Workload by 70-80%’

Deep Ganatra, Chief Product & Technology Officer (CPTO), The Good Glamm Group sheds light on the role of technology in the beauty and wellness industry and its impact on personalisation

By Mannu Mathew

With almost two decades of experience in the tech vertical, Deep Ganatra is a seasoned technology leader with expertise in delivering web and mobile applications for B2B (business to business) and B2C (business to consumer) organizations. Currently serving as the Group Chief Product & Technology Officer (CPTO) at the Good Glamm Group, he oversees the development and architecture across various business units such as MyGlamm, POPxo, and Plixxo. Ganatra is passionate about building scalable and user-friendly solutions that enhance customer experiences. Before joining the Good Glamm Group, he served as chief technology officer (CTO) for a startup providing software as a service (SaaS) products in the healthcare sector and led a web development company with global clients.

The Good Glamm Group is a leading personal care company with a portfolio of innovative beauty brands, including Wyn Beauty by Serena Williams, MyGlamm, The Moms Co., Sirona Hygiene, Organic Harvest, and St Botanica. The Group leverages a proprietary digital ecosystem that integrates content, influencer communities, and technology to drive growth.

In addition to its brands, Good Glamm owns The Good Media Co., one of South Asia's largest digital media companies, and The Good Creator Co.,





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