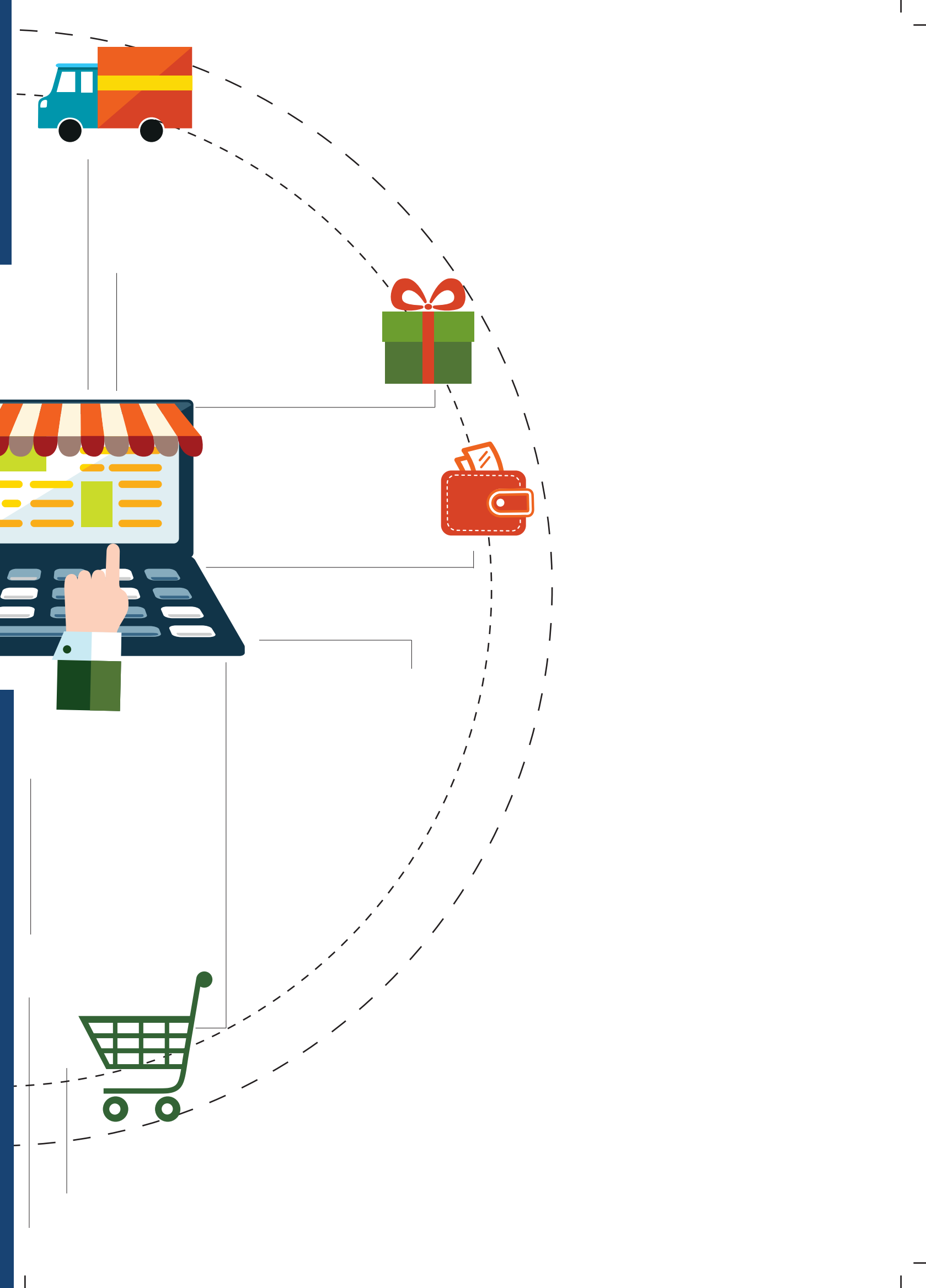


# A PATH TO REVOLUTION

## 2016 India Retail e-Marketing Research





# Introduction

The new battleground for Retailers is Digital.

With rapidly growing internet penetration, online retailing in India is expected to reach USD 1.7 billion, at a CAGR of 10% by 2017\*. The world of e-Commerce and commerce are seamlessly merging. It's not about the phone or the desktop or the store—it's about all of those. Everything is omnichannel.

Google has rebranded the 'WWW' moniker to 'What I want, When I want, Where I want it.' This is the new adage of the new digitally savvy consumer. Empowered by the supercomputer in their pocket, consumers are in control. Marketers are taking the next step toward personalizing their omnichannel experiences. Retail spaces are being transformed from places of transactions to experiential theatres to showcase products and engage consumers.

Mobile has emerged as the new currency in retail online technology. India Marketers are also keen on Big Data to help them better understand consumer behaviour, deliver tailored messages and offerings that bolster the bottom line while improving the customer's retail experience.

Octane's Annual Report on Digital Retail Marketing trends assesses how marketing budgets and technology investment priorities are changing as retailers continue to develop more targeted, personalized digital experiences. The research also explores how mobile is emerging as the nexus for omnichannel retail initiatives.

We hope this study equips you with key insights on the dynamic changes of this evolving industry, and look forward to hearing your opinion on the findings of this study.

\*KPMG: 'Indian Retail: The Next Growth Story'  
<https://www.kpmg.com/IN/en/IssuesAndInsights/ArticlesPublications/Documents/BBG-Retail.pdf>

## From the desk of: Kumar Rajagopalan, CEO, RAI



Retailers in India are adopting digital innovation with renewed speed. Digitally savvy consumers are ensuring that retailers are kept on their toes on this front.

The strategies that retailers are taking to enhance customer experience through technology are noticeable. Social Media still remains a favourite among retailers. It is encouraging to see the new-found importance of mobile in retail marketing strategies. Today, 28% more retailers consider mobile a central part of their digital marketing practice over the previous year.

So, what is happening in Retail Marketing in 2016? Is it different from 2015? How different will it be in the coming year? These key issues have been addressed in the 2016 edition of India Retail e-Marketing report. One important insight this research uncovered is that survey participants, while reaping the benefits of the digital space, still have a strong opinion on the importance of brick and mortar stores. There are many other interesting and important e-marketing facts the study highlights, making it an essential read for marketers. RAI is happy to once again support this important research that done in association with Octane as it adds value to retail industry.

Best Regards,

A handwritten signature in black ink, appearing to read 'Kumar Rajagopalan'. The signature is stylized and fluid.

Kumar Rajagopalan  
**CEO**  
**Retailers Association of India (RAI)**

## From the desk of: Digvijay Bhandari, CEO, Octane.in



With this Annual report titled '*A Path to Revolution*', Octane Marketing in collaboration with Retailers Association of India (RAI) has garnered a lot of key insights from retailers all over India.

With the growing accessibility of smartphones and faster technology, people have gained access to internet shopping at their fingertips. Retailers have realized that mobile technology has transformed the in-store experience. However, the rise of this new online shopping world has its financial & operational implications.

Retailers will find ways to rethink shopper loyalty to create reasons for shoppers to come to their stores. This is where digital marketing steps in.

Digital Marketing has become 'the' medium to generate qualified leads and is equipped with smart analytics that can help one track the ROI of their digital investments. Retail brands are constantly evolving digitally, shifting their marketing budgets and technology investments to build better strategies to connect with consumers across their increasingly non-linear paths to purchase. As our research on Shopping Cart Abandonment found, an increasing number of India Retailers are employing Cart Abandonment Programs to boost up their sales.

This report consists of similar insights which, I'm sure, you'll find useful for the coming retail year. Enjoy reading!

Warm Regards,

A handwritten signature in blue ink that reads "Digvijay Bhandari". The signature is stylized and written in a cursive-like font.

Digvijay Bhandari  
**Director and Co-Founder**  
**Octane Marketing Pvt. Ltd.**

# Table of Content

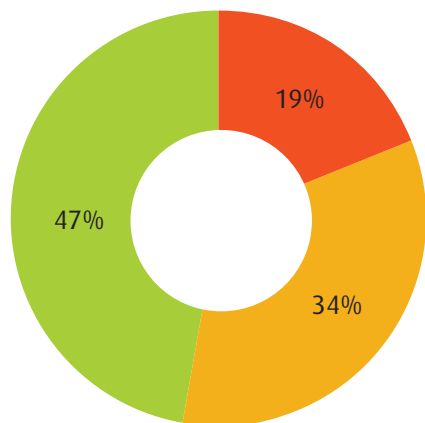
- 1 Research Methodology
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- 7 The 1:1 Digital Dialogue: An Emphasis on Email and Mobile Marketing
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# Research Methodology

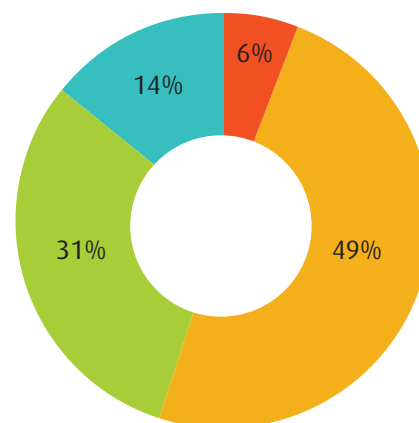
The Retailers Association of India (RAI) in association with Octane.in conducted a survey over a period of 30 days - spanning from April 26th, 2016 to May 26th, 2016. This initiative saw a participation of over 105+ Retailers and revealed insights from 95+ Companies. Our findings of this comprehensive research have been gathered from CXOs, Directors, Vice Presidents, Business Heads and Marketing Managers from various verticals across the retail sector.



**Management Level**

- Junior Level
- Mid Level
- Top Level

Graph No. 1



**Location of Company**

- North
- South
- East
- West

Graph No. 2

The primary focus of this study is to identify the current & emerging trends in e-Marketing activities across Single Brand & Multi Brand Retailers and different operations in India.

Additionally, this report provides comprehensive insights on:

- Present state of Retail e-Marketing in India
- Marketing goals and direction of Retailers for FY'17
- Online and Offline marketing initiatives by various retailers
- A breakdown of e-Marketing budget allocation proposed
- Opinion on important marketing online tools and technologies
- Importance of Mobile and Email Marketing in Retail

We hope that the aggregated findings will achieve its purpose of giving a comprehensive view of the Retail industry and empower you to make informed decisions in your marketing plans in the FY'17.



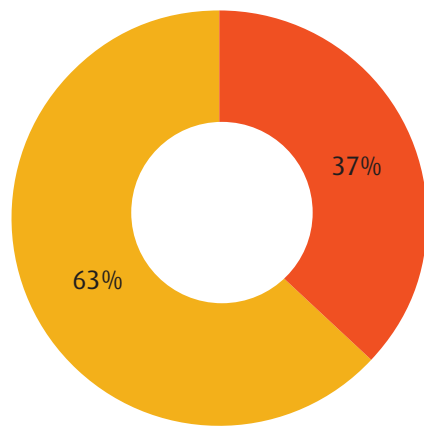
# Top 10 Research Highlights & Findings

<b>1. Primary Marketing Goal of 2016:</b> Customer Acquisition has been observed to be the central priority of India Retailers (51%), for 4th year in a row. Single Brand Retailers (73%) and online e-Commerce sites (74%) have moved fast ahead with this goal in mind.	<b>Page: 14</b>
<b>2. Retail Strategic Plans:</b> When mapped into a single category as 'Retailers', the industry shows plans of a 'New Product Line'. On further analysis, 67% of Retail businesses with online & offline operations have revealed their plans for Business expansion.	<b>Page: 14</b>
<b>3. Focus on Online &amp; Offline Marketing:</b> 44% Retailers want to implement an equal mix of online and offline marketing activities. However, with digital being the new currency in the industry, online presence has ranked first on their priority list.	<b>Page: 14</b>
<b>4. Online Marketing Initiatives:</b> While social sites are still pushing to make social commerce work, retailers are taking note. 61% Marketers have shown an accumulated interest in Social Media Promotions. This was accounted by a majority of 85% online retail operator.	<b>Page: 15</b>
<b>5. Offline Marketing Initiatives:</b> 61% Retailers agreed using Special Offers for customer attraction. 55% Single brand retailers and 58% of online operations with physical store also voted for this marketing activity.	<b>Page: 15</b>
<b>6. Importance of Email Marketing:</b> 85% Retailers agreed that email gave them better consumer engagement and is important for them. Mere 8% of them said that email marketing is not important for their business.	<b>Page: 16</b>
<b>7. Importance of Mobile in Marketing Plan:</b> 94% Retailers embraced mobile as a part of their marketing strategy.	<b>Page: 16</b>
<b>8. Contribution of e-Marketing towards Revenue:</b> Around 20% of the Retailers claimed that their company made more than 30% of revenue through e-Marketing, which was the same in case of 30% online e-Commerce sites.	<b>Page: 17</b>
<b>9. Cart Abandonment Program (CAP):</b> This new initiative witnessed implementation by 308% more retailers over the past year. The numbers highlight the importance such strategies to lower Cart Abandonment Rates.	<b>Page: 18</b>
<b>10. Average Email Conversion Rate:</b> Our analysis revealed that 2% to 5% is the average email conversion rate in the retail domain.	<b>Page: 37</b>

# Retail Marketing: A Comprehensive Look at Goals and Strategies

## 1. Respondent Segmentation:

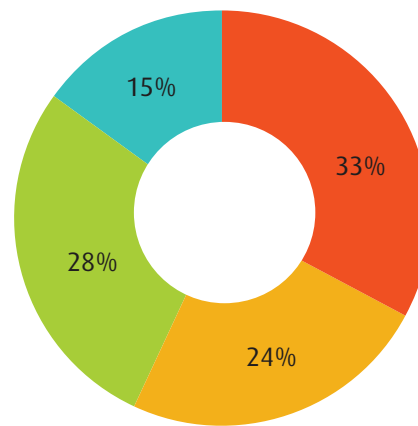
The 2016 India Retail e-Marketing report was compiled to grasp what the industry was doing in the marketing domain. To achieve this feat, it was ensured that no stone was left unturned. The research compiles the opinions of both Single brand retailers (37%) and Multi brand retailers (63%) operating in the offline field of Bricks & Mortar Stores. This retail pie was closely contained by observing 24% online e-Commerce sites, 28% offline operations with e-Commerce branch and 15% online operations with Bricks & Mortar Stores.



**Which of the following best describes your company?**

- Single Brand Retailers
- Multi Brand Retailers

Graph No. 3



**Please select the one that best describes your operations.**

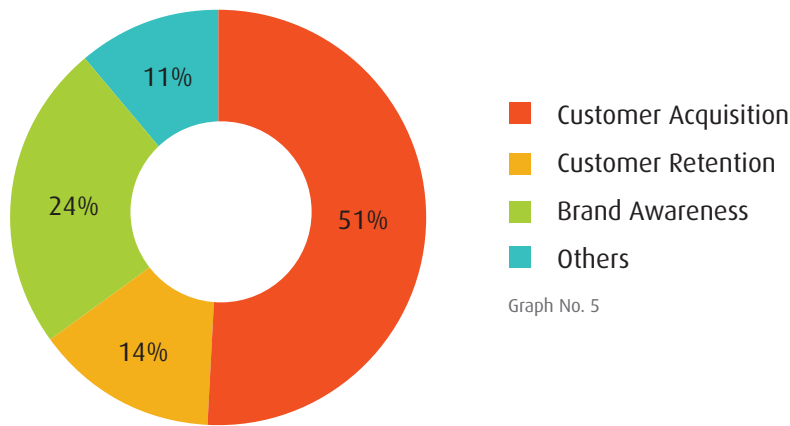
- Offline Operations (Bricks & Mortar Stores)
- Online Operations (e-Commerce Site)
- Offline Operations with e-Commerce branch
- Online Operations with offline branch (Bricks & Mortar Stores)

Graph No. 4

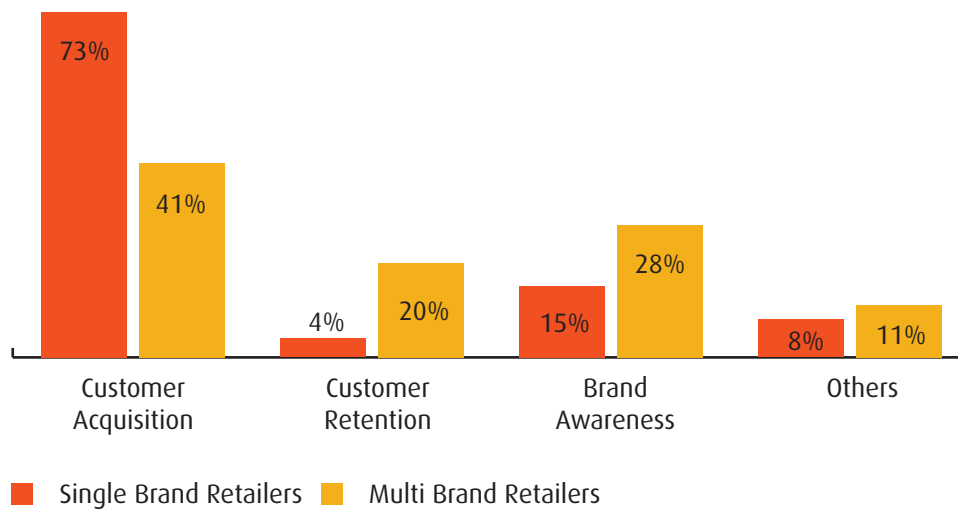
## 2. Primary Marketing Goal:

51% Retailers replied that Customer Acquisition was the top most priority. This was followed by Brand Awareness (24%) and Customer Retention (14%) to be crossed off first from their to-do list. The above verdict was also observed when segmentation was applied across the industry.

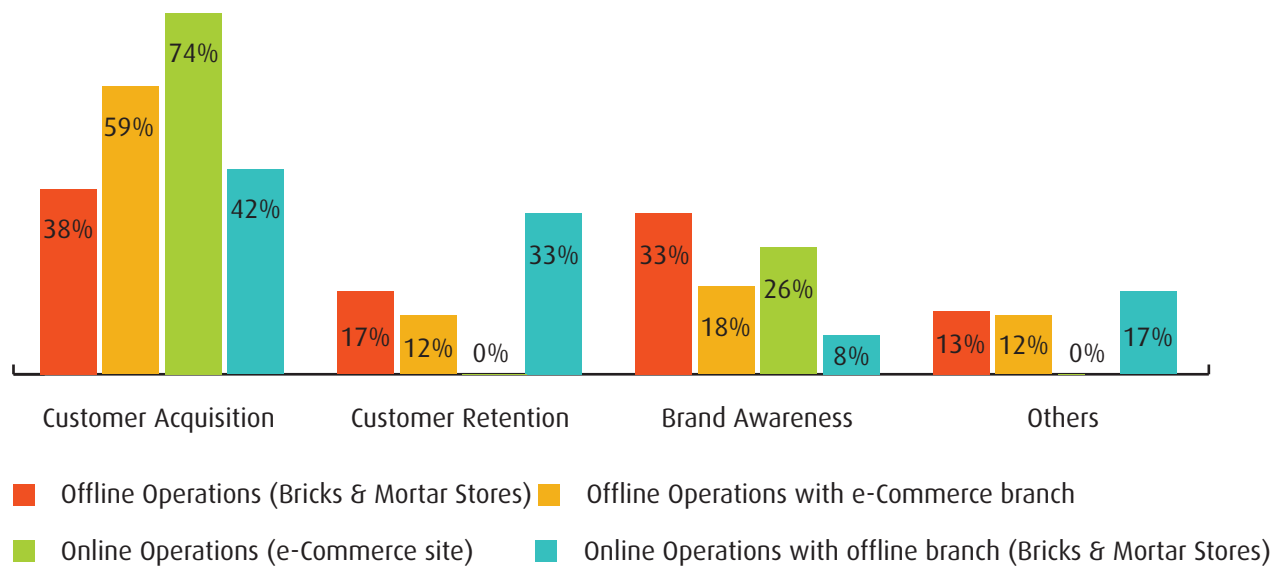
**What is your Primary Marketing Goal over the next 3 months?**



**Primary Marketing Goal for Single Vs Multi Brand Retailers:**



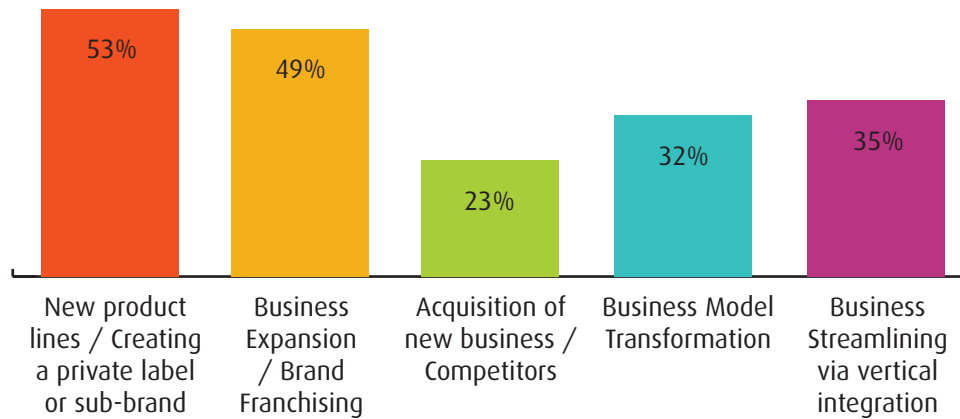
**Primary Marketing Goal for Online Vs Offline Brand Retailers:**



### 3. Strategic Plans for the Financial Year 2016:

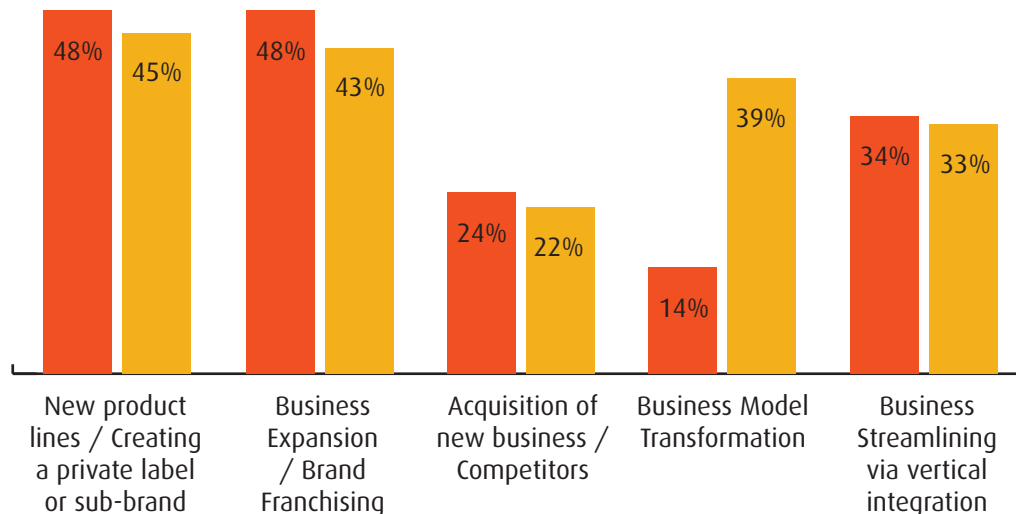
When questioned on the strategies to achieve the aforementioned primary marketing, 53% planned to introduce a 'New Product Lines'. This was closely followed by 49% retail professionals acknowledging plans for 'Business Expansion'.

Please select all the ones that would be a part of your strategic plans in this financial year.



Graph No. 8

### Strategic Plans for Single Vs Multi Brand Retailers:

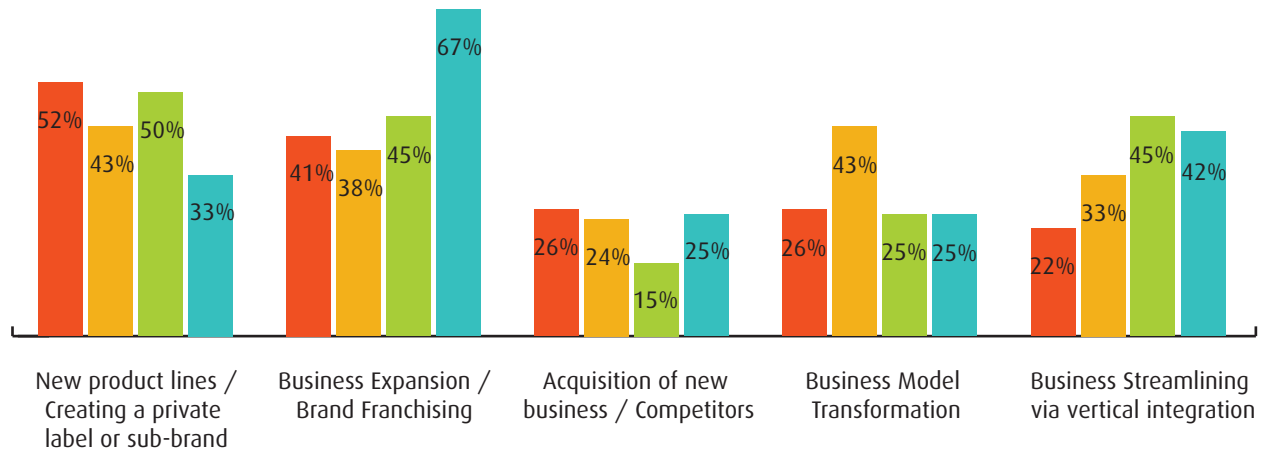


■ Single Brand Retailers ■ Multi Brand Retailers

Graph No. 9

### Strategic Plans for Online Vs Offline Brand Retailers:

Not to our surprise, when mapped into a single category as Retailers, the industry showed signs of moving along a similar road ahead. But upon further analysis, the online operations with investments in physical stores, seemed to follow a revolutionary path by having different plans than other industry peers. Around 67% of them voted for Business Expansion to be an important exercise and 42% had Business Streaming as their next immediate path to take.



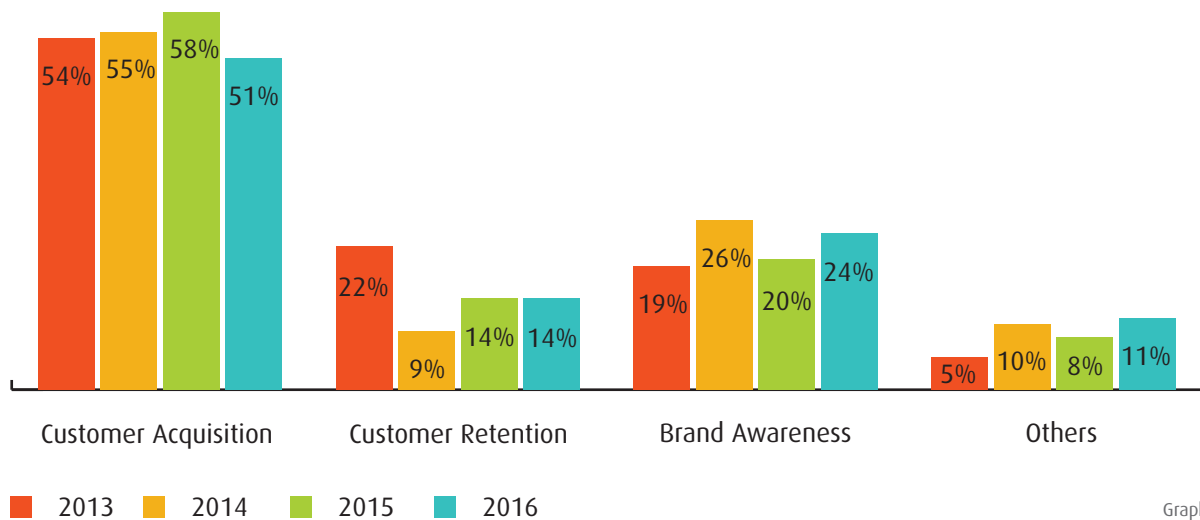
- Offline Operations (Bricks & Mortar Stores)
 ■ Offline Operations with e-Commerce branch
- Online Operations (e-Commerce site)
 ■ Online Operations with offline branch (Bricks & Mortar Stores)

Graph No. 10

# Voice of India Retailers: A Tale of Trends

## 1. Primary Marketing Goal of 2016:

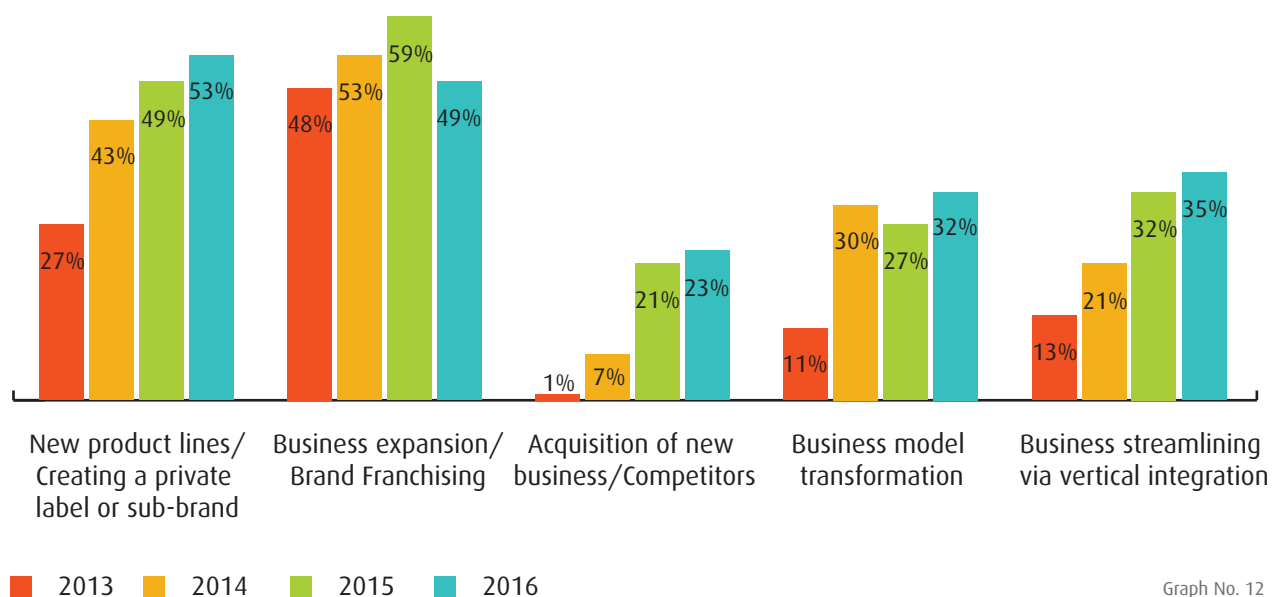
Customer Acquisition was observed to be the priority of India Retailers (51%) for the 4th year in a row. While the goal of Customer Retention was perceived by the same proportion (14%) of the sample, there was also a 20% increase in Brand Awareness in 2016 from 24% when compared to the 20% in 2015.



Graph No. 11

## 2. Retail Strategic Plans:

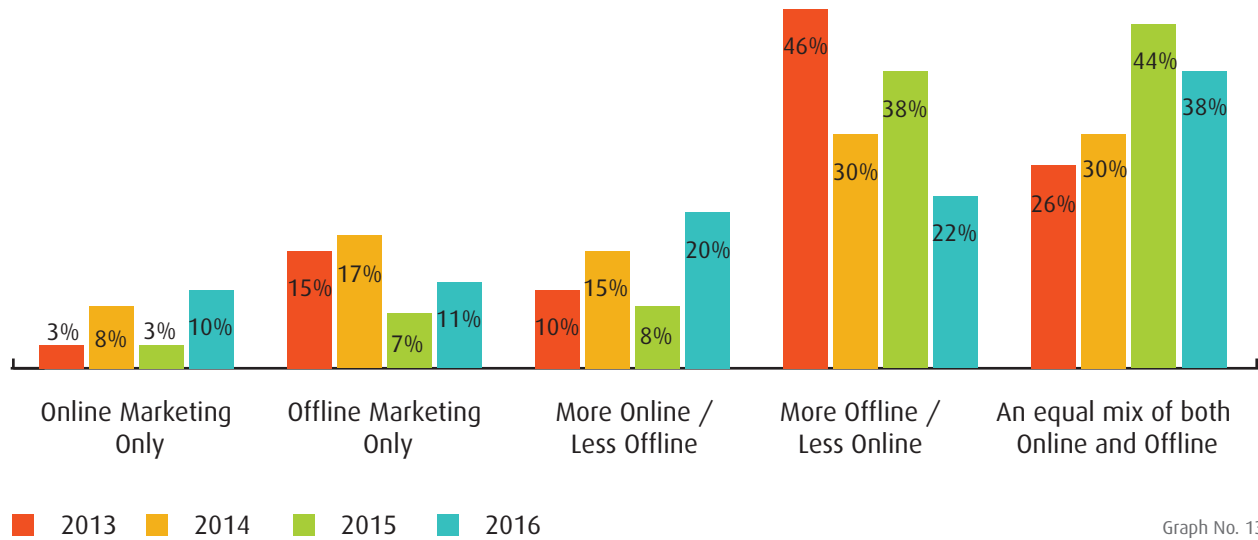
The plans for the introduction of a New Product Lines, Business Acquisition and Business Streamlining continued to show a steady increase in interest through the year 2013 to 2016. Though business model transformation plans had a dip of 10% in 2015, it picked up in 2016 by an increase of 19%. Also, a decrease of 17% interest was witnessed in Brand Expansion in 2016 from the FY'15.



Graph No. 12

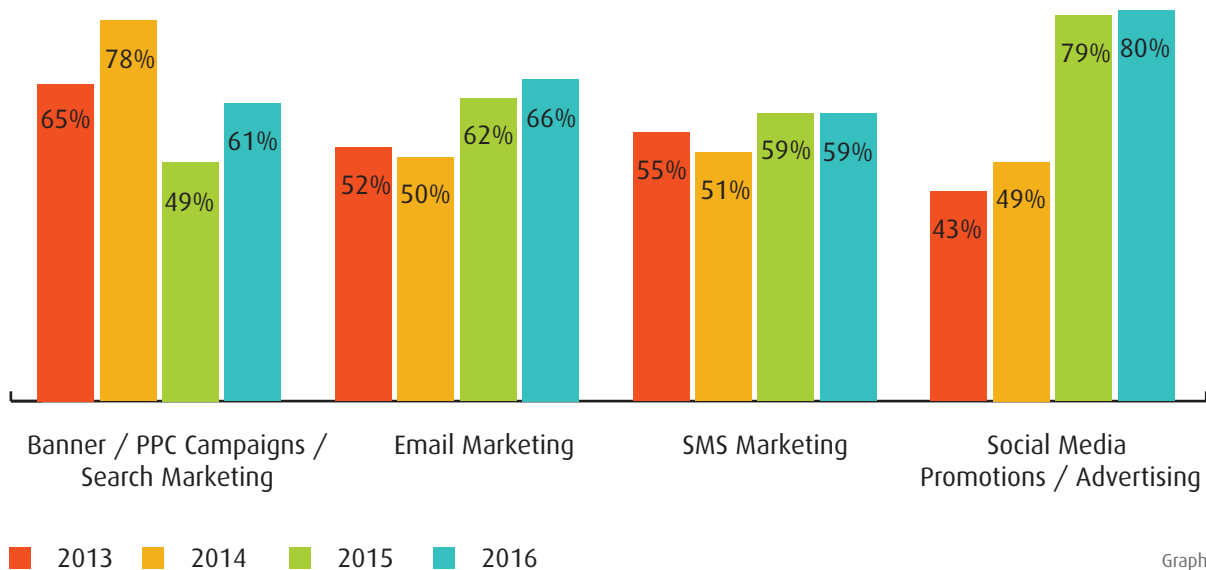
## 3. Focus on Online & Offline Marketing:

A large portion of retailers, 42% and 14% over 2015 have started moving away from using 'More Offline' and 'An equal mix of both Online and Offline' respectively. This reveals a trend of increase in implementation of online marketing activities.



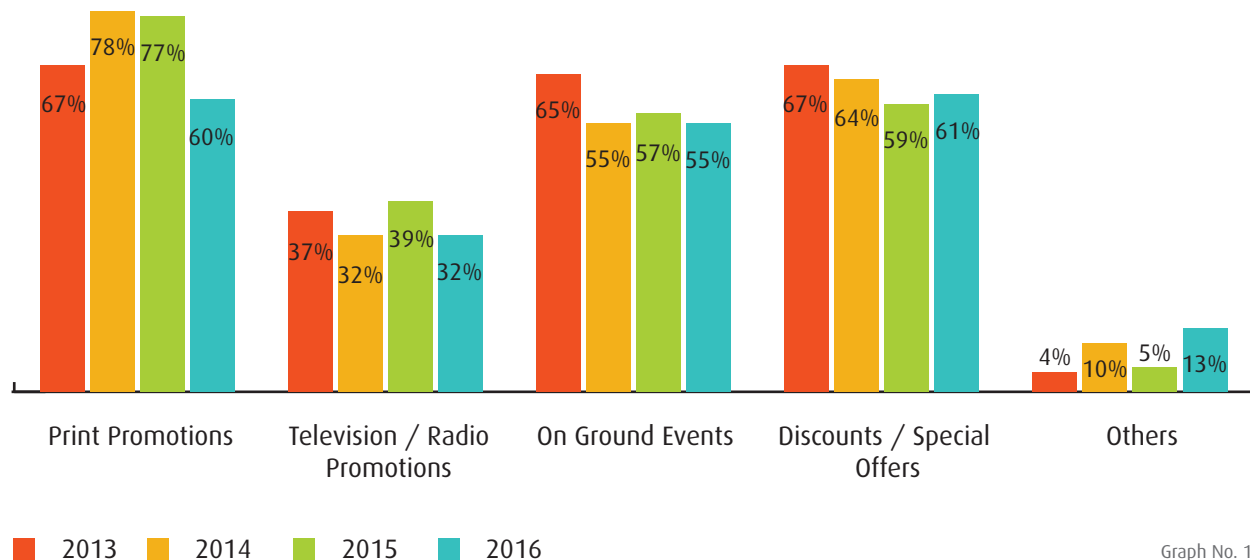
#### 4. Online Marketing Initiatives:

It came as no surprise that retail marketers were keen on Social Media Promotions. There was also a peaking involvement in Banner/PPC Campaigns/Search Marketing activities by 24% Retailers over 2015. Email Marketing also showed the increase of 14% when compared with 2013.



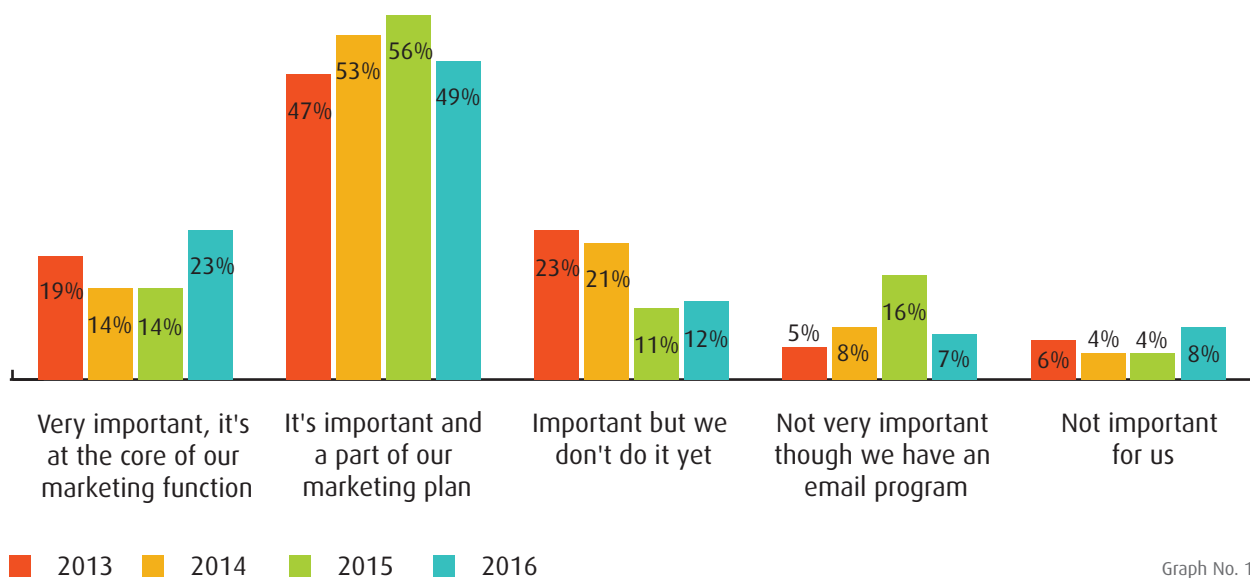
#### 5. Offline Marketing Initiatives:

Print Media marketing went through a fall by 22% over the last year. Though other marketing initiatives like 'Television/Radio Promotions', 'Discount' and 'On Ground Events' stayed the same showing a similar trend over the years.



### 6. Importance of Email Marketing:

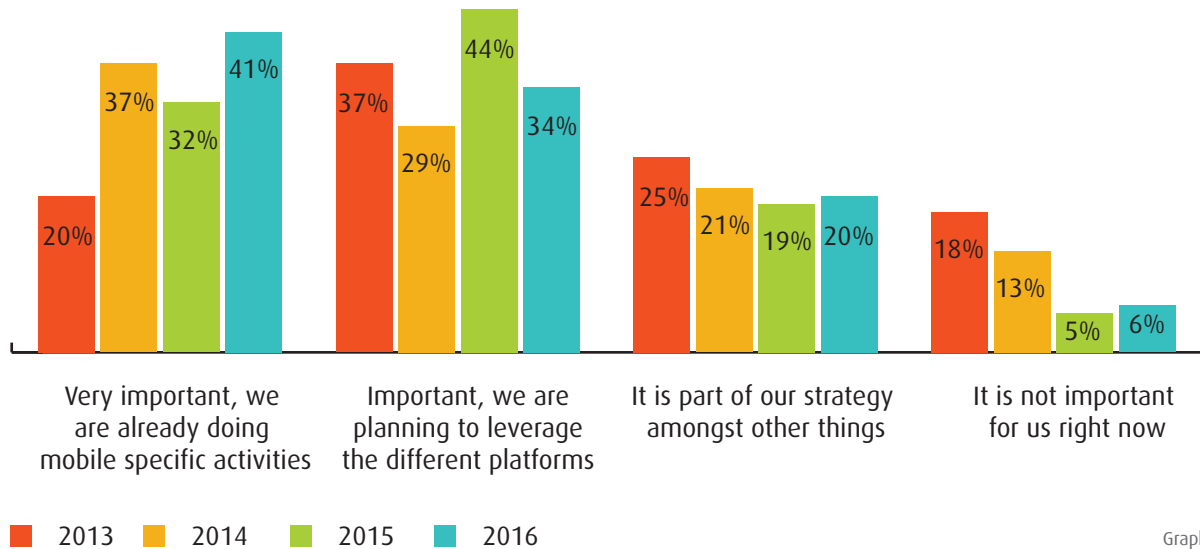
With growing number of businesses finding success by reaching the inbox of customers, there was a general agreement that email was an important concept of business marketing over the past 4 years. This was confirmed by an increase of 84% Retailers classifying email as their core marketing function.



### 7. Importance of Mobile in Marketing Plan:

The Mobile reach is growing fast in India. Around 28% more marketers leveraged this opportunity to convert customers with mobile specific activities. Also, there was an increase of 5% Retailers who imbibed this marketing technology into their business.

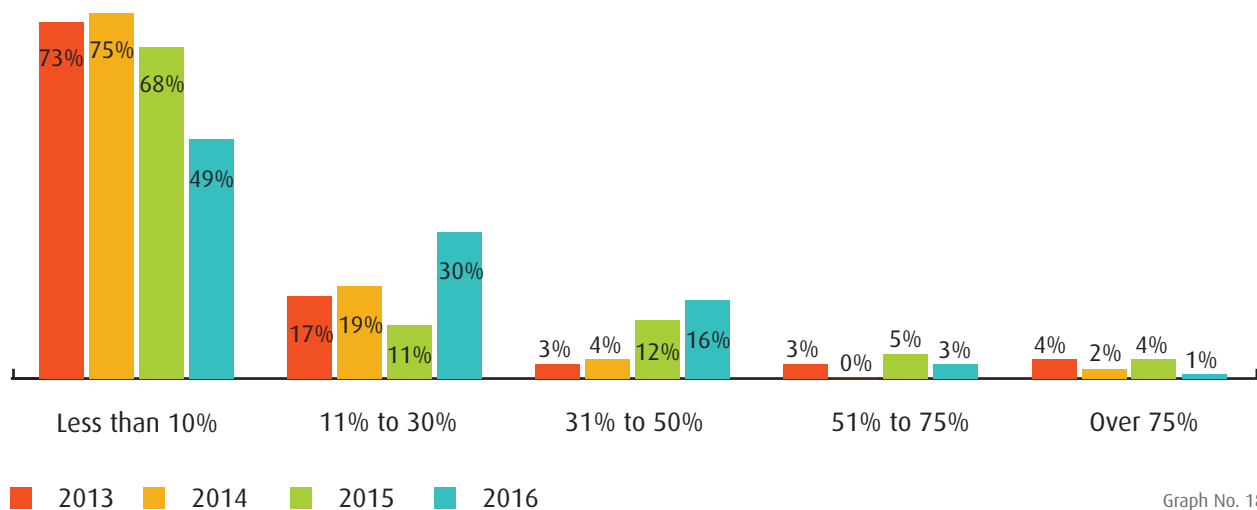




Graph No. 17

### 8. Contribution of e-Marketing towards Revenue:

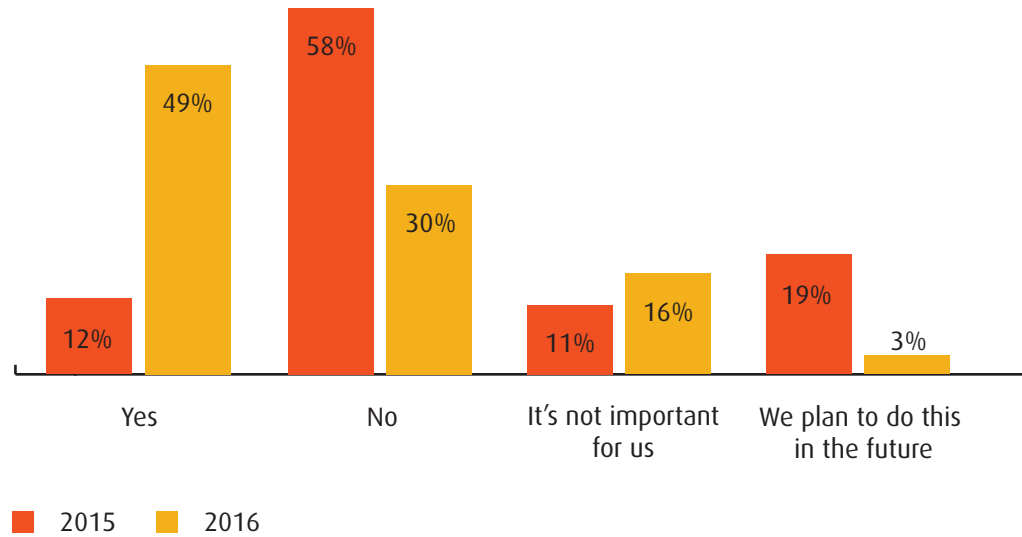
Compared to last year, there has been a substantial increase of 172% of Retailers reporting a revenue 11% to 30% through e-Marketing, while a 33% more retailers saw revenue to fall in the 31% to 50% category.



Graph No. 18

### 9. Cart Abandonment Program (CAP):

With Cart Abandonment causing a dent in the revenue end for online operations, this new initiative witnessed implementation by 308% more retailers over the past year. The numbers spoke for themselves portraying the importance of lower Cart Abandonment Rates.

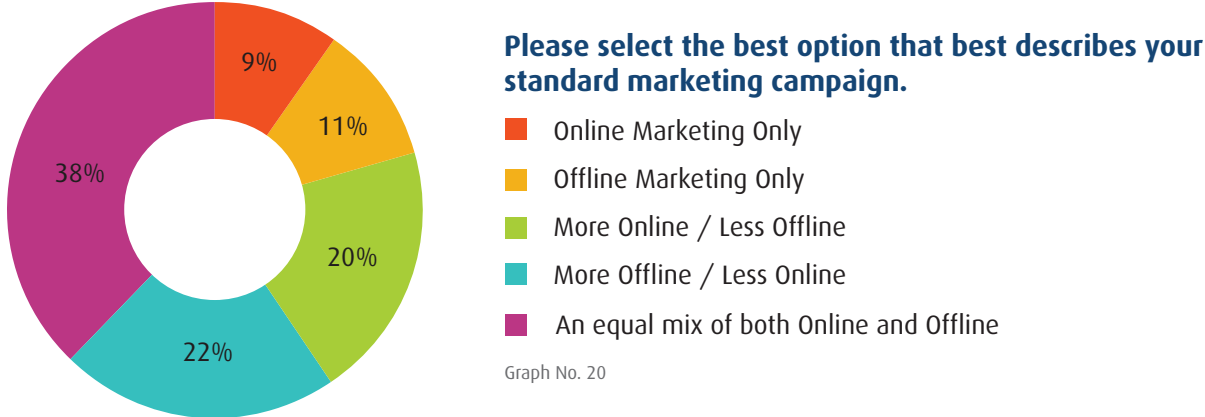


Graph No. 19

# A Convergence of Offline Marketing Initiatives: Taking the Traditional Route to Retail

## 1. Marketing Channels of a Standard Retail Campaign:

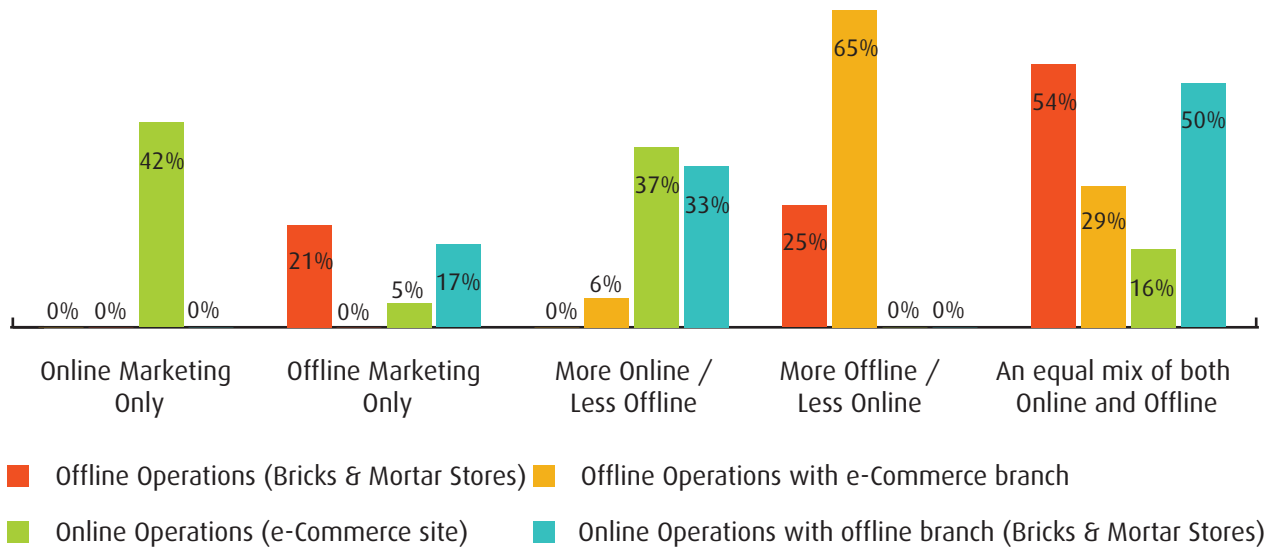
The concrete boundaries between online and offline operations of the business in India Retail industry are slowly dissolving. Thus, it was no surprise that 38% Retailers had an equal marketing mix of online and offline activities. The strength of the traditional measures in marketing was well reflected by 22% of Retailers preferring more offline marketing channels than online inceptions.



## Standard Marketing Campaign of Single Vs Multi Brand Retailers:



### Standard Marketing Campaign of Online Vs Offline Brand Retailers:

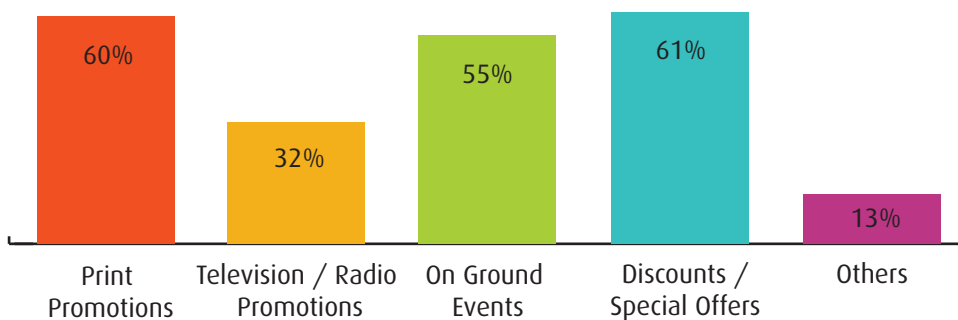


Graph No. 22

### 2. Focus on Offline Marketing Activities:

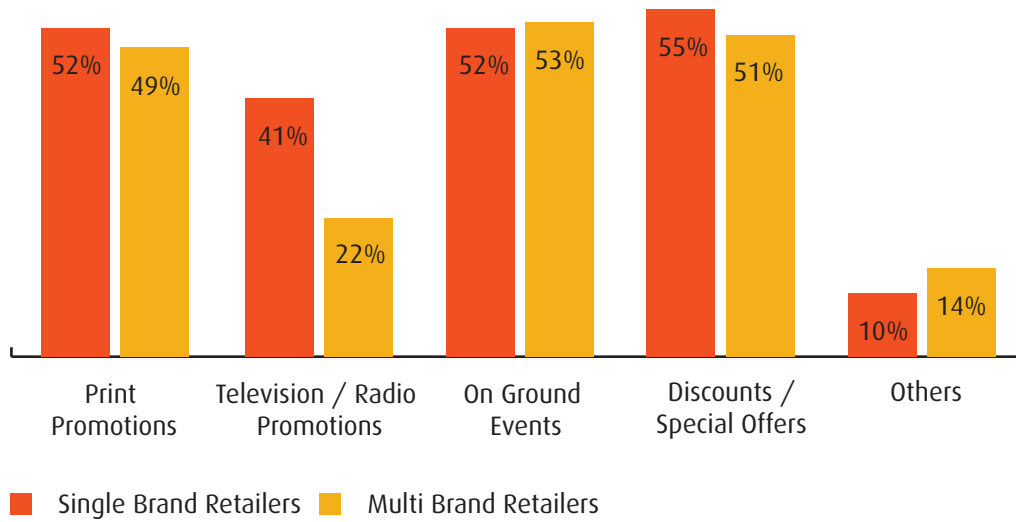
With more and more millennial purchases being influenced by discounts, 61% of the Retailers asserted to the usage of Special Offers for customer attraction. This promotional activity was leveled up by 60% of the sample using the age old technique of the Print Media. The segmented results also verified the aggregated findings.

### Which of the following Offline Marketing Activities are employed by you?



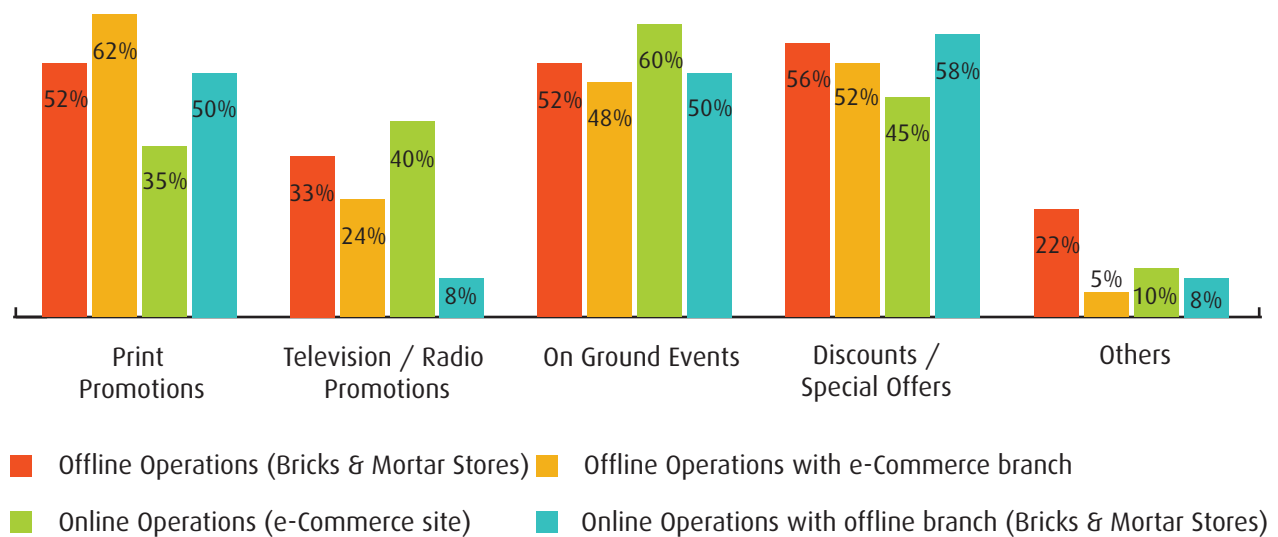
Graph No. 23

### Offline Marketing Activities of Single Vs Multi Brand Retailers:



Graph No. 24

### Offline Marketing Activities based on Retail Operation:

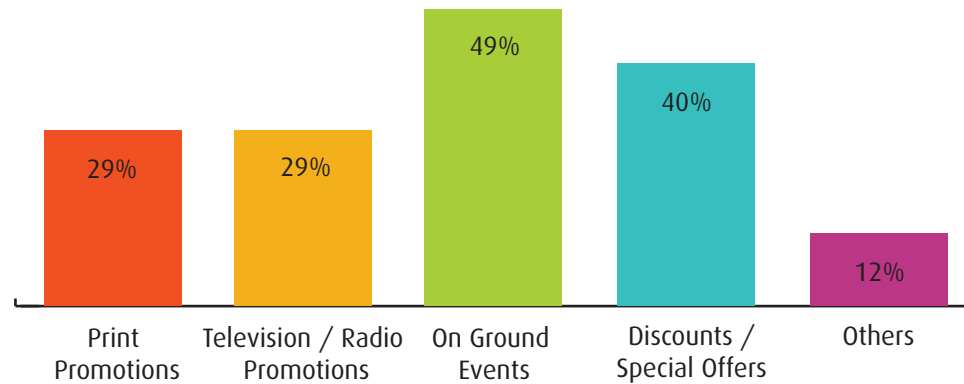


Graph No. 25

### 3. Offline Marketing Activities that will attract more Investments in 2016:

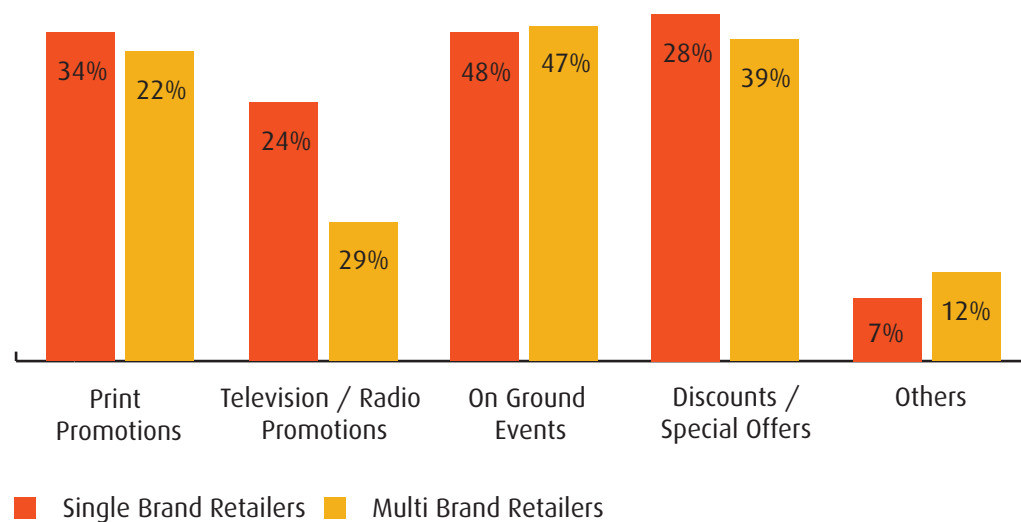
Investments into On Ground Events were likely to improve according to 49% of the respondents. Also, 40% of the Retailers said that 'Discounts/Special Offers' will get more attention.

#### Which of the following Offline Activities will see an increase in Marketing Investment by your company in this financial year?



Graph No. 26

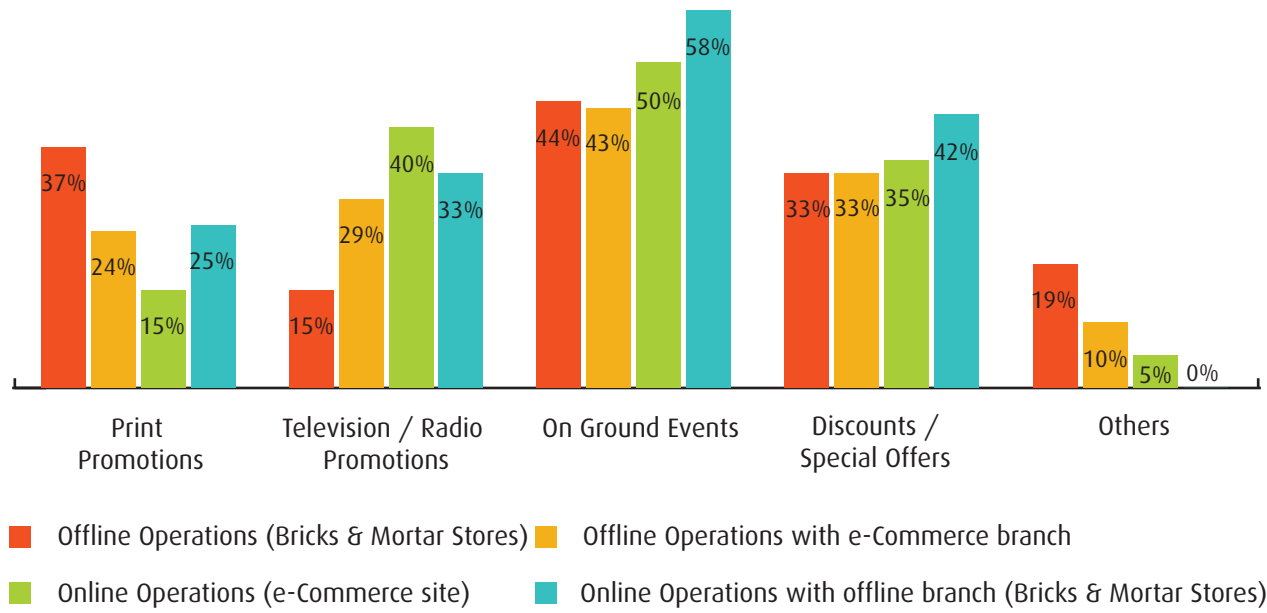
#### A breakdown of Offline Marketing Investment attraction by Single Vs Multi Brand Retailers:



Graph No. 27

#### A breakdown of Offline Marketing Investment attraction based on Retail Operation:

The online e-Commerce sites had taken a new shift of more Television/Radio Promotions in 2016, a fact ascertained by 33% of Retailers. But the primary investment was likely to be 'On Ground Events' (58%) the same as other the industry peers.



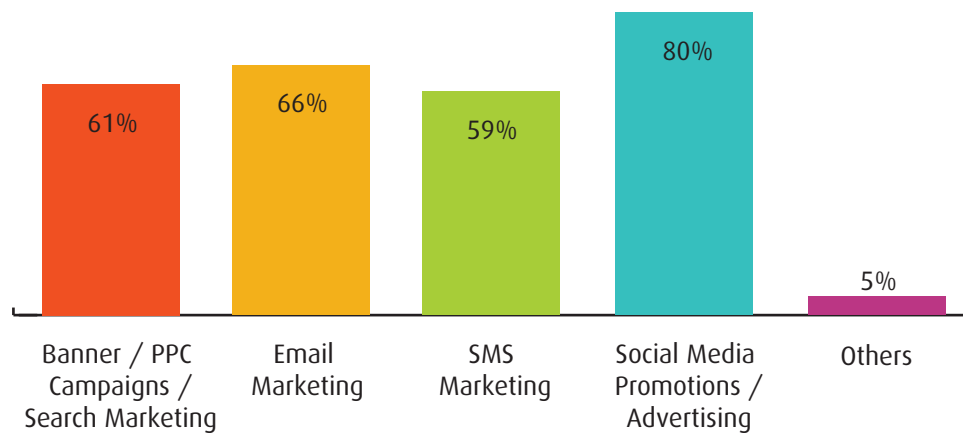
Graph No. 28

# A Convergence of Online Marketing Initiatives: Taking the Virtual Route to Retail

## 1. Online Marketing Activities under the spotlight:

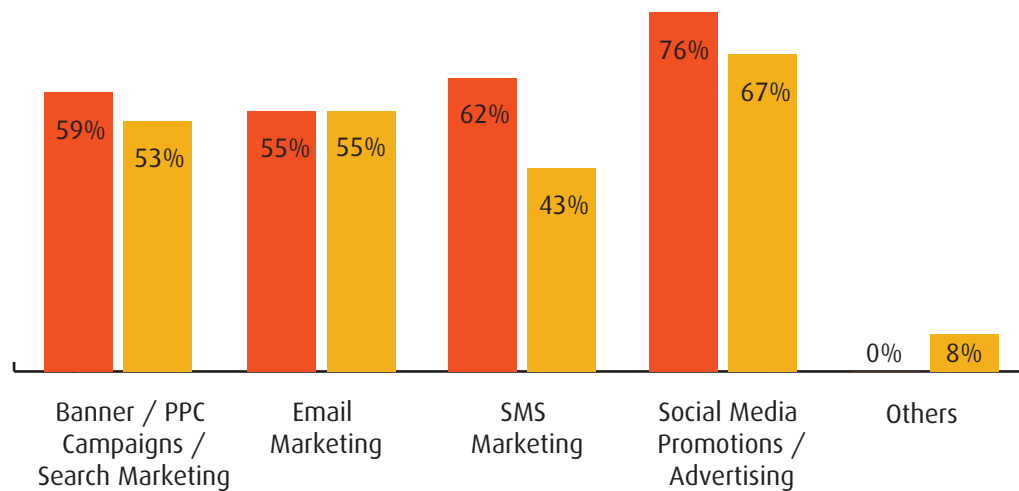
Social Media Promotion was the top ranking marketing activity with upvotes from 80% of India Retailers. Also, 66% Retailers favored Email Marketing as the next best marketing initiative.

### Which of the following Online Marketing Activities are employed by you?



Graph No. 29

### Online Marketing Activities of Single Vs Multi Brand Retailers:



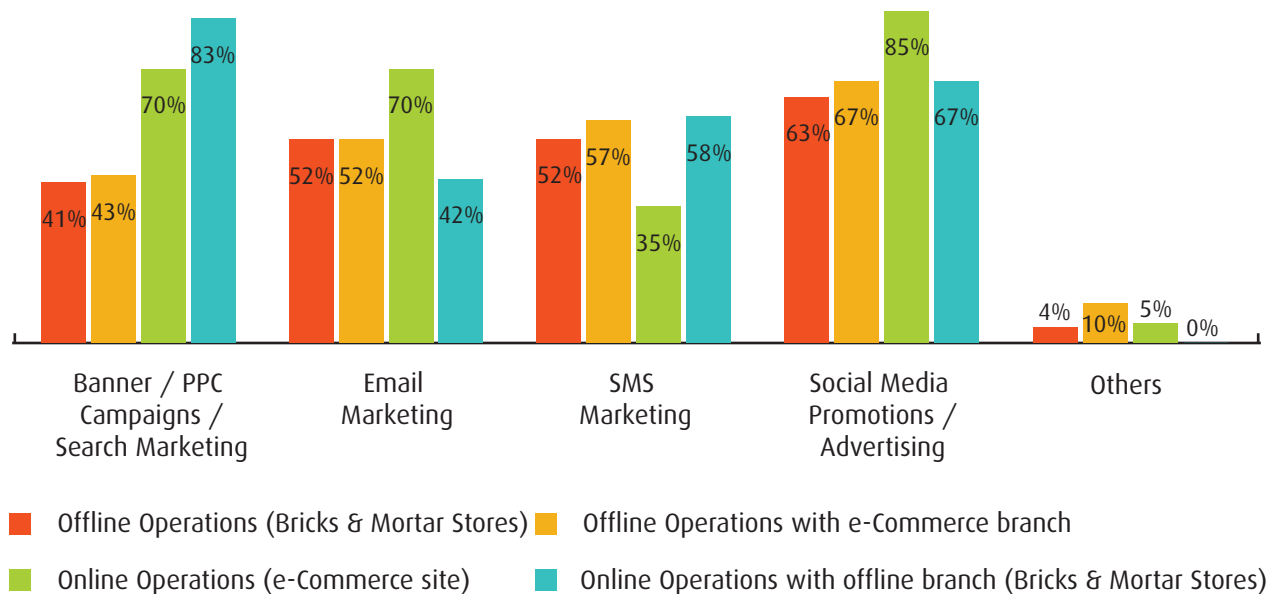
■ Single Brand Retailers ■ Multi Brand Retailers

Graph No. 30



### Online Marketing Activities based on Retail Operation:

Segmentation was applied to the results and we found that Banner/PPC Campaigns/Search Marketing was the most coveted (83%) among online operations having a presence in the offline branch. While Email Marketing (70%) and Social Media (85%) were used primarily by exclusive online operations, SMS Marketing was a major hit in the offline circle.

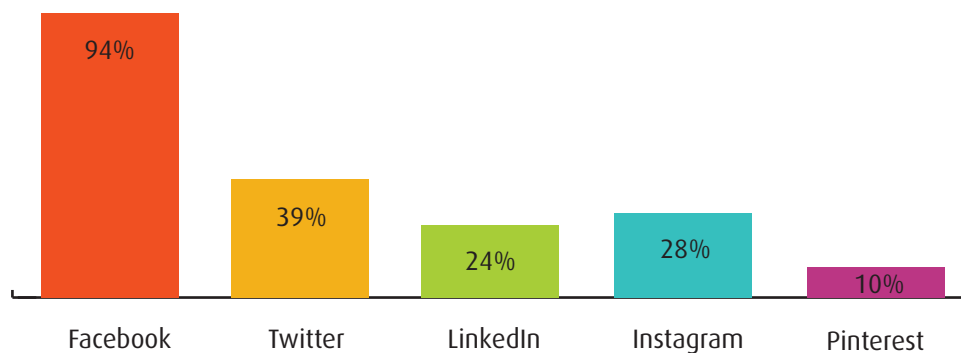


Graph No. 31

### 2. Contribution of Social Media Platforms towards Customer Engagement:

It was spotted that Facebook had conquered the Social Media space by grabbing a remarkable 94% in retailer marketing activities. Further success in engaging activities was done through Twitter (39%) and Instagram (28%).

#### Which Social Media Platforms you use for maximum Consumer Engagement?

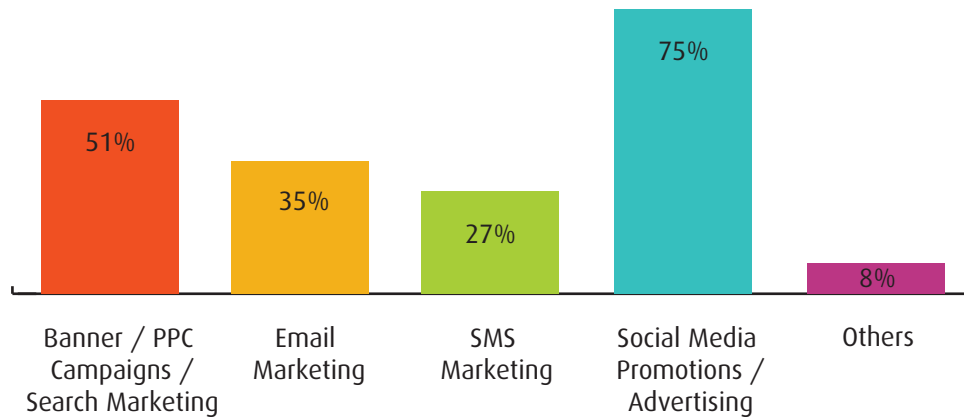


Graph No. 32

### 3. Online Marketing Activities that will attract more Investments in 2016:

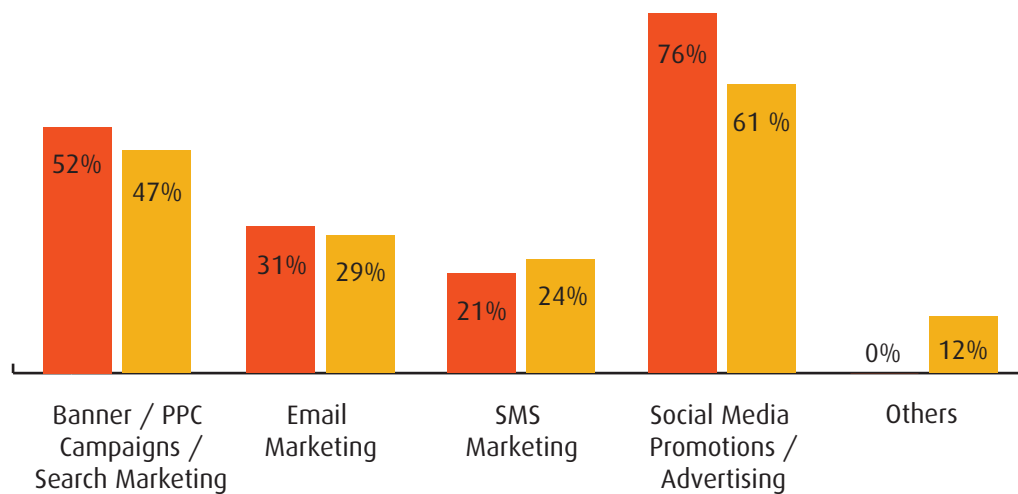
Around 75% Retailers confirmed that Social Media Promotions would be the main focus of marketing investments. The second spot was taken by Banner/PPC Campaigns/Search Marketing as 51% of investment interest surrounded the same.

**Which of the following online activities will see an increase in marketing investment by your company in this financial year?**



Graph No. 33

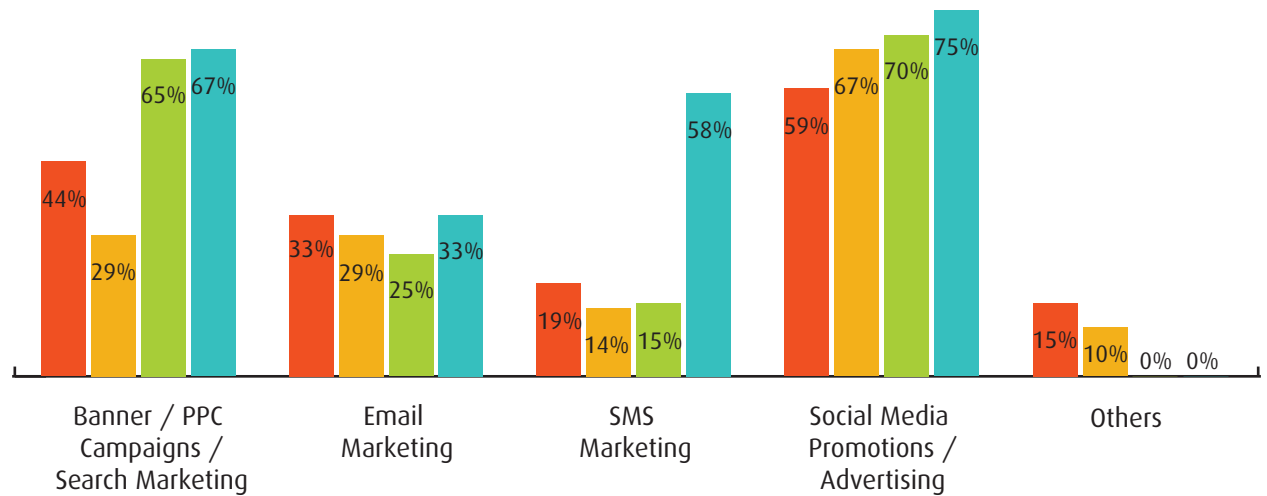
### A breakdown of Online Marketing Investment attraction by Single Vs Multi Brand Retailers:



■ Single Brand Retailers ■ Multi Brand Retailers

Graph No. 34

**A breakdown of Online Marketing Investment attraction based on Retail Operation:**

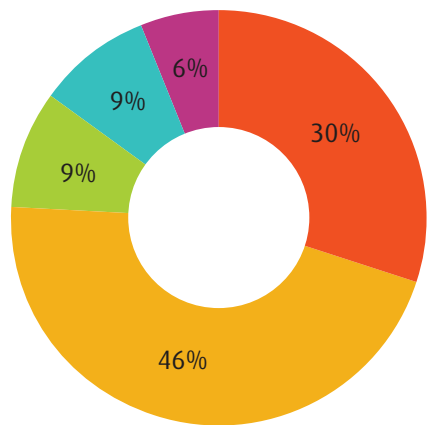


- Offline Operations (Bricks & Mortar Stores)
- Offline Operations with e-Commerce branch
- Online Operations (e-Commerce site)
- Online Operations with offline branch (Bricks & Mortar Stores)

Graph No. 35

**4. Budget allocation involved with Online Marketing Activities:**

For FY'16 around 70% of Retailers have allocated more than 30% of their budget for online marketing activities.



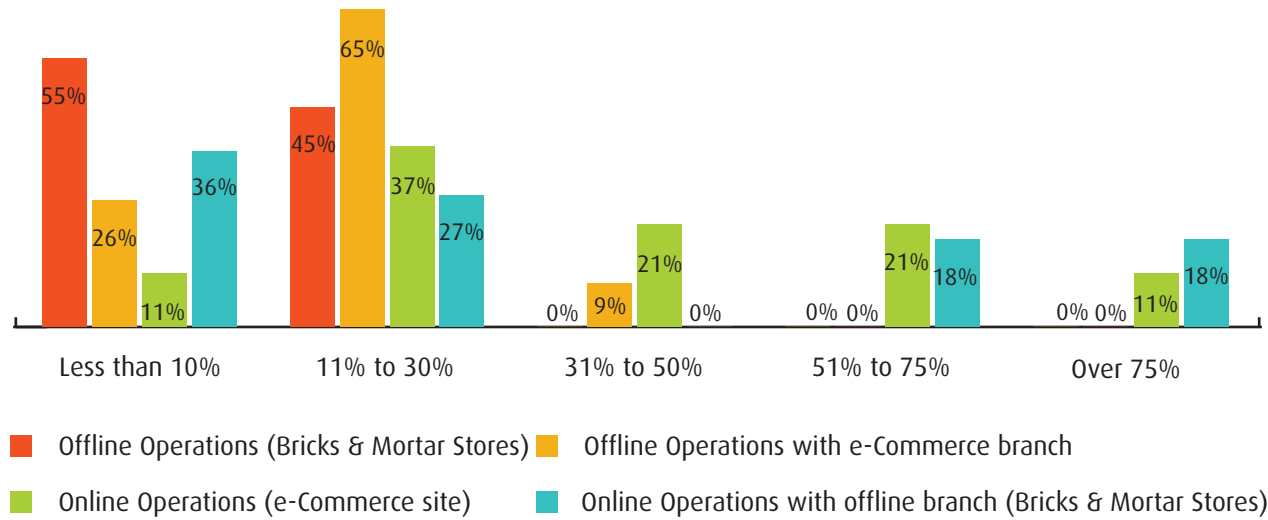
**For this financial year, approximately what percentage of the marketing budget is allocated to online marketing activities?**

- Less than 10%
- 11% to 30%
- 31% to 50%
- 51% to 75%
- Over 75%

Graph No. 36

**Online Marketing budget based on Retail Operation:**

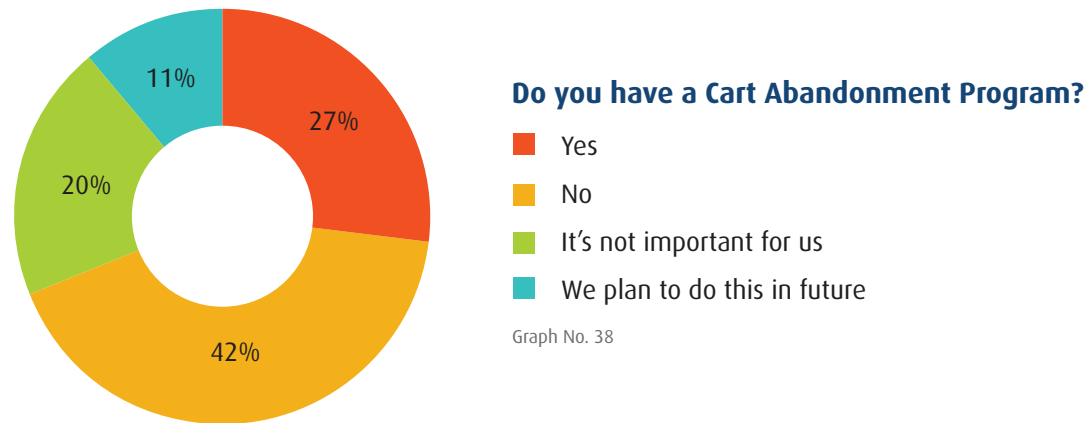
Over 18% of online operations with offline branch had invested 75% of their marketing finance into online activities.



Graph No. 37

**5. Cart Abandonment Program (CAP):**

The rates at which carts are abandoned make all the difference between a successful and unsuccessful e-Commerce organization. 27% online operations had realized this and implemented a Cart Abandonment Program with 11% Retailers realizing its importance.



Graph No. 38

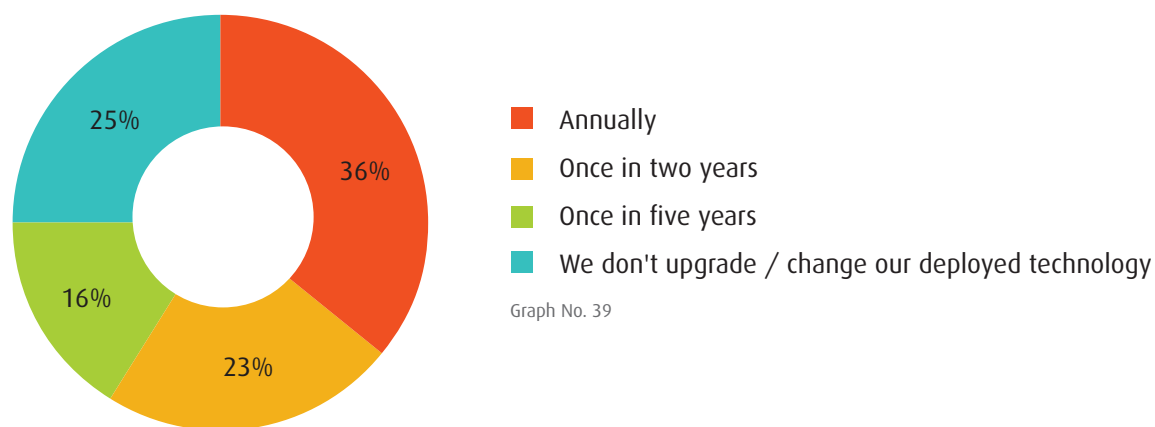
# The 1:1 Digital Dialogue: An Emphasis on Email and Mobile Marketing

## 1. Frequency of Technology Upgradation:

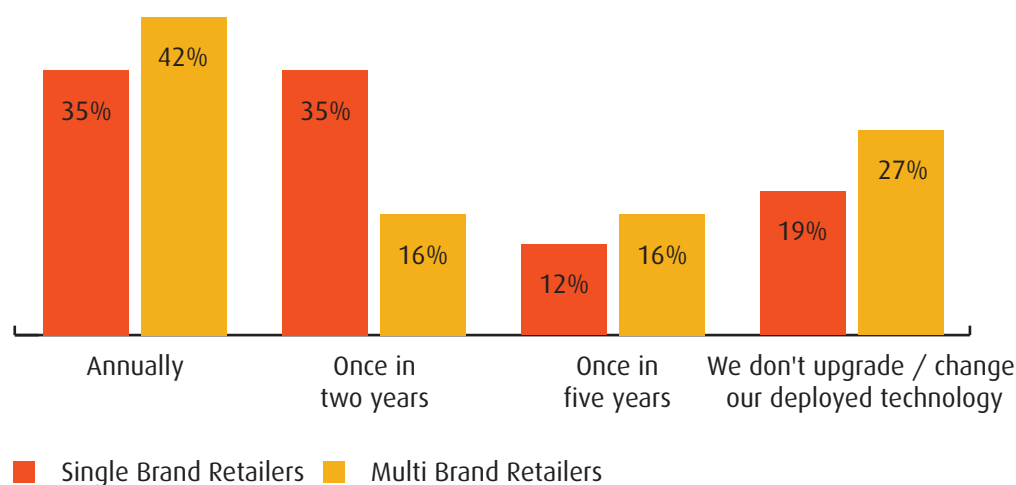
Customers want new and reliable experiences with products. To provide this 36% Retailers had identified that upgrading their technology was the best way. Also, to keep up with the rising competition 75% of them upgraded organization technology solutions at least once in five years.

The results showed more focus when segregation was applied. Online e-Commerce sites showed more advancement by undergoing this process annually.

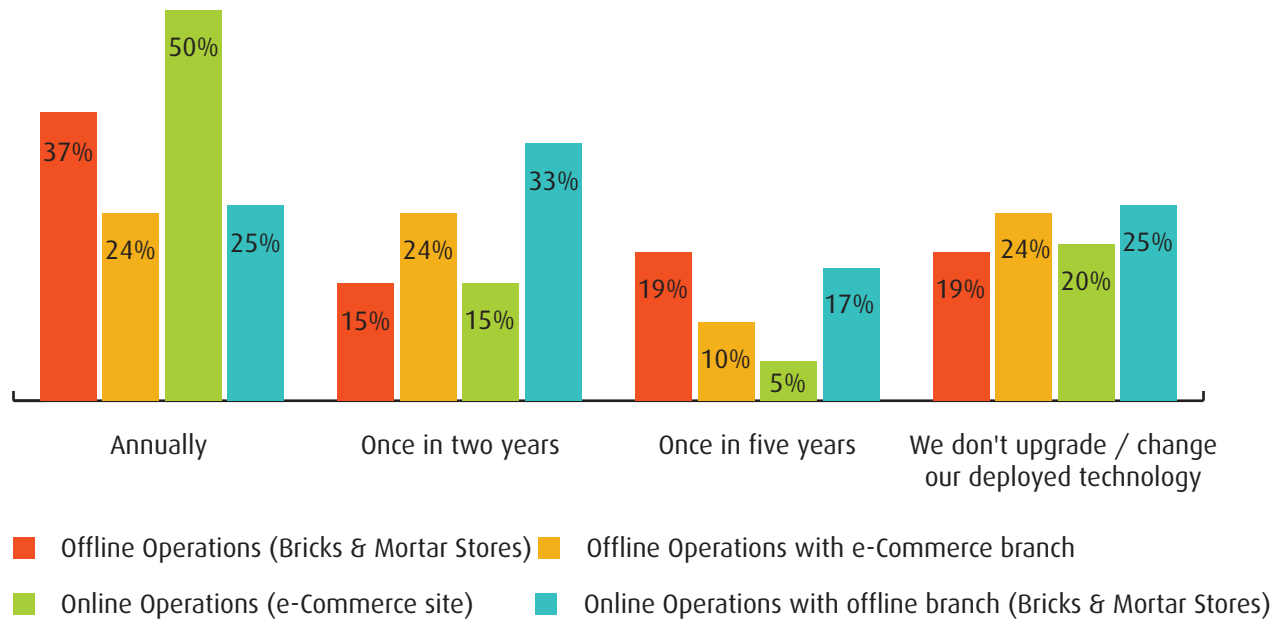
### How often do you upgrade / change your technology solutions for CRM / Marketing?



### Frequency of Technology Upgradation by Single Vs Multi Brand Retailers:



**Frequency of Technology Upgradation segmented by Retail Operation:**

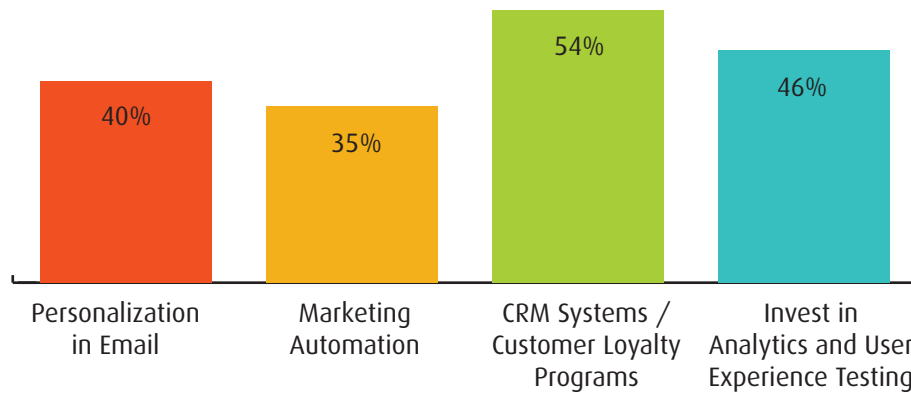


Graph No. 41

**2. Latest Technology decision Trends:**

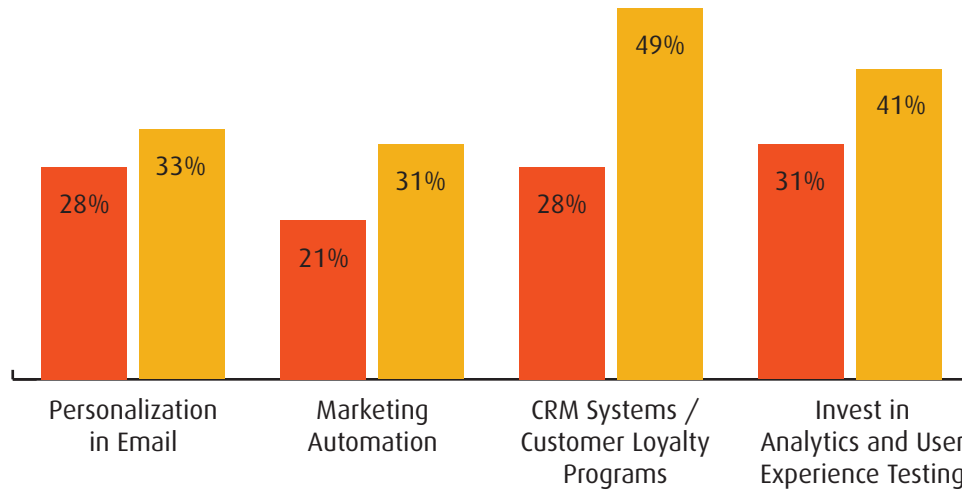
Adaptation of new technology has led to retail organizations resetting their operation. Approximately 54% of our respondents said that CRM Systems/ Customer Loyalty Programs made them rethink their technology.

**Please select the technology decision trends that your company followed in the year 2015-2016.**



Graph No. 42

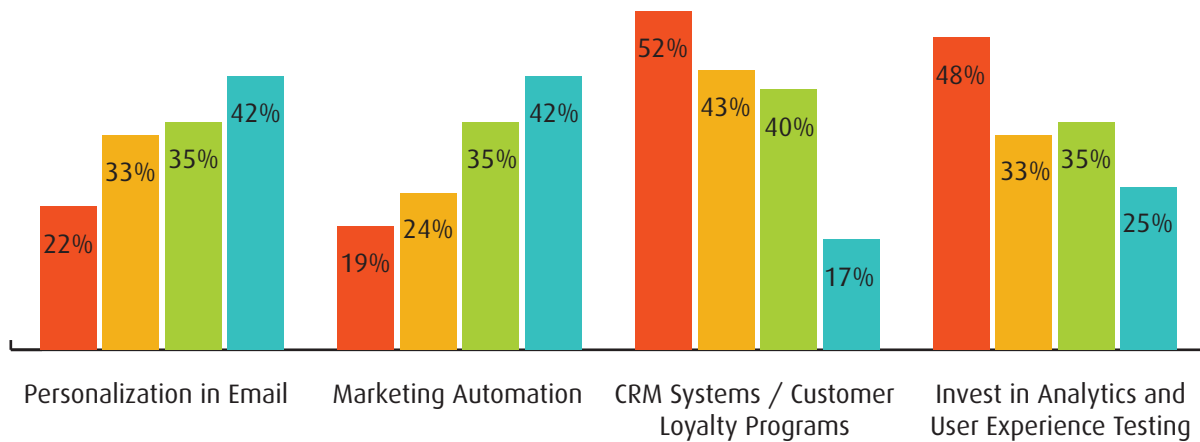
### Latest Technology decision Trends by Single Vs Multi Brand Retailers:



■ Single Brand Retailers ■ Multi Brand Retailers

Graph No. 43

### Latest Technology decision Trends segmented by Retail Operation:



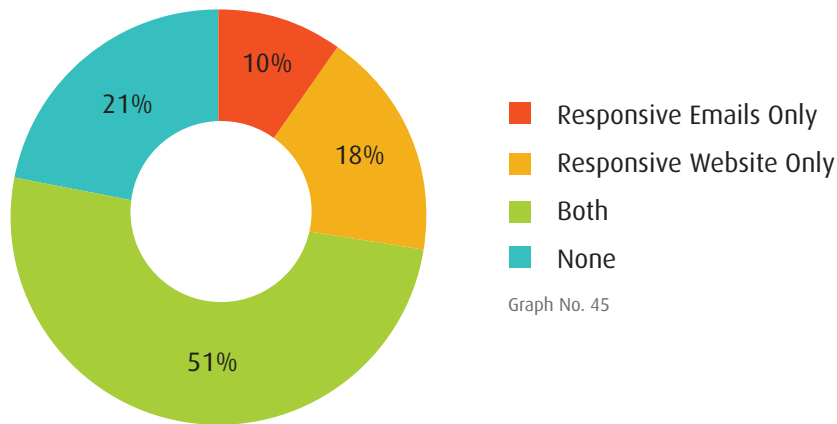
■ Offline Operations (Bricks & Mortar Stores) ■ Offline Operations with e-Commerce branch  
 ■ Online Operations (e-Commerce site) ■ Online Operations with offline branch (Bricks & Mortar Stores)

Graph No. 44

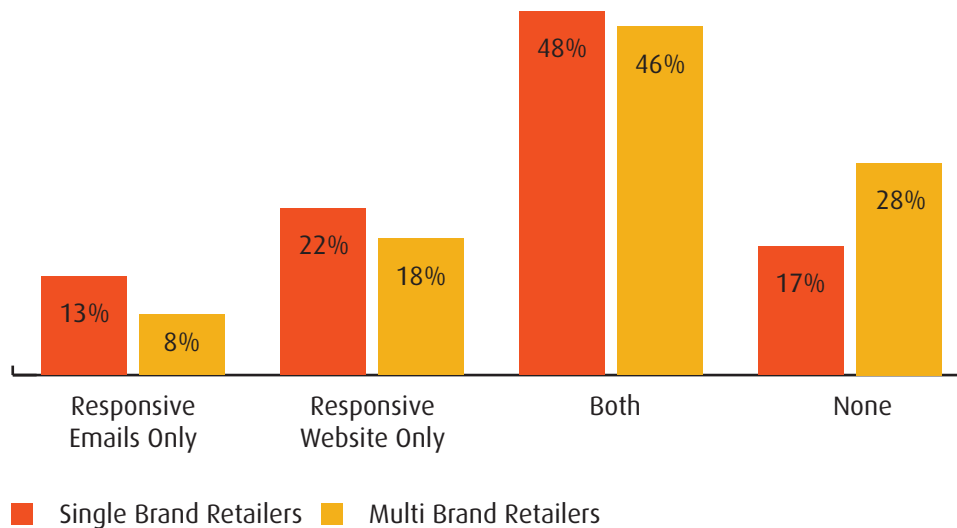
### 3. Dynamic Digital Marketing Techniques:

Retailers are responding with two distinct ways of Digital Marketing: Responsive Website and Responsive Email Campaigns. Around 51% Retailers had implemented both in their operations.

#### Have you upgraded your Website and Email Campaign for Responsive Design?

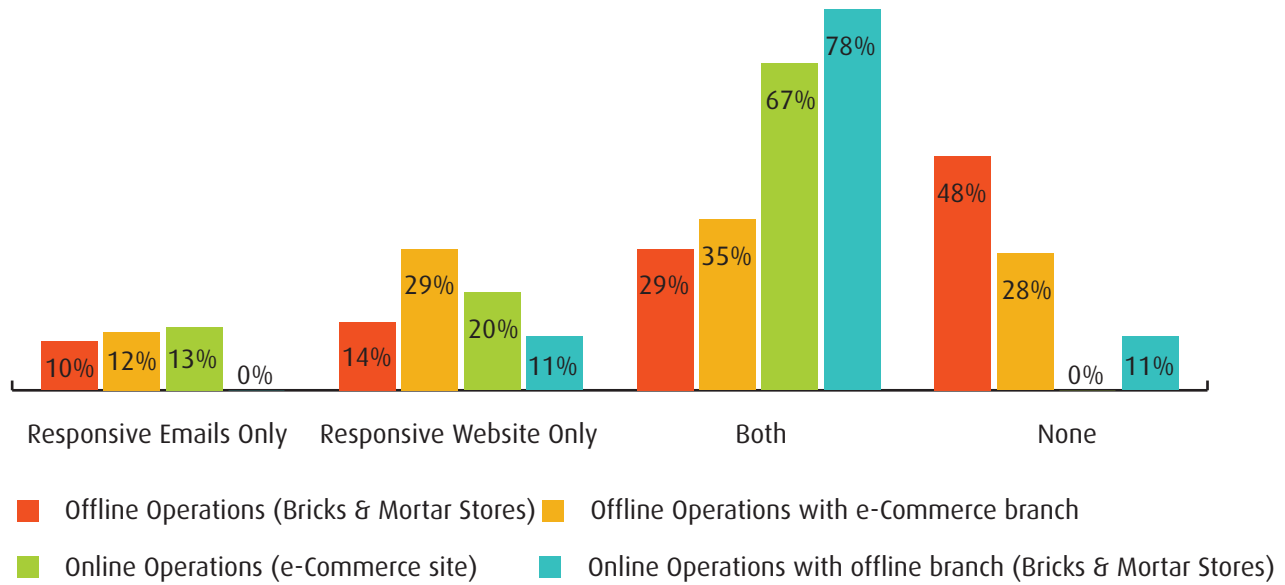


#### Dynamic Digital Marketing Techniques of Single Vs Multi Brand Retailers:





### Dynamic Digital Marketing Techniques of distinct Retail Operations:

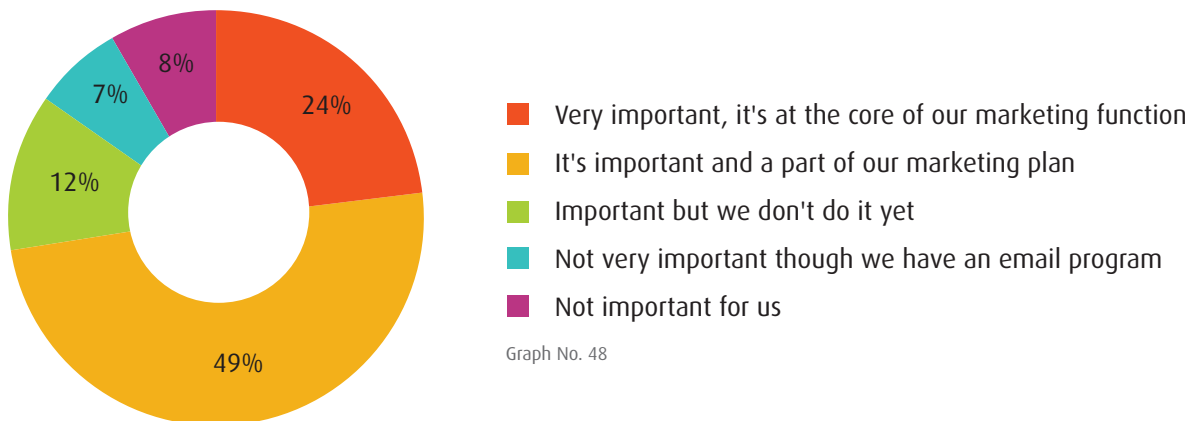


Graph No. 47

### 4. Importance of Email Marketing:

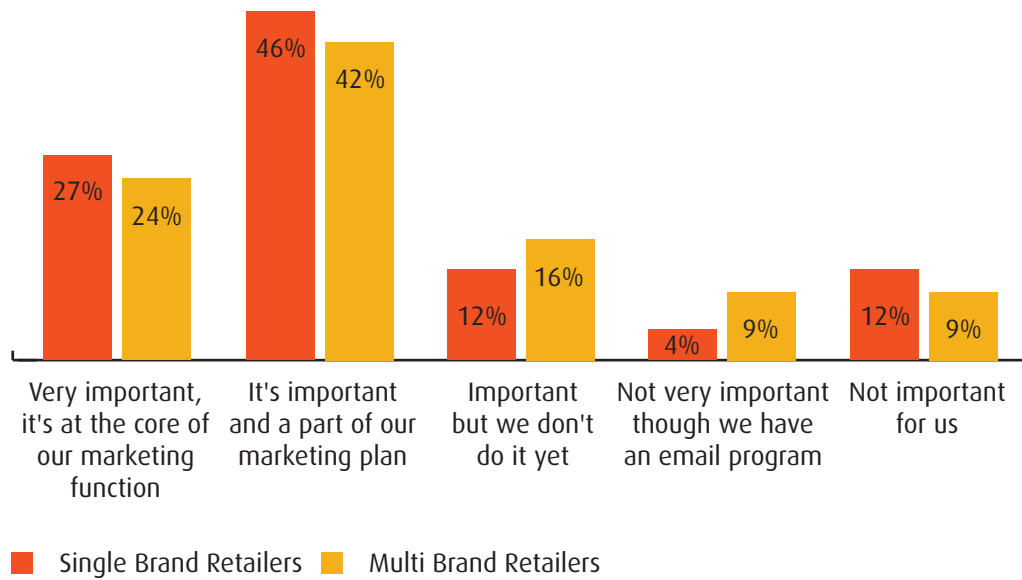
The number of Email subscribers in India are going up exponentially in the past years. It has become necessary for retailers to include Email Marketing strategies to obtain more focus on keeping things running. 85% Retailers agreed that email gave them better engagement and was important for them.

#### How important is Email Marketing to your marketing plans?



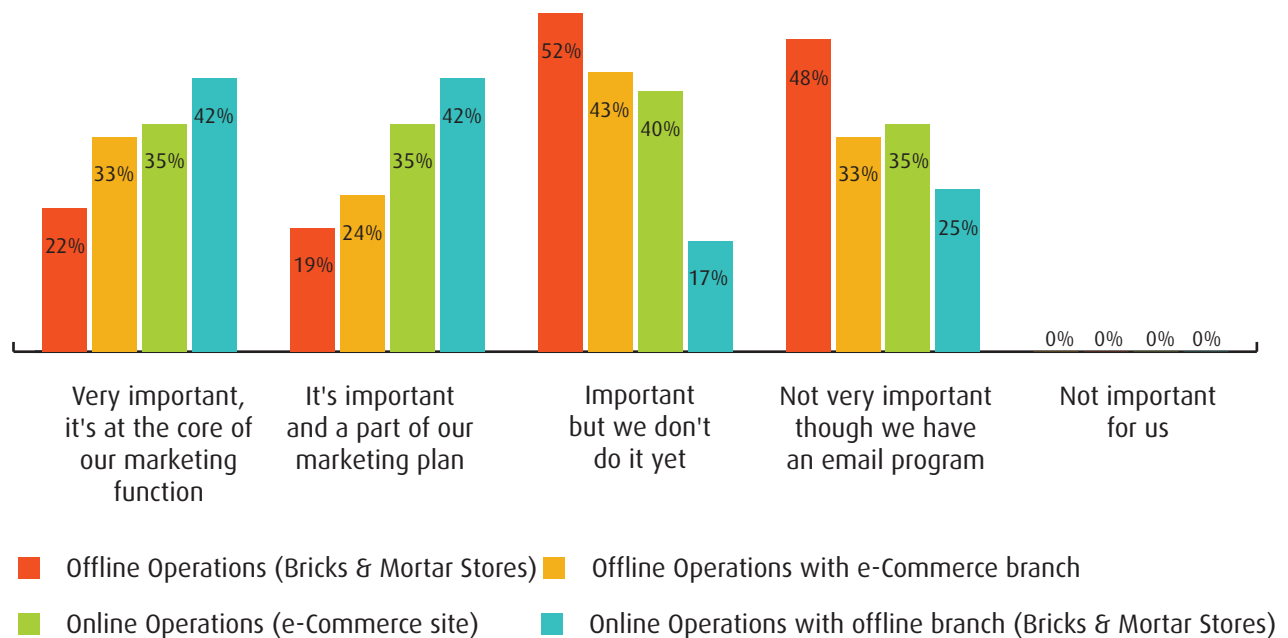
Graph No. 48

### Importance of Email Marketing for Single Vs Multi Brand Retailers:



Graph No. 49

### Importance of Email Marketing for Retail Operations:

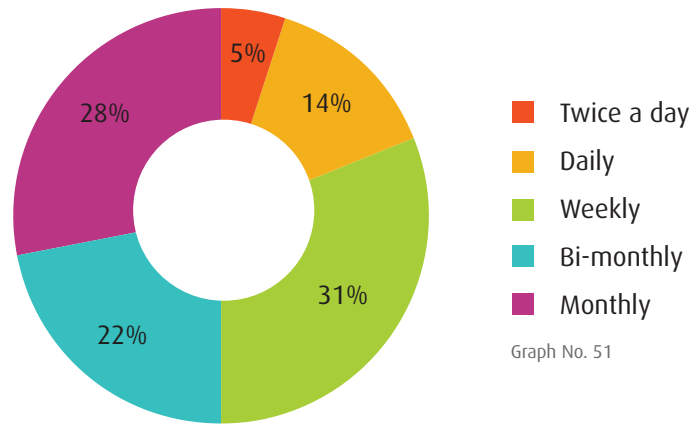


Graph No. 50

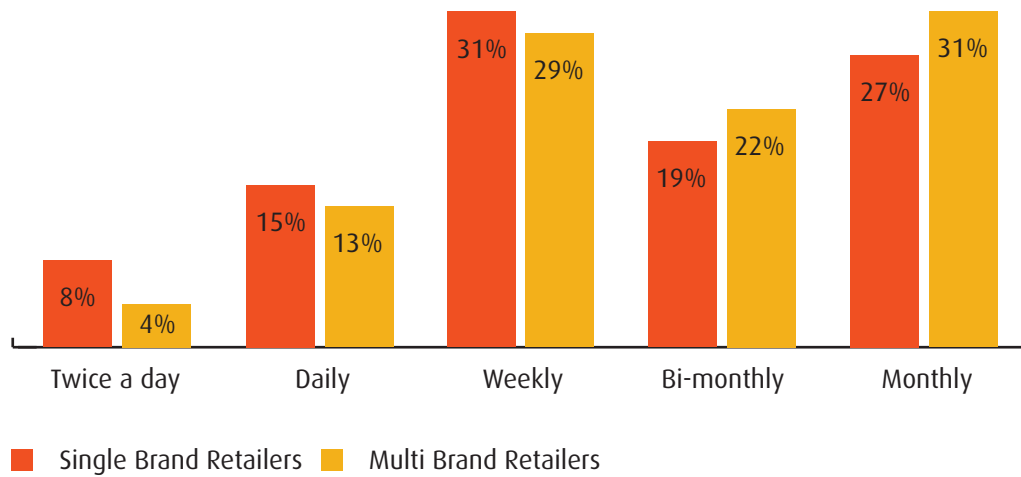
### 5. Email Campaign Metrics - Frequency of Email Campaign:

Around 50% Retailers revealed that they sent weekly emails, with a majority of them being sent by Single Brand Retailers. Daily campaigns were sent by e-Commerce sites.

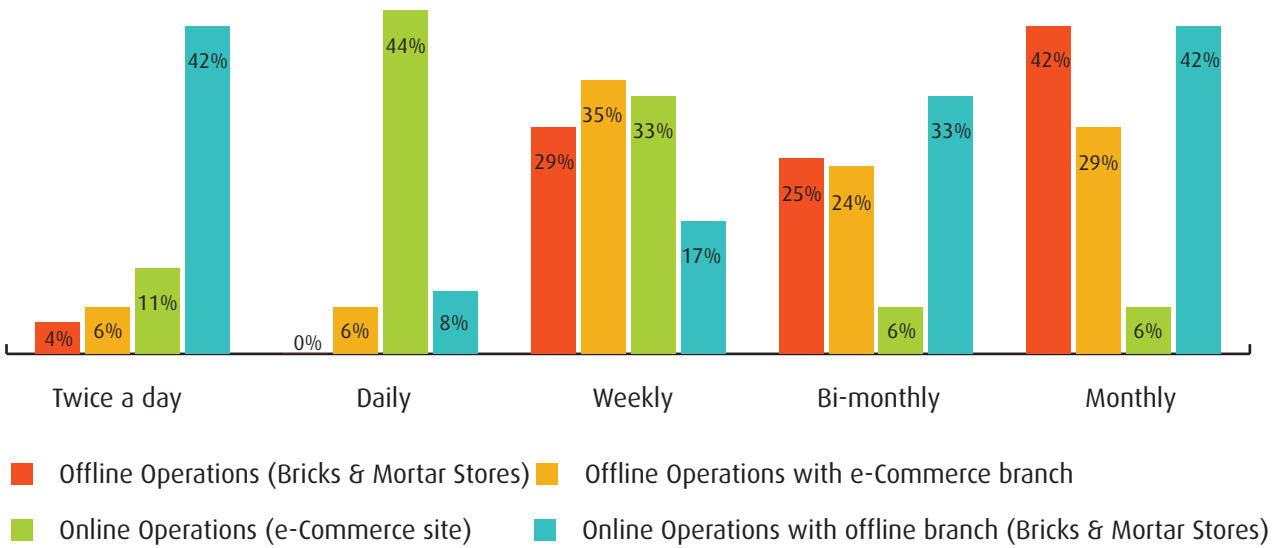
#### What is the frequency of your Email Campaigns?



#### Frequency of Email Campaign for Single Vs Multi Brand Retailers:



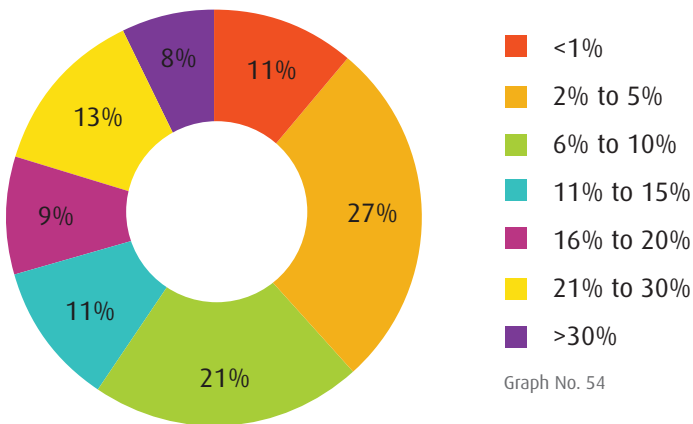
### Frequency of Email Campaign for Retail Operations:



Graph No. 53

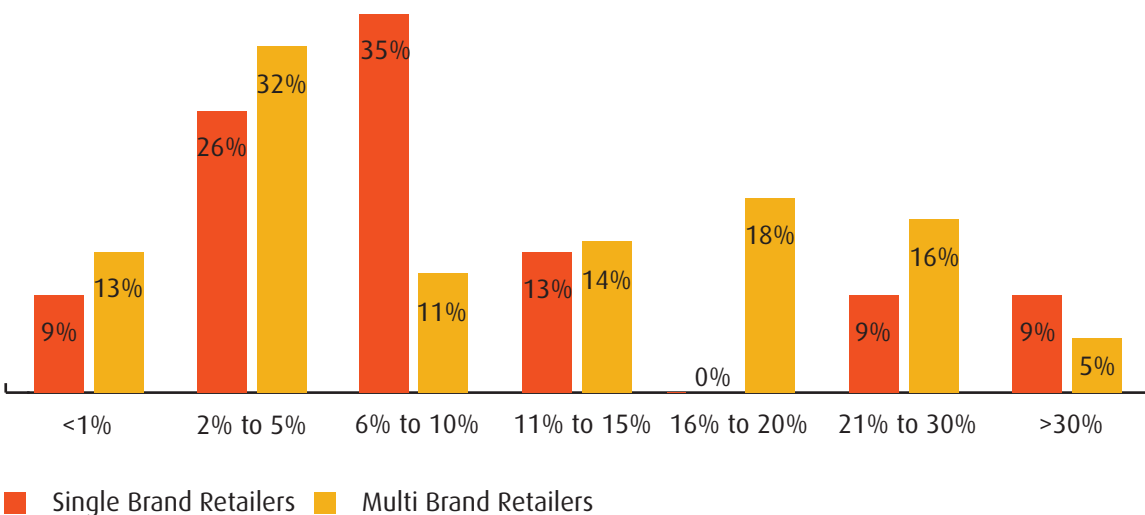
### 6. Email Campaign Metrics - Average Open Rate:

Knowing industry benchmarks to perform better is an essential step to any business. 6% to 10% was the Average Open Rate that overlooked the retail sector. Focus on Open Rates is a must as they influence Conversion Rate of any campaign.



Graph No. 54

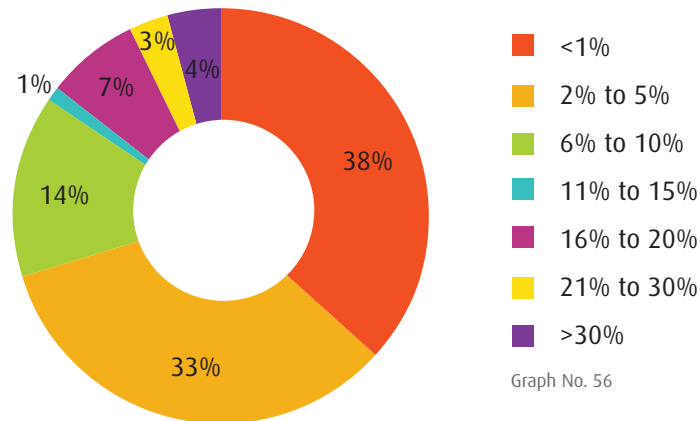
### Average Open Rate for Single Vs Multi Brand Retailers:



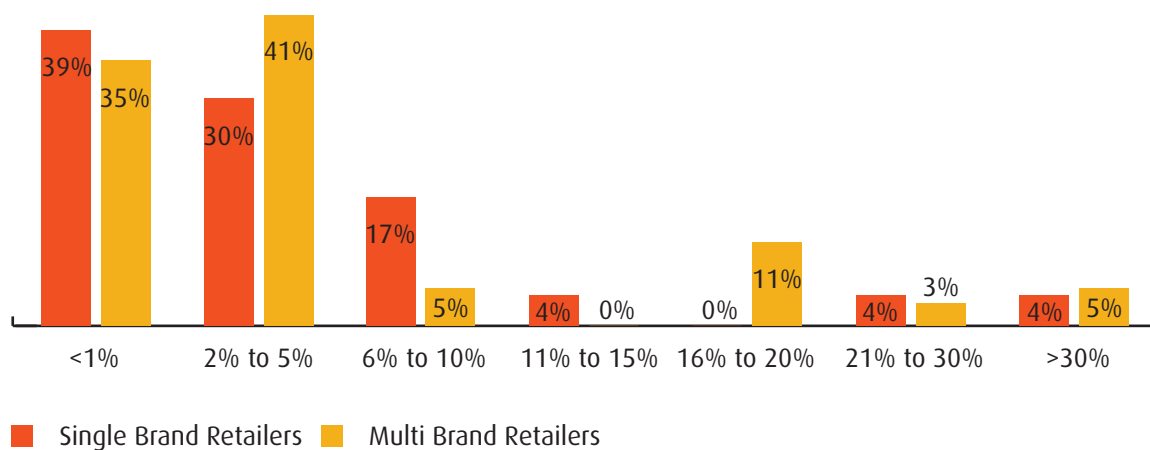
Graph No. 55

### 7. Email Campaign Metrics - Average Conversion Rate:

Chasing conversion rates is what every business does right from the inception of an email campaign idea. Our analysis pointed out that 2% to 5% was a common trait in the retail domain. Multi Brand Retailers (41%) were known for their replicable conversion rate processes.



### Single Vs Multi Brand Retailers:



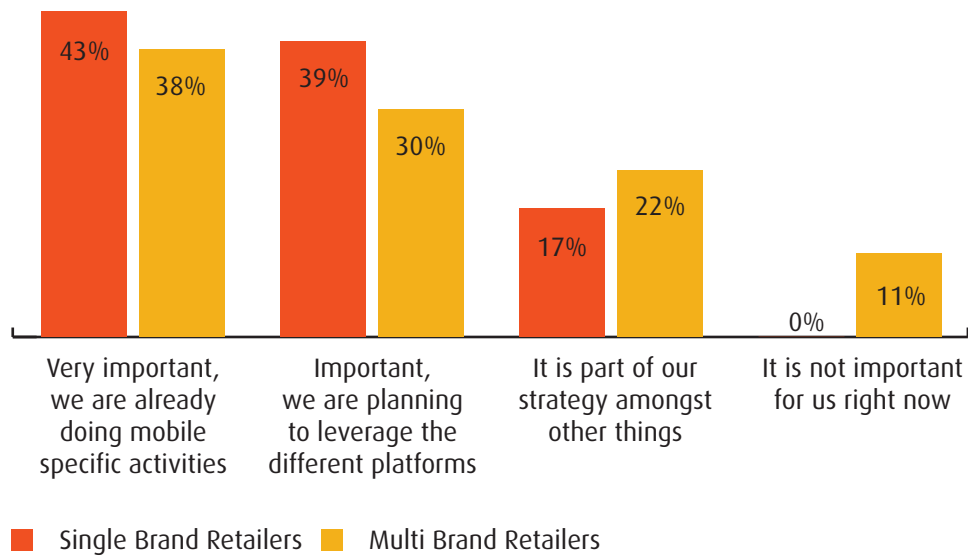
### 8. Importance of Mobile in Marketing:

90% Retailers embraced mobile as a part of their marketing strategy, while only 41% viewed this approach to be significant.

#### How important is Mobile (Smartphones/Tablets/Apps) to your sales & marketing plans?

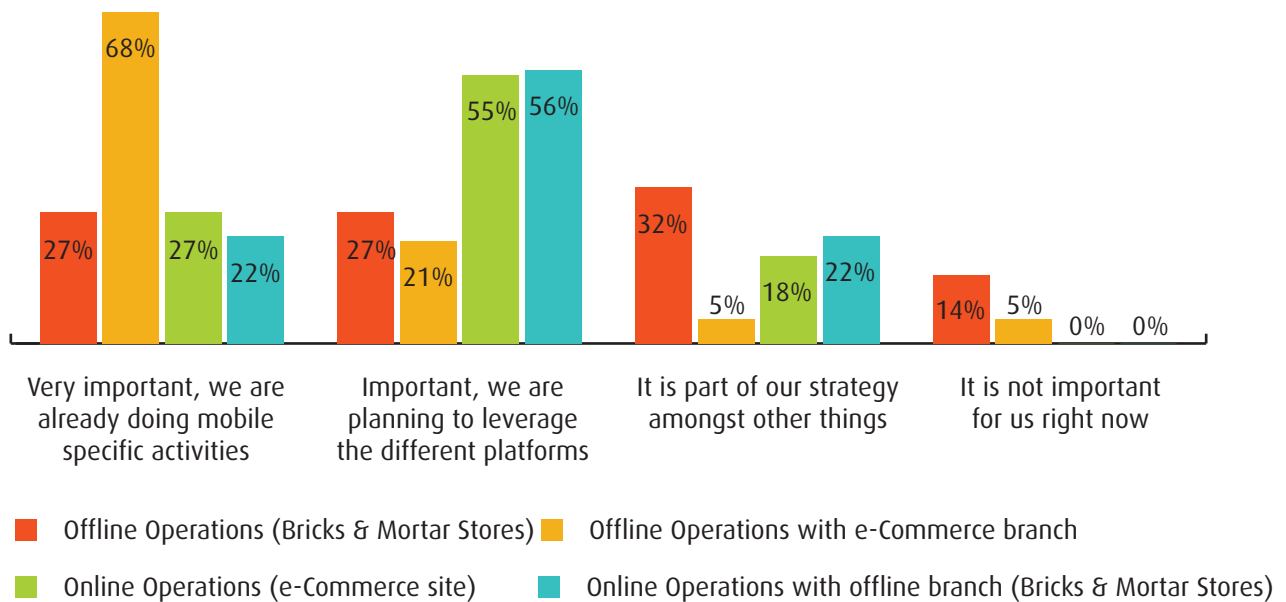


### Importance of Mobile in Marketing for Single Vs Multi Brand Retailers:



Graph No. 59

### Importance of Mobile in Marketing for Retail Operations:

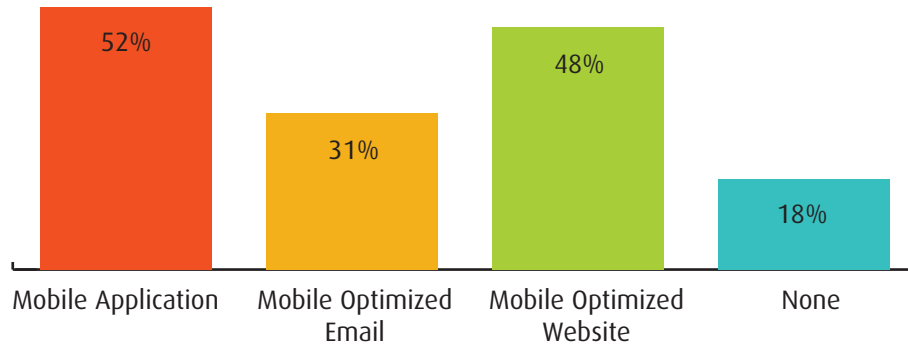


Graph No. 60

### 9. Mobile Strategies in place:

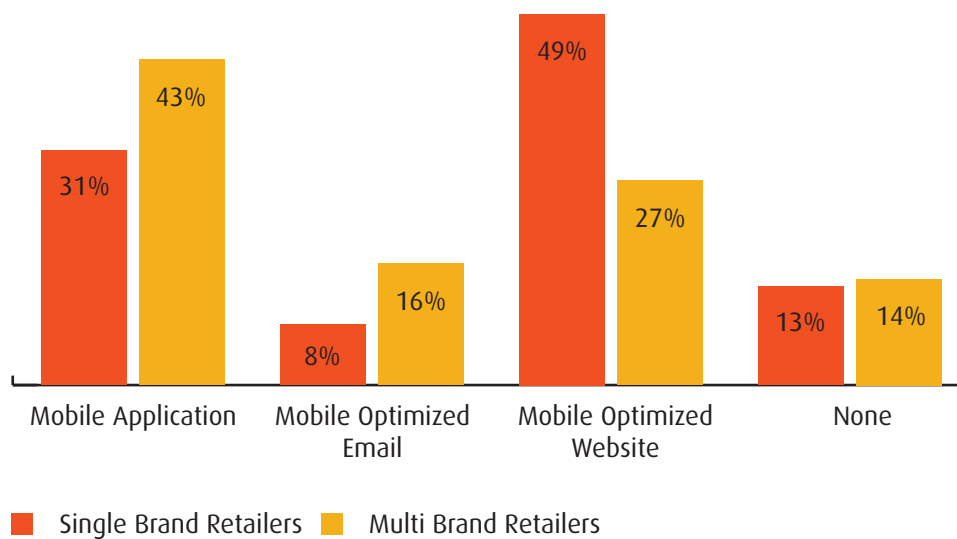
52% of Retailers had launched a Mobile Application to accommodate the booming essentialities of reaching a customer. Further boosting of this strategy was observed through Mobile Optimized Website (48%).

#### Which of the following Mobile Strategies do you have in place or plan to do this year?



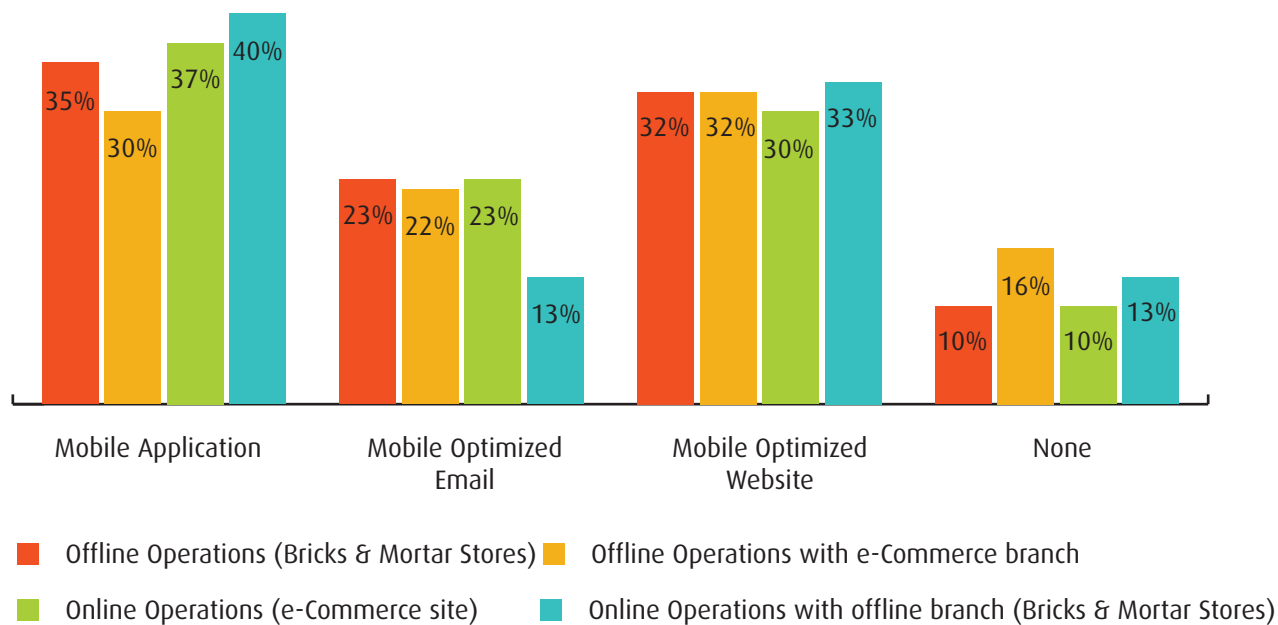
Graph No. 61

#### Mobile Strategies in place by Single Vs Multi Brand Retailers:



Graph No. 62

### Mobile Strategies in place by Retail Operations:

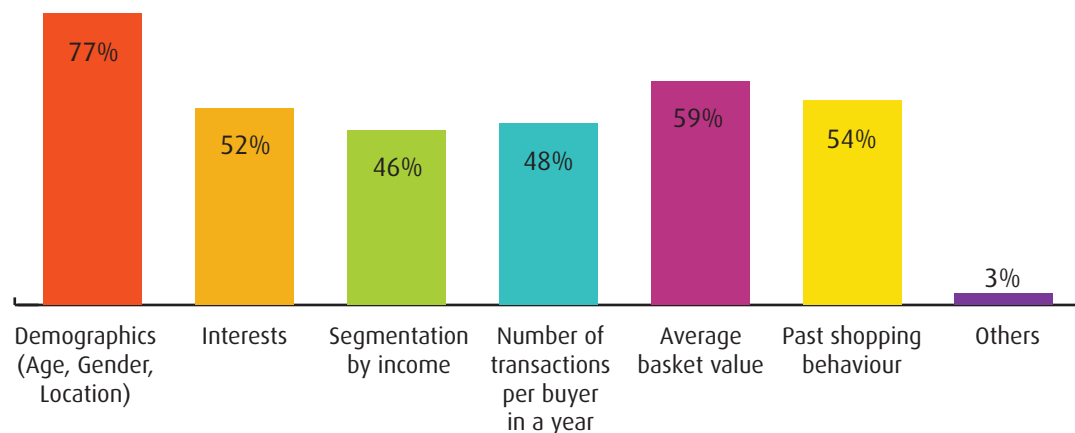


Graph No. 63

### 10. Customer Segmentation Metrics:

Segmentation of prospective customers becomes necessary to improve sales and maintain a healthy pipeline. Demographical clustering stood as the most popular among 77% Retailers.

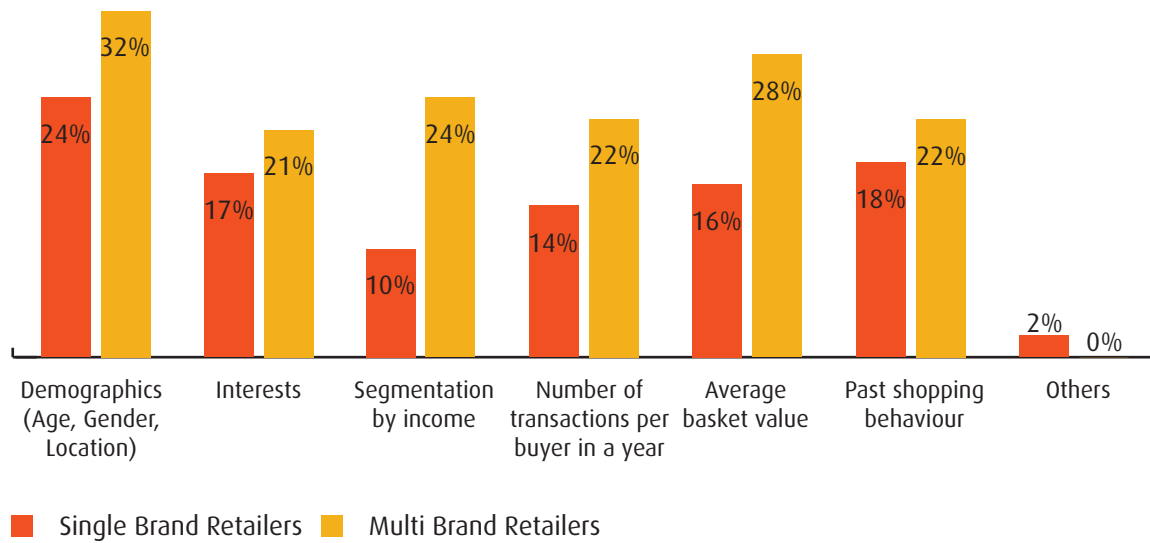
#### Which of the following metrics do you use to understand your customer base?



Graph No. 64

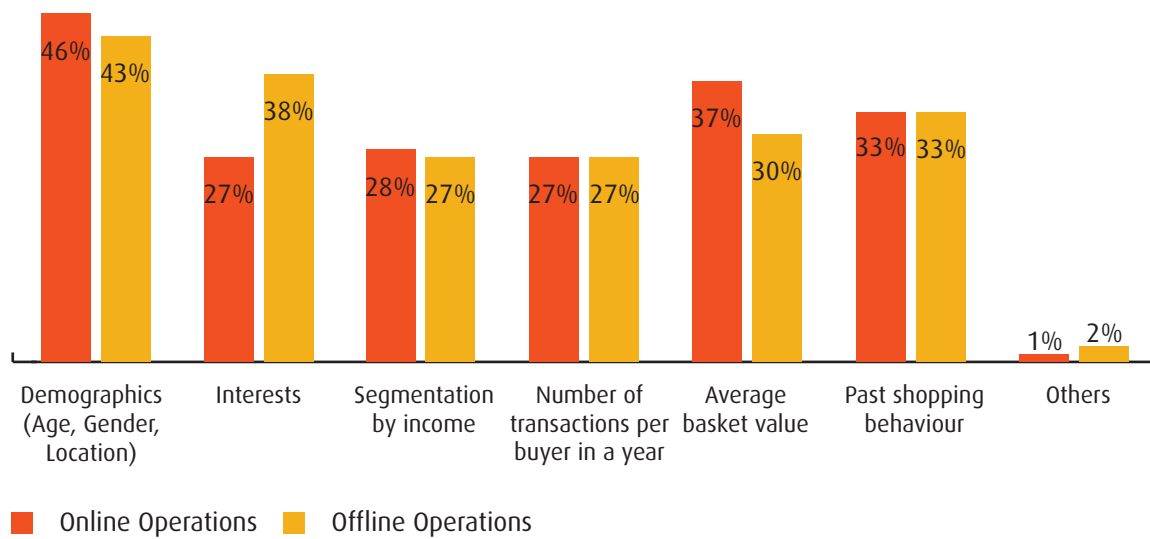


### Customer Segmentation Metrics for Single Vs Multi Brand Retailers:



Graph No. 65

### Customer Segmentation Metrics for Retail Operation:

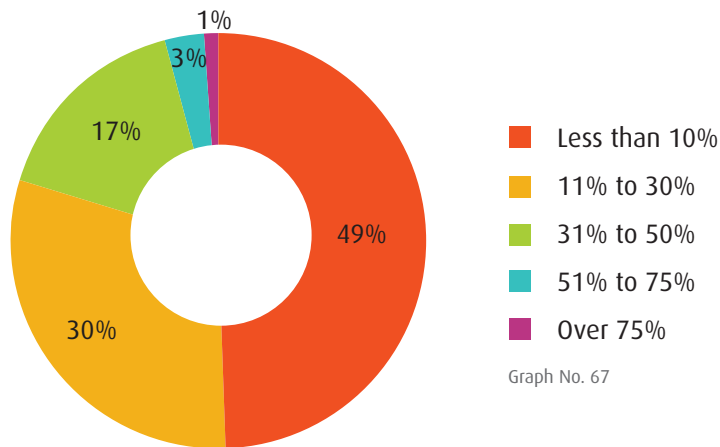


Graph No. 66

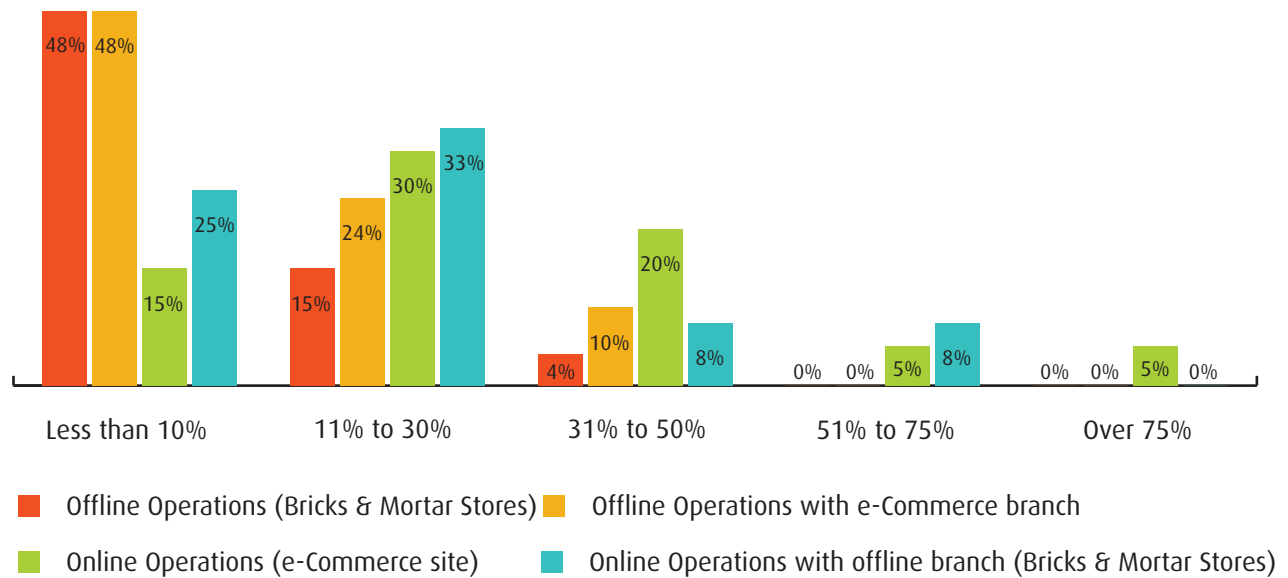
### 11. The Revenue Scale obtained through e-Marketing:

Around 20% Retailers reverted that their company made more than 30% of revenue through e-Marketing which was similar to the case of 30% online e-Commerce sites.

**In your overall sales revenue, approximately what percentage is contributed by e-Marketing?**



**A breakdown of revenue through e-Marketing based on Retail Operation:**



# The 2016 India Retail e-Marketing Survey Participants Profile

Adidas Group	Crystal Publicity
Aditya Birla Fashion and Retail Ltd.	DailyObjects
Ample	DLF Brands Ltd.
Apeejay Surrendra Group	Ebutor
Ardent Consulting	Electrospark
Arvind Lifestyle Pvt. Ltd.	Eternia Enterprises Pvt. Ltd.
AskmeBazaar	Ethos Watches
Baggit	Facets Clothing Co.
Basics Life	Fashion Genie Online Retail Pvt. Ltd.
BigC Mobiles	FashionAndYou
Brigade Enterprises Ltd.	Ferns N Petals Pvt. Ltd.
Bulkhouse Trading India Pvt. Ltd.	Firstcry
Cafe Coffee Day	Flipkart India Pvt. Ltd.
CaptainKYSO	Future Retail
Chogori India Retail Ltd.	Getit Stores Pvt. Ltd.
Corporate Realty Solutions	Hashtag
Craft9 Retail Pvt. Ltd.	Hidesign India Pvt. Ltd.
Craftsvilla	Hypercity Retail India Ltd.
Creative Management Consultants	Indian Gifts Portal

Infiniti Retail Ltd.	Samsonite South Asia
Kent RO Systems Ltd.	Sangam Direct
KiranaSales	Schuh Lifestyle Pvt. Ltd.
Lakme Lever Pvt. Ltd.	September Moons & Accessories Pvt. Ltd.
Lifestyle International Pvt. Ltd.	Shoppers Stop
Mapro Ventures Pvt. Ltd.	Silver Emporium Pvt. Ltd.
Mirza International Ltd. (Red Tape)	Snapdeal
Muddyboots Retails Pvt. Ltd.	Spencer's Retail Ltd.
Naaptol	SSIPL Retail
Natures Basket Ltd.	Surya Fashions LLC (China)
Nuts 'n' Spices	The Orange Pizzeria
Omved Lifestyle Pvt. Ltd.	The Rose Group
Pari's Haute Couture	ThinkTech Web Technologies LLP
Phoenix Market City	Titan Company Ltd.
Planet Super Heroes	Trent Hypermarket Pvt. Ltd.
Pride Purple Group	Trident Group
Raymond Apparel's Ltd.	Vaibhav Jewellers
Red Chief	Venus Toys Pvt. Ltd.
Redsky Retail Pvt. Ltd.	Vibhava Industries
Reliance Group	Virtuous Retail Services Pvt. Ltd.
Saint Gobain India Pvt. Ltd.	Vivek Pvt. Ltd.

VT Retail Solutions

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Vyts Retail India Pvt. Ltd.

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Wellness Forever Medicare Pvt. Ltd.

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Workant Retail Pvt. Ltd.

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Yum Brands

Notes:

# Research Report Team for the India Retail e-Marketing Study 2016

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This study is a collaborative effort between two teams, based in two different cities and specializing in two different fields. The following people form the core team(s) at the heart of this study and were responsible for the questionnaire, conducting the survey, participant outreach, data collection, data analysis, content writing, report design, report printing and logistics.

**From Retailers Association of India (RAI):**

Surabhi Hegde, Shiv Joshi

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**From Octane Marketing Pvt. Ltd. (Octane.in):**

Angeline Kasirajan, Ankita Popli, Hemant Sharma, Shivani Jaiswal, Swati Mehta

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A collaborative report by Retailers Association of India (RAI) and Octane Marketing Pvt. Ltd.

RAI is a 'not-for-profit' organization that works with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. For more information, please visit [www.rai.net.in](http://www.rai.net.in).

Octane.in is a marketing technology company that provides a state-of-the-art Email, SMS & Web Marketing Platforms. It is India's first multi-channel platform for integrated e-Marketing Campaigns. For more information, please visit [www.octane.in](http://www.octane.in).

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