



RESHAPING RETAIL

Trends that are forever altering the course of Indian Retail

+

RLS 2022 Special Report



Frictionless and Personalized Customer Experiences

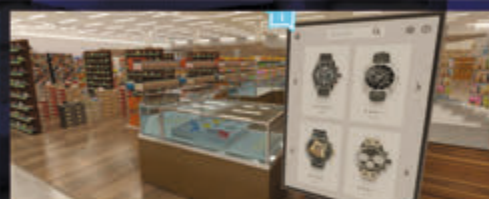
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Research

(online or in store)

- Kiosks
- Chatbots



Shop

(online or in store)

- Kiosks
- Chatbots
- In-store robots
- RFID smart fitting rooms
- AR/VR immersive experiences
- Virtual dressing rooms
- Smart shelves
- Interactive signage
- Personalized loyalty experiences and offers



Purchase

(online or in store)

- Kiosks
- Self-checkout
- In-store robots
- Personalized loyalty experiences and offers



Pickup/delivery

(home or in store)

- Curbside pickup
- Pickup lockers

Infinite retail possibilities



Frictionless and personalized



Loss prevention



Store as a medium



Supply chain innovation



Inventory



Operations



Transactions



Video analytics



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Publisher : Kumar Rajagopalan
ceo@rai.net.in

Editorial Director : Dr Hitesh Bhatt
hitesh@rai.net.in

Executive Editor : Shiv Joshi - shiv@rai.net.in

Contributing Editor : Vidya Hariharan
vidyahariharan1311@gmail.com

Contributors : Ajay Balgi - ajay@rai.net.in
Bhumika Shetty -
bhumika@rai.net.in

Art Director : Deris Micheal - deris@rai.net.in

RAI Advisory Team

Director-Retail Learning : Dr. Lawrence Fernandes
& Membership lawrence@rai.net.in

Director - Finance : Gautam Jain
& Advocacy gautam@rai.net.in

STOrai Advertisement : Avinash Chaudhary
avinash@rai.net.in

RAI National Council

Bijou Kurien, L Capital Asia

Kulin Sanjay Lalbhai, Arvind Ltd.

BAK Shetty, Vivek Pvt. Ltd.

Noel Tata, Trent Ltd.

Shashwat Goenka, RP-Sanjiv Goenka Group

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Rafique Malik, Metro Brands Ltd.

Rahul Mehta, Creative Garments Pvt. Ltd. (CMAI)

Rakesh Biyani, Future Group

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Venkatesalu P, Trent Ltd.

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Pinaki Ranjan Mishra, E&Y

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WHAT'S RESHAPING INDIAN RETAIL



It is encouraging to see Indian retail recover from the blow it was dealt with by the pandemic. Our surveys have found that there is a steady improvement in sales with 23% growth in April and 24% in May as compared to the pre-pandemic levels. A positive fallout of the pandemic is the reinvention of retail. New thoughts have been created around hybrid work cultures. They have also resulted in new shopping patterns such as a preference for omnichannel, shopping for others as much as for oneself, and a need for personalisation. The perception of values associated with a brand in the eyes of customers has also changed. Today's consumers believe much more in health & wellness and sustainability.

While some of the preference shifts and trends are short-term in nature, several others are likely to have long-term implications for retail. Trends that are definitely going to change retail include Metaverse, 5G, Open Network for Digital Commerce (ONDC)—which will enable many small retailers to get on digital commerce, quick commerce with new players coming in who are not traditionally retailers and video commerce. A must read in this issue is the article based on the virtual address delivered by Shri Nandan Nilekani, Chairman and Co-Founder, Infosys and Founding Chairman UIDAI (Aadhaar) at RLS 2022 where he spoke about the home-grown technologies that will alter the course of retail in the country.

Recognising these trends and responding to them proactively and in an agile manner can help retailers create a winning strategy for the coming decade. We, therefore, have themed the issue around the forces that are reshaping retail in the country. We hope that as always, the insights can help you build a better, more profitable business.

Kumar Rajagopalan,

Chief Executive Officer, RAI

Published by Kumar Rajagopalan for Retailers Association of India 111/112, Ascot Centre, Near Hotel ITC Maratha, Sahar Road, Sahar, Andheri (E), Mumbai - 400099. Tel + 91 22 28269527-28, Email: info@rai.net.in

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CONTENTS >>

04 INDUSTRY UPDATES

Retail updates from India

08 GLOBAL UPDATES

Retail updates from around the world

10 LEARNING UPDATES

Workshops, Courses & More

18 ADVOCACY UPDATES

Policies, Regulations & More

22 COVER STORY

22 Winds of Change

26 Made In India Game Changers

30 Desi Disruptors

34 Keys to Success



36 REPORTS

36 Retail Leadership Summit 2022

58 Hyderabad Retail Summit 2022

64 The Inspired Home Show 2022



70 CUSTOMER EXPERIENCE

The Essentials of Experience



74 RESPONSIBLE RETAIL

P N Rao: Sustainable Pursuits



84 MEMBER PROFILE

Star Localmart: The Rising Star on the convenience chain store scene in the hinterlands of South Maharashtra and Karnataka



78 MARKETING

Making Influencer Marketing Click



88 SME INSPIRATIONS

Dunkel Braun: Baking it Big and changing the taste of Kolkata



RELIANCE TO BRING UK'S PRET A MANGER TO INDIA



Leading Reliance Brands (RBL), a subsidiary of Reliance Retail will be bringing British sandwich and coffee chain Pret a Manger to India under a long-term master franchise agreement. The key differentiator for Manger will be its food items that will be served fresh and not microwaved like other competing chains.

RBL revealed that it plans to open food chains across the country starting with big cities and travel hubs. Airports will be a major area of focus. Owned by Germany's billionaire Reimann family, Pret A Manger first opened in London in 1986. It has presence in nine markets including UK, US, Europe and Asia through 550 stores. Its key offerings include sandwiches, wraps, salads and organic coffee. The brand usually localises 20% of its menu in the markets that it enters while keeping the rest global, revealed Pano Christou, CEO at Pret A Manger in a media interview.

The brand's global expansion spree started last year and it aims to double the size of its business in five years. 😊

AMAZON, UP GOVT. INK MOU TO DIGITALLY ENABLE LOCAL MSMEs



Amazon India has signed two MoUs with the Government of Uttar Pradesh to digitally enable lakhs of small local businesses. The MoUs were signed with Micro, Small and Medium Enterprises (MSMEs) and the Export Promotion of Uttar Pradesh.

As part of the two MoUs, Amazon will train and onboard MSMEs from the state on its Global Selling program and help them export their unique Made in India products to customers in over 200 countries and territories across the world.

Additionally, it will focus on bringing sellers registered under the one district one product (ODOP) program on Amazon.in and help them serve customers across India. The Honourable Chief Minister also officially launched Amazon's first Digital Kendra in UP to accelerate digitization of local stores and small businesses in Kanpur and nearby areas at the same event in presence of Shri Navneet Sehgal, IAS, Additional Chief Secretary, Micro, Small & Medium Enterprises and Export Promotion, Government of Uttar Pradesh and Chetan Krishnaswamy, Vice President, Public Policy, Amazon India. 😊



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Invoices Discounted



268 +

Pin Codes Served



6 Billion

Transactions Processed Till Date



40,000+

Businesses Helped



70,000+

New & Returning Investors



300+

Corporates On KredX Platform

WRANGLER COMES TO MUMBAI



Wrangler the iconic American denim brand announced the launch of its new flagship store spread across 950 sq. ft. at Linking Road in Mumbai. This is the 39th store of Wrangler in India and the first in Mumbai. Ace Turtle launched the Licensed Brands vertical in 2021 by acquiring long-term licenses of iconic denim brands Lee & Wrangler for India and select South Asian markets. It has an end-to-end offering comprising design, local sourcing and retailing for international brands in India. 😊

LEVI'S® OPENS COUNTRY'S LARGEST STORE AT OBEROI MALL IN MUMBAI



Denim giant Levi's® inaugurated its new store at Oberoi Mall. It is the largest store opened by the denim brand in a mall in India. The store design follows the new fleet of the NextGen store format that enables consumers to immerse themselves in brand experience across customization, fit & style. Spread across 3,798 sq ft, the store houses its signature Tailor shop experience. 😊

ERODE'S TEXVALLEY TO BECOME SOUTH INDIA'S FIRST DESTINATION MALL



Texvalley, located at a sprawling 20 lakh sq.ft area in Erode, Tamil Nadu, is all set to metamorphose into South India's first 'destination mall' of its kind, housing both B2B as well as B2C business across segments, besides food, entertainment, and other lifestyle outlets.

Fully exploiting the growing demand for a destination mall in this region that comprises Karur, Erode, and Tirupur, Texvalley, in its new avatar, is dedicating over 4,00,000sq.ft for B2C business and lifestyle outlets. The re-imagined Texvalley will house a hypermarket, a 5-screen multiplex, a 500-seater food court, 100+ 'outlet' vanilla shops, and 5 fine dine options, and a family entertainment centre. The formats of these facilities would be completely new to the region and are designed keeping today's youth in mind.

For its transformational journey, Texvalley has appointed Beyond Square feet, a consulting firm specialising in providing end-to-end solutions in mall development and mall management.

Currently, the textile market has 500 odd brands, representing textile and allied industries, and is making a turnover of about Rs 750 crore. The new mall will take the presence of differentiated local and global brands to 1500 within the next two years. Texvalley is owned by Erode Textile Mall Ltd., promoted by two prominent business groups: Lotus Textiles, and URC Pvt. Ltd, a leading construction company in South India. 😊

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MCDONALD'S ALTERS FRANCHISING POLICIES



Source: McDonald's

McDonald's is altering its franchising policy to in the hopes of attracting more diverse candidates. Starting in 2023, the fast-food giant will evaluate every potential new operator equally. In the past, the spouses and children of current franchisees have been given preferential treatment. McDonald's will also relook at the process through which it renews franchisees' 20-year agreements. 😊

DOUG HERRINGTON IS THE NEW CEO OF AMAZON STORES ACROSS THE GLOBE



Source: Amazon

Long-time Amazon executive Doug Herrington will take over as the new chief executive of Worldwide Amazon Stores. Herrington joined the company in 2005 and has been one of the top leaders. He launched AmazonFresh in 2007 and began leading the North American consumer business in 2015. Herrington is credited with developing and launching several key programmes at Amazon, including its popular loyalty program for moms. 😊

LOWE'S EXPANDS INTO THE METAVERSE

Home home improvement retailer Lowe's has made its foray into the Metaverse by making over 500 assets available to its customers for free. Unlike other retailers that chose a particular virtual platform or game to mark their presence on the metaverse, Lowe's is offering its assets, which include items such as chairs on its own hub.

With this Lowe's has become the first major home improvement retailer to enter the metaverse and make its applicable assets available for free. The assets are based on real products the company currently sells online and in its stores.

The idea behind this is not to make money but to



Source: Lowe's

allow consumers to use their imagination and make exciting virtual places. 😊

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JOB FAIR ORGANISED FOR RAI-IGNOU BBARL STUDENTS

A two-day Job Fair was jointly organized by Retailers Association of India (RAI) and IGNOU, School of Management Studies under the BBA (Retailing) programme at School of Management Studies, IGNOU, Maidan Garhi for providing internships to first-year BBA Retail students.

As many as 35 retail brands such as Flying Machine, US POLO, Arrow, Benetton, Jack & Jones, Vera Moda, Only, Vila, Selected, Celio, Croma, Domino's, Dunkin, Hong's Kitchen, Ekdam, KFC, Pizza Hut, Taco Bell, Marks & Spencer, Max, Metro Cash and Carry, Hamleys, Mother care, Bally, Armani Exchange, Superdry, Trends, Shoppers Stop, SPAR, Westside, WH Smith, Adidas, JioMart, Nike and JioMart - HoReCa participated in this initiative.

Furthermore, more than 500 students got shortlisted by some of the top participating brands. 🥳



FOOD SAFETY SUPERVISOR TRAINING

Food Safety and Standards Authority of India (FSSAI) has mandated Food Safety Training & Certification (FoSTaC) for all food retailers. As per the notification issued by the authority, all the Food business operators having Central License or State License should have at least One Trained and Certified Food Safety Supervisor for every 25 food handlers or part thereof on all their premises.

Food Safety Training & Certification (FoSTaC) is a training program for food businesses across the value chain. FoSTaC training allows food retailers to be compliant with all the Food Safety practices. After successful completion of the programme, participants receive a certificate from FSSAI.



The training is being conducted online since the pandemic and 8 few sessions were conducted between March and June 2022 in the category Of retail and Distribution, in which 272 people participated. 🥳



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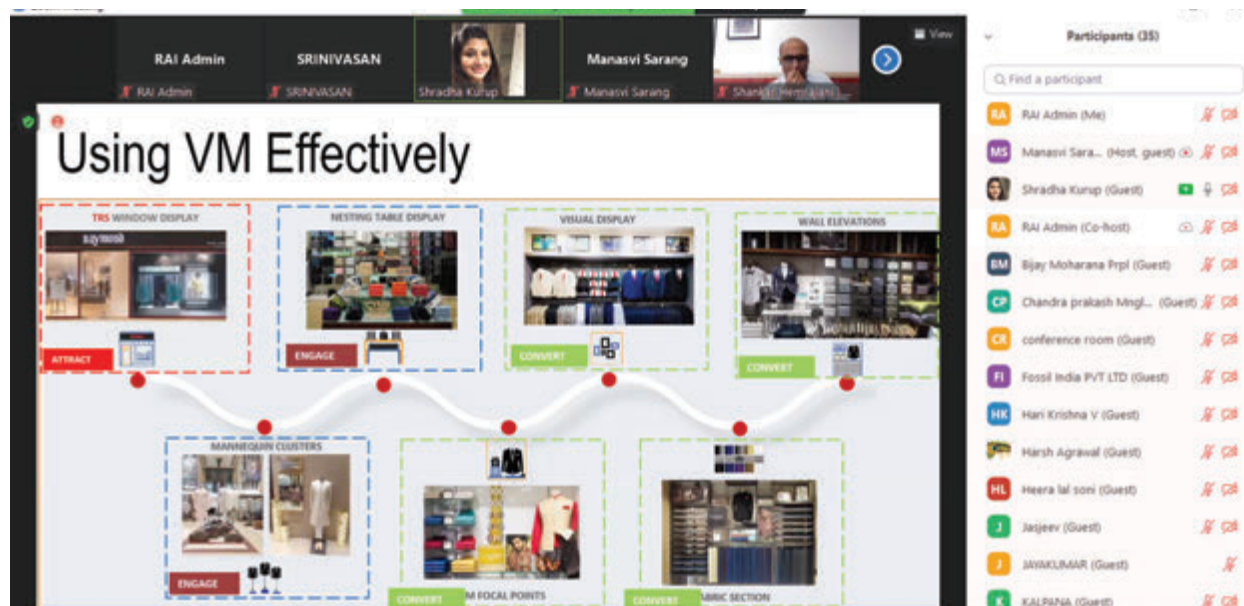
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RAI'S SIGNATURE ESOPS WORKSHOP GETS A GOOD RESPONSE



Excellence in Store Operations Workshop (ES-Op) is the signature workshop offered by RAI which focuses on enhancing performance through optimisation of the retail operations. It is designed in the four major areas- Managing profitability, In-store visual merchandising, Local Store Marketing & Catchment Area Analysis and Understanding Buying and Merchandising & Inventory Management.

ESOps was conducted virtually on in March 2022 which saw the participation of 35 participants from 14 organizations including Fossil, Landmark Group – Easybuy, TCNS Clothing Co Ltd., Thulasi Pharmacies India Pvt. Ltd., Sri Thaila Silks, Sweet Ginger, JJ Bakers, Suarabhakti Goods Pvt. Ltd, Naidu Hall Family Store, Seema Garments, Zimson Times Pvt Ltd, Wellness Forever Medicare Ltd. And Nandu's Food Pvt. Ltd.

The sessions were facilitated by Shantanu Saha, Marketing Specialist, Pharmacy Business, Reliance Market; Sathish Bhat, Chief Strategy Officer, Servcart Retail Technologies; Shradha Kurup, General Manag-

PARTICIPANT TESTIMONIALS

"We had a great session and learnt a lot on VM and Buying and how to run a store profitably."

- Rajkumar. R, Area Manager, Naidu Hall Family Store

"Sessions were truly good. I have learnt a lot from them. What I learnt will help me in my daily job"

- Ravindhar Babu, Cluster Manager, Landmark Group - Easybuy

"These basics are useful to set our store inventory and to improve customer service"

- Rajkumar Naryan Avhad, Store Manager, Wellness Forever Medicare Ltd.

er & Head -Retail Marketing & VM; Raymonds Ltd. and Rajesh Jain, Founding Partner-Tatsat Ventures. 🌟

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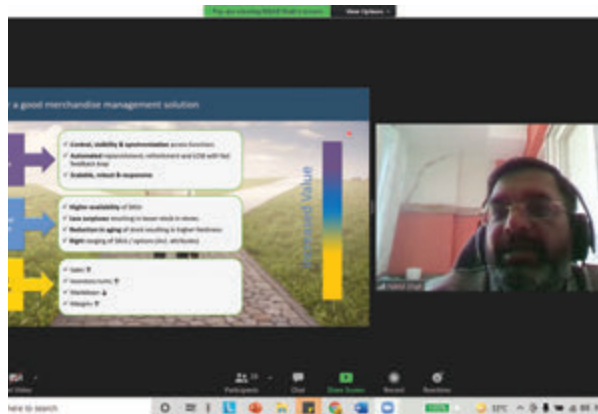
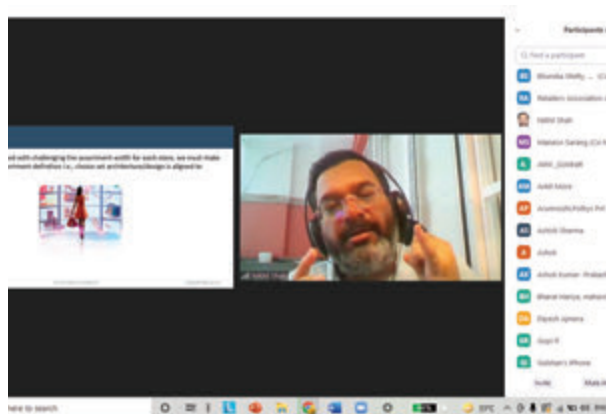
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GOLDRATT MASTER SERIES IS A HUGE SUCCESS



RAI, in collaboration with Goldratt, is organising the Retail Master Series to help companies gain insights into innovating their merchandise management processes and be better prepared to respond to the disruptions and drive both growth and stability of key business KPIs. It consists of 4 parts:

- ◆ Engines of Disruption - Imperatives for designing the Ecosystem
- ◆ The Art of Choosing – How to define Customer-Centric Assortments
- ◆ Hyper-localization - Framework for making it a reality

- ◆ Lifecycle Management - Signalling system for Sales maximization & Inventory Optimization

Part 1 and 2 were completed in February and March with the participation of 61 employees from more than 25 organizations including Indian Terrain, V-Mart, Welspun Retail Ltd., Kirtilal Kalidas Jewellers Pvt Ltd., Hertz Chemicals Private Limited, Fountain9, P N Rao, Thoughtworks, IBM, Ajmera Tyres Pvt. Ltd., and Prakash Retail Ltd.

"The Masterclass gave interesting insights into consumer behaviour and what guides their choices and how retailers can marry this data with their product line for best output," said participant Himani Nautiyal, Brand Head, SSIPL. 😊

CUSTOMISED WORKSHOP ON FRANCHISED RETAIL STORE OPERATIONS ORGANISED FOR TTK PRESTIGE

A customised workshop was conducted for more than 40 employees of the Franchise retail business of TTK Prestige Ltd. The session was facilitated by Sathish Bhat, Chief Strategy Officer, Servcart Retail Technologies. The physical training covered topics such as Franchise Life cycle, factors

for Retail Success and creating effective Managers. Commenting on the relevance of the workshop Anand Vishwanath, Marketing Head, TTK Prestige Ltd. said, "This Workshop is a must for every employee working in franchise retail store operations." RAI regularly conducts customised workshops upon request. 😊



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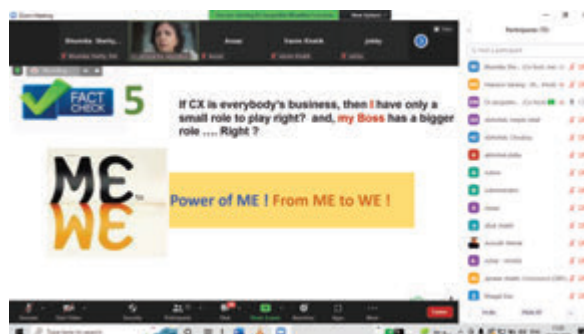
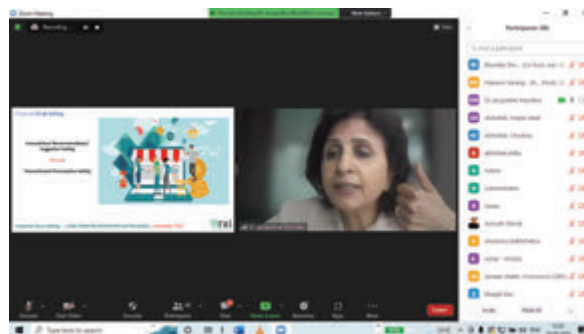
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TWO NEW WORKSHOPS LAUNCHED

RAI launched two new unique workshops – Fibre to Fabric Workshop & Customer Experience: Winning with Moments of Magic for the benefit of the retail industry.

Fibre to Textile and Beyond Workshop: In this, participants are exposed to the entire journey of fibre getting converted to fabric including various fibres, textile terms, processes related to converting fibre into fabric and special treatments involved among others. It is aimed at customer service desk staff, team leaders and department managers in the apparel industry.

The inaugural workshop was conducted in May 2022 by retail expert Brian Muniz with 24 participants from 10 organisations attending it. Some of the participating organisations were Arvind Lifestyle Brands Ltd., Celio Future Fashion Pvt. Ltd., House of Anita Dongre Pvt. Ltd., Pepe Jeans India Pvt Ltd. and Titan Company Ltd.



Customer Experience-Winning with Moments of Magic: This workshop helps customer sales associates understand 'Moments of Magic' by better managing daily opportunities and situations, ultimately enabling them to deliver a delightful customer experience. The workshop was conducted virtually in June on the topic Customer Experience: Winning with Moments of Magic by CX Expert Dr Jaqueline Mundkur. As many as 75 employees from over 15 organisations participated in it. Some of the participating organisations were Raymond Ltd., Ample Technologies Pvt. Ltd., Sweet Ginger, Pine Labs, International Gemmological Institute, Kapoor Jewellers, and Crossword Bookstores Pvt Ltd. "Applying lessons learnt in this session will help us improve in our day-to-day lives and become better leaders," said Prakash Mane, Cluster Manager, Crossword Bookstores Pvt. Ltd., one of the participants. 😊

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BMC EXTENDS DEADLINE FOR MARATHI SIGNBOARDS

A Brihanmumbai Municipal Corporation circular dated 7 April 2022 required all shops and establishments in Mumbai — irrespective of size — to display Marathi signboards in Devanagari script predominantly. If the signboard has the name of any shop or business in more than one script, the one in Devanagari script should not be smaller than that of other languages. Retail businesses were required to comply by 31 May 2022. However, on aggressive representation by RAI the BMC has extended the deadline for placing Marathi signboards at retail stores by one month in Mumbai. 😊

RAI REPRESENTS INCREASED STOCKING LIMITS FOR EDIBLE OIL AND OIL SEEDS

RAI had submitted multiple representations and has had a series of meetings with the concerned authorities contending that the stocking limit of 30 quintals for oil and oil seeds under the Essential Commodities Act is grossly inadequate when applied to hypermarkets or large supermarkets. Find the representation here: <https://bit.ly/3w1szSK>. The Ministry of Consumer Affairs, Food and Public Distribution has assured that it will look into the matter. 😊

RAI HOSTS AN INTERACTIVE SESSION ON BIS REGULATIONS FOR FOOTWEAR



► Dr N Mohan, Executive Director & CEO, Clarks India

An interactive session on BIS regulations applicable to footwear was organized with Shri Som Prakash - Minister of State for Industry and Commerce, Government of India. Dr N Mohan, Executive Director & CEO, Clarks India represented RAI and took the officials around various shoe factories, explaining the issues on BIS and sharing suggestions on the way forward. The Honourable Minister of State promised help.

The interactive session was attended by various officials of Department for Promotion of Industry and Internal Trade (DPIIT) and Arun Kumar Sinha, MD of Footwear Design and Development Institute (FDDI).

RAI's continuous engagement with DPIIT and BIS has resulted into extension of BIS standards on footwear by another one year till 30 June 2023. The notifications can be accessed here: <https://bit.ly/3zALJSS>, <https://bit.ly/3MN1Csl> 😊

RAI DELEGATION MEETS GOVERNMENT OF UTTAR PRADESH

RAI delegation had a meeting with Ms Veena Kumari - Principal Secretary and officials of Stamp Duty Department - Govt of Uttar Pradesh to discuss rationalization of stamp duty in the State of Uttar Pradesh. The delegation contended that the rate of stamp duty levied on rent in UP is the highest in the country and the Government should consider reducing

the same. The Principal Secretary assured looking into the matter. She also confirmed that the Govt will issue a clarification that stamp duty would not be applicable on common area maintenance (CAM) charges and GST thereon. RAI has also submitted a representation along with rates of stamp duty in various states to Uttar Pradesh Government. 😊

RAI'S CONTINUES ENGAGEMENT WITH MINISTRY OF CONSUMER AFFAIRS YIELDS RESULTS

RAI's continuous engagement with the Ministry of Consumer Affairs has borne results. The FSSAI has published FAQs on labelling and displaying regulations which were launched by the Honourable Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution at Vigyan Bhawan. He also launched Legal Metrology, PC Rules 2011 guidebook (with all amendments) composite book.

RAI delegation also attended National Workshop on decriminalisation of Legal Metrology Act, 2009 organised by the Ministry of Consumer Affairs, Government of India. Honourable Minister Shri Piyush Goyal urged States to support efforts to decriminalize LM ACT for ease of doing business. He sought effective implementation of laws to protect consumer interests without harassment of businesses.

RAI was invited by the ministry to present its views. RAI has strongly suggested decriminalising the legal metrology Act. 😊



► G.R. Srikanth, Sr Vice President Legal - RP Sanjiv Goenka Group; Rohit Kumar Singh, Secretary, Ministry of Consumer Affairs, Food and Public Distribution - Government of India and Gautam Jain, Director - Finance & Advocacy, Retailers Association of India

RAI ORGANISES LEGAL METROLOGY & LABOUR LAW WORKSHOP SERIES



Legal Metrology & Labour Law Workshops was conducted in Bangalore, Hyderabad and Kolkata in May & June 2022 which saw participation of around 35 participants each and RAI received excellent feedback for all the workshops. 😊



UPDATE ON IMPLEMENTATION OF 24x7 IN THE STATE OF MAHARASHTRA & KARNATAKA

RAI had meetings with officials of various states including Smt. Vinita Ved Singal (IAS), Principal Secretary (Labour & Administration), Government of Maharashtra; Satheesha SR, Managing Director, Visvesvaraya Trade Promotion Centre (VTPC), Govt of Karnataka and Shri Praveen Ramdurg - Joint Director, VTPC. In both the States, RAI delegation had a detailed deliberation on the problems with the jurisdictional local police in certain areas. Hon. Principal Secretary and Managing Director confirmed that she will talk to home ministry and set up an inter ministries meeting to resolve this issue.

RAI delegation met with Karnataka Government to discuss implementation challenges of the 24x7 notification issued by the State Government.

The meeting was chaired by Dr E V Ramana Reddy, IAS, Additional Chief Secretary - Commerce & Industries, Department of Electronics, IT & BT, Science & Technology, Government of Karnataka. It was also attended by Commissioner of police, Principal Secretary of Labour and Managing Director of VTPC.

The delegation highlighted that while the 24x7 notification is effective, the local police authorities do not recognize the notification and



► RAI delegation meeting with officials from the Government of Karnataka

ask the business to shut operations early.

The Commissioner of Police confirmed that as per the 2016 order, which stated that commercial establishments can stay open until 1:00 am, will be now followed in the city, however no decision has been taken about the 24x7 business.

It was also confirmed to the delegation that there will be no police interference until 1:00 am for the establishments to stay open. Honourable Secretary also assured delegation that he will discuss the implementation 24x7 notification with Home department.

For 24x7 in Telangana, a delegation from RAI had a virtual meeting with Shri Jayesh Ranjan, Honourable. Principal Secretary – Industries & IT, Government of Telangana. The delegation expressed concerns over 24x7 operation, signage issue,

development of retail business and employment in Telangana.

Regarding 24x7 operation, Secretary has assured delegation that he will take this forward and also arrange a meeting with the State Home department to discuss implementation challenges. The Secretary asked the delegation to submit a detailed proposal for changes required in new signage regulations.

The Secretary also invited retailers to start retail business in Hyderabad and other cities in Telangana. Development of an iconic retail street in Telangana similar to downtown Dubai and possibility of running a shopping festival in Telangana were also discussed during the meeting.

The meeting ended on a positive note and Telangana Govt is committed to create a favourable environment for retail. 😊



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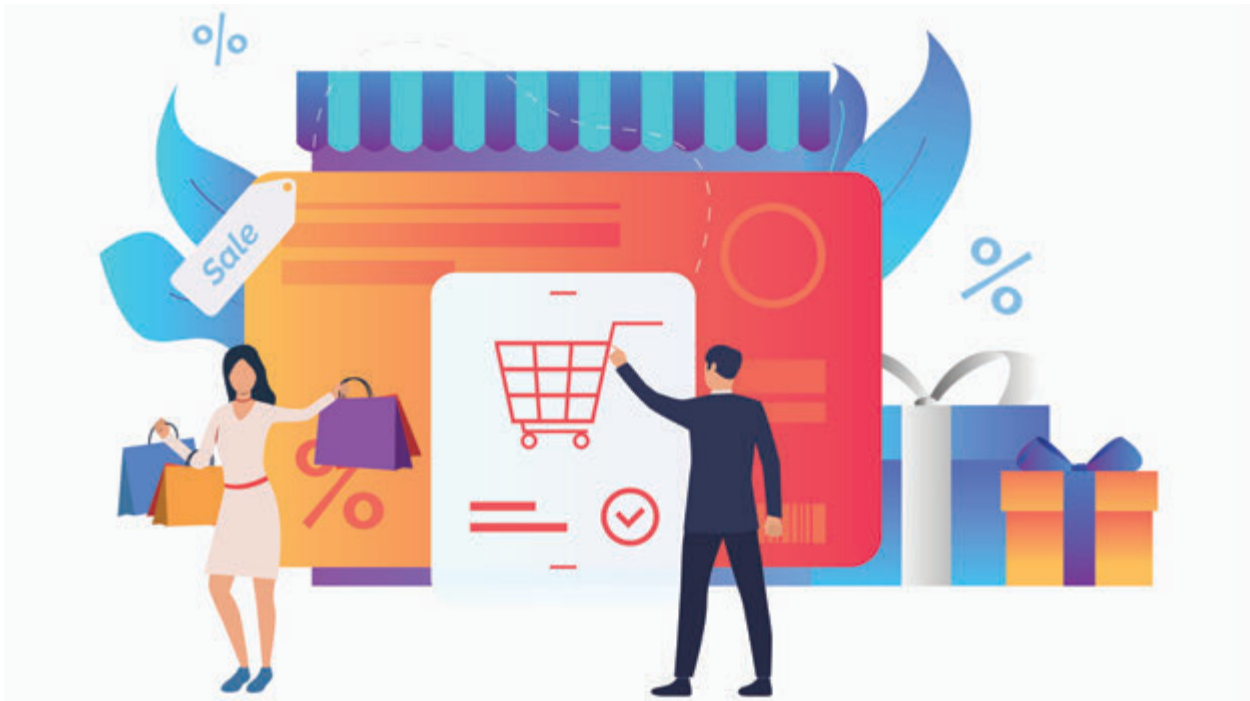
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WINDS OF CHANGE

Top 5 trends that are reshaping retail across the world



Changing consumer preference coupled with emerging trends like 'seamless' retail, next-gen stores, personalization, the rise of mega ecosystems, and emerging revenue models are likely to shape the retail landscape. While some of the preference shifts are short term in nature, several others are likely to have long-term implications for the supply side. Recognizing these trends and responding to them proactively and in an agile manner can help re-

tailers create a winning strategy for the coming decade.

The RAI-BCG report *Racing towards the next wave of Retail in India*, underscores innovative practices adopted by global retailers and the key emerging trends. Globally, five major emerging trends are being observed that are shaping the future of retail.

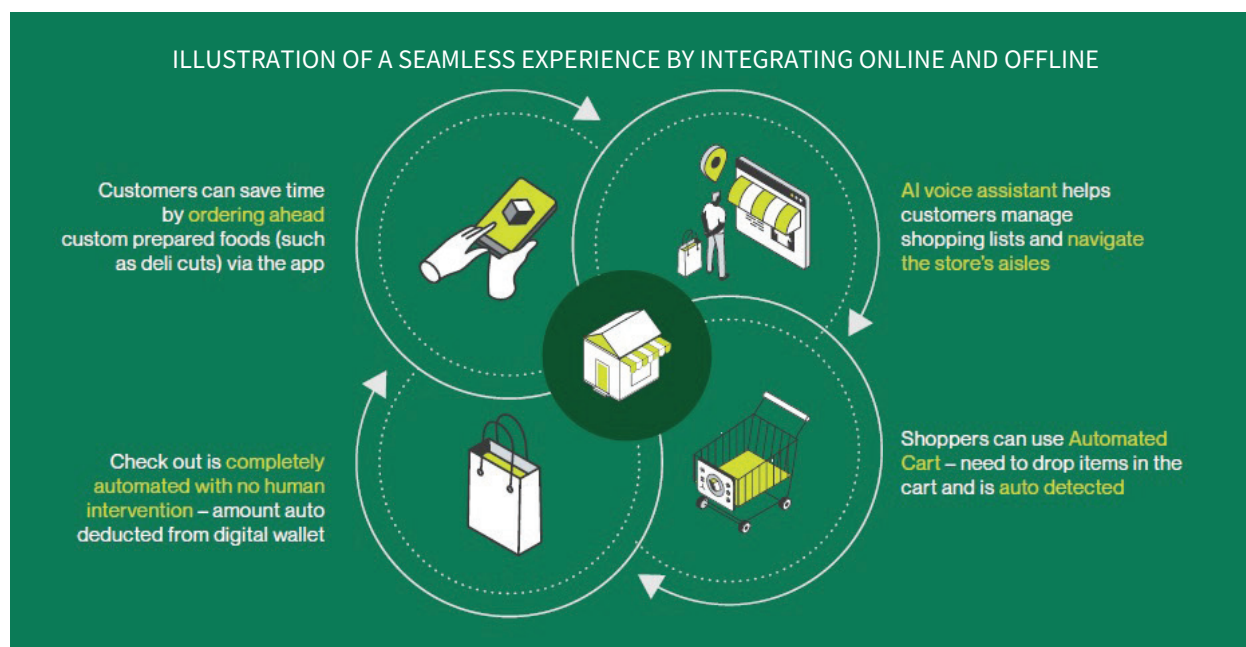
1. 'SEAMLESS' RETAIL

Consumers no longer see boundaries between online and offline channels of consumption. This has

led global players to experiment ways to create seamless retail experiences that are integrated across all channels.

2. EMERGING REVENUE MODELS

Retailers are experimenting with revenue models to enhance their customer value proposition, by leveraging both traditional methods and emerging e-commerce models. Two examples of how traditional retailers are diversifying existing offerings are: Extension of core retail – using new revenue streams for existing product line like Product Rentals



and Paid Memberships; and Retail as a Service - Providing services to complementary 3rd party sellers like – Advertising Services and Marketplace Hosting.

There is an emergence of many e-commerce models, unlocking new customers for retailers. These include:

Video/Live: Using livestream / pre-recorded videos to drive customer purchase journeys. The video route helps generate interest (short videos), share product details (live videos) and answer customer queries in real time.

Influencer-led: This leverages 'Key Opinion Leaders (KOLs)', who have a steady following to endorse/review the brand's products or services, demonstrate hacks of the products, explain its pros and cons.

Reseller-led: This is how it works: Resellers are used to sell a curated set of products in their circle. Consumers trust the recommendation of the reseller for product quality and prices. Supplier holds inventory & 3rd PL fulfils delivery to the customer.

3. RISE OF MEGA ECOSYSTEMS

Rising competition and the need to constantly improve the customer value proposition is driving the rise of mega ecosystems, through acquisitions, partnerships, etc. which benefit both the shoppers and the retail partners. There are four key drivers fuelling the rise of ecosystems: Access a broad set of capabilities & resources, while competing on core strengths; Scale quickly, before competitors mobilize; Remain competitive by lowering the cost to

compete; and provide an improved value proposition to customers, through more services/ products under one platform.

4. PERSONALIZATION AT THE CORE

Availability of quality data and the willingness of customers to share the same has enabled retailers across the world to deliver unique customer experiences. Personalization across all channels is the next big opportunity. Providing every shopper with a unique journey across every single touchpoint and channel. Customers get a curated, concierge experience while companies engage with individuals rather than just segments. Key factors driving the personalization wave globally include:

Differentiation: Hyper-personal-

ILLUSTRATION OF O2O (ONLINE TO OFFLINE) INTEGRATION FOR A MORE FLEXIBLE SHOPPING EXPERIENCE



isation provides key differentiation opportunity for retailers.

Customer Expectations: Customers are now expecting personalized, convenient, and customised solutions and experiences.

Data Abundance: Availability of quality data, a pre-requisite for creating personalized customer experience.

Tools & Tech-Enablement: Technology to deploy personalization is now becoming a reality across retail touchpoints.

Retailers across the world are using personalization to deliver superior customer experiences. Companies that used advanced person-

alization methods reported more than 10% incremental revenue, increase in average order value in excess of 40% and over 20% increase in Net Promoter Score (NPS) score.

5. NEXT-GEN STORES

Brands are experimenting with new approaches to connect with shoppers, through in-store experiential concepts and using technology for blending digital content and the environment.

As a result, store formats are evolving driven by consumer shifts, tech innovation and disruptors. Multiple factors are influencing the Physical Store Format.

Factors that are primarily influencing front-end include: Smaller

format & urban-sized stores with a focus on convenience, new delivery & pick-up models, non-transactional reasons to visit & create loyalty and preference, advantage over easier/lower price channels, integration of online & offline experience to ensure frictionless transactions, Consistent touchpoints throughout customer journey, integration of high-tech shopping experiences in-store for discovering and purchasing e.g., Augmented Reality and Beacons and Digital Signage.

Factors primarily influencing back-end include: Use of new technologies to cut labour costs and increase efficiencies in the store. E.g. self-checkout and robots for inventory management. 😊

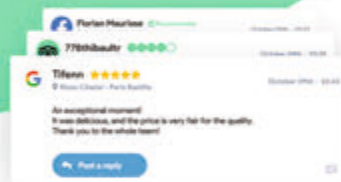


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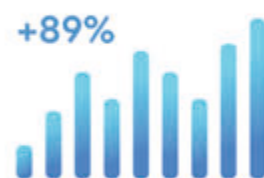
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MADE IN INDIA GAME CHANGERS

Nandan Nilekani, Co-Founder and Chairman of Infosys Technologies Limited and Founding Chairman of the Unique Identification Authority of India (UIDAI) on the indigenous technologies that are reshaping Indian retail

India has done a lot of work on technology in various walks of life such as mobility, education and healthcare. Specifically, in the area of retail, there are three big developments which directly impact the sector's future. The first is digital payments, the second is digital credit for consumers and merchants and the third is ONDC.

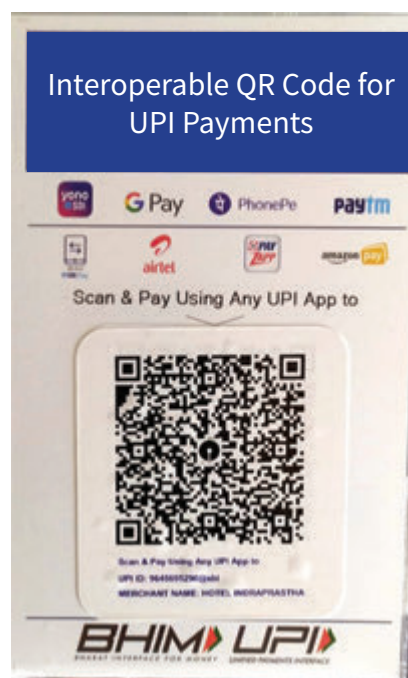
DIGITAL PAYMENTS

India's digital payments journey began in 2009 with the setting up of the National Payment Corporation of India (NPCI), a non-profit entity sponsored by the Reserve Bank of India and owned by 10 key banks. Several other banks and non-banking institutions joined later. The original purpose of NPCI was to manage retail payment networks such as ATMs, which were earlier managed by a subsidiary of the RBI. NPCI was set up the same year that I joined the government of India as the Chairman of the body called UIDAI (Unique Identification Authority of India) for the Aadhaar project.

Today, 1.3 billion Indians have Aadhaar. UIDAI does 50 million authentications and 5 million KYCs a day.

That's been a big part of India's development journey. It so happened that UIDAI and NPCI worked together for 4-5 years connecting the ID system to the banking system.

It was done by using Aadhaar KYC to open new bank accounts. Aadhaar was used as a payment address to send money directly to somebody's account be it a pension or a scholarship. We also developed an Aadhaar-enabled payment system, where a customer could come to a merchant, do an Aadhaar authentication and withdraw money from



his account. It could also be used to make merchant payments.

This gave us a lot of experience in payments beyond the original mandate of ATMs and POS machines. NPCI also developed an interesting product called the IMPS (Immediate Payment System) which allowed people to do an immediate credit into a bank account. It was very useful, especially for migrants who needed to send money back to their families. And was a great success.

Around 2013-2014, when I was an advisor on innovation and public policy to NPCI, Dr Pramod Verma, the architect of Aadhaar, Dilip Asbe (MD & CEO) and others at NPCI, felt that with the rise of smartphones in the country, there was a need for a digitally native, instant, real-time, small value, low cost payment system which could be scaled up to gigantic proportions. That led to the conception and development of the UPI (Unified Payments Interface).

Conceived by the NPCI, UPI was launched in April 2016 by the then RBI Governor Dr. Raghuram G Rajan. However, it didn't see enough users at the start. In October 2016 it reached 100,000 transactions. Then in November of 2016, certain currency notes were withdrawn, an occurrence commonly referred to as the demonetization. Suddenly, digital payments became important. And the government decided to use the UPI platform to accelerate digital



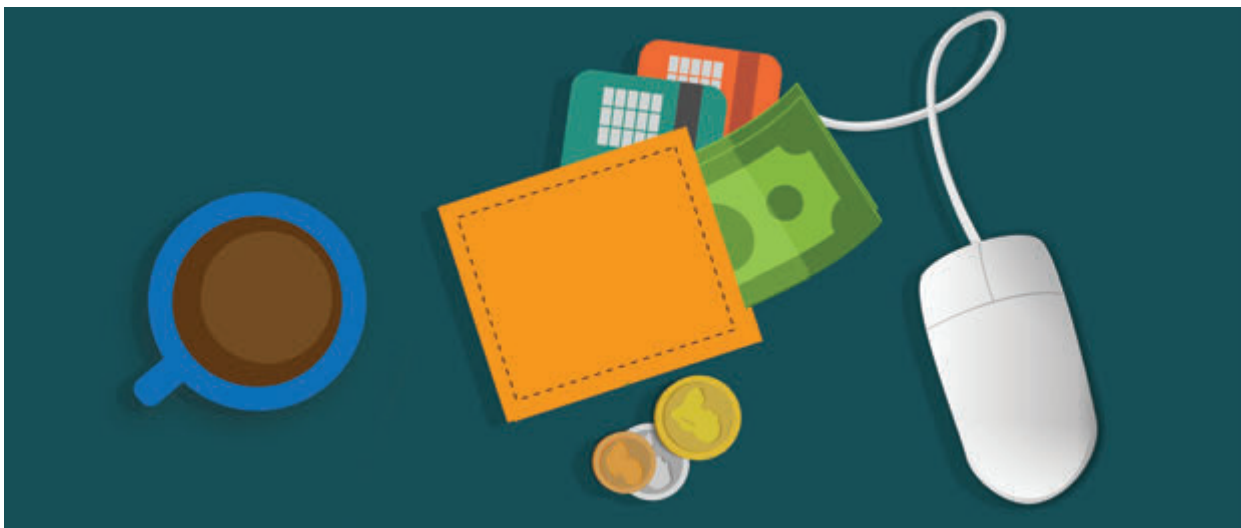
► **Nandan Nilekani, Chairman and Co-founder, Infosys and Founding Chairman UIDAI (Aadhaar)**

payments. In December 2016, the honourable Prime Minister Shri Narendra Modi launched a UPI-based application BHIM – Bharat Interface for Money. Digital payments continued to take off even after new currency notes were introduced. This was because of the unique architecture of UPI which allowed people having accounts in different banks to send money to each other without revealing their account numbers through any UPI app.

Unbundling of the bank account from the payment application was at the heart of UPI. This led to the emergence of many payment ap-

plications such as Phonepe, googlepays, amazon pay, Paytm and now WhatsApp, which has been permitted by the NPCI to go up to 100 million users. UPI has met with dramatic success—it is estimated that today about 200-250 million Indians are making UPI-led payments. Initially, the bulk of the payments made was person-to-person. Today, a significant part of the payments on UPI is person-to-merchant, made possible by a unique idea — the interoperable QR code.

Earlier, payments on digital wallets were closed-loop. This meant that the QR code generated to make



a payment had to be from the wallet provider. UPI changed that. Now if a merchant puts up a UPI QR code at his retail outlet, payments are possible through any app based on the UPI platform. We unbundled the consumer app from the way the merchant receives the payment. This has had a dramatic impact on the retail industry.

Before UPI, digital payments at merchant outlets were done via cards and POS machines provided by banks for which retailers had to go through a big process. There were 5 million POS machines in India even after demonetization. In comparison, it was far simpler to bring merchants into the digital payments world using the QR Code. Suddenly, every merchant could be a part of the digital economy and receive payments using a QR code. Today, there are an estimated 50 million merchants with QR Codes.

So, on one hand, there are 200-250 million users who have UPI-enabled consumer apps and on the other, there are 50 million merchants with UPI QR codes. This has led to a dramatic explosion in digital payments. In March 2022 alone, UPI did 5 billion payments. And the platform is designed to do 1 billion payments a day. In FY 2022, the total value of digital payments through UPI was over 1 trillion USD and a substantial part of this was at merchants.

So suddenly, digital payments in India have become ubiquitous and every retailer is benefiting from this ability, whether online or in a physical store. This is transformational because once you have a digital footprint of payments more doors open for you.

MUCH EASIER ACCESS TO CREDIT

Getting access to credit is extremely important for merchants big and

small. Historically, credit was given based on collaterals and assets and it was complicated. Now, retailers can get access to working capital loans showing the digital payments trail to lenders. This is possible through the Account Aggregator Framework launched by the RBI in September 2021. Once more databases come on the Account Aggregator Framework, we will see an explosion of credit based on data benefitting retailers. It will give a big fillip to consumption from the retailer side.

The other side of the story is credit to consumers, which will soon be available on the UPI platform. Today, when a consumer uses UPI at a point of purchase it's essentially a debit to his/her bank account, which requires having bank money in the account. Once the credit feature gets enabled on the UPI platform, various players will be able to offer different forms of consumer



credit such as buy now pay later. Today, if 50 million people in India use credit cards, tomorrow with credit on UPI, 250 million people will get access to digital credits.

Imagine a situation where both the buyer (250 million consumers) and the seller (50 million businesses) are getting easier access to credit in a democratized way at a massive scale. It's going to be a big push in the coming years, which will benefit the retail industry as it will lead to the market growing, enabling people to buy things and increasing retail commerce in the country.

ONDC

Sponsored by the DIPP, ONDC is like NPCI—a non-profit section 8 company, which has been set up to build protocols that make e-commerce interoperable. Essentially, ONDC is the unbundling of the e-commerce value chain, which right now is offered

by a single company. The company offers an app/website on which one can buy things from different sellers which are then home delivered. The e-commerce supply chain has many elements—suppliers who sell products, consumers who buy things from their gadgets, delivery companies and warehouses to name a few.

ONDC will democratize e-commerce allowing any retailer or service provider to be a part of the system. A very wide variety of buyers, sellers and delivery agents will be a part of this network. This is important because e-commerce is going to be a very big part of the economy—from 4 per cent to 15 per cent. It is estimated to touch 200 trillion USD in the coming years. That's why it is important to have an open architecture which allows every supplier and retailer to be digitally enabled. Specialists who do warehousing, delivery etc...anybody can

offer their services on ONDC. And consumers will be able to buy from the best or the closest or the cheapest as per their priority. ONDC is the UPI for e-commerce and it's rolling out quickly.

A BRIGHT FUTURE

I would urge you to look at how technology is transforming retail in India. We have already seen that with digital payments. Increasingly, more and more payments at merchants will be digital. Easier access to credit for consumers and merchants will lead to increased consumption and finally, ONDC will enable consumers as well as retailers, and truly revolutionise commerce in India. I hope every stakeholder benefits from the multiple innovations that are happening only in India. 🛒

Adapted from the virtual address delivered by Shri Nandan Nilekani at the Retail Leadership Summit 2022.

DESI DISRUPTIONS

Interplay of several factors will shape the contours of retail in India

Retail has massive potential in India, driven by strong underlying fundamentals such as strong track record of double-digit historical growth and potential for large players to consolidate market share. Generating sustainable and profitable growth requires action to be taken on multiple fronts. For that it is important to understand the interplay of the many factors that will shape the contours of retail in India. These include regular factors such as changes in customer behaviour and preferences, disruptions in operations, emerging business models, technology disruptions, policy & regulation landscape.

Some key factors have the potential to truly disrupt the landscape. These include:

ONDC

By enabling interoperability across networks, ONDC provides single protocol for ecosystem of retailer and consumers to transact. Buyers will have access to large number of retailers – more choices and better price discovery. It seeks to create a level playing field for retailers – with higher discoverability and more growth opportunity. It will acceler-



ate digital commerce adoption in the country.

CORE CONSUMER DATA

Retailers have access to a large volume of consumer data from their buying patterns, buying preferences to transaction mode. There is immense potential to leverage the core data to create a layer of services which are beyond retail. For instance, using buying preferences data to sell financial services viz loans, insurances, etc.

SUPPLY SIDE INNOVATIONS

The potential for many supply-side innovations like alliances and eco-

systems, smaller store formats, private label and leveraging gig is likely to gain significance. Nature of these alliances could vary from the past, considering the advent of data / technology, fintech and social media. B2C retailers starting smaller store formats to provide convenience/ ease of access. With high variability in footfall, physical retailers will explore gig labour.

METaverse

Metaverse blends the physical with the digital worlds. It is real-time, interoperable and decentralised. It is an immersive (three-dimensional) virtual reality (VR) world in which

those present can interact with digital objects. These could be virtual avatars or digital representatives of individuals. It combines multiple technologies such as VR, augmented reality (AR) and 3D hologram, to create a virtual world that is accessible on different gadgets like smartphones and personal computers.

It is catching on fast. According to a report, 64 per cent of consumers globally, including in India, purchased a virtual good or participated in a virtual experience in the past year. This figure is set to shoot up as 83 per cent consumers show interest in making purchases via metaverse. It has profound implications for retail and consumer facing brands and will take customer engagement to another level. A virtual mall has already been launched by a metaverse real estate seller Metamall.

5G

5G is set to become a reality. “Effective deployment of 5G can lead to a dramatic increase in speed and performance. It enables a new efficient spectrum in terms of business continuity and refined customer experience,” writes Phil Pomford, MD - Asia Pacific Worldpay from FIS in an article on Yourstory.

According to Ajit Prabhu, Principal, Deloitte Consulting LLP, “With 5G as a catalyst, we are entering a period of hyper-connectivity and anticipate continued proliferation of connected devices. 5G, together with edge computing, will provide a platform for retailers to engage with customers in new ways, as well as drive operational efficiencies.”

It will serve as an accelerator for numerous technologies, such as Internet of Things (IoT) and aug-

mented reality (AR). Together they will dramatically augment the in-store customer experience in terms of personalization and product engagement. Not just on the customer side, 5G will make a lot of things possible on the operations side as well. For instance, if paired with technology such as IoT-embedded sensors, it will enable a real-time view of store inventory, allowing for faster restocking, shelf replenishment and shrink reduction. Workforce and store efficiency are other areas where 5G and edge computing will have an impact. This will include use cases such as planogram design and compliance, associate training with virtual reality (VR) and AR, and augmented safety. 5G will be one of the key drivers of the metaverse.

QUICK COMMERCE

Quick Commerce is all about speed. Delivery times have shrunk to as low as 10-20 minutes. The competition is heating up in this segment with many players offering discounts and attractive deals in addition to superfast deliveries. The total market for quick commerce in India is estimated at \$45 billion, with large metros and tier 1 cities driving demand on the back of mid-high-income households. As per a report by the consulting firm RedSeer, India's Quick Commerce sector is expected to grow by 10-15 times to become a \$5.5 billion industry by 2025. The biggest growth driver leading to the rise of Quick Commerce in India is





a shift in consumer behaviour and heightened preference for home deliveries. Consumers today prefer convenience over value. There has been a shift in buying frequency with an increase in weekly purchases instead of monthly purchases. There is also an increase in unplanned purchases, indulgence, and top-up purchases. Above all, there is still a reluctance in visiting physical stores owing to the rise in COVID-19 cases.

“Quick commerce is becoming the next major segment as players realize the massive potential it has. Emerging as one of the fastest growing e-commerce models, quick commerce is fundamentally changing consumer purchase behaviour and the grocery retail market on the whole by providing faster delivery options (in as little as ten minutes) as well as a more convenience-driven shopping experience,” RedSeer said in its note. Even though, currently, it is disrupting top-up purchases of food & grocery from neighbour-

hood stores, only time will tell if the impact will be long-term and if the model is sustainable in the long run.

VIDEO COMMERCE

Also known as Live Commerce, video is unlocking the next wave of growth in retail. A basic form of video commerce became popular during the lockdown where retailers used WhatsApp video calls to help customers in buy. This especially worked for high value categories such as jewellery and high engagement purchases such as apparels.

But a more sophisticated form of video shopping – Live Commerce – is redefining the way consumers consume content as well as shop. Live commerce combines instant purchasing of a featured product and audience participation through a chat function or reaction buttons on a live streamed video. In China, live commerce has transformed the domestic retail industry, establishing itself as a major sales channel in

less than five years. In a 2020 survey, two-thirds of Chinese consumers said they had bought products via livestream in the past year. According to consulting firm McKinsey, Live commerce helps brands, retailers, and marketplaces in two areas: Accelerating Conversions & Improving Brand Appeal and Differentiation. Companies engaged in Live Commerce report conversion rates approaching 30 percent—up to ten times higher than in conventional e-commerce. Some companies are seeing their share of younger audiences increase by up to 20 percent.

Although it is still catching up in India, Live Commerce is expected to see a boost once 5G becomes reality. RedSeer Consulting expects the gross merchandise value of live commerce through short videos to touch \$5 billion in India by 2025. Live Commerce is impacting every phase in a consumer’s omni-channel shopping journey such as discovery (pre-purchase), purchase (both on online/in-store), engagement (post-purchase).

The above are macro disruptive forces that are shaping the retail in the country. They will touch every business in some form or the other. It is important that retailers understand and examine them to determine how to best use them suit their business plans. 🧐

Adapted from RAI-BCG report ‘Racing towards the next wave of Retail in India’

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KEYS TO SUCCESS

Considering the complex interplay of factors reshaping retail in India, here are critical imperatives to succeed not just in the next year but also in the next decade

Retail is constantly evolving. And Indian retail is at an interesting juncture with several factors working together to change the market dy-

namics to irreversibly change not just consumers but also businesses. Select factors like ONDC, 5G, Live Commerce or Quick Commerce, supply side innovations, maturing of data technologies among others

have the potential to truly disrupt the landscape. As these factors play out, retailers will need to make strategic choices two critical fronts: Core Consumer Proposition and Operations.



Choices around the Consumer Core Consumer Proposition made on target segments; product range, price, quality, design and service; and brand promise.

On the Operations front, retailers will have to contemplate, channel, store concept, cost model, value-chain GTM, organisation, alliances and data and technology.

These will pave the way for select themes that could gain prominence. Retailers would need to make business model innovations on value proposition and operating model.

There are a set of critical impera-

tives for retailers to follow:

- ◆ Build own unique portfolio / platform - invest in models that work, divest where needed
- ◆ Improve customer experience, personally connect with customers, focus on customer relationship versus product leadership alone
- ◆ Develop destination products / experiences, the more differentiated the better
- ◆ Look out for partners, alliances help to maximise resources, capabilities, play to own strengths
- ◆ Attract best talent with new and unique capabilities
- ◆ Build cost-efficient and technology enabled retail operations, essential ingredient to success
- ◆ Speed organization, be on the look-out to evolve retail model to stay relevant with emerging trends
- ◆ Apply a test-and-learn approach, consider when and how to scale aligned with goals. 🧐

Excerpted from RAI-BCG report 'Racing towards the next wave of Retail in India'

BACK TOGETHER, AGAIN!

The entire retail industry came together at the Retail Leadership Summit 2022 for a reunion of sorts to deliberate on the way forward for retail after a gap



The Indian Retail Industry came together at the industry's very own Retail Leadership Summit (RLS) 2022 for a deep dive into the evolving landscape of retail in the post-pandemic era. The 2022 edition of Retail Leadership Summit (RLS) was presented by Reliance Retail.

Speaking about the key trends discussed at the Summit Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India, said, "Trends that are definitely going to change retail include Metaverse, 5G, Open Network for Digital Commerce (ONDC)--which will enable many small retailers to get on digital commerce, quick commerce with new

players coming in who are not traditionally retailers and video commerce."

Shri Anil Agrawal, Additional Secretary, DPIIT, Govt. of India was the Chief Guest of the Summit and addressed the delegates virtually. The Guest of Honour of RLS 2022 was Nandan Nilekani, Chairman and Co-Founder, Infosys and Founding Chairman UIDAI (Aadhaar), addressed the delegates virtually on how technology is transforming the retail industry in the country providing credit access to millions of small retailers and helping the market to grow. Thampy Koshy, MD & CEO, Open Network for Digital Commerce (ONDC) gave a presentation on ONDC.

The tone of the summit was set by RAI Chairman Bijou Kurien. Keynotes addresses were delivered by Ashwin Khasgiwala, Chief Operations Controller, Reliance Retail Ltd. & Director, Reliance Brands Ltd. and Jamshyd N Godrej, Chairman & Managing Director, Godrej and Boyce.

The highlights were the special addresses on the Future of Retail by B S Nagesh, Chairman, Shoppers Stop; Founder – TRRAIN, which was followed by announcement of a MoU between TRRAIN & RAI to work together to implement Diversity, Equity, and Inclusion policies with retailers registered with the Retailers Association of India (RAI). TRRAIN & RAI will also collaborate on the

**Chief Guest Address**

► Shri Anil Agrawal, Additional Secretary, DPIIT, Govt. of India

**Guest of Honor**

► Nandan Nilekani, Chairman and Co-Founder, Infosys and Founding Chairman UIDAI (Aadhaar)

**Chief Guest Address**

► Ashwin Khasgiwala, Director, Reliance Brands Ltd. and Chief Operations Controller, Reliance Retail Ltd.

**Chairman's Address**

► Bijou Kurien, Chairman – Retailers Association of India

**CEO's Address**

► Kumar Rajagopalan, CEO, Retailers Association of India

**Future of Retail**

► B S Nagesh, Chairman, Shoppers Stop; Founder - TRRAIN

identification and mapping of job roles at different levels within the industry, appropriate to the type of disability.

Other highlights included a presentation by Susanne Pulverer, CEO & Chief Sustainability Officer, IKEA India; and a talk by Elizabeth Clarke, Conservation Director, WWF-Singapore, on Incorporating Responsible Sourcing in Retail Supply Chains Introduction.

A Knowledge Report by BCG and

RAI on 'Racing towards the next wave of Retail in India' was also unveiled and presented by Abheek Singhi, Senior Partner & Managing Director Asia-Pacific Leader, Consumer and Retail Practice, BCG.

The Summit saw the participation from leaders like Damodar Mall, CEO - Grocery Retail, Reliance Retail Ltd.; Devendra Chawla, MD & CEO, Spencer's Retail & Nature's Basket; Gunjan Shah of Bata India; Kulin Lalbhai of Arvind Ltd.; Susanne Pul-

verer of IKEA, Venu Nair of Shoppers Stop Ltd; Rajneet Kohli, President & Chief Business Officer, Domino's (Jubilant FoodWorks Ltd.); among others

The summit had a plethora of captivating panel discussions on Consumer, Technology, Competition - Forces Shaping Strategy; The New Marketing Mantra: Connect, Converse, Click; Reimagining Business to Stay Relevant and Robust; Loyalty Sutra: How to Keep Them

PANEL DISCUSSION: RETAIL 2022: REINVENTING BUSINESS FOR ROBUST GROWTH



► L-R: Bijou Kurien, Chairman, Retailers Association of India (RAI); Ashwin Khasgiwala, Director, Reliance Brands Ltd. and Chief Operations Controller, Reliance Retail Ltd.; Kulin Lalbhai, ED, Arvind Ltd. and Venu Nair, MD & CEO, Shoppers Stop Ltd.

Happy and Coming Back; Loyalty Sutra: How to Keep Them Happy and Coming Back; Business Transformation to Stay Relevant; Changed Consumers, New Expectations: Getting it Right; Redesigning the Business around Customer Experience; Secrets to D2C Success: Winning Strategies to Getting Direct to Consumer Correct; Pushing the Boundaries: Roadmap to Growth and Expansion; Agility, Business Model and Customer Centricity: Getting the ABCs Right; among others.

The round tables at the event included:

- ◆ Strategies to Overcome the Barriers Of B2B Payments With New-Age Solutions & Innovation
- ◆ Data and Marketing - A Match

made in Heaven: Experience, Challenges, Opportunities

- ◆ DTC: Myths and Realities
- ◆ Future of Retail in India with Open Network for Digital Commerce (ONDC)
- ◆ How Global CXOs are Making Smart Choices Using Intelligent Applications - A Journey Beyond Traditional AI/ML

Many retail leaders had an open dialogue and were sharing insights during the discussions namely, Abhishek Ganguly, MD, Puma India & South East Asia; Anupam Bansal, Director, Liberty Shoes Ltd.; Anurag Katriar, Founder & MD, Indigo Hospitality Pvt. Ltd.; Avnish Anand, Co-Founder & COO, CaratLane; CK Kumaravel, Co-Founder, Naturals;

Kavita Rao, Country Commercial Manager, IKEA India; Manish Kapoor, MD & CEO, Pepe Jeans India Ltd.; Mohit Khattar, CEO, Baskin Robbins (Graviss Foods Pvt Ltd); Namrata Chotrani, CEO, Khadim India Ltd.; Rafique Malik, Chairman, Metro Brands Ltd.; P Jayakumar, CEO, Apollo Pharmacy; Raghu Rajagopalan, President & COO, Max Retail Division (Lifestyle International Pvt. Ltd.; Rahul Vira, CEO, Skechers South Asia Pvt. Ltd.; Rajiv Nair, Group CEO, Kaya Ltd.; Rajneesh Mahajan, CEO, Inorbit Malls India Pvt. Ltd.; Ravi Saxena, Managing Director, Wonderchef Home Appliance Pvt. Ltd.; Rochita Dey, Director, Sreeleathers Ltd.; Sagar Daryani, Co-Founder & CEO, Wow! Momo Foods Pvt. Ltd.; Sanjay Vakharia, CEO, Spykar Lifestyles Pvt.

Ltd.; Vineet Gautam, CEO & Country Head, Bestseller Retail India Pvt. Ltd. among many others.

The day 1 came to a close with the felicitation of the crème de la crème of the retail industry with

the India's Retail Champions Award 2022 and the Retail Start-up Awards 2022—both evaluated by eminent personalities from the industry as the Jury.

The Day 2 witnessed the recog-

nition of India's Best Workplaces in Retail 2022 by RAI and Great Place to Work.

The event was back in all its physical glory to catalyse the next phase of growth in retail. 🛒

PANEL DISCUSSION: CONSUMER, TECHNOLOGY, COMPETITION - FORCES SHAPING STRATEGY



► L-R: Dr. Hitesh Bhatt, Director - Marketing & Communication, Retailers Association of India; Rajneet Kohli, President & Chief Business Officer, Domino's (Jubilant FoodWorks Ltd.); Nishant Kalra, Regional Vice President & Country Head- Digital Experience, Salesforce India; Devendra Chawla, MD & CEO, Spencer's Retail & Nature's Basket; Damodar Mall, CEO - Grocery Retail, Reliance Retail Ltd. and Gunjan Shah, CEO, Bata India Ltd.



Presentation

► Shailesh Chaudhry, GM, Consumer Industries, Networking and Edge Computing Group, Intel



Presentation

► Abheek Singhi, Senior Partner & MD Asia-Pacific Leader, Consumer and Retail Practice, BCG



Presentation

► Manish Kumar, CEO & Founder, KredX



Presentation

- › Dippak Khurana, CEO & Co-Founder, Vserv



Presentation

- › Sandeep Mukherjee, Director Indian Subcontinent, Fluent Commerce



Presentation

- › Pranav Ahuja, CEO, Xeno



Presentation

- › Michael Foley, MD - Foley Designs, Innoviti



Presentation

- › Atul Rai, CEO & Co-Founder, Staqu



Presentation

- › Vandana Tanna, Regional Head - India Business, Freshworks



Presentation

- › Ajay Mishra, Country Sales Leader – Productivity Solutions and Services- Honeywell India



Presentation

- › Susanne Pulverer, CEO & Chief Sustainability Officer, IKEA India



Presentation

- › Sonalika Sarna, Principal Solution Consultant, Digital Experience, Salesforce



Presentation

- › Ashim Ashok Patil, MD & CEO, Infotek Software & Systems (P) Ltd.



Presentation

- › Mangesh Panditrao, CEO and Co-Founder, Shoptimize



Presentation

- › Ganesan V P, Distribution Sector Leader, IBM – India & South Asia



Presentation

- › Rajat Wahi, Partner, Deloitte India



Presentation

- › Thampy Koshy, MD & CEO, ONDC



Presentation

- › Suresh Sethi, MD & CEO, Protean eGov Technologies Ltd.



Presentation

- › Pankaj Zanwar, Founder & Director, IAM (Integrated Active Monitoring Pvt. Ltd.)



Presentation

- › Sanjeev Jamba, Vice President - National Sales Head, Spectra



Presentation

- › Prerna Mohan, Founder & CEO, PMDS



Presentation

› Aroon Khatter, CEO & Founder, Vendekin



Presentation

› Ram Kumar Thirumurthi, Co-Founder & COO, Actyv.ai



Presentation

› Dr. Kavita Pathak, Director, Jaipuria Institute of Management Lucknow



Presentation

› Monika Jain, Co-Founder, Presto-App



Presentation

› Arush Kakkar, Founder, Agrex.ai



Presentation

› Manisha Sharma, Sulekha.com

REPORT: RACING TOWARDS THE NEXT WAVE OF RETAIL IN INDIA



RLS 2022 saw the unveiling of the report 'Racing towards the next wave of Retail in India', jointly developed by BCG and RAI that details the opportunities for retail in India while underscoring innovative practices adopted by retailers globally and in India.

SPECIAL ROUNDTABLES AT RLS 2022



DTC - Myths and Realities



Future of Retail in India with Open Network for Digital Commerce (ONDC)



How Global CXOs are Making Smart Choices Using Intelligent Applications - A Journey Beyond Traditional AI/ML



Strategies to Overcome the Barriers Of B2B Payments With New-Age Solutions & Innovation



The Future of Customer Engagement: Select Retail CXOs Sundowner



Data and Marketing - A Match made in Heaven: Experience, Challenges, Opportunities

PANEL DISCUSSION-THE NEW MARKETING MANTRA: CONNECT, CONVERSE, CLICK



► L-R: Amit Dutta, CEO, Le Marche Retail; Rachit Mathur, Partner & MD, BCG; Namrata Chotrani, CEO, Khadim India Ltd.; Ashim Ashok Patil, MD & CEO, I-Tek RFID; Dippak Khurana, CEO & Co-Founder, Vserv; Shailesh Chaudhry, GM, Consumer Industries, Networking and Edge Computing Group, Intel; Rafique Malik, Chairman, Metro Brands Ltd.; Sanjay Vakharia, CEO, Spykar Lifestyles Pvt. Ltd. and Vandana Tanna, Regional Head - India Business, Freshworks

PANEL DISCUSSION-REIMAGINING BUSINESS TO STAY RELEVANT AND ROBUST



► L-R: P Jayakumar, CEO, Apollo Pharmacy; Darpan Kapoor, Chairman, Kapsons; Devang Mundhra, Chief Technology & Product Officer, KredX; Rahul Vira, CEO, Skechers South Asia Pvt. Ltd.; Rajiv Nair, Group CEO, Kaya Ltd.; Rajnish Gupta, VP and Head- India & Subcontinent, Zebra Technologies; Tirthankar Kshetrimayum, Technical marketing Head - RFID/AIDC Avery Dennison Smartrac (South Asia , Sub Saharan Africa & Middle East) and Mangesh Panditrao, CEO and Co-Founder, Shoptimize

PANEL DISCUSSION-LOYALTY SUTRA: HOW TO KEEP THEM HAPPY AND COMING BACK



► L-R: Rajat Wahi, Partner, Deloitte India; Sudakshina Ghosh, Industry Business Architect Team Lead, Industry & Customer Advisory Practice, SAP India; Sathiyarayanan Vijayaraghavan, founder and CEO of CASA Retail AI; Sashank Rao Yaragudipati, Partner, CIC Industry Leader - Consumer Industry, IBM India; Sanjeev Rao, CEO, Being Human Clothing; CK Kumaravel, Co-Founder, Naturals; Abhishek Ganguly, MD, Puma India & South East Asia; Haran Pranatharthi, Managing Director - APAC, Fluent Commerce; and JS Venkatesh Kumar, VP - Sales and Marketing, Stallion oneByte Pvt. Ltd.

PANEL DISCUSSION-BUSINESS TRANSFORMATION TO STAY RELEVANT, POWERED BY DIGITAL



► L-R: Hemant Taware, CBO, Innoviti; Sagar Daryani, Co Founder & CEO, Wow! Momo Foods Pvt. Ltd.; Colonel Chandhoke, CEO, Victorinox India Private Ltd.; Sabahat Kazi, President, Intelligent Enterprise, Nihilent; Co-Founder - Intellect Bizware; Rochita Dey, Director, Sreeleathers Ltd.; Vohuman Bardi, Vice President - EMEA & APAC, Shipy; Dr. N Mohan, Executive Director & CEO, Clarks India; Azhaan Merchant, SVP, Deep North; and Manish Kapoor, MD & CEO, Pepe Jeans India Ltd.

PANEL DISCUSSION-CHANGED CONSUMERS, NEW EXPECTATIONS: GETTING IT RIGHT



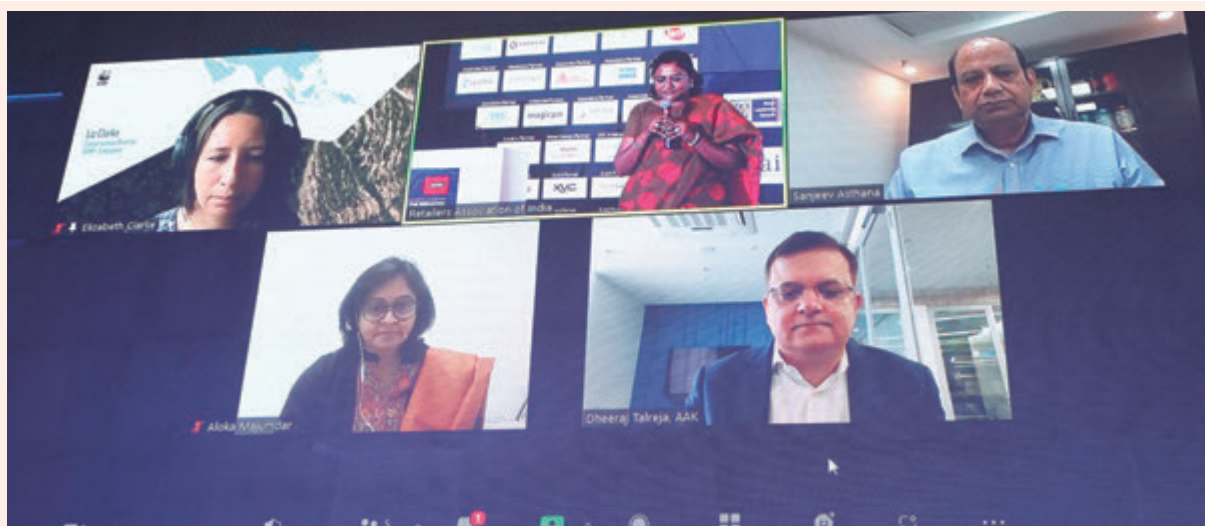
► L-R: Avnish Anand, Co- Founder & COO, CaratLane; Vineet Gautam, CEO & Country Head, Bestseller Retail India Pvt. Ltd.; Kavita Rao, Chief Commercial Officer, IKEA India; Mohit Khattar, CEO, Baskin Robbins (Graviss Foods Pvt Ltd); Bertram Dsouza, Chief Product & Innovation Officer, Protean eGov Technologies Ltd.; Siddharth Mishra, Founder, Karnival Smart Receipts; Ravi Saxena, Managing Director, Wonderchef Home Appliance Pvt. Ltd.; Naman Mawandia, Co-Founder, magicpin and Rajneesh Mahajan, CEO, Inorbit Malls India Pvt. Ltd.

PANEL DISCUSSION-REDESIGNING THE BUSINESS AROUND CUSTOMER EXPERIENCE



► L-R: Ayushmaan Kapoor, Founder & COO, Xeno; Anurag Katriar, Founder & MD, Indigo Hospitality Pvt. Ltd.; Surender Gounder, Founder & CEO, Tango Eye; Ajay Aggarwal, Head -Retail, Nihilent; Satyen Momaya, CEO, Celio* Future Fashion Pvt. Ltd.; Rohit Khetan, Head Marketing & Strategy, Ginesys and Anupam Bansal, Director, Liberty Shoes Ltd.

PANEL DISCUSSION-INCORPORATING RESPONSIBLE SOURCING IN RETAIL SUPPLY CHAINS



► L-R: Elizabeth Clarke, Conservation Director, WWF-Singapore; Vidya Soundarajan, Director – Ecological Footprints, WWF-India; Sanjeev Asthana, CEO, Ruchi Soya; Alok Majumdar, Head - Corporate Sustainability, HSBC India and Dheeraj Talreja, President, India at AAK

PANEL DISCUSSION-PUSHING THE BOUNDARIES: ROADMAP TO GROWTH AND EXPANSION



► L-R: Suhail Sattar, Director, Basics; Amit Modak, CEO, PN Gadgil & Sons; Anil Sharma, COO - FNP Retail & Franchise at Ferns N Petals; Yuktie Jhangiani Verma, Founder, Kosha; Praveen Govindu, Partner, Deloitte India; Sachin Kamat, Director, Enrich; Hemendu Sinha, SVP & Business Head - B2B, LG Electronics India Pvt. Ltd.; Mohit Gopal, Senior Vice President, PayU India; Prasad Rajappan, Founder & MD, ZingHR; and Ranodeep Saha, Co-Founder, Rare Planet

PANEL DISCUSSION-AGILITY, BUSINESS MODEL AND CUSTOMER CENTRICITY: GETTING THE ABCS RIGHT



► L-R: Swaminath Shiva, Partoo; Subhash Chandra, Managing Director, Sangeetha Mobiles Pvt. Ltd.; Parasharan Chari, Co-Founder, Medkart Pharmacy; Raghu Rajagopalan, President & COO, Max Retail Division (Lifestyle International Pvt. Ltd.); Avnish Kumar, Director, Neeru's; Ankur Bhatia, CEO, Columbia Sportswear, Mountain Hardwear, Deuter, BUFF, and Black Diamond (Chogori Retail); Ashutosh Bihani, CEO, Dindigul Thalappakatti; and RamKumar Thirumurthi, Co Founder & COO, Actyv.ai

PANEL DISCUSSION-SECRETS TO D2C SUCCESS: WINNING STRATEGIES TO GETTING DIRECT TO CONSUMER CORRECT



► L-R: Navin Joshua, Co-Founder & Director, GreenHonchos Solutions Pvt. Ltd.; Siddharth Dungarwal, Founder, Snitch; Sunil Jalihal, Founder, Indic Inspirations; Mayank Tiwari, Founder, CEO, ReshaMandi; Abhinav Sinha, Co-Founder, GoodDO; Charanjeet Singh, Founder, Singh Styled; and Sumedh Battewar, Co-founder and Chief Business Officer, EMotorad

WINNERS OF THE RAI RETAIL START-UP AWARDS 2022 ARE...



*Winner - myPAPERCLIP
(Gabss PrintMart Pvt. Ltd.)*



*Winner - Urban Farmart India Private Ltd.
(Urban Farm Fresh)*



*1st Runner Up: Samkan Products Private Ltd.
(House of Candy)*



2nd Runner Up - Cold love Ice Cream Private Ltd.

The final shortlisted retail startups besides the winners were - Avni Foods, Godhawat Retail Ltd., Mother Nature Innovations Pvt. Ltd., NG Corporation, The Kettlery (CPK Food & Beverage Pvt Ltd.), and Toesmith Pvt. Ltd.

INDIA'S RETAIL CHAMPIONS AWARDS 2022. AND THE WINNERS ARE...



*APPAREL & LIFESTYLE
Trent (Trent Ltd.)*



*APPAREL & LIFESTYLE
Baazar Kolkata (Baazar Retail Pvt. Ltd.)*



*BEAUTY & WELLNESS
Apollo Pharmacy (Apollo Pharmacies Ltd.)*



*CONSUMER DURABLES & IT (CDIT)
Reliance Digital (Reliance Retail Ltd.)*



*DEPARTMENT STORE
Shoppers Stop (Shoppers Stop Ltd.)*



*EMERGING RETAILER OF THE YEAR
Tynimo, Tynimo Life Style Pvt. Ltd.*

INDIA'S RETAIL CHAMPIONS AWARDS 2022. AND THE WINNERS ARE...



FOOTWEAR
Metro Brands Ltd.



FOOTWEAR
Khadim, Khadim India Ltd.



HOME DECOR / HOME IMPROVEMENT
Prestige Xclusive, TTK PRESTIGE



JEWELLERY
Bhima Jewels, Bhima Jewels Pvt. Ltd.



JEWELLERY
P N Gadgil And Sons, P N Gadgil And Sons Ltd.



RESTAURANT & QSR
Junior Kuppanna, Junior Kuppanna Kitchens Pvt. Ltd.

INDIA'S RETAIL CHAMPIONS AWARDS 2022. AND THE WINNERS ARE...



SPECIALITY RETAIL

Ferns N Petals, Ferns N Petals



SPECIALITY RETAIL

World of Titan, Titan Company Ltd.



FOOD & GENERAL RETAIL (Small Format)

NATURALS, Kamaths Ourtimes Ice creams Pvt. Ltd.



FOOD & GENERAL RETAIL (Small Format)

In & Out, Bharat Petroleum Corporation Ltd.



FOOD & GENERAL RETAIL (Large Format)

*Le Marche Retail, Marche Retail Pvt. Ltd.
(DS Group Entity)*



FOOD & GENERAL RETAIL (Large Format)

Spencer's (Spencer's Retail Ltd.)

TOP 10 – INDIA'S BEST WORKPLACES™ IN RETAIL 2022



Barbeque-Nation Hospitality Limited



Celio Future Fashion Private Limited



ELCA Cosmetics Private Limited



Hardcastle Restaurants Private Limited



Lifestyle International Private Limited



Marks and Spencer Reliance India Private Limited

TOP 10 – INDIA'S BEST WORKPLACES™ IN RETAIL 2022



Max Hypermarkets India Private Limited



METRO Cash & Carry India Private Limited



Reliance Retail Limited



V-Mart Retail Limited

INDIA'S BEST WORKPLACES IN RETAIL (E-COMMERCE 2022)



bigbasket (Supermarket Grocery Supplies Private Limited)



Flipkart Internet Private Limited



REA India Pte. Limited (Housing, PropTiger and Makaan)

PARTNERS AT RETAIL LEADERSHIP SUMMIT (RLS) 2022

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NEW BEGINNINGS

The Inaugural Edition Of the **Hyderabad Retail Summit** set a positive tone for the years to come with retailers from every format coming together to deliberate on the strategies for reinventing retail business in 2022 and beyond...



The inaugural edition of Hyderabad Retail Summit (HRS) was built on the RAI cornerstone of 'Connect-Converse-Collaborate-Catalyse'. It brought together different stakeholders of the retail ecosystem with business interests in Hyderabad and surrounding region for productive dialogue. "Hyderabad is an important centre of retail and commerce. Recognising this, we are happy to host our retail summit in the city to bring together retail stakeholders

with business interests in the region for a common dialogue on relevant issues, digital transformation and consumer delight to help take retail to the next level. 2022 and beyond will be about reinvention and growth for retail and we believe this interaction would pave the way for better collaboration and transformation," said Kumar Rajagopalan, CEO, Retailers Association of India (RAI).

Honouring the gathering with his August presence as the Chief Guest

of the summit was Shri Jayesh Ranjan, IAS, Principal Secretary to Government of Telangana, Industries & Commerce (I&C) Department, & Information Technology, Electronics and Communications (ITE&C) Department, Government of Telangana.

Highlighting key trends in his special address, Shri Jayesh Ranjan said, "Many people are now using OTT and other digital platforms and businesses are making use of them in some way to reach them.



› Shri Jayesh Ranjan, Principal Secretary, Industries & Commerce (I&C) and Information Technology (IT) Depts. of the Telangana Government



Chairman's Address

› Bijou Kurien, Chairman – Retailers Association of India



Chief Guest Address

› Kumar Rajagopalan, CEO, Retailers Association of India



Presentation

› Sandeep Agarwal, Ratnadeep Retail Pvt. Ltd.



Presentation

› Avnish Kumar, MD, Neeru's



Presentation

› Niraj Jaipuria, Founder & Director, BIRetail Ltd.



Presentation

› Santosh Shitole, Founder, Photo Express

Even *kirana* stores are transforming themselves and getting digital. Hyperlocal is a big trend and Hyperlocal delivery opportunities are going to enhance the business of those *kirana* stores that are strategically located. Interesting things are happening in other sectors. For instance, manufacturing units are relying on aggregator model for ordering supplies instead of ordering individually. Retailers can borrow

from the trends in other sectors and capitalise on opportunities. Technology is coming into logistics in a large way. Retail technology is helping improve various functions of retail with their innovative solutions. There is a huge amount of appetite and captive audience for modern retail in rural areas. To help fulfil this demand, we are willing to work on the idea of rural malls with retailers. Finally, the Government of Telanga-

PANEL DISCUSSION: RETAIL 2022: REINVENTING BUSINESS FOR ROBUST GROWTH



► L-R: Bijou Kurien, Chairman, Retailers Association of India (RAI); P Jayakumar, CEO, Apollo Pharmacy; Avnish Kumar, MD, Neeru's; Gautam Gupta, CEO, Paradise Food Court Pvt. Ltd. and Yash Agarwal, ED, Ratnadeep Retail Pvt. Ltd.



Presentation

► Ryan D'Silva, Head - Client Management Team (Global Merchant & Network Services) American Express

na recognises the contribution of retail to the state's economy and we continue working for its betterment with initiatives like the Made in Telangana portal that encourages local sourcing and trade."

Sharing the journey of the premium supermarket chain with the audience, Sandeep Agarwal, MD, Ratnadeep Retail Pvt. Ltd. said, "Going forward as a community of retailers we need to adapt to the changing times and technology to stay relevant and profitable. Profitability should be the dharma and the mantra."

Deliberating on the theme of the

summit 'Retail 2022: Reinventing Business for Robust Growth' were some prominent faces of the retail industry in the region, namely Avnish Kumar, MD, Neeru's; Gautam Gupta, CEO, Paradise Food Court; P Jayakumar, CEO, Apollo Pharmacy; Yash Agarwal, ED, Ratnadeep Retail and Bijou Kurien, Chairman, Retailers Association of India (RAI) moderated the session.

Speaking about the Fashion category, Avnish Kumar, Managing Director, Neeru's, said, "Light travels faster than sound, but while shopping, for a customer, fashion travels faster than anything. The only mantra for

PANEL DISCUSSION: RETAILING IN THE NEW NORMAL - COPING WITH CHANGE, CONSUMERS & COMPETITION



► L-R: Dr. Hitesh Bhatt, Director - Marketing & Communication, Retailers Association of India (RAI); Krishna Pavan, CMD, Happi Mobiles; Madhukar Gangadi, Founder and CEO, MedPlus Health Services Pvt. Ltd.; Muskaan Dadu, Partner, Dadu's; Surender Bantia, MD, Bantia Furnitures; Niraj Jaipuria, Founder & Director, BIRetail Ltd. and Vikash Hisariya, Director, Vishal Peripherals

a fashion or an apparel retailer today is to be FAST in identifying, producing and SHELFING Fashion. The year 2022 is one of huge change in fashion as markets have opened up and people are going to be out and about doing a myriad of things that include everything from travelling to attending weddings. Therefore, the right fashion at the right time at your store is the most critical aspect one has to look for to be able to achieve robust growth."

Speaking about Healthcare Retail, P Jayakumar, CEO, Apollo Pharmacy, said, "In the last two years, COVID-19 has resulted in a quantum change in how consumers look at personal health and how they spend on it. Consumers are slowly moving

towards preventive over curative healthcare. 2022 would be about going back to basics with tremendous focus on customer centricity in every aspect of the business. We will have to bring changes to our range offering, improve efficiency in availability, enhance our consumer experience (Instore and Online). Customers already see us as an omni player, which must be reflected in our stores and on our app."

Another captivating panel discussion at the summit was on 'Retailing in the New Normal - Coping with Change, Consumers & Competition', with panellist namely Krishna Pavan, CMD, Happi Mobiles; Madhukar Gangadi, Founder and CEO, MedPlus Health Services; Muskaan

Dadu, Partner, Dadu's; Niraj Jaipuria, Founder & Director, BIRetail; Surender Bantia, MD, Bantia Furnitures; and Vikash Hisariya, Director, Vishal Peripherals.

Associating with the first edition of HRS 2022 were Ratnadeep Retail as Presenting Partner. Other partners included Neeru's Ensembles and National Mart as Powered by Partners; American Express as the Banking Partner; Next Spaces as the Silver Partner, Apollo Pharmacy and Taruni Clothing as Associate Partners; Almond House, i-Tek, BI Retail as Event Partners, Donracks as Fixture Partner; Lovely Chocos and Photoexpress as Gifting Partners, Logic ERP as Retail ERP Partner and STOrai as the Magazine Partner. 🧐

PARTNER AT HYDERABAD RETAIL SUMMIT (HRS) 2022

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Fixture Partner



Gifting Partner



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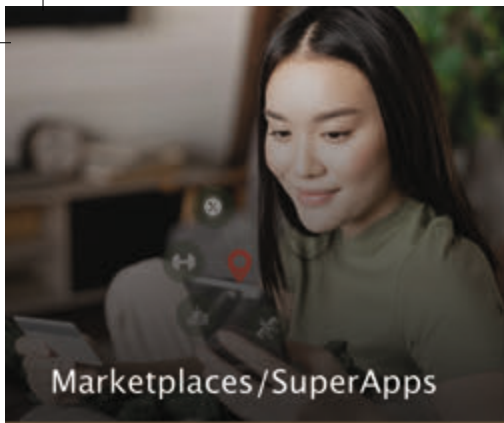


Retail ERP Partner

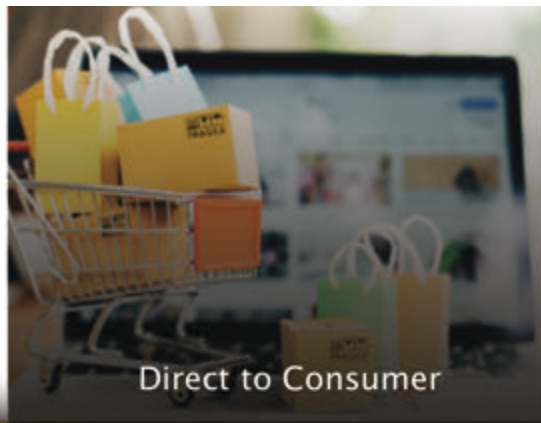


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BACK WITH A BANG!

With 1,016 exhibitors from 40 countries, and retailers from 49 of 50 U.S. states and 84 countries in attendance, the Inspired Home Show 2022 came back richer, stronger



The return of the Inspired Home Show in 2022 after a hiatus was as grand and as successful as was expected. This was the first time that the event, formerly known as the International Home + Housewares Show, has taken place since 2019.

Twenty thousand attendees and over 1,000 exhibiting companies signed-up to discover new products, reconnect with colleagues, and ad-

vance the home + housewares industry at the Inspired Home Show 2022.

The Show featured multiple new and returning attractions, including products, retailers and students honoured at the gia Global Innovation Awards. There were four keynote presentations on consumer trends, retail thought leadership and industry statistics. Attendees also benefited from three days of educational sessions in the Inno-

vation Theater; multiple networking events including a social media influencer meet & greet and New Exhibitor and Trending Today Previews. In addition, there was a full slate of celebrity chef demonstrations in the Cooking Theater, headlined by businesswoman and television personality Martha Stewart.

GLOBAL PARTICIPATION

Most importantly, though, was strong industry support for the

Show, demonstrated by the presence of 1,016 exhibitors from 40 countries, and retailers from 49 of 50 U.S. states and 84 countries.

Attendees confirmed at the Show included not only a strong showing from gift, specialty and independent retailers but also from senior-level executives, DMMs, GMMs and buyers from major retailers and distributors. Brand represented included some of the major U.S.-based brands like Aldi, Amazon, At Home, Bed Bath & Beyond, Bloomingdale's, Costco, Kohl's, Macy's, Sam's Club, Target, Walgreens, Walmart and Zulily alongside international brands such as Polishop, Brazil; Linen Chest, Canada; Cencosud, Chile; Jeronimo Martins, Colombia; Imerco A/S, Denmark; Galeries Lafayette, France; Home Shopping Europe, Germany; Hometown by Praxis Re-

tail LTD, India; and Tesco UK, United Kingdom among others.

Exhibiting companies – both those new to the Show and those who are long-time participants – indicated that the Show was a tremendous success, citing not only the presence of major buyers, but the ability to have more meaningful time with those buyers during the Show than in years past.

The Inspired Home Show is organized by the International Housewares Association, an 84-year-old not-for-profit, full-service association.

The Inspired Home Show 2023 will take place March 4-7, 2023, at McCormick Place in Chicago. To know more about the show, visit TheInspiredHomeShow.com 🧐



TESTIMONIALS

"I came in with pretty high expectations, and the Show exceeded them. We've had meetings scheduled with buyers from start to finish – all the way through late Monday afternoon."

Bill Endres, CEO, Select Brands

"It may have been our best Show ever. We saw all our regular buyers, plus more. From specialty stores to our large online retailers to international buyers from around the world, it was fantastic." – ***Yvette Laugier, MD, Peugeot Saveur***

"This is our first year being at the show and being an exhibitor, and overall the experience has been nothing short of incredible. This is something we will continue to do year after year." – ***Megan Cunningham, Brand Manager, Ardent Life Inc.***

IHA GLOBAL INNOVATION AWARDS



One of the highlights of the Inspired Home Show is the IHA Global Innovation Awards (gia). The gia program was created by IHA and The Inspired Home Show (formerly the International Home + Housewares Show) to foster innovation and excellence in home and housewares retailing throughout the world. Since the launch of gia in 2000, there have been close to 500 gia retail award winners, from 50 countries on six continents.

The competition is structured on a two-tier level—national and global.

The 2022 gia Global Honorees for Retail Excellence are:

- Argentina – Paul French Gallery
- Brazil – Westwing Brasil
- France – La Maison Pernoise
- Taiwan – hengstyle HENG LEONG HANG CO., LTD
- USA – Butler's Pantry

The 2022 gia National Honorees for Retail Excellence are:

Argentina: Paul French Gallery, Buenos Aires - pauldeco.com

Australia: MAKE Designed Objects, Carlton VIC - makedesignedobjects.com

Belgium: Dupont Professional Food Equipment, Zwevegem - kookboetiek.be

Bermuda: The Chefs Shop, Bermuda, Hamilton - chefshopbermuda.shop

Brazil: Westwing Brasil, São Paulo - westwing.com.br

Canada: HOME on water st., St. John's NL - homeonwaterst.com

China: KEYE CASA, Qingdao, Shandong - keyecasa.com

Colombia: Miscelandia, San Andrés Islas - miscelandia.co

Denmark: SINNERUP, Aarhus - sinnerup.dk

France: La Maison Pernoise, Pernes les Fontaines - lamaisonpernoise.com

Germany: Lorey, Frankfurt am Main - lorey.de

Hungary: KITCHENSHOP, Budapest -
kitchenshop.hu

India: HomeTown – by Praxis Home Retail
Limited, Mumbai - hometown.in

Ireland: Stock Design, Dublin -
stockdesignonline.com

Italy: Negozio Mori, Brescia - negoziomori.it

Japan: KEYUCA, Tokyo - keyuca.com

Netherlands: Woerdman Kookkado, Gouda -
woerdmankookgoedkoop.nl

Norway: Hansen & Co, Kristiansand -
hansenco.no

Poland: Miloo Home, Warsaw - miloohome.pl

Portugal: In&Out Cooking, Aveiro -
inoutcooking.com

Russia: Di Murano, Moscow - dimurano.ru

Saudi Arabia: aura Living, Riyadh - auraliving.
com

South Africa: Carrol Boyes, Cape Town -
carrolboyes.com

Spain: La Oca, Zaragoza - laoca.es

Sweden: Artilleriet The Kitchen, Gothenburg -
artilleriet.se

Switzerland: Sibling AG, Zurich - sibling.com

Taiwan: hengstyle, Taipei City - hengstyle.com

Turkey: EnPlus, Istanbul - enplus.com.tr

United Arab Emirates: DWELL, Abu Dhabi -
dwellstores.ae

United Kingdom: Jarrold, Norwich - jarrold.
co.uk

Uruguay: Kitchen and Cooking, Montevideo -
kitchenandcooking.com.uy

USA: Paddington Station, Ashland OR -
paddingtonstationashland.com

USA: The Butler's Pantry, Escalon CA -
shopthebutlerspantry.com

In addition, 13 housewares suppliers ranging from well-established brands to first-time exhibitors were honoured as Global Honorees of the IHA Global Innovation Awards (gia) for Excellence in Product Design.

Bath + Personal Care: madesmart, Drying
Stone™ Toothbrush Tray

Cleaning: Zoom Broom, ZoomBroom Tornado

Cook + Bakeware: Grand Fusion
Housewares, Inc., Leakproof Silicone Non-Stick
Baking Mat

Home Décor + Gifts: Wine Grasp Company,
wineGrasp™ Single

Home Organization + Storage: Bous, KING
JIM, "TEPRA" Lite Compact, Palm-sized Label
Printer

Household + Home Electrics: THE
FOUNDATION, Steamery Cirrus No. 3

Kitchen Electrics: Jura Inc., JURA Z10

Kitchen Hand Tools + Cutlery: Dreamfarm,
Brizzle - scoop drizzle basting brush

Kitchenware: Dreamfarm, Spina - spin and
strain colander

Personal Electrics: Viatek Consumer
Products Group, Int'l, Body Dryer

Smart Home: Cooking Pal Ltd., Multo™

Sustainable Products: Georg Jensen, Sky
Drinking Bottle

Tabletop: Gourmet Kitchen Works LLC, Olipac
FILARE

THE ESSENTIALS OF EXPERIENCE

Being inspiring, consultative, engaging and entertaining are soon becoming the new normal in retail environments to stay appealing and relevant to today's experience seeking connected consumers

By Surender Gnanaolivu

It is a known fact that retail has evolved from being 'transactional' to 'experiential'. In today's world of multi-channel shopping, brands need to deliver value in both the physical and virtual world. The net value delivered determines the overall perception of the experience, often quantified in measurable ratings. This in turn affects retention and new acquisition of consumers. It is also a known global fact that a majority of consumers, despite the adoption of online shopping during the pandemic, still prefer buying from physical stores.

According to Euromonitor International, 20 per cent of the global retail sales are estimated to come from e-commerce by the year 2024 at a CAGR of 15 per cent. Interestingly, this growth is now shared by omni-channel retail initiatives from both online and offline retailers who are endeavouring to be 'omni-present' for their consumer using experi-

ential design strategies. The concept of 'humanizing' retail experiences and 'tech-enabling' them is catching on across all categories of retail to enable the connected consumer to be inspired, informed, engaged and entertained when shopping.

This trend, post the release of pent-up shopping sentiments after the pandemic, is compelling brands

in this segment to re-imagine their in-store experiences by being inspiring, consultative, engaging and entertaining to appeal and stay relevant to this new normal connected consumer.

INSPIRE THROUGH STORYTELLING

In a world of information and communication, storytelling is being increasingly used to inspire con-



► Paper Source, Chicago

sumers with creative and emotive narratives. This is seen to help create a stronger and memorable emotional bond with the consumer. A great story needs to be creative, original, believable and include the customer in the narrative. Store design and visual merchandising play the lead role in presenting a memorable brand or product story.

Paper Source, specialising in curating hand-crafted paper from around the world, is a popular choice for wedding invitations. Their visual strategy in their window display reflected their heritage built around curiosity and wonder. Here is a cool window at their flagship store in Chicago in which their products are creatively put together in a bridal setting to create an attractive

and stunning presentation of their wedding stationery.

CONSULT TO HELP MAKE INFORMED DECISIONS

Today, the consumer actively seeks relevant information, in both the physical and digital domains, to make informed decisions about investing in a product or service. Information on benefits and reviews from other users significantly influence these decisions. This has made the integration of consultative visual merchandising a vital component in the shopping journey. Consultative presentation helps educate, inform and persuade customers to consider a brand or a store for a purchase. The famous Amazon Go store, powered by the path-breaking 'Just Walk Out System' links the products in

your basket to your Amazon account so you scan your app at the turnstile and walk out of the store to be automatically billed to your account. Interestingly, the technology in the store is invisible to the shopper. Data driven planogramming and intuitive information help consumers make quick decisions in the process of a 'grab and go' journey. Checkout the clever wine and food pairing signing at their first store in Seattle.

ENGAGE TO START MEANINGFUL CONVERSATIONS

Brands attempt to have meaningful two-way conversations with their consumers to start a relationship that could ultimately lead to preference and loyalty. Effective conversation requires understanding emotional and rational needs of the consumers. This is being effectively done by meaningful engagement that allows for purposeful conversations with the consumer.

Somany Tiles, a leading tile manufacturer, has a 'Tile master table' located prominently in its experience centre to enable prospective consumers to try specialized techniques in tile cutting and laying. This helps to create great opportunities for conversations between the brand and the consumer and foster the start of a fruitful relationship between them.

ENTERTAIN TO CREATE MOMENTS OF EMOTIONAL DELIGHT

Consumers are people with emo-



► AmazonGo, Seattle

tions and they appreciate and remember moments of happiness experienced in physical brand environments. In today's world of multi-channel shopping, entertaining people has become a critical add-on. It gives a compelling reason for consumers to spend time in a physical shopping channel. Looked at as 'space consuming frills' in the past, today they have become key requirements for curating in-store customer journeys. Here's how Nike Towns do it with a live DJ console at its store entrance to deliver 'sensorial familiarity' to active young consumer to ensure they enjoy the shopping journey from the store threshold.

THE POSTING ON THE WALL

It is noticeably clear from the examples that these four ingredients are known to work best when they are purposefully integrated into the brand's experience design driven by its vision from the top. This



► Nike, Chicago



Paper Source: AmazonGo & Nike Images: Surender Gnanolivu

followed by collaboration of the brand's stakeholders combined with consumer insights will help develop sharp business objectives to drive such initiatives. Brands who seriously look at adopting such initiatives are more likely to stay relevant and preferred in a marketplace that offers immense choices across various shopping channels anytime, anywhere. 😊



Surender Gnanolivu has more than two decades in the Indian retail industry in strategy, store design, planning, rollouts, marketing, visual merchandising, writing and coaching. He has held senior position of Executive Vice President at Mahindra Retail, Reliance Retail and Shoppers Stop. He is a senior retail consultant, Lead Strategy with 4Dimensions Retail Design, Conference Curator for In-Store Asia 2022 and Advisor for Retail Design & Visual Merchandising domain with Retailers Association of India.



Image: Santhosh

► Somay Tiles, Bengaluru



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SUSTAINABLE PURSUITS

For Bengaluru-based **P N RAO**, sustainability is not a one-time initiative but a lifestyle...it is woven into the very fabric of the bespoke suit designer's existence

By Shiv Joshi



Sustainability and commitment to Environmental, Social and Governance (ESG) have been the hallmark of responsible businesses today. Technology companies and retail giants have been among the top companies that have embraced renewable sources of energy.

Recently, Bengaluru-based P N RAO too has joined the league by turning to solar for its energy needs. By doing so, it has earned the distinction of becoming the first tailoring brand to go green with solar. "The environment is facing a lot of stresses and strains. Energy is one of the reasons for much of the emissions. There's a need to

do the best we can to not worsen the situation. Instead, we need to try and reverse the damage," said Naveen Pishe, Partner, P N Rao.

SUNNY SIDE UP

P N RAO has installed a 120kw solar based renewable energy system to power its 15,000 sq.ft.. state-of-the-art bespoke tailoring factory

and warehouse. For setting it up, P N RAO has tied up with Bengaluru-based Emmvee Photovoltaic Power.

BUSINESS BENEFITS

According to McKinsey, energy is the fourth largest in-store operating cost for US retailers (after labour, rent and marketing). The situation is no different for Indian businesses. Adding solar power to the mix doesn't just help reduce a business's carbon footprint but also helps cut its operating costs. In the case of PN Rao, since the entire plant will be powered by the solar system, there will be no energy bills, which will reflect positively on its books.

Retail behemoths like Target, Amazon, Ikea, and Walmart have been adding solar installations at their stores and distribution centres to harness the financial benefits of green energy.

What's more? Not only will P N RAO power its own factories with the energy generated through the plant, but will also be able to monetise it. The company has entered into an agreement with the local discom to sell excess/used power to the grid.

"Since we decided to install the solar power system, many interesting benefits started showing themselves. First, the scheme to sell excess power. Then we came to know that SIDBI offers working capital loans to those opting for solar energy at very attractive rates of around 6-7%. It's like we were



► **It's All in the Family: Partners at P N RAO (L-R) Ketan Pishe, Machender Pishe, Chandramohan Pishe & Naveen Pishe ensure sustainability becomes a part of the organisation's DNA**

being rewarded for our intention and initiative. I hope others get inspired and avail of these benefits too," said the third-generation entrepreneur.

MATERIAL WORLD

Going 100% solar is big step for a business like P N RAO. However, it is only one of the milestones on an ongoing journey of sustainability that started several decades ago. "We have been a sustainable company right from the day we were born...right from my grandfather's times. It's now a culture within the organization," said Pishe. He recalls how his grandfather ingrained sustainability into them by teaching them to use water judiciously when the business operated out of their family home.

It starts right from the fabric used to make the garments. A

100% of its shirting and 80% of its suits are made from sustainable fibres, cotton, linen, wool, silk that disintegrate into mother earth. Even the interlining used in suits is not polyester but poly-viscose.

"The threads that we use, the interlining, the canvas, most of these are natural materials. We've been doing this for years because we want to make that kind of product, one which is eco-friendly and breathable," Pishe explained.

The company even runs a separate section for handloom fabrics in the factory. Furthermore, there is an emphasis on minimising wastage. Wherever possible, the remaining cloth is reused and recycled. And whatever cannot be used is given away to a vendor who reuses it in some form. "Most people get paid when they give away their



► PN RAO's entire 15,000 sq ft tailoring factory is powered by solar energy

garment waste. We pay someone to take it away and reuse it in a sustainable fashion," said Pische.

SECOND NATURE

Beyond garments, sustainability and environment consciousness are reflected in every little thing the company does. For instance, use of VRV ["Variable Refrigerant Volume"] air-conditioners [ACs] everywhere, including in all its seven stores. Although expensive, VRV ACs are known to be energy efficient and less harmful to the environment.

Then there are many little things with a big impact. For instance, use of natural lights at offices and stores, recyclable bags and CNG powered vehicles for transportation and logistics. In addition, the wastewater from the factory is recycled and used to water a vegetable garden in

the premises which supplies freshly grown vegetables to the company.

"There are so many little things that we do that can be termed as responsible. And we do them without thinking twice. For instance, although we have ACs in our offices, thanks to the Bengaluru weather, their usage is minimal. Our employees only use the ACs when the temperatures soar or when they are entertaining guests. At all other times, we use fans," he explained.

SUSTAINABLE FUTURE

Pische and team does not want to stop here. There are plans to install a Sewage Treatment Plant [STP] and recycle the oil from sewing machines. Introducing sustainable fabrics such as those made out of lotus or bamboo or bamboo and rose is also on the cards as

ABOUT P N RAO

Bengaluru-based bespoke suit designer P N Rao was founded in 1923 by the late Pische Narayan Rao in Bangalore. The firm had humble beginnings in a small store on M G Road, with P N RAO designing garments for officers and ladies of the erstwhile British Empire in the cantonment area. Today, the brand has made an indelible mark with seven stores spread across Bangalore and Chennai where it has built a reputation of suiting up the cities' elites. The pillars of P N RAO's identity are built on a foundation of bespoke suiting, constant innovation and superior quality.

is switching to hybrid vehicles for transportation. Pische hopes to make the organisation plastic free by 2025. Speaking about the future, the entrepreneur said, "Sustainability is not what we do but a reflection of who we are. We are therefore committed to translating our sustainable lifestyle into our entire business, one stitch at a time". 🌱

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MAKING INFLUENCER MARKETING CLICK

How brands are harnessing the power of popular personalities to attract, engage and inspire its target audience

By Anil Prabhakar

In his recently published book *Brands and the Brain*, Professor Arvind Sahay who teaches Marketing and International Business at IIM Ahmedabad writes that human brains are designed to mirror, to conform socially with others, to interact with people, machines animals and brands. We tend to do what others are doing. We imitate and copy. Imitation makes us feel secure. It is one of the bases of influencer marketing. Powerful brands create their own reinforcing cycle. Imitating a key influencer whom we like and buying the same brand that the influencer uses or endorses makes us feel a part of the collective.

WHO IS AN INFLUENCER

To fully appreciate what influencer marketing is all about, it would be worthwhile understanding the meaning of an influencer.

An influencer is someone who has:

- ◆ The power to affect the purchasing decisions of others because

of his or her authority, knowledge, position, or relationship with his or her audience

- ◆ A following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

POWER OF PERSONALITY

Influencer Marketing is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign.

But influencer marketing doesn't just involve celebrities. It revolves around people who exert a considerable influence. Many of the influencers would never consider themselves famous in an offline setting. In fact, you would not recognize photographer Viral Bhayani (9.4 million followers on social media) or the much in demand cultural icon and stylist Mohit Rai (157K followers) at a party.

Retail has used the glamour route

for brand building. This is especially true for jewellery retail, which has been a big spender on celebrity endorsements with many national and regional chains having signed up film stars as brand ambassadors. This is effective if the ambassador's personality resonates with the brand.

MAKING THE RIGHT CHOICE

Dr. Sandeep Goyal, the Managing Director of Rediffusion Advertising and Chief mentor at Indian Institute of Human Brands (IIHB) shared the brand attributes that need to be considered while making the final selection of a celebrity. IIHB allots a TIARA score to each celebrity.

In the acronym, T stands for Trust: Is the celebrity trustworthy?

I for Identity: Do your customers identify with the celebrity?

A for Attractive: Is the celebrity attractive to your present and potential customers?

Respect: Is the celebrity respected by your core audience?

Appeal: Does he or she appeal to them?

The TIARA scores help a brand choose the right celebrity. The brand has to use the attributes a celebrity represents to its advantage. This can be done by intelligent messaging. The content then needs to be backed with adequate media weight to ensure that the message reaches a wide audience. Money and might ensure visibility.

Dr. Goyal gives the example of Kalyan Jewellers who chose veteran actor Amitabh Bachchan (AB) as its brand ambassador. “AB scores highly on the Trustworthy and Respect factors. They have the right choice of an ambassador and their messaging is backed by a multi media campaign,” he said.

Gaurav Singh Kushwaha, Founder and CEO Bluestone Jewellery agreed. “We signed up Alia Bhatt in 2017 as she was a perfect fit for Bluestone. Her posters and backdrops at our shop-in-shop outlets generated good visibility, trials and trade interest,” he explained.

“India is a star crazy nation and the presence of a film star at a retail store opening or a collection launch generates media interest. We have observed that whenever a film star launches a new collection, the attendance of media persons goes up by at least 40%. This ensures a wide coverage of our event,” said Suraj Shantakumar Director-Business Strategy at Kirtilals, which is a jewellery store chain predominantly present in South India. The brand collabo-

rates with influencers mostly when launching a new collection or during specific in-store events. It has worked with prominent influencers with a large social media following such as Pavitra Lakshmi, Priya Bhavani Shankar, Megha Siddarth, Swasikavj and Sanchitha Shetty.

Kirtilals considers the following aspects when hiring an influencer:

- ◆ Richness of previous content
- ◆ Previous brand collaborations
- ◆ Followers
- ◆ Post Engagement rates
- ◆ Budget

INFLUENCERS CLICK

“In 2017, we realised that not just Bollywood celebrities but also everyday people who had a sense of

Images Courtesy: Kirtilals



▸ Pavithra Lakshmi



▸ Priya Bhavani Shankar



▸ Sanchitha Shetty

style and an opinion that mattered were opinion leaders. We were as new to the platforms as these opinion leaders themselves. However, we hosted our very first influencer meet, inviting about 20 fashion & lifestyle influencers for a diamond masterclass,” said Toranj Mehta, Director Marketing at De Beers India. Since then De Beers has been collaborating with the key opinion leaders from across the country who believe in the purpose of the brand. “The landscape is evolving and we are learning to adapt in different ways to connect with our audience,” said Mehta.

Rare Jewels – A Ranka legacy is among the first few jewellers in Maharashtra to collaborate with social media influencers. It was important for the aspirational brand that its satisfied customers spread the good

word about them. Influencer-led activities helped the brand achieve the same. Speaking about the brand’s influencer engagement, Director Sheetal Ranka said, “During the pandemic we collaborated with content creator and social media influencers like Tina Kakkad (of the Image Code fame fame), Natasha Luthra, make-up artist Amrit Kaur, fashion designer Sheila Khan and the Bollywood / Lakme Fashion Week stylist Mohit Rai.”

MATURE IS IN

Although majority of the brands on Instagram are targeting millennials, the platform has given an opportunity for mature influencers to reinvent themselves. Former Bollywood stars Neetu Kapoor (63), Bhagyashree (53) and Sameera Reddy (43) have made a comeback via Instagram.



Courtesy: Rare Jewels .. a Ranka Legacy

► Luxury consultant Natasha Luthra in a Rare Jewels campaign

Senior actor Neetu Kapoor is increasingly being noticed for her age-appropriate style and choice of clothing, especially by mature women. Her combination of elegance and obvious *joie de vivre* has made the social media world take note and made Neetu an influencer with



Courtesy: Rare Jewels .. a Ranka Legacy

► Rare Jewels' JITO campaign featuring real women

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Courtesy: Mahesh Notandass Fine Jewellery



► **Neetu Kapoor - Former Ambassador of Mahesh Notandass Fine Jewellery**

Courtesy: Vandals



► **Bhagyashree & her daughter Avantika featured in Vandals**

Courtesy: Kirtails



► **Swashika Vijay**

1.9 million followers on Instagram.

Thirty three years after she made her film debut through Maine Pyar Kiya, the real life princess and mother of actors Abhimanyu and Avantika is making a comeback to Bollywood. Her royal lineage, poise, eternal beauty and progressive approach made her and Avantika an ideal choice for Vandana M Jagwani's Lab Grown Diamond Jewellery brand Vandals.

Similarly, Sameera Reddy is looked up to by women of all ages, from Gen-Z to millennials, as the poster girl of everything that makes them insecure, as she champions being comfortable in one's own skin.

Mature is still in vogue. Rare Jewels recently executed a social media campaign featuring its mature and

wealthy customers. The campaign generated excitement and enthusiasm as it coincided with JITO (Jain International Trade Organization) Connect, a three-day global convention attended by 500000 visitors in Pune that was inaugurated by the PM Narendra Modi.

"For our Forevermark Avaanti campaign, we wanted to work with influencers who resonated with the communication line, 'A single ripple can start a wave,' women who had made a small change in their life that led to a large result. We selected 10 influencers from all walks of life – chefs, lawyers, comedians, models, musicians as well as artists. Each created content that reached 7 lakh people and engaged 80,000," shared Toranj Mehta of De Beers India.

Influencer marketing campaigns

work because they feature real people with real stories and opinions. Former celebrities like Sameera Reddy work due to their emulate-ability factor. It is a great way for brands to engage, inspire and connect with their customers. 🧐



Anil Prabhakar is an industry analyst, journalist and a consultant associated with jewellery and watch industries. Reach him at anilpk07@gmail.com.

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RISING STAR

With a plan to open 3,000 stores in the next three years, **Sanjay Ghodawat Group's Star Localmart** aims to be a household name in the hinterlands of Bharat

By Shiv Joshi

There is tremendous untapped potential in non-metro cities of India—or Bharat as it is informally termed. A report by consulting firm Kearney identifies tier-2 and -3 cities as hotbeds for growth, opening up opportunities for retailers to expand. The demand is driven by an increase in

disposable income, improved infrastructure including internet connectivity and growing aspirations.

Through its FMCG arm Ghodawat Consumer Ltd. (GCL), the Sanjay Ghodawat Group has been fulfilling the aspirations and meeting daily needs of consumers in the hinterlands of Southern and Western

India for the last 20 years. As the next logical step in getting closer to its consumers, the group has now launched Star Localmart, a retail chain of convenience stores.

“We wanted our products to reach maximum consumers through either D2C or grocery retailing. D2C worked well for non-food products,

whereas food products still required a concrete source to reach consumers. This is when we entered the retail industry and introduced Ghodawat Retail Ltd. in 2020,” shared Shrenik Ghodawat, Managing Director, Ghodawat Retail Ltd.

The decision to get into grocery retailing allowed the group to move up the food retail value chain and take its entire product range — over 300 SKUs across different FMCG brands — to the consumers in the fastest way.



► Shrenik Ghodawat, Managing Director, Ghodawat Retail Ltd.



KEY FIGURES

Stores: 84

Cities: 41

No. of employees: 450+

“The premise behind starting Star Localmart in rural areas is to generate local employment opportunities, create space for local companies to exhibit their products, and promote local entrepreneurship by offering a lucrative franchise opportunity to aspiring entrepreneurs. Star Localmart’s purpose and mission are to be the epitome of a 21st century convenience retail franchise model by promoting local resources and building a robust and reliable retail eco-system,” explained Ghodawat.

JOURNEY SO FAR

The group's retail journey started in October 2020 with two outlets outside the factory premises of GCL at two different locations in Kolhapur. The stores received a good response with consumers coming to shop from as far away as 15-20 km. Encouraged by the success, the team worked on the right model, the approach to follow and the feasible size of stores.

In just a span of two years, Star Localmart opened 84 stores sized between 800-1500 sq. ft. in Maharashtra and Karnataka. This is despite the challenges posed by the pandemic. The stores are located in Kolhapur, Satara, Sangli, Pune, and Ratnagiri in Maharashtra and Belgaum, Hubli, Bijapur and Bagalkot in Karnataka.

"These are the locations that we understand the most as about 80%

of our FMCG distribution business is here. It, therefore, makes sense for our retailing business to ride on this advantage. Our retailing footprint in these locations and markets allows us to showcase our products and brands across categories like rice, edible oils, *atta*, snacks, beverages and home & personal care. These will remain our thrust markets for the near future," said the young entrepreneur. He added that in many of these locations, Star Localmart was among the first mini-marts.

Currently, the stores are operated on Company Owned Company Operated (COCO) / Franchise Operated Company Owned (FOCO) and Franchise Owned Franchise Operated (FOFO) models. The group is actively seeking franchisees to help grow its retail ecosystem.

CLOSER TO CONSUMERS

Star Localmart works on a hyper-local model. "We are also in the process of launching our e-commerce platform focused on geo-tagged hyper-local delivery model to ensure quick service to customers for unplanned purchases. Our e-commerce site will offer a one-of-its-kind customer service and loyalty program and our geo-tagged micro delivery model will also be first of its kind in rural areas," shared the MD.

In addition, consumers are constantly engaged via above-the-line and below the line communication about festive offers, new store launches, category additions, special deep discount offers and sampling.

BESTSELLERS

Overall, in terms of sales, Food & Grocery is the biggest category contributing the largest share of the revenue pie. Under the food category, ready-to-eat and cook items are the best sellers. The non-food section and general merchandise are also big draws for consumers and pull in significant sales. Over 40% of sales at stores are from the company's own brands or private labels.

THE TECH ANGLE

The group's retail business runs on SAP. Technical advisors have been onboarded for developing and building a good in-house platform for the business. "The idea is to ensure that store and platform inventory is integrated live and in





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real-time besides allowing for a continuous upgrade of the system,” said the MD.

Also in the pipeline is an app which will give consumers information at their fingertips about how much one can order at a time, the stock availability of the required product at any of the stores in addition to other features. The beta version of this technology is being tested. “Soon will be equivalent and comparable to the best digitally-enabled e-commerce or quick commerce platforms in India. We are committed to investing in technology, which will both improve our

internal process and boost our business,” said Ghodawat.

WHAT’S NEXT

Going forward, the plan is to push in-house brands more aggressively without diluting the product mix so consumers have the choice of buying all the brands they prefer. “We will focus on private labels to enhance category margins and, at the same time, provide the customer value for money,” shared Ghodawat.

The group aims to achieve a milestone of 3000 stores and generate employment for over 25,000 people by 2025. For that company will focus on opening more stores

in Maharashtra and Karnataka as well as expand into Andhra Pradesh, Telangana and Goa. These are the regions where Ghodawat Consumer Ltd., already has a significant General Trade, Modern Trade and e-commerce presence. “We feel that these markets have the potential to open and support over 3000 Star Localmart stores over the next 3-4 years. Our ultimate aim is to be an exceptionally proficient one-stop shopping destination for consumers looking for high quality and low-cost daily shopping needs,” shared Ghodawat sharing his vision for Star Localmart. 😊



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BAKING IT BIG

With a live bakery, tasting counters and exotic desserts like Baklava, **Dunkel Braun** seeks to revolutionise the bakery experience of Indian customers

By Shiv Joshi



A large part of the ‘joy’ people experience when they visit Kolkata—the city of Joy—comes from the many delectable sweets available across town. In a city famous for traditional sweets, one brand is slowly and sweetly changing the taste buds of

the citizens with its exotic and off-beat offerings.

Founded by Sandeep Gupta, Dunkel Braun is an experiential bakery based in Kolkata that sells baked products beyond cakes. The first 1250 sq. ft. experience centre came up in Deshapriya Park, in August 2021. The second experience centre

opened at Salt Lake this February and offers tasting areas and live bakery pushing out freshly-baked products in a 5,000 square-feet space.

Gupta is part of a family that built brands with the Indian Railways and has F&B in his blood. In 2012, he ventured out on his own to start Cookxon, which has over 100 outlets. The

entrepreneur shares the story and motivation behind starting Dunkel Braun and in an email interview...

WHAT WAS THE STORY BEHIND STARTING THE BUSINESS?

With Dunkel Braun, the agenda was of revolutionizing the confectionery business in India and simplifying the concept of bakeries. Our vision is to build a true to its name Bakery-Café destination unlike the confectionery stores India is accustomed to accepting as bakeries.

WHY THIS NICHE?

The audience of Kolkata is yet to be introduced to the true meaning of a 'bakery'. The hubs we see around here that are promoting themselves as bakeries are actually confectioneries. With Dunkel Braun, we aimed to usher in a Bakery that believes and advocates in being authentic.

WHAT IS YOUR USP?

We aim to associate most genres of delicacies, with the art of baking, in our 5,000 sq. ft. experience centre at Salt Lake. Much of the base floor is for Live Baking. Be it cookies, Baklavas, delicacies, chocolates, we have vegetarian ranges for each.

HOW HAS YOUR RETAIL JOURNEY BEEN SO FAR?

With over 100 Retail Outlets of Cookxon in different corners of Eastern India, I have had the opportunity to gain exposure to the retail demography of India. That has helped me to design and strategise



► Sandeep Gupta, Founder & CEO, Dunkel Braun

the quality and price of our products around the diversified tastes we find in the country.

It has also helped me come across a wide-spread and resourceful circle of people. Today, my network is one of my strongest assets. They help me face the struggles of a Founder, better.

WHAT WERE YOUR MAJOR MILESTONES? WHAT WOULD YOU HAVE DONE DIFFERENTLY?

The launch of Dunkel Braun's second experience centre, at Salt Lake, which stands this day as Kolkata's largest bakery-café experience centre, was one of my major milestones. The hub solely scored a sale of over

Rs. 1.5 lakh on the day of its launch. It was a moment of unexpected achievement for the team.

I believe in the destiny of journeys. And I believe even a slight change in any of the events that I came across in my journey, might not have led me to where I stand with my team today. So, I would like my journey unaltered.

HOW MUCH IS THE CONTRIBUTION OF E-COMMERCE IN YOUR OVERALL BUSINESS?

Our online presence is still gaining momentum. The pan-India footfall reflects in our conversions. I would invite our readers to visit dunkelbraun.com and share their experi-



ences over our social media. We are aiming to evolve with each feedback we receive.

WHAT HAS THE PANDEMIC TAUGHT YOU ABOUT RUNNING A RETAIL BUSINESS?

Dunkel Braun was started post-pandemic. But as a founder of Cookxon, I learnt the importance of being omnipresent. Not being present online is like setting up a store and keeping it a secret.

WHAT ARE YOUR BUSINESS PRIORITIES IN 2023?

In the upcoming financial year, Dun-

kel Braun plans to set up 10 more outlets in Kolkata. We also aim to open stores in Hyderabad and in North Eastern India since these are also well-organised retail markets that can help in the macro-expansion of the brand.

In addition, we are coming up with two retail hubs at Howrah and Sealdah platforms in association with the Indian Railways.

Also in the pipeline are a new division dedicated to Chocolates and a Chocolate Experience Centre.

Another major area that we are

focussing on at the moment is our franchise model. We are further fine-tuning our Franchise Invested Company Operated (FICO) franchise model. We believe that the FICO model is a win-win as it is beneficial for our franchise partners without being disruptive to the brand's foundational plans.

ADVICE TO NEW ENTREPRENEURS.

Whenever your struggles overpower your enthusiasm, remind yourself that you did not come this far, to just come this far. 🚶



WHY JOIN RAI

Advocacy Support

RAI makes representations to Central and State Governments and local authorities on critical issues. RAI liaises with the Government, in identified areas for the development of the retail community. As a member, you would have access to the 'Member's Only' section of the website – and be able to participate in collaborative efforts within the community to shape policy.

Guidelines and Standards

RAI disseminates on common guidelines and policies for the sector which would be accessible to Members. These include the National Occupation Standards – developed by RASCI (Retailers Association's Skill Council of India). Other guidelines help in the creation of infrastructure and facilities to improve the retail environment in India.

Networking Meets: As a member you would be invited to participate in Networking Meets held at Mumbai, Delhi, Chennai, Bengaluru, Kolkata, Coimbatore, Kochi and other cities.

You can also:

- Be part of and steer industry committees on aspects such as Supply Chain, Finance, Advocacy, HR, and Technology.
- Attend events, seminars and training programs organised by RAI at member rates. Get access to RAI infrastructure facilities in Mumbai for training activities.
- Receive complimentary copies of STOrai and RAI's daily newsletter – Replenish – which aggregates news, insights and jobs relevant to Indian retail.
- Purchase RAI publications at member rates.
- Receive survey findings, trade information and legislation updates.

**Most importantly, you commit to helping
create a robust retail industry in India.**



Join RAI as

- **Core Member:** Core Membership of RAI is applicable to retailers across sectors. To join as a Core member, a retailer must fulfil the following conditions:

- Issue a tax invoice for every transaction.
- Be registered under Goods and Services Tax (GST).
- Not employ child labour.
- Earn over 50% of the organization's business or INR 100 Crore whichever is less from retail activities.

<u>Turnover</u>	<u>Annual Fee</u>	<u>with 18% GST</u>
Upto Rs 5 crore	Rs 2,500/-	Rs 2,950/-
Rs 5 - 10 crore	Rs 5,000/-	Rs 5,900/-
Rs 10 - 20 crore	Rs 10,000/-	Rs 11,800/-
Rs 20 - 50 crore	Rs 15,000/-	Rs 17,700/-
Rs 50 - 300 crore	Rs 25,000/-	Rs 29,500/-
Rs 300 - 500 crore	Rs 35,000/-	Rs 41,300/-
Rs 500 - 1,000 crore	Rs 1,00,000/-	Rs 1,18,000/-
Rs 1,000 - 5,000 crore	Rs 2,00,000/-	Rs 2,36,000/-
Above Rs 5,000 crore	Rs 5,00,000/-	Rs 5,90,000/-

- **Associate Member:** Associate Members are companies that support retail industry. These include retail consultancies, retail hardware and software suppliers (design companies, retail fixture and furniture companies, POS hardware, software, security systems). To be eligible a service provider should:

- Be registered as a company or firm in India.
- Be a supplier, vendor, developer or service provider to retail.
- Be registered under Goods and Services Tax (GST).

Membership fee structure based on the turnover of the company is as follows :

<u>Turnover</u>	<u>One time Joining fee</u>	<u>Annual Fee</u>	<u>with 18% GST</u>
Less than Rs 20 crore	Rs 1 lakh	Rs 10,000/-	Rs 1,29,800/-
More than Rs 20 crore	Rs 2 lakh	Rs 25,000/-	Rs 2,65,500/-

- **Real Estate Member:** Real estate members are companies that develop/manage retail destinations such as malls and shopping centres. To be eligible a company should:

- Be registered as a company or firm in India.
- Be a supplier, vendor, developer or service provider to retail.

<u>Turnover</u>	<u>One time Joining fee</u>	<u>Annual Fee</u>	<u>with 18% GST</u>
Less than Rs 20 crore	Rs 1 lakh	Rs 25,000/-	Rs 1,47,500/-
More than Rs 20 crore	Rs 2 lakh	Rs 1,00,000/-	Rs 3,54,000/-



Join RAI as

- **Affiliate Member:** Affiliate associations are associations/industry bodies that partner with RAI towards promoting exchange of information and pursuing common interests. For instance: NASSCOM, The Federation of Chambers of Commerce & Industry (FICCI), Confederation of Indian Industry (CII), Clothing Manufacturers Association of India (CMAI), Gems & Jewellery Association of India (GJAI), National Restaurant Association of India (NRAI) and All India Footwear Manufacturers & Retailers Association (AIFMRA) are affiliate members of RAI.

Academic Member: Academic members are organisations that help fulfil the education, academic research and training needs of the industry.



To be eligible an institution should:

- a) Be registered as an educational institution or an educational trust in India.
- b) Offer one or more courses in Management/Retail/Design/Visual Merchandising, as part of the curriculum.

One-time membership fee* Rs 50,000 + Annual Fee* Rs 5,000 (*18% GST)

Total amount is Rs 64,900/-

To know more about RAI membership contact

Lawrence Fernandes, Director - Retail Learning & Membership, +91 9029089915, lawrence@rai.net.in

Venkataraman.D, Manager - Southern Region, +91 9884875875, raman@rai.net.in (Chennai Chapter)

Rekha Dey, Manager - Eastern Region, +91 9007842345, rekha@rai.net.in (Kolkata Chapter)

Ram Divya Sharma, Manager - Membership, +91 9818170860, ramdivya@rai.net.in (Delhi Chapter)

Sunil Kulkarni, Manager - Membership, +91 9550259309, sunil@rai.net.in (Hyderabad Chapter)

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- Arisu Retail Pvt. Ltd., Chennai
- Bliss Chocolates India Pvt. Ltd., Bengaluru
- Captan Clothing Pvt. Ltd., Chennai
- D'Cot, Mumbai
- Distributorwala (Chaisip), Siliguri
- Eastland Ventura Solutions Pvt. Ltd., Kolkata
- Eemos salon and spa, Tirupati
- Gabss Printmart Pvt. Ltd., Delhi
- Ghodawat Retail LLP, Kolhapur
- Glassco India, Kolkata
- Go Native Retail LLP, Bengaluru
- H & J Leather International Pvt. Ltd., Kolkata
- I Irony Pvt. Ltd., Kolkata
- J D Communications, Mumbai
- Jain Collection, Chennai
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- Juplay Retail Pvt. Ltd., Jaipur
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- Kreamz Confectionery Pvt. Ltd., Kolkata
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- Peanuts Retail Pvt. Ltd., Siliguri
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- PMJ Gems & Jewellers Pvt. Ltd., Hyderabad
- Popees Baby care Products Pvt. Ltd., Kerala
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- Sai Balaji Creations, Siliguri
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- Sekhar Super Market, Renigunta
- Slick Organics Pvt. Ltd., Delhi
- Sri Barfani Associates, Vizag
- The Dentique (Essbee Dentcare Pvt. Ltd.), Kolkata
- Toyada Technologies Pvt. Ltd., Hyderabad
- TULSI Showroom, Odisha
- Urban Cash & Carry, Kolkata
- V Hashtag Clothing, Karur
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