



# IRA 2018: Honouring Retail Excellence and Leaders



**T**he 15th Annual IMAGES Retail Awards (IRA), powered by Vegas Mall, celebrated some of India's most outstanding achievements in retail on September 6, 2018, at Hotel Renaissance in Mumbai. With no end in sight to the rise of online shopping, never has it been more important for retailers, shopping centre developers, city planners and communities to work together for creating a new ecosystem of lifestyle destinations.

Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India. The ceremony honoured the achievements of India's leading retailers with some high voltage entertainment.

## Nomination & Jury process: IMAGES Retail Award 2018

IRA nomination categories and entry details are announced through the website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business.

**BS Nagesh**, Founder TRRAIN was the Chairman of the Jury. The other jury members in the panel were **Abheek Singhi**, Sr. Partner & Director, BCG; **Ajay Macaden**, Executive Director, Nielsen India; **Ajay Kaul**, Senior Director, Everstone Group; **Anand Ramanathan**, Partner, Strategy & Operations Consulting Deloitte India; **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Sreedhar Prasad**, Partner & Head, Consumer Retail & Internet KPMG; **Harish Bijoor**, Founder, Harish Bijoor Consults, **Debashish Mukherjee**, AT Kearney, Partner & Co Head; **Harminder Sahni**, Founder & MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sunil Kumar Alagh**, Founder & Chairman, SKA Advisors; **Rama Bijapurkar**, Expert Marketing Strategy & Consumer Behaviour, **Professor Ravi Dhar**, Yale School of Management.



## IMAGES Most Admired Retailer of the Year: **Department Store**



Westside currently has 125 stores across 72 cities in India. In 2017-18, the brand added 18 new stores. Westside recorded retail sales of ₹2062 cr with an increase of 20 percent in the turnover growth. The retail space growth increased by 10 percent, with same-store sales growth witnessing an increase by 9 percent. The ClubWest of Westside contributed 80 percent to its total sales.

**Received by:** **RA Shah**, Head - Property & Team, Trent Ltd

**Presented by:** **Amitabh Taneja**, CMD, IMAGES Group

**Nominees:** ★ Lifestyle ★ Shoppers Stop



## IMAGES Most Admired Retailer of the Year: **Hypermarket**



Big Bazaar currently has 285 stores across 135 cities pan India. In 2017-18, the chain had a 19 percent growth in retail space over the previous year, while retail turnover grew by 22 percent. With revenue sales of ₹13400 cr, the brand witnessed a 19 percent growth in its customer base. The same store sales growth increased by 13 percent.

**Received by:** **Chandan Kumar**, Senior Manager, Partner Brands & Team

**Presented by:** **Najeeb Kunil**, Executive Director, PPZ

**Nominees:** ★ More Megastore ★ Reliance SMART ★ SPAR ★ Spencer's Hyper



## IMAGES Most Admired Retailer of the Year: **Fashion & Lifestyle**

**For Value Fashion**



FBF currently has 341 stores in 139 cities in India. In 2017-18, the chain recorded Retail sales of ₹4251 cr with a turnover growth of 35 percent.

**Received by:** **Karan Pethani**, Chief- Real Estate, Future Group

**Presented by:** **Rajneesh Mahajan**, CEO, Inorbit Mall

**For Premium Fashion**



Tommy Hilfiger currently has 297 stores in 61 cities across India. In 2017-18, the brand recorded retail sales of ₹995 cr with a turnover growth of 6 percent.

**Received by:** **Siddharth Kapoor**, Senior Vice President - Business Development; **Vishal Anand**, Vice President- Retail, Calvin Klein & Tommy Hilfiger; **Shailesh Chaturvedi**, MD & CEO, Tommy Hilfiger & Calvin Klein

**Presented by:** **Rajneesh Mahajan**, CEO, Inorbit Mall

**Nominees:** ★ 1-India Family Mart ★ KLM Fashion Mall ★ Max Fashion ★ Neeru's  
★ Pepe Jeans London ★ Vero Moda







## IMAGES Most Admired Retailer of the Year: **Lifestyle Accessories**



Ayesha Fashion Accessories currently has 75 stores located across 24 cities in India. In 2017-18, the chain had a 15 percent growth in retail space growth over the previous year, while retail turnover grew by 25 percent. The brand recorded retail sales of ₹23 cr whereas the same-store sales growth grew by 25 percent, resulting in the brand being voted as the most admired retailer of the year.

**Received by:** Jacqueline Kapur, Founder & CEO, Ayesha Accessories

**Presented by:** Mukesh Kumar, CEO, Infiniti Mall

**Nominees:** ★ Bagline ★ Daniel Wellington



## IMAGES Most Admired Retailer of the Year: **Footwear**



Bata currently has 1475 stores located across 360 cities pan India. In 2017-18, the brand added 131 new stores and 90 stores were renovated. Bata recorded retail sales of ₹2636 cr in the year, with a retail space growth of 15 percent. The turnover growth increased by 6 percent, as the brand sold 8.9 lac pairs of shoes adding ₹88 cr to the retail turnover.

**Received by:** Ankur Kohli, Head- Real Estate & Business Development (South Asia), Bata

**Presented by:** Bhavik Jhaveri & Ankur Joshi, Co-Founder & CEO, Pretr

**Nominees:** ★ Metro ★ Puma ★ Skechers



## IMAGES Most Admired Retailer of the Year: **Jewellery**



Tanishq currently has 251 stores located across 158 cities pan India. In 2017-18, the brand had a 14 percent growth in retail space growth over previous year. Tanishq recorded retail sales of ₹14069 cr resulting in turnover growth of 24 percent. The same store sales witnessed a growth of 21 percent.

**Received by:** R A Shah, Head-Property, Trent Ltd

**Presented by:** Honey Katal, Founder & CEO, Investors Clinic and Kapil Malhotra

**Nominees:** ★ Reliance Jewels ★ Senco Gold



## IMAGES Most Admired Retailer of the Year: **Food & Grocery**



Ratnadeep Supermarket currently has 40 stores located in two cities in South India. In 2017-18, the brand recorded retail sales of ₹519 cr resulting in turnover growth of 33 percent. The retail space growth witnessed a 90 percent growth whereas the same-store sales growth increased by 25 percent.

**Received by:** Sandeep Agarwal, Managing Director; Manish Bhartiya, Director, Ratnadeep Supermarket

**Presented by:** Shubhranshu Pani, MD - Retail Services, JLL

**Nominees:** ★ More ★ Spencer's

## IMAGES Most Admired Retailer of the Year: **Foodservice**



Haldiram's currently has 49 stores across 12 cities pan India. In 2017-18, the brand recorded retail sales of ₹664 cr resulting in a turnover growth of 11 percent. The same store sales growth increased by 11 percent. Despite Noida plant being completely gutted in September 2017 fire, Haldiram's managed double-digit growth and did not default on promises, services, and deliveries to customers.

**Received by:** **Ashok Kumar Tyagi**, Executive Director, Haldiram's Group of Companies

**Presented by:** **Shubhramshu Pani**, MD - Retail Services, JLL

**Nominees:** ★ The Thick Shake Factory ★ Wok Express ★ Wow! Momo ★ Barbeque Nation  
★ Burger Singh ★ Chai Point



## IMAGES Most Admired Retailer of the Year: **Consumer Electronics**



Reliance Digital currently has 312 stores across 133 cities pan India. In 2017-18, the brand had a retail space growth of 15 percent with a thumping turning growth of 100+ percent., Reliance Digital's dedicated service arm, operates with 65 service centers across the country, authorisation by all major brands like Apple, Samsung, HP, Acer, Lenovo etc., 365 days open and working hours from 10 AM and 10 PM.

**Received by:** **Manoj Jain**, Head-Omnichannel Marketing, Reliance Retail & Team

**Presented by:** **Nitin Bir**, Mall Head, Mantri Square

**Nominees:** ★ Croma ★ Dell



## IMAGES Most Admired Retailer of the Year: **Entertainment**



Cinépolis currently has 55 operational centers across 31 cities pan India. In 2017-18, Cinépolis recorded retail sales of ₹826 cr resulting in turnover growth of 17 percent. The same store sales growth increased by 15 percent whereas the sales per square feet growth also increased by 11 percent. In June 2017, Cinépolis became first Cinema company in India to launch Centralised Distribution center catering all their cinemas.

**Received by:** **Amit Garg**, Head-Business Development, Cinépolis India

**Presented by:** **Santosh Kumar Pandey**, Head, R City Mall

**Nominees:** ★ INOX ★ PVR ★ Smaaash



## IMAGES Most Admired Retailer of the Year: **Beauty & Wellness**



Natural Salons currently has 562 centres across 350 cities pan India. In 2017-18, the brand witnessed a turnover growth of 33 percent. The retail space growth by 9 percent whereas same-store sales growth increased by 25 percent. Natural took the market by storm by introducing ₹1 haircut, which saw a great traction in terms of new footfalls.

**Received by:** **CK Kumaravel**, CEO, Naturals Salon & Spa

**Presented by:** **Shibu Philips**, Business Head, LuLu Mall

**Nominees:** ★ Enrich Salon ★ JCB Salons ★ VLCC







## IMAGES Most Admired Retailer of the Year: **Turnaround Story**



Croma currently has 110 stores across 20 cities in India. Croma marked a profitability of ₹16.6 cr in FY18 compared to a loss of ₹55.5 cr in FY 2017. The brand recorded retail sales of ₹3764 cr with a turnover growth of 11 percent. The retail space growth increased by 16 percent, whereas the same store sales growth increasing by 13 percent. The footfall percentage in the Croma stores also increased by 5 percent.

**Received by:** **Raj Gopal Iyer**, General Manager -Marketing & Team, Croma

**Presented by:** **Ravi Pratap Singh**, Head-Leasing, Gaursons

**Nominees:** ★ Magson Fresh ★ Neeru's ★ Parx



## IMAGES Most Admired **Retail Launch** of the Year PROJECT EVE

Project Eve, the only large format woman conceptualised experiential store by Reliance Retail the only large format women experiential store by Reliance Retail has every product under its roof which a woman can think of. The store has special features such as Personal stylist, salon services; Curated collection; focusing on Women Empowerment. Launched in June 2017, Project Eve currently has 11 outlets. The retail turnover of the brand was ₹35 cr with average sales per square foot being 1100 spsf.

**Received by:** **Amit Singh**, Manager-Operation & Team, Project Eve

**Presented by:** **Naresh Aggarwal & Suresh Anand**, Director, Pratham Group

**Nominees:** ★ Daniel Wellington ★ KLM Fashion Mall ★ Pizza Hut ★ Shoppers Stop ★ SPAR



## IMAGES Most Admired Retailer of the Year: **Kiosk/ Express Formats**



The Thick Shake Factory currently has 76 outlets in 13 cities across India. In 2017-18, the brand recorded ₹46 cr of retail sales witnessing a turnover growth of 311 percent. The retail space growth percentage increased by 204, whereas the same store sales growth increased by 30 percent.

**Received by:** **Ashwin Mocherla**, Co- Founder, **Mrityunjai Mocherla**, Branding and Marketing Specialist, **Muffaddal Kanchwala**, Franchise Manager, The ThickShake Factory

**Presented by:** **Samir Kuckreja**, Founder & CEO, Tasanaya



Wow Momo currently has 190 stores in 11 cities across India. In 2017-18, the brand recorded ₹95 cr of retail sales witnessing a turnover growth of 58 percent. The retail space growth percentage increased by 33, whereas the same store sales growth increased by 19 percent. Wow Momo's valuation increased to ₹230 cr from ₹100 cr in 2016-17.

**Received by:** **Nilesh Gautam**, AVP - Operation; **Raj Kumar**, Manager - Operations; **Vishnu Reddy**, Vice President - Operations; **Indranil Banerjee**, AVP Business Development, Wow! Momo

**Presented by:** **Samir Kuckreja**, Founder & CEO, Tasanaya

**Nominees:** ★ Magson Fresh ★ Neeru's ★ Parx ★ Daniel Wellington ★ Reliance Jewels

## IMAGES Most Admired Retailer of the Year: Customer Relations (Hyper/ Super Market/Convenience Chain )

**spencer's**

Makes fine living affordable

To boost membership, Spencer's crafted customised offers with special POPs for easy identification of the loyalty programme. The frequency of members increased from 2.3 visits per month to 2.5. The sales contribution of the members increased by 22%. Spencer's witnessed: • Loyalty Count: 22.4 Lakh+ • Added last Year: 13.9 Lakh • Loyalty club sales as % share of total sales: 62 percent • Average transaction value of loyalty club members: ₹1000 • Investment in CRM programme: It involved no additional cost in FY 17-18.

**Received by:** Team Spencer's

A TATA and TESCO Enterprise



Star Bazaar's loyalty pop-up installations at cash-tills incentivized cashiers to enroll customers. Each new customer gained incentives on next purchase. Loyalty penetration increased by 9 percent whereas retention rate saw an increase by 3 percent (Like for like stores). Conversion of customers from opportunity to loyal increased by 3.7 percent. • Loyalty Count: 17 Lakh+ • Added last Year: 13.9 Lakh • Loyalty club sales as % share of total sales: 97% • Average transaction value of loyalty club members: ₹2570 • Investment in CRM programme: 65 Lakh

**Received by:** RA Shah, Head -Property & Team, Trent Ltd,

**Presented by:** Harsh Bansal & Kawal Kumar, Director, Unity Group

**Nominees:** ★ Magson Fresh ★ Neeru's ★ Parx ★ Being Human ★ Cinopolis ★ Pantaloons  
★ Kaya Clinic India ★ Tanishq ★ Titan EyePlus ★ Tommy Hilfiger



## IMAGES Most Admired Retailer of the Year: Employee Practices

**LANDMARK GROUP**

Landmark Group is rated as a thoughtful company that cares for its people. The group rolled out 'Landmark Happiness Movement' which engaged over 20K employees, across 400+ stores and offices to build a great workplace culture by encouraging happiness, focusing on new HR policies and improving existing ones. 'Yellow Days' was introduced every month to encourage collaboration in teams, a reiteration of values, to provide a break from daily employee routines. 'Happy Clubs' to encourage employees to pursue passions outside of work. Landmark Discount Program was introduced to extend the privilege to employees outside retail stores.

**Received by:** Nimish Shah, President, Operations - East & West Region; Aditya Kothari, DGM, Marketing - West Region; Savio Nunes, Senior VP, Retail Operations, Lifestyle

**Presented by:** Pankaj Renjhen, Chief Operating Officer, Virtuous Retail



At Puma India employees are kept engaged at all levels. It has been recognised as 'Great Place to Work' consecutively for 2 years. The company conducts activities from time to time to keep their employees engaged and happy. In 'Puma Sports League', the employees are divided into 4 houses and competed against each other by playing 12 sports throughout the year. Puma also encourages the fashionistas in their Style Police program.

**Received by:** Rajib Deb, Regional Sales Manager - West; Vishal Rai, Area Retail Manager - West, Puma

**Presented by:** Pankaj Renjhen, Chief Operating Officer, Virtuous Retail

**Nominees:** ★ Cinopolis ★ Kabhi - B ★ Kaya Clinic India ★ Malabar Gold ★ SPAR  
★ Spencer's ★ Tommy Hilfiger







## IMAGES Most Admired **Innovative Retail Concept** of the Year



Surrounded by diverse design stories, Anantaya is the thread that holds the pearls of crafts, culture, tradition and people together. Located in Narain Niwas Palace, Jaipur, Anantaya is a Contemporary structure with strong historical context. The special feature includes:

- Modular shelving, lighting and the architecture itself.
- Custom made hardware
- Innovative concept that has sustainability at heart. The reason it is a popular venue for events.

**Received by:** **Rajesh Jain & Team, Anantaya**

**Presented by:** **Rajendra Kalkar, President- West, The Phoenix Mills Limited**



Croma Gadgets of Desire, is a first-of-its-kind premium format with curated, innovative, unique tech products. The store has innovative in-store concepts with exceptional customer engagement and tech-savvy approach. The features include:

- Unique interactive touch-based "Sound Experience Zone" allows customers to indulge in world of music by playing & comparing 90+ speakers through audio kiosks at finger touch.
- Endless Aisle, a 'wider than store' approach enables consumers to access the entire range and capabilities of a full-fledged Croma store.
- Ability to browse, compare, select & purchase from entire Croma range via multiple interactive screens.

**Received by:** **Raj Gopal Iyer, General Manager-Marketing & Team, Croma**

**Presented by:** **Rajendra Kalkar, President- West, The Phoenix Mills Limited**



## SHINGORA

Shingora's mobile shop pop-ups and trunks make them distinguished from other concepts. Keeping the concept of minimalism, clean lines along with fluidity, the Pop-Ups carry out over 40 products with a variable number of concepts and displays at a time. The detachable accessory integration in this concept has been an added value to this concept due to the scope of creating and innovating a new look each and every time.

**Received by:** **Swatantra Raghuwanshi, Business Head, Shingora**

**Presented by:** **Rajendra Kalkar, President- West, The Phoenix Mills Limited**



**Can't Stop Playing**

SMAAASH rebranded all its F&B outlets/bars inside SMAAASH centers as 'Pub Exchange', to gamify F&B and stay true to the brand tagline of 'Can't Stop Playing'. The entire bar was designed to simulate stock exchange, with proprietary software and trading servers. The pub was lined with LCD screens, LED tickers and the legendary stock market 'gong' all of which added a 'traders' charm to the concept. Customers traded via an app/ viewed the price fluctuations live at the venue.

**Received by:** **Abhishek Agarwal, Head of Marketing; Siddharth Jain, Head of Business Development, Smaaash**

**Presented by:** **Rajendra Kalkar, President- West, The Phoenix Mills Limited**

**Nominees:** ★ Ancestry (Future Style Lab) ★ Home Centre (Lifestyle) ★ Project Eve (Reliance Retail) ★ Raymond ★ SPAR ★ The Irish House (TFS) ★ W ★ Wills Lifestyle ★ Wishful - Fixtures

## IMAGES Most Admired Retailer of the Year: **Store Design & VM**

### **DILLI STREET**

*Dilli Street, a 340 sq.mt. joint by TFS Travel Food & Retail company serves a gamut of cuisines in a concept which is unique in an airport. The food court set up is inspired by Wall Art, Arty Tiles, Dhaba-style Lit Ceiling, Quirky Furniture, Buffet & Live Counters. Graphics explore Juxtaposition of food shots, signage graphics and jali-work from Delhi streets.*

**Received by:** **Yusuf Khan**, GM, Business Excellence, Travel Food Services

**Presented by:** **S Raghunandan**, Bhartiya City Centre



### **lifestyle®** YOUR STYLE. YOUR STORE.

*Lifestyle each store has its own set of unique features. Layouts are fluid to adjust to the changing emphasis and business- across categories. Brand changes and category swaps can be made without heavy capex expenditure or loss of trading hours. Top 4 initiatives that helped Lifestyle in building an exciting/ seamless fashion destination are Kinetic technology, Like button, Digital screens and Self-Checkout counters.*

**Received by:** **Nimish Shah**, President Operations – East & West Region; **Savio Nunes**, Senior VP- Retail Operations, Lifestyle

**Presented by:** **S Raghunandan**, Bhartiya City Centre



### **NEERU'S** Indian Ethnic

*Neeru's store implemented Omnichannel strategy by going online from touch screen to mobile shopping. The stores provided*

- 1000 sq.ft. for 1000 select pieces
- Brushed metallic surfaces on both store exterior and interior.
- Handmade fixtures, vintage props, waterfall, weaving machine Silk
- Retail environment stimulates all five senses to encourage curiosity, wonder excitement and confidence for long-term loyalty and increased sales.
- Gaint LED Screen on store elevation. 3D History wall and window display, e-catalog, Touchscreen shopping

**Received by:** **Asim Khan**, Head-Marketing, Neeru's Ensembles Pvt Ltd

**Presented by:** **S Raghunandan**, Bhartiya City Centre



### **Pizza Hut**

*Pizza Hut transition from erstwhile Pizza Hut dine-in stores to Fast Casual Deliveries (FCDs) has been tastefully designed with a contemporary layout. Big glass windows and doors, allow light to fill the stores, adding to the story of freshness. The design has been tailored focusing on the youths in order to create an amalgamation of food and ambiance. This helped in reducing investment in the asset by 30-40 percent. Red colour has been effectively used to off-set against shades of grey and black, giving a modern yet edgy look to the stores.*

**Received by:** Team Pizza Hut

**Presented by:** **S Raghunandan**, Bhartiya City Centre





## SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop's "PUJOR BAZAAR 2017" display was inspired from the Bengal convergence of emotion, culture, love of life, warmth of being together, joy of celebration, pride in artistic expression and devotion to goddess DURGA. A mammoth 7 ft handcrafted Durga face with terracota horses painted in gold & dressed in maroon lace welcomed customers. Terracota theme well executed to showcase traditional Bengal & promote Bishnupur artisans. All materials specially designed for SS by artisans & transported from the village to the city stores.

**Received by:** **Raman Gupta**, Business Head, B&M; **Bembem K**, Category Visual Merchandiser; **Aeishvarya Dhingra**, Category Visual Merchandiser; **Shilpee Sharma**, Head, Design, Shoppers Stop

**Presented by:** **S Raghunandan**, Bhartiya City Centre



W's Festive Drama, MF'17 began with a rotating window, which communicated that the season would be different at W. It featured elements like a swirl, that indicated a revolutionary uprising in festive dressing and symbolizing the new collection. Lamps and motif-inspired hangings brought a rich touch to look and feel of the season; the gold clearly suggested a celebratory feel; colours and patterns indicated essence of design in festive drama. Window display provoked onlookers' imagination, curiosity. W's Monsoon Festival Concept was well executed with minimal elements and yet catchy.

**Received by:** **Pulkit Sood**, BD-Head; **Jayesh Savla**, ASM-West, TCNS Clothing Co Ltd

**Presented by:** **S Raghunandan**, Bhartiya City Centre

**Nominees:** ★ Daniel Wellington ★ Deal Jeans ★ Kaya Clinic Jayanagar ★ KLM Fashion Mall ★ Pantaloons ★ Pepe Jeans ★ Shingora ★ SPAR ★ Tommy Hilfiger ★ Wills Lifestyle



## IMAGES Most Admired Retailer of The Year: **Marketing & Promotions**



Kaya Clinic introduced Google Search Video Campaign as they wanted to engage with digital audiences through a series of videos by taking a clutter-breaking, edutainment approach. The brand saw an increase in the hair care category leads by 41 percent as compared to the duration prior to the campaign. The brand channeled the customer engagement programs suitably and aggressively and received unprecedented growth. There were over 1 million views of the campaign. This resulted in an unexpected growth of over 53 percent in the hair care category as compared to the previous year.

**Received by:** **Saurabh Kumar**, AGM Marketing and Promotions, Kaya Limited

**Presented by:** **BS Nagesh**, Founder, TRRAIN



Manyava's Naye Rishte Naye Vade campaign featuring Virat Kohli & Anushka Sharma was launched across media platforms - TV, cinemas across India, digital & social media channels, outdoor & print. The campaign gained attraction all over due to the celebrity pairing and added more visibility to the brand whirlwind across the nation and on social media. As a result, Manyavar got 1.3 plus followers on Facebook, 4000 plus followers on Twitter, 20 lac plus unique customers in the mailing list. The campaign was a super hit and resulted in high footfalls and increase in revenue. It also saw 29 percent rise in the franchise enquires.

**Received by:** **Kumar Saurabh**, Chief Business Officer; **Avijit Dhar**, AVP Marketing, Vedant Fashions Pvt Ltd

**Presented by:** **BS Nagesh**, Founder, TRRAIN





Pepe Jeans London effectively used social media to get the desired result. #MadetoCreate campaign featured Bollywood actor Sidharth Malhotra live on Pepe Jeans' social media platforms. Simultaneously, India's top fashion bloggers and influencers also posted about their experience. The activity alone garnered a cumulative social media reach of 7.5M across Pepe Jeans' Twitter 920.5K), Facebook (25,87,520) and Instagram (36.7 K). Moving away from vanilla advertising, the brand incorporated huge digital walls showcasing the campaign video.

**Received by:** **Himanshu J Pant**, Assistant General Manager - Distribution, **Sharad Nigam**, Assistant General Manager - Retail, **Manish S Kapoor**, Director - Sales, Pepe Jeans London

**Presented by:** **BS Nagesh**, Founder, TRRAIN



## DANIEL WELLINGTON

Daniel Wellington introduced social media influencer marketing by using Instagram as the main tool. They collaborated with 300+ bloggers/influencers, TV celebrities, Life Blogger, Food to promote the brand on social media. By using influential marketing as the main tool of promotion, brand reached more than 30 million followers till March 2018. Collaborated with Parineeti Chopra, Kartik Aaryan, Nidhi Agrawal, who have 20 MN followers combined.

**Received by:** **Sander Van Der Stroom**, Director Operation India; **Nadeem Ahmed**, Retail Real Estate Manager India, Daniel Wellington

**Presented by:** **BS Nagesh**, Founder, TRRAIN



Brand Factory revolutionised the market by introducing 'Free Shopping Weekend' which was India's first ever ticketed retail promotion. The campaign contributed 10 percent of the brand sales. The brand also did full-fledged digital marketing mix including interactive quirky ads on Facebook, Instagram, Google, Yahoo and mobile apps. They also did a partnership with fashion influencers and ScoopWhoop, East India Comedy etc. Brand factory supported by ATL also did print jackets ads and outdoor activities in key markets and National Tv. The super hit campaign generated a massive increase in footfalls and profit in just 5 days.

**Received by:** **Chandan Kumar**, Senior Manager, Partner Brands; **Lucky Choudhary**, Deputy Manager, Sports Brand; **Sohel Dalal**, Digital Marketing Manager; **Mitesh Maharaj**, Senior Manager, Marketing; **Manoj Singh**, Senior Manager, Non-Apparel Brands, Brand Factory

**Presented by:** **Rajneesh Mahajan**, CEO, Inorbit Malls



**Nominees:** ★ Being Human ★ Reliance Jewels ★ Pantaloon ★ SPAR ★ Puma ★ Lifestyle ★ Neeru's ★ Smaaash ★ Tommy Hilfiger ★ Calvin Klein ★ Cinepolis ★ Reliance Digital ★ Only ★ Jack n Jones ★ W ★ Star Bazaar ★ Spencer's ★ TFS ★ Cover Story ★ Star Bazaar ★ Max Fashion ★ Project Eve