



IRA 2019: IMAGES Retail Awards Honour Excellence in Retail

The 16th annual IMAGES Retail Awards (IRA), celebrated some of India's most outstanding achievements in retail at Grand Hyatt, Mumbai on August 26, 2019.

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 the Indian Retail industry.

IRA is adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others. Due to their 360-degree evaluation process, IRA has come to be established as the premier recognition for fashion retailing excellence in India. The coveted IRA trophies for 2019 went to India's most forward-looking, innovative and exciting retailers and professionals for achievements in the year 2019.

Selection Process:

IRA nomination categories and entry details were announced through the website, magazines ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. Prospective nominees submitted their nominations in form for presentations and excel sheets, which were checked by the IRA audit team for eligibility, completeness and data correctness.

Grand Jury Panel

IRA Grand Jury comprises of industry experts from India and overseas, analysts and observers with thorough insights into Indian retail, markets and consumers. This year IRA Jury processes set another benchmark in broadening the base of the jury and bring in cent percent transparency in the process. Over 28 high profile jurors from 3 centres in India – Delhi, Mumbai and Bengaluru – and one each in UK and USA joined in for grand Jury meet on August 20, 2019 to assess the performance of around 100 nominees across 17 categories of awards. BS Nagesh, Founder, TRRAIN, was the chairman of the jury.



Jury Panel

Mumbai: **Nandini Kelkar**, Director, Customer Research Frost & Sullivan (MEASA); **Harsha Razdan**, Partner & Head Consumer Market & Life Sciences, KPMG; **Rajendra K Aneja**, MD, Aneja Management Consultants; **Rajneesh Mahajan**, CEO, Inorbit Malls; **Aditya Sachdeva**, National Director Strategic Initiative Knight Frank ; **Shubranshu Pani**, MD - Retail Services, JLL

Delhi: **Abhishek Bansal**, Executive Director, Pacific India; **Rajat Wahi**, Partner & Head – Consumer & Retail Sectors, Deloitte India; **Devangshu Dutta**, Founder, Third Eyesight; **Shivjeet Kullar**, Founder, NFX Digital; **Sreyoshi Maitra**, Executive Director and Shopper Insights Head, IPSOS; **Anurag Mathur**, Partner, PwC India; **Viren Razdan**, MD, Brand-nomics; **Yogeshwar Sharma**, CEO & Executive Director, Select Infrastructure; **Amitabh Taneja**, CMD, IMAGES Group

Bangalore: **Ajay Macaden**, Executive Director, Neilsen India; **Asha Ganeshan Sen**, Consulting Partners, Brandscapes Worldwide; **Bimal Sharma**, Head – Retail CBRE South Asia; **S Raghunandhan**, President – Retail, Bhartiya City Developers; **Sumit Chopra**, Director Research Analysis, Global Data; **Sushmita Balasubramaniam**, EVP, Commerce South Asia, Kantar

Ankur Shiv Bhandari, Founder & CEO, Asbicon Group was the jury from Berkshire, UK whereas Professor **Ravi Dhar**, Yale School of Management joined from New Haven, USA.



↑ Mumbai Jury Meet



↑ Delhi Jury Meet



↑ Bangalore Jury Meet



↑ **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group, Berkshire, UK



↑ **Ravi Dhar**, Yale School of Management, New Haven, USA

IMAGES SPECIAL JURY AWARDS

IMAGES MOST ADMIREDTAILOR OF THE YEAR: RAPID RETAIL EXPANSION – LARGE FORMAT



Reliance SMART currently has a total store count of 115 and has presence in 104 cities pan India. The brand witnessed an increase of 66 percent in the retail space and also opened 16 stores on a single day in 2019.



Received by: **Damodar Mall**, CEO, Reliance Retail and team

IMAGES MOST ADMIREDTAILOR OF THE YEAR: RAPID RETAIL EXPANSION – VANILLA FORMAT



Skechers currently has a total store count of 231 and has presence in 96 cities pan India. The brand witnessed a growth of 82 percent in-store count, with a turnover growth of 80 percent.



Received by: **Soni Vishwakarma**, (Asst. Manager); **Manish Chandra** (Head – Retail Operations); **Samson Budden** (Head – Retail Design & Execution) and **Hemant Maity** (Manager-Business Development), Skechers

IMAGES MOST ADMIREDTAILOR OF THE YEAR: RAPID RETAIL EXPANSION – SMALL FORMAT



Sugar Cosmetics currently has 535 stores across 92 cities pan India. The brand recorded a growth of 777 percent in-store count, with a turnover growth at 700 percent. The retail space growth saw an increase of 903 percent in the FY 2018-19.



Received by: **Vineeta Singh** (CEO), **Kaushik Mukherjee** (COO) and **Kunal Sharma** (Retail Head), SUGAR Cosmetics

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

IMAGES MOST ADMIRER RETAILER OF THE YEAR: STORE COUNT AUGMENTATION - SINGLE BRAND



Wow! Momo currently has a total store count of 262 and it spreads its presence in 16 cities across the country. This chain has a retail turnover of ₹135 crore and witnessed a turnover growth of 80 percent. The brand has 72 percent growth in retail space over the previous year.



Received by: Sagar Daryani, CEO, Wow! Momo and team

Presented by: Ravinder Choudhary, Asst. VP, Vegas Mall

Nominees: Bata, Haldiram, Inox, Naturals Salons, Skechers, Sugar Cosmetics, Ximi Vogue

IMAGES MOST ADMIRER RETAILER OF THE YEAR: STORE COUNT AUGMENTATION - MULTI BRAND



V-Mart currently has 214 stores located across 170 cities pan India. It recorded retail turnover of ₹1432 cr and has a retail space growth of 29 percent over last year. The same brand witnessed a turnover growth of 17 percent.



Received by: A delegate on behalf of V-Mart

Presented by: Ravinder Choudhary, Asst. VP, Vegas Mall

Nominees: 1 Family Mart, CityKart, Nykaa, Ratnadeep, Reliance SMART, 24SEVEN, V Bazaar

IMAGES MOST ADMIRER RETAILER OF THE YEAR: TRADING AREA GROWTH

V-BAZAAR

दाम कम फैशन हरदम

V Bazaar has a total store count of 51, spreading across 47 cities. It witnessed a turnover growth of 136 percent and its retail space growth by 87 percent.



Received by: Rahul Jhunjhunwala (Director), Swaraj Mantra (VM Head), Hemant Agarwal (CMD) and Prakash Sharma (AGM-Retail Opps)

Presented by: Bijou Kurien, Member, Strategic Advisory Board, L Capital

Nominees: Duke, Ratnadeep

IMAGES MOST ADMIRER RETAILER OF THE YEAR: EMPLOYEE PRACTICE

LANDMARK GROUP

Workplace by Facebook Orientation

In this campaign, Landmark Group connected with their employees across various business units pan India. This has resulted in better engagement scores - over 80 percent this year, as per People's Pulse Survey and made them feel more connected at work.



Received by: Vasant Kumar, MD, Lifestyle International and team

Presented by: Arun Gupta, Director, Ingenium Advisory

Nominees: And - Learning Buddy Mobile Application; Chaayos - Developing Leaders Internally; Easybuy - Enabling 'Franchise Store Staff' Performance Driven by Passion; Reliance Digital - Digital CEO Trailblazers 1.0; Spar - Creating Fast, Fun & friendly Work Culture; Shoppers Stop - Personal Shoppers Skill Development Initiative

IMAGES MOST ADMIRER RETAILER OF THE YEAR: NEW MARKET PENETRATION

Bata

Bata is present in as much as 524 cities in the country with a total store count of 1565. In 2018-19 FY, the brand recorded a turnover growth of 12 percent and witnessed a retail space growth of 8 percent. It witnessed a turnover of 270 percent. Bata has also opened 2 woman exclusive stores.



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

Presented by: Bijou Kurien, Member, Strategic Advisory Board, L Capital

Nominees: Croma, Enrich, Miraj Cinemas, RELAY, Reliance jewels, V-Mart, Wellness Forever, Wow! Momo

IMAGES MOST ADMIRER RETAILER OF THE YEAR: CUSTOMER EXPERIENCE

SHOPPERS STOP

Shoppers Stop recently came up with a new profile 'Personal Shoppers' which was created to transform the customers' lives through fashion. It provided a delightful shopping experience and personalized service for the customers. As a result, the contribution of sales went up from 10.36 percent to 13.60 percent, whereas the attrition of personal shoppers went down from 4.5 percent to 3.5 percent.



Received by: BVM Rao (Chief of HR), Devadas Nair (Chief- Supply Chain) and Amin Kasaam, Chief of Operations, Shoppers Stop

Presented by: Arun Gupta, Director, Ingenium Advisory

Nominees: PVR - #AskPVR Alexa; Spencer's - Farmers Market; YLG Salon - Customer Delight

IMAGES MOST ADMIRER RETAILER OF THE YEAR: RETAIL DESIGN & INTERIORS

In FY19, Simon Carter retail grew by 158 percent YoY for the 5 stores on annualized basis. It saw an increase in walk-ins by 200 percent. In fact, The NPS score for store environment is amongst the highest at 80 percent.



Received by: Namita Bali, Brand Director, Simon Carter

Presented by: Vineet Kanaujia, Chief Marketing Officer, Safexpress

Nominees: Pepe Jeans, Panjim; Seiko 'Statement Store', South City Mall, Kolkata; Shaze, Worldmark, Aerocity, Delhi; Skechers 'N 1 Flagship, Fort, Mumbai; Tommy Hilfinger, The Sportswear 16 Concept

IMAGES MOST ADMIRER RETAILER OF THE YEAR: DYNAMIC DESIGN & VM

SHOPPERS STOP

Vasant Kunj

Shoppers Stop has recently adopted a format for its new store in Vasant Kunj, having an area of 45,000 sq.ft. Designed by Schwitzke & Partner, the multi-brand store is creating an experiential bridge-to-luxury ambience, offering modern shopping experience to the shoppers.



Received by: Amin Kasaam, Chief of Operations, Shoppers Stop and team
Presented by: Vineet Kanaujia, Chief Marketing Officer, Safexpress

Nominees: Lifestyle - Customer Experience Zones; Manyavar - Pure Digital Signage; Puma - Forever Faster; Raymond Ethnix - Sustainable Store; Shingora - Pop-Up Store; Titan Eyeplus - Boutique Store Concept

IMAGES MOST ADMIRER RETAILER OF THE YEAR: VISUAL MERCHANDISING

aurelia

Disha Patani Focussed VM

Aurelia's entire design concept was focused on making Disha Patani the face of the campaign. It had a window displaying the Bollywood actress, story headers, tent cards, showcasing the entire look of how a particular ensemble should be worn. This successfully led to increase in footfall via Patani's collection.



Received by: Kankaiya Metugari (Senior Area Sales Manager) and JN Thakkar, (Assistant Manager - Trade) Aurelia
Presented by: Vineet Kanaujia, CMO, Safexpress

SHOPPERS STOP

VM with Donated Clothes with NGO Goonj

Shoppers Stop partnered with NGO-GOONJ to promote sustainable fashion among customers and educated them with the benefits of saving landfill waste. It ran a 3-week campaign, where they can give away their pre-used clothes for recycling. Over 2 tonnes of clothes were collected and distributed to 3000 families from rural communities.



Received by: Devadas Nair, Amin Kasaam and team Shoppers Stop
Presented by: Vineet Kanaujia, Chief Marketing Officer, Safexpress

Nominees: Pantaloons - Kinetic Diwali Window; Shoppers Stop - Pujo focussed VM; Shoppers Stop - Holi focussed VM; Home Stop - Dream Diwali VM; W - Sustainability Quotient in Style

IMAGES MOST ADMIRER RETAILER OF THE YEAR: CONCEPT STORE LAUNCH

Domino's

C V Raman Nagar, Bengaluru

Domino's came up 'Pizza Theatre Experience' where it designed specific zones, such as 'Pizza Pavilion- booth seating space', 'Community Zone- aimed for larger groups' and 'Quick Stay- space allotted for the customers in hurry, to address the customer experience at the outlet.



Received by: Suraj Bhatia (Project Head) and Abhijeet Dhamble (Head-BD), Domino's

Presented by: Amit Patil, Manager, Certification & Training and Ramesh Koregave, Director, Strategy & International Business-Quality Austria, Central Asia

Nominees: Bobbi Brown - Phoenix MarketCity, Chennai; Clinique - VR Mall, Chennai; Estee Lauder, Select CityWalk, Delhi; Forest Essentials; MAC, VR Mall, Chennai

Foodhall
for the love of food

Linking Road, Mumbai

Spreading across 25,000 square feet in four floors, Food hall is not merely a food store, but is an immersive emporium of epicurean experiences. Foodhall has shown highest sales/ sq.ft in India, with highest average bill value and highest units per transaction across all food retail formats



Received by: Jay Jhaveri (CEO) and Saibal Banerjee (Head - FMCG, Staples & Dairy), Foodhall

Presented by: Amit Patil, Manager, Certification & Training and Ramesh Koregave, Director, Strategy & International Business-Quality Austria, Central Asia

IMAGES MOST ADMIRERETAILER OF THE YEAR: NEW OUTLET LAUNCH



Koramangala, Bengaluru

Titan Eyeplus's new store is divided into 5 distinct zones, namely - Sunglasses, Youth wall, Titan product line, International brands and Central product display. It strives to become a one-stop shop for all the premium & super premium brands.



Received by: A delegate on behalf of Titan Eye

Presented by: Amit Patil, Manager, Certification & Training and Ramesh Koregave, Director, Strategy & International business-Quality Austria, Central Asia

Nominees: Lifestyle, Prestige Shantiniketan Mall; KLM Fashion Mall

IMAGES MOST ADMIRERETAILER OF THE YEAR: FLAGSHIP STORE LAUNCH



The Chanakya, Delhi

Nykaa Luxe brings together the best of online and offline shopping, offering best selling online data in a brick and mortar experience.



Received by: Anchit Nayar, CEO, and team Nykaa.com

Presented by: Amit Patil (Manager-Certification & Training) and Ramesh Koregave, Director, Strategy & International Business-Quality Austria, Central Asia

Nominees: Urban Story, Kolhapur; 24SEVEN, Janakpuri, Delhi; Skechers, Fort, Mumbai

IMAGES MOST ADMIRERETAILER OF THE YEAR: MARKETING & PROMOTIONS – SOCIAL CAUSE

UNITED COLORS
OF BENETTON.

The #UnitedByHope video by Benetton reached out to more than 8.2 million people and received more than 4.8 million video views. Benetton's YouTube Channel generated more than 915K views and a total of 5.7 million views were generated across all social media platforms.



Received by: Jasleen Kaur, Head-Marketing, Benetton India

Presented by: Rajendra K Aneja, MD, Aneja Management Consultants

Nominees: Earthree - "Recycling PET bottles for Tees" Sustainability Campaign; Jack n Jones - "Don't Hold Back, RUN" Campaign; W - "Yolo Dress" Campaign; Shoppers Stop - "Share My New Year" Campaign

max
LOOK GOOD. FEEL GOOD.

The #Behenkuchbhipehen campaign was to encourage women to experiment and create their own style and fashion statement. It raised an overall sales growth of 9 percent. The website received 31 percent incremental traffic leading to 62,889 additional sessions within 24 hours.



Received by: Sonal Raj, Neha Bareja and Vishnu Ramaswamy, Managers, MAX

Presented by: Rajendra K Aneja, MD, Aneja Management Consultants

IMAGES MOST ADMIRER RETAILER OF THE YEAR: **MARKETING & PROMOTIONS – COLLECTIONS & EXPANSION**

CLINIQUE

Allergy Tested. 100% Fragrance Free.

Moisture Surge Campaign

Clinique launched a 360° marketing campaign focusing on its best-seller, moisture surge 72H auto-replenishing hydrator. With Radhika Apte, as their brand ambassador, the campaign witnessed a massive success. As a result, Clinique doubled the sales, as 14,000 units were sold in a space of one month time.



Received by: A delegate on behalf of Clinique

Presented by: Rajendra K Aneja, MD, Aneja Management Consultants



X One8- The making of a sell-out collaboration

The campaign 'PumaXOne8' made into national news and garnered extensive national media coverage. The very first Play Wagon brought out 2.2 K conversations from 1.5 K contributors, with over 150 posts of people playing a sport uploaded within one day. The sale of the Basket Classic one8 was at an all-time high with 22000 units sold in the first one month.



Received by: Abhishek Ganguly, MD, Puma India

Presented by: Rajendra K Aneja, MD, Aneja Management Consultants

Nominees: Barista - "Think Out of the Cup" Campaign; Bombay Dying - "Prints So Vivid, You'll Feel the Design" Campaign; Reliance Digital - "Aabhar, Customer Engagement" Campaign; Senco Gold - "Craftsmanship for You" Campaign; Shoppers Stop - Nashik Launch Campaign; Sketchers - D'Lites Campaign; Spencer's "Kadakhnath Chicken" Campaign; Aurelia - "Ethnicwear with Disha Patani" Campaign; Pepe Jeans - "Sidharth Malhotra" featuring Campaign; Shoppers Stop - "Kendal + Kylie Accessories" Campaign

IMAGES MOST ADMIRER RETAILER OF THE YEAR: **MARKETING & PROMOTIONS – SPECIAL EVENTS**



"India Ethnic Week" Diwali Campaign

Manavyar's 'India Ethnic Week' campaign, featuring Virat Kohli, was aimed at inspiring people to wear Indian ethnic wear not just on the day of Diwali but also on other related celebrations on Dhanteras or Bhai Dooj. The campaign resulted in a considerable increase in volume growth and value growth in pre-Diwali sales. Consumers bought more than 1 kurta as they were inclined to buy more kurtas for different days of the week.

Received by: A delegate on behalf of Manyavar

Presented by: Rajendra K Aneja, MD, Aneja Management Consultants

Nominees: Blackberry's - "India Khaki Week" Campaign; Forever New - "What's a Woman" Campaign; Parx - Parx Hunt: India's Best College Bands 2018" Campaign; Project Eve - "The She Session" Campaign; Shoppers Stop - "GoodBye Ex Hello" Campaign; Reliance Jewels - "Be the Moment" Campaign