



An idea takes off...



Excellence in retail gets its due recognition at **IMAGES RETAIL AWARDS 2004**

India Retail Inc., rated as the second most attractive retail destination among emerging markets globally by AT Kearney (despite ban on FDI in retail), is visibly at a stage of take-off, as the mood and ecstasy would suggest on the evening of September 23 at Hotel Grand in New Delhi, where the first edition of Images Retail Awards (IRA) was held. Organised retail, as we know, is poised for a quantum leap with over 50 million square feet of mall space at an investment of Rs 6,000 crore getting readied to contribute Rs 35,700 crore worth of annual business to its fold by 2006-07. This being the picture, organised retail should more than double its share in the next two-three years.

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NEW AGE ENTREPRENEURSHIP

... even as entrepreneurship, vision, courage and concepts in Indian Retail comes of age



Initially, retailing was all about providing consumers the necessities of life – the three core segments comprising *roti, kapada aur makaan* – and in the correct sequence of it, and *kirana* (food & grocery) stores have remained at the forefront of retail activities across the globe. In modern times, though, the term added on another vital dimension besides necessities – the “niceties” of life. Other than food-&-grocery retailing, *roti* therefore has come to include various formats of catering services and health-&-beauty centres; other than retailing of fashion apparel, *kapada* now includes retailing of all sorts of fashion accessories like footwear, jewellery, watches and perhaps even electronic gadgets like mobile phones, notepads and walkmans that people love to carry on them. Similarly, the provisions of *makaan* is fast becoming a function of banking and insurance, and also includes all forms of retailing in home furnishings, consumer durables and electronics, automobiles, leisure and entertainment services, and so on.

Considering that *Images Retail* has taken on for itself the role of “friend, philosopher and guide” to India’s newest “sunshine” sector, it is only correct that it also bear the onus of identifying the need for acknowledging success in retail across all of the above segments, and celebrating the conviction and achievements of outstanding performers therein.

Selection process & jury

The selection process for a line-up of 13 award

categories involved a nationwide industry poll and self-nominations, followed by performance assessment by KSA Technopak, the designated knowledge partners to IRA 04. The jury, chaired by Michael Fernandes (principal, McKinsey & Company), comprised of such eminent personalities as Arvind Singhal (chairman, KSA Technopak), Renuka Ramnath (MD & CEO, ICICI Venture Funds Management Co. Ltd), Dr Darlie O’Koshy (executive director, NID), Anuj Puri (MD, Chesterton Meghraj) and Ninu Khanna (MD, Bombay Dyeing).

The key parameters for performance assessment included: growth (topline and bottomline) in terms that could be number of retail outlets, sales and retail space addition over previous year, and profits and sales per square foot; marketing and sales acumen in terms of brands owned or licensed, and their performance; and industry leadership in terms of pioneering a concept, operational performance and/or market share. Special assessment was made on the retail brands’ ability to successfully introduce new and innovative concepts, product offerings/merchandise mix, brands, designs, etc.; adaptability to local consumer tastes; and awards and recognitions bagged by the retailers. Contribution to the growth of industry and market in general, and to social cause in particular, was also among the key parameters.

Marking a grand finale to the two-day ICSC-India Shopping Center and Retail Conference,



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retailer of the year **fashion / winner /**

TITAN INDUSTRIES (Titan & Tanishq)

Fashioning fashion



Presented By : Dr. Darlie O Koshy, ED, National Institute of Design & BS Narula, Director, Ebony Retail Holding Pvt Ltd

Exclusive brand or multi-brand retailer of clothing/footwear/jewellery & accessories, with a single or more outlet(s) and with total retail space not less than 10,000 square feet, showing outstanding performance with expansion within and beyond the boundaries of its operation in the previous year.

Titan Industries Ltd (established in 1987), a joint venture between the Tata Group and Tamil Nadu Industrial Development Corporation, currently operates 164 exclusive World of Titan stores – across 100 cities – for its watches & fashion accessories segment and 67 exclusive Tanishq branded jewellery boutiques. Its two exclusive retail-store chains attract over 1,800,000 walk-in customers every year. Titan products also get sold through an additional 6,000 multi-brand outlets dispersed across some 2,000-plus urban centres, but it is the World of Titan stores that perform the servicing interface with consumers.

The exclusive outlets offer a total retail space of 176,800 square feet for Titan and 127,250 square feet for Tanishq. Since the watch outlets are relatively smaller in size, the sales per square foot for Titan showrooms stand at Rs 5,421—higher than that for Tanishq outlets, which manage Rs 3,343 worth of sales per square foot. In all, 11 exclusive Titan stores and 12 Tanishq boutiques were added in 2003-04.

During 2003-04, Titan Industries achieved a total sales turnover of Rs 958.52 crore, of which the contribution from World of Titan outlets was about Rs 190 crore (13 per cent growth over the previous year), while Tanishq boutiques contributed Rs 425.27 crore (23 per cent growth). Launched in 1994, Tanishq rides high on design and innovative products: in 2003 about 4,477 new designs and 9 new collections were launched. The brand proudly boasts of a 62 per cent conversion rate of the walk-ins in Tanishq showrooms.

The Indian watch market is estimated at 25-30 million units per year, at a consumption level of 25-30 watches per thousand persons; and Titan claims to have secured more than 50 per cent of the organised market share therein. Besides India, the brand also sells in 30 countries across Europe and Asia.

Behind the meteoric success of the 17-year-old brand is the fact that it offers a lot of variety through its over 1,200 design variants, in a retail ambience marked by world-class service standards. For its customers, Titan has a loyalty club with over 1.75 lakh active enrollment; and there is also a Franchisee Club to enthuse its business associates with annual performance awards, schemes and felicitations.

For the below-Rs 1,000 price segment, Titan launched a sister brand Sonata – now the single-largest watch brand (in volume terms) in the country. Titan also has several successful sub-brands like Edge, Nebula, Raga and The Flip. In 2004, Titan extended itself to the core fashion-and-accessories segment by launching Fastrack Eyegear and Tommy Hilfiger watches with a licensing arrangement.

"More than 160 of the World of Titan outlets are franchisee-owned, but the look of the interiors and service standards are constantly monitored by the company," says KS Ghai, head-retailing, Titan Industries. "The new-identity showrooms with island-unit display, already set up in 80 outlets, have been well-accepted by consumers and we plan to upgrade another 55 stores by end of this fiscal," he adds. Titan plans to add 20 showrooms by end-March 2005, most of them to be located in upcoming malls across the major cities, and there is likelihood of experimentation with a combined Titan-Tanishq showroom format as well.

Titan and Tanishq were voted the most admired time-wear and jewellery brands at the Images Fashion Awards for three consecutive years. The brand has been recognised as "India's most admired consumer durables marketing company" in A&M magazine's annual survey in 2003. The same year, Titan was awarded the "most admired consumer durables company" in a poll conducted by IMRB. *Business World* adjudged the Titan Edge ultra-slim watch as "the best Indian lifestyle product design".

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MADURA GARMENTS

Madura Garments, the garment division of Aditya Birla group company Indian Rayon & Industries Ltd, sells its brands through 290 exclusive brand outlets (EBOs) and 1,500 multi-brand outlets (MBOs) across 100 cities. MG brands Peter England, Van Heusen, San Frisco (SF) Jeans, Allen Solly and Louise Philippe are positioned to cater to the entire spectrum of customers for fashion apparel and accessories, ranging from value to premium segment. Besides brand exclusives, there are special umbrella flagship stores – Planet Fashion, Trouser Town and Suits Unlimited.

MG exclusive outlets have a total retail space of 150,000 square feet. In financial year 2003-04, the EBOs together contributed Rs 204 crore towards the total company sales of Rs 470 crore. While the economies work out to

Rs 13,600 per square foot per annum, the retail ROI is in the range of 12-14



per cent. About 14 new stores with 60,000 square feet of retail space were added in the last one year, with plans to add as much space this year too.

MG brands claim a 35 per cent market share in the premium shirt and 20 per cent in the premium trouser segments. While Van Heusen and Louis Phillipe have recently been extended into suitings, most of the MG brands are aspiring to be complete wardrobe brands in the respective segments, with an extension into the full range of fashion accessories as well. Respective brand values stand as: Louis Phillipe Rs

130 crore, Van Heusen Rs 100 crore, and Peter England Rs 130 crore.

Currently, MG EBOs run loyalty programmes for all its major brands. About 720 new designs in shirts and 360 designs in trousers are launched annually. Peter England became the first apparel brand in India to be listed among the top 25 brands in the ET Power Brands Survey 2002. Allen Solly won the IFA 2001 recognition for the “best readymade menswear brand”, while in 2004, CMAI awarded Madura as the “best clothing company of the year” and Allen Solly the “best



Arvind Brands Ltd, the fashion-apparel division of the Rs 1,830-crore Asian denim major Arvind Mills, operates 161 exclusive brand outlets with a total retail space of 150,000 square feet. Its popular fashion denim brand Lee has the maximum number of exclusive outlets (63), followed by its premium menswear brand Arrow (50), Wrangler (43), Denim Republic (2) and Tommy Hilfiger (3).

The Arvind Brands EBOs contributed Rs 50 crore towards the company's total retail sales of Rs 345 crore in 2003-04. The economies of sales from the exclusives work out to Rs 23,000 per square foot per annum.

ARVIND BRANDS

About 17 new exclusive outlets were added in 2003-04, these comprising 10 new retail-format stores for Arrow, which also sells through 250 MBOs located across all 25 states in the country. The three Tommy Hilfiger outlets were recently opened in three major metros. The two Denim Republic outlets located in Bangalore offer trendy, fashionable and affordable denimwear for the 15-25-year segment and have unique facilities for on-the-spot customisation. These outlets also have promotional tie-ups with Hutch, Swarovski, Music World and Apple.

Besides being licensee to a host of global fashion brands, the company also owns popular denim brands like Excalibur, New Port, Flying Machine and Ruggers. Arvind Brands claims a market share of 29 per cent for Lee and 14 per cent for Wrangler in the Rs 1,000+ denim categories. These brands add 350-400 designs per season.

Arrow outlets have a loyalty club of over 9,000



retailer of the year fashion / hall of fame /

RAYMOND

Raymond Ltd, one of the pioneers of exclusive ready-to-wear brand retail chains in the country, currently operates 280 exclusive showrooms in 136 cities across India, and 20 overseas stores in 15 cities of the Middle East, Sri Lanka, Bangladesh and Nepal. The Raymond Shops, as they are known, have a total selling space of 1,030,000 square feet built-up area and these achieved a sales turnover of Rs 481 crore in 2003-04, an increase of 6 per cent over the previous year. The company is also credited for having corporatised the designerwear segment through its store Be:, which presently operates with 14 outlets (four opened last year). Raymond commands a 3 per cent share of the Indian apparel market.

During 2003-04, Raymond added 18 stores in India covering 13 new cities and another 3 outlets abroad, thereby increasing its built-up retail space by 58,050 square feet. Sales realisation at the Raymond Shops stands at Rs 4,670

per square foot per annum. The company recently adopted the shop-in-shop format to promote select brands like Manzoni and ColorPlus, and has also opened stores in malls – Sahara Mall (Gurgaon) and R-Mall (Mulund, Mumbai) to start with.

Major brands in Raymond's portfolio include Park Avenue, Parx, Manzoni, ColorPlus and Be:. Besides the ready-to-wears, the shops offer over 3,000 variants, shades and designs of Raymond fabric to its customers. New offerings include leather-product range (jackets and trousers) from Manzoni and Super 200's fabric (for the first time in India). Be: offers both designerwear and westernwear for men and women including designer bags for women, designer footwear and unisex jewellery.

On-the-spot tailoring by professionally trained tailors is available for customers at the Raymond Shops. "Customer experience" monitoring



process in the chain stores have been set up for tracking detailed information on customer satisfaction. The Be: stores offer a personalised experience to customers with the "Be: Transformed" concept, a contemporary approach to interpret trends to suit one's personal style.

Industry recognition for Raymond in 2003 include: "menswear brand of the year" at IFA and the "most respected company in readymade and textiles" award by *Business World*; also, Park Avenue bagged the IFA awards for "most admired trouser brand" and



Provogue, the fashion-lifestyle brand from Mumbai-based ACME Clothing, currently retails through 59 exclusive showrooms (Studios), of which 21 comprise a retail concept called Provogue Lounge. Besides, there are 75 shop-in-shops within department-store chains across the country.

With a total retail space of 58,000 square feet, the semi-formal-wear Provogue counters are present in 16 major cities across India, and have registered a sales collection of Rs 60 crore in 2003-04, an increase of about 50 per cent from the previous year. Sales per square foot works out to Rs 10,300 per annum and the brand is making profits at the rate of 25 per cent to retail sales, no mean feat for a 5-year-

PROVOGUE

old. The average store size is 2,500 square feet.

The Provogue Lounge serves as an apparel store during the daytime and gets transformed to lounge bars in the evenings, giving customers a different and unique experience altogether. The company claims a good market share in the relevant category of semi-formals and plans a major expansion by adding 440,000 square feet of retail space in the next two years. An overseas foray is also on the cards.

During 2003-04, Provogue carried out promotions in association with major brands like Reliance, Airtel, Sahara, Citibank, HSBC and ICICI, thereby achieving considerable customer pull for the co-branding partners as well. The brand also conducts the Young Achievers awards, wherein it gets ample opportunity to display most of the 900 designs it churns out every year.

Provogue bagged the "most outstanding brand launch of the year" award at IFA 2000, followed by the recognition for the "most exclusive brand of the year" at IFA 2003 and the "most innovative retail concept of the year"



retailer of the year catering services / winner /



Presented by: Laxmi Goel, Chairman, Zee News & Sun City Projects Ltd.

McDonald's India

"I'm lovin' it!"

"Fast-growing restaurant/fast food/beverages retailer with a minimum of five outlets, showing overall excellence in key areas like innovative approach to service, hygiene, management and local customers' changing tastes."

McDonald's operates 58 restaurants in the country with 37 in Northern India, 20 in Western India and the latest one coming up in Bangalore in South India. Its retail formats include dine-in restaurants, express counters, kiosks and highway restaurants. In North India, McDonald's has achieved a compounded growth of over 40 per cent per annum since its inception in 1996. As per media estimates, the sales turnover stands in the region of Rs 100-Rs 125 crore. KSA estimates put the sales per square foot of retail space at Rs 10,000 per annum.

McDonald's plans to add six more outlets in the North by end-2004. Attempts at localisation of its product offering to cater to the Indian palate has enabled the brand to garner in the largest market share of over 18 per cent of the IEO (informal eating out) market in North India, which is 50 per cent higher than its nearest competitor. Its 37 restaurants in the North serve about 110,000 customers every day.

McDonald's outlets are strategically located either in malls or on high streets. It was the first to strike an "oil alliance" with BPCL and also the first to locate at the Delhi Metro station. The express counters are mostly within food courts in malls, while the kiosks offer limited menu like desserts and beverages. The high-street restaurants have successfully introduced the "Rs 20 Happy Price Menu" offer in order to drive volumes. Home-delivery is another stronghold of the brand.

Product mix at McDonald's includes vegetarian and non-vegetarian burgers, French fries, Mexican wraps, beverages and desserts, besides a host of locally tuned products. The outlets use dedicated equipment and personnel for vegetarian products, thereby maintaining their purity. The brand bagged the *Business World* 2003 award for "most respected company in food services" and the Franchise India 2003 award for "brand of the year".

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BARISTA

A joint venture between Chennai-based Sterling Infotech's Fresh & Honest Coffee (65% stake) and Tata Coffee (35% stake), Barista Coffee Company Ltd is credited with bringing the "unique coffee experience" to India—somewhat on the lines of Starbucks. The company has 130 espresso bars and corners across 15 major cities in India, and 10 overseas cafés in Sri Lanka and the Middle East.

Sales turnover for 2003-04 was about Rs 60 crore. The recent change of guard from Turner Morrison to Sterling has infused fresh impetus, with over 25 outlets coming up this year and plans to add another 70, while also working out more openings abroad over the next one

year. The overseas business has started contributing about 10 per cent of the total sales.

At present, average sales/square foot work out to Rs 3,060/annum. Bancafe at ABN AMRO Bank's premises is one of the company's unique concepts—in this case, that of a café in a bank. Barista's novel techniques to enhance footfalls include espresso mail boards, entertainment options like guitar and jukebox, scrabble and chess games, and India's first coffee-table newspaper, *Brew Print*.

Barista has been awarded "brand of the year" by Superbrand - BBC, "café of the year" by the Times Group's *Food Guide*, and the 2002 TOPS award for "specialty

Café Coffee Day

Café Coffee Day (CCD), a division of coffee conglomerate ABCTCL, pioneered the café concept in India in 1996 by opening its first café at Brigade Road, Bangalore. Today it has a chain of 172 outlets across 45 cities—as compared to 147 outlets in 37 cities in end-March 2004. The size of these range between 400 square feet and 2,400 square feet.

CCDs currently register an average of 2.25 million footfalls per month and have a Café Citizens membership of 135,000. The recorded sales/square foot is in the range of Rs 4,000/annum. Innovative distribution formats include music cafés (85), book cafés (15), garden cafés (2) and cyber cafés (3).

CCD achieved sales worth Rs 60 crore in 2003-04, and hopes to take it to Rs 100 crore in the current fiscal.

Promotion initiatives include media tie-ups with TV channels and brands, and occasion-based promotions. CCD has adopted concepts like selling mugs, apparel, bags and coffee powders, so customers can carry home the CCD experience. Launch of a co-branded apparel line with Levi's is part of it.

CCD was awarded the "3rd best retail and F&B chain in India" by *Brand Equity* in 2003. It has also represented India at the World Barista Championship (WBC), winning the



Part of the U.S. fast-food chain Yum! Brands, Inc., Pizza Hut had 75 restaurants across 19 Indian cities as

in end-March 2004—a 67 per cent increase from 45 restaurants across 15 cities in end-March 2003. Sales in 2003-04 was estimated to be in the range of Rs 120-Rs 140 crore. The business per square foot of retail space is estimated at Rs 5,600 per annum.

Positioning itself as "an international brand with an Indian heart," Pizza Hut has well-entrenched itself in the country with three distinct retail formats: dine-in, carry-out and delivery. The restaurant chain has become the first in its category to

open a 100 per cent vegetarian restaurant in Surat, being also the first to offer a Jain menu sans all root-based ingredients.

In its efforts to entice and retain customers, Pizza Hut has developed various customer initiatives, like its crew doing a "boogie" at restaurants in Delhi and Mumbai, and *bhangra* in Chandigarh and Amritsar. Pizza Hut was awarded the title of "Superbrand" in India in 2003-04, and also the "most respected company in food services" by *Business World* in 2003,

PIZZA HUT

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retailer of the year food & grocery / winner /



Presented By: Ajay Chandra, Head, Business Development, Unitech Ltd & John-david W Franklin, VP, Retail, Jones Lang LaSalle, USA

"Grocery store/food retailer/supermarket with a minimum of five outlets, showing remarkable achievement in organising this largest retail segment by creating consumer interest in new-store formats with value offerings, comfort, choice and trust"

FOOD BAZAAR

"Isse tazaa kahin nahin?"

Food Bazaar, a division of Pantaloon Retail India Ltd, is present in five cities with a total of 13 outlets, of which 11 were added in 2003-04. Although initially launched as a part of Big Bazaar, the chain is now expanding as an exclusive food-and-grocery (F&G) store as well and covers a total retail space of over 99,400 square feet, of which 84,400 square feet was added last year – a growth of 563 per cent.

Working at gross margins of 15 per cent, the retail chain recorded sales worth Rs 150 crore in 2003-04, turning out a sales/square foot of Rs 15,100/annum – a new benchmark for the F&G industry. The merchandise in the store is localised based on the community preferences—for example, the Mumbai outlets offer 40 varieties of rice. The stores stock more than 10,000 stock-keeping units (SKUs).

Food Bazaar is credited with having introduced within its modern and hygienic stores the concepts of Subzi Mandi and Anaj Mandi, whereby customers also get

the "see, touch, feel, choose and pick" experience common to a traditional Indian marketplace. Its recently introduced concept of Food-on-Call has proved an instant success.

The stores are positioned on the value proposition of sale at wholesale prices, which has helped in high stock turnover. Of late, Food Bazaar has been focusing on launching more and more private-label products and increasing their share in the total merchandise -- private labels for tea, salt, spices and other food preparations have already been introduced.

The range of merchandise includes fresh fruits and vegetables, grocery and FMCG products. The shop-in-shop format is being used to offer bakery, Gujarati *farsan*, sweets and ready-to-use *idli* and *dosa* dough. The company is also experimenting to grow potatoes, tomatoes and onions near Nashik, Mumbai, on a contractual basis.

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FOOD WORLD



Started in May 1996, Food World Supermarkets Ltd is a joint venture between RPG Retail Group's Spencer & Co. and Dairy Farm International (part of the Hong Kong-based Jardine Matheson

Group). It currently operates 92 outlets across 11 cities, mainly around the nodal distribution centres established in Southern and Western India.

In 2003-04 the chain covered a total retail space of 280,900 square feet, registering total sales worth Rs 275 crore, which was 12 per cent higher than the previous year's. A typical Foodworld store is between 3,000 square feet and 3,500 square feet in size, and carries about 5,500 SKUs. Gross margins in 2002-03 stood at 19.92 per cent, with returns per square foot at Rs 9,821 per annum. On an average, 18 lakh bills are generated every month.

Foodworld claims 62 per cent share of the organised retail market in its specific segment in the cities it operates in. Its consolidation centre on the outskirts of Bangalore moves 3,000 metric tonnes of fresh fruits and vegetables to its stores direct from the farm, whereby it is able to offer 20 per cent lower prices while realising 10-per-cent higher margins.

There are two retail formats: Foodworld Fresh Express stores, smaller in size, targeting neighbourhood customers; and the Foodworld stores. The chain offers 100 per cent unconditional replacement guarantee in case of defective products. By March 2005, Foodworld aims to be a 100-store

TRINETHRA



Hyderabad-based Trinethra Super Bazaar operates in 8 cities with 72 outlets, covering 130,000 square feet of retail space. It is the largest and most successful F&G retailer in the state of Andhra Pradesh. Clocking a turnover of Rs 107 crore in 2003-04, the group achieved a growth of over 35 per cent over the previous year.

The group added 9 stores last year to grow their retail space by more than 10 per cent. Almost 95 per cent of branded items stocked are sold at prices 0.5-20 per cent lower than MRP. This has allowed the company to establish the image of a value retailer for itself, without regularly recurring to costly promotions. With gross margins at 15.37 per cent, sales realisation is over Rs 8,250/square foot/annum.

Trinethra follows a multi-format strategy, with store sizes in the range of 800 square feet-6,500 square feet, depending upon the location potential. Total number of SKUs is 10,000 and consists of perishables, staples and groceries. The company also utilises a home-delivery model, with 15 per cent sales coming from it.

NILGIRI'S



The foundation of Bangalore-based Nilgiris Franchise Pvt. Ltd was laid way back in 1905, and the company now operates 28 outlets in 15 cities with a total retail space of more than 120,000 square feet, of which only 2,000 square feet was added in 2003-04. Total sales turnover stands at Rs 150 crore.

The group has since diversified into five retail formats: company-owned stores, franchise stores, cake shops, dairy outlets, cafés and hotels. With 15 per cent operational gross margins, the net margin for franchised outlets stands at 2 per cent and that for company outlets at 5 per cent: sales realisation per square foot of retail space works out to Rs 9,166 per annum.

It all started with milk and milk products sale and distribution in 1905, followed by a major dairy farm started in 1962, the first Indian supermarket in 1971, and a modern mechanised bakery in 1975. Nilgiri's was the first Indian supermarket to introduce electronic-billing checkouts with advanced scanners and POS systems, while the first franchise concept in the country was started by its managing director C Gopalakrishnan in 1993. This was followed by the introduction of food barcoding, and subsequently in 1997,

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retailer of the year health & beauty/winner



Presented By: Rajiv Karwal, CEO & MD, Electrolux India, & Anuj Puri, MD, Chesterton Meghraj

"Pharmacies and salons retailing health & beauty care products with a minimum of five outlets, showing sure signs of success in expanding the market, growing health-consciousness in general, and being responsible towards consumers' well-being."

VLCC Perfecting the Curls and Curves

Vandana Luthra's Curls & Curves India Ltd (VLCC), a pioneer in the industry for slimming services, had a total number of 78 beauty shops across 38 cities in end-March 2004, with an estimated total retail space of 144,000 square feet. Financial year 2003-04 saw a 49 per cent increase in revenue to Rs 82 crore, from Rs 55 crore in the previous year. Growth in retail space over the same period was just 25 per cent, from 12 new centres.

The business model of VLCC has seen a major change in 2002-03 – from a joint-venture company to a single-company operation. This has brought about dramatic changes in the company's performance with operating profit margin growing nearly three-and-half fold to 35 per cent of sales turnover. Realisation per square foot of retail space works out to Rs 5,950 per annum.

VLCC has been innovative with its business model of straddling across services. Services offered can be placed in three distinct groupings:

- Health services: slimming, body

contouring, skin treatments, fitness services, spa

- Beauty services: hair-care, skin-care, nail-care, and other specialised services
- Beauty products: about 100 Ayurvedic products retailed through own centres and other multibrand outlets

In order to maintain uniform and quality service standards, VLCC runs its own institute (affiliated to guilds in the United Kingdom) at two campuses in Delhi and Lucknow. All VLCC employees have to undergo training at the institute before placement. VLCC employs 3,500 people, of which about 1,000 are doctors, dieticians, cosmetologists, psychologists, physiotherapists and counsellors. The products get retailed through 6,000 outlets.

VLCC is among the world's first slimming, beauty and fitness services companies to get ISO 9001 certification and was given the "Superbrand" status as one of the most recognised brands of India. VLCC is also Lakme Miss India's health-and-beauty consultant.

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HEALTH & GLOW



Health & Glow, one of the several retail divisions of the Rs 8,210-crore RPG Enterprises, is a joint venture with MNC retailer Dairy Farm, and is credited with having pioneered in India the concept of modern retail chains in pharmaceutical, health and personal-care products offering wide assortment and knowledge for application with unique value proposition.

The chain has 28 retail outlets across Delhi, Mumbai, Bangalore and Chennai, with approximately 22,000 square feet of retail space in end-March 2004 (growth of 40 per cent over previous year) and sales worth Rs 28 crore (growth of 41.5 per cent).

The average store size is 1,250 square feet and sales realisation works out to Rs 11,350 per square foot per annum. During financial year 2003-04, an average of 120,000 bills per month were generated. On an average, about 100 SKUs are kept on promotions at any given time and local customisation of merchandise is always done. The company is hopeful of attaining a turnover of Rs 45 crore in 2004-05.

SHAHNAZ HUSAIN

The Shahnaz Husain group is credited with having created a market for branded health-and-beauty services and products based on indigenous methods and formulations, which it has been retailing since the past 34 years. In March 2004, Shahnaz Husain operated four beauty-product retail stores and 350 salons (50 of these added in 2003-04), with an estimated retail space of 280,000 square feet (17 per cent growth over the previous year). The average size of its salons is 800 square feet.

With overall sales revenues in 2003-04 at Rs 40 crore (growth of 15 per cent over the previous year), the company recorded net profit of Rs 1.5 crore. In the revenue basket for 2003-04,



LAKME BEAUTY SALONS

Lakme Beauty Salon, a division of FMCG giant Hindustan Lever Ltd, was launched in the 1970s, but its real expansion on the franchisee model started only in 2001. By March 2004 the total number of salons across 27 cities in India stood at 72—more than double the number in the previous year.

The average size of Lakme salons is 800 square feet and total retail space is estimated to be 56,700 square feet, which is again a growth of 106 per cent over March 2003. In 2003-04 the salons recorded sales in the range of Rs 28-32 crore. Sales per square foot work out to Rs 6,000 per annum, which is slightly depressed as per company accounts because most of the new stores are yet to break even.



Some of the key initiatives in delivering superior customer service include: manpower development and training for salon management and CRM, plus technical training programmes for therapists; and "mystery" audits and franchisee health monitor for effective feedback. Besides beauty services, Lakme salons also have B2B offerings like corporate imaging services for clients like Standard

salons contributed Rs 8 crore and beauty stores Rs 2 crore, while distribution and export contributed Rs 30 crore.

The offerings include more than 350 beauty products that are sold in about 35 countries and the retail formats include: Shahnaz Husain Forever Beautiful Shops; Training Institute in Beauty Therapy; Ayurvedic Centers for Panchkarma, Dhara and Kerala Massage; and Shahnaz Husain MediSpas. The MediSpas and salons are also present in the Middle East, Europe and the United States.

Awards and recognition include: Arch of Europe Gold Star Award; Global Quality Management Award; Golden America Award; International Diamond Star for Quality; World's Greatest Women Entrepreneur Award from U.S. magazine



retailer of the year **leisure** / winner /



Presented By: Reetika Dalal, Country Head-DAKS & Rahul Saraf, MD, Forum Mall, Kolkata

PLANET M

The story of music, masti and much more...

“Retailer of books, music, gifts, toys, etc., having a minimum of five outlets and growing profitably, setting benchmarks in leisure retailing, and expanding the product market and consumer base.”

Planet M, a revolutionary concept in music retailing from the Times Retail Division of Times of India Group, was flagged off on Independence Day 1999 at CST in Mumbai, and ever since there has been no looking back. By and by, music lovers across the major cities have come to experience the zing that Planet M brought into their lives, making the retail concept a success story. Today, there are 71 outlets (30 independent stores and 41 satellite shop-in-shops) across 17 cities. Of these, eight are franchised stores.

About 40 of the Planet M outlets were added in 2003 and in terms of retail space, all of the 71 outlets taken together offer 65,000 square feet. These have garnered a year-on-year growth of more than 30 per cent – a remarkable feat considering the fact that the music industry is experiencing negative growth for quite sometime now. In 2003-04, Planet M's sales revenue increased to Rs 54 crore from Rs 37 crore in the previous year, up 46 per cent. Gross margins increased 30 per cent for the same period.

Planet M provides a comprehensive range in its category that includes Hindustani and

Carnatic classical, *ghazal* and *qawwali*, fusion, devotional, Indi pop, Hindi films and remixes, and latest hits in the international section. Besides, there is also an assortment of videos and gaming CD-ROMs.

The décor inside the store is designed to give it a futuristic and trendy look, complete with a café in the corner and an innovative in-house radio station called Radio-M, playing music as well as airing information about artists and the music industry. Customers can also make their own Cds there. International bands like Jethro Tull, Tata Young and Westlife, and Indian movie stars too, frequent the stores as guests. Also adding to the experience are free workshops on jazz, Indian classical, etc., all helping build customer loyalty.

M-Xtasy World, the loyalty programme of Planet M, has enrolled more than 130,000 members in the last two-and-half years, contributing to over 45 per cent of the total sales revenue. Planet M is clearly racing ahead in its immediate goal of reaching the magic figure of 100 locations in the current financial year.

Co-sponsors

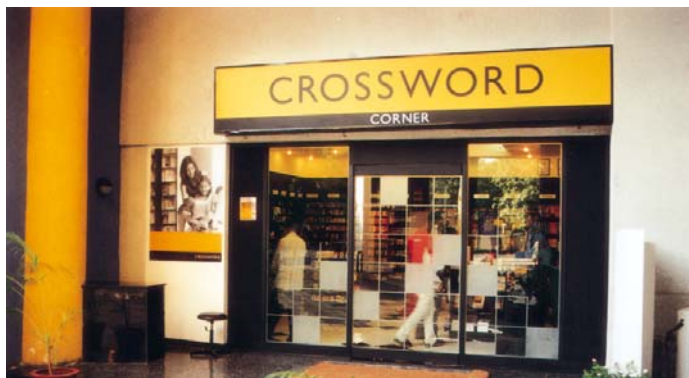
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NEW AGE ENTREPRENEURSHIP



CROSSWORD



The Crossword bookstore chain is promoted jointly by Shoppers' Stop Ltd and ICICI Ventures, and claims a 2.2 per cent share in India's Rs 1500-crore book-retailing market. Across 8 cities it has 18 outlets, of which 8 are company-owned and 12 franchised. The book chain has three retail formats: 6 "flagship" stores having an average floor space of 18,000 square feet each; 4 "brand" stores averaging 7,500 square feet in size; and 8 "convenience" stores averaging 1,500 square feet in size. Of the total retail space of 109,000 square feet, 53,000 square feet was added in 2003-04 (95 per cent growth).

There has been a 21 per cent growth in sales revenue in 2003-04, registering an increase from Rs 29 crore in 2002-03 to Rs 35 crore. The chain, though, has not yet been able to break even, as much of the developments are recent. Operating at gross margins of 33 per cent, the sales per square foot work out to Rs 3,211 per annum.

Crossword is the first bookstore in India to present author-signed copies and it also has innovative services like Dial-a-book, Fax-a-book and Email-a-book that allow customers purchase from the comforts of their home. A fortnightly newsletter, *Ewords*, provides updates on new books, store events and bestseller lists and is mailed free to over 20,000 customers.

Some of the other innovative marketing concepts include: full money-back guarantee on select books; Crossword Children's Hour; café and reading space for convenient browsing; facilitating cultural and social interaction with authors and poets at the stores;

LANDMARK

Landmark is arguably a complete leisure-retail chain selling books, stationery, magazines, music, gifts, toys, kidswear and a wide range of home-store merchandise. The five mega stores located in three cities offer a total of 123,600 square feet of quality retail space. Landmark has two distinct retail formats: four of its five outlets are standalones and one is a specialty store located within a hotel.



The company has remained profitable for the last 16 years. Total sales revenue from the stores in 2003-04 was Rs 80 crore—as against Rs 46 crore in the previous year, showing year-on-year growth of around 74 per cent. Operating at gross margins of 28 per cent, sales realisation per square foot of retail space works out to Rs 6,500 per annum. Over 57 per cent retail space were added in 2003-04.

The target segment comprises the educated middle-income group, and Landmark regularly updates its merchandise by entering into new categories and sub-categories on the basis of customer feedback. A programme called The Fellowship provides loyalty benefits to families of the 50,000-plus members, rather than just to individuals.

In-mall location is always preferred, but the emphasis of Landmark stores is on promoting the concept of "mall in mall" by creating individual boutiques for each section. Also, each store is designed as an individual store reflecting the culture of the city in which it is

ODYSSEY



Started in Chennai in 1995 as a 3,500-square-foot leisure store, Odyssey has now grown to 7 outlets dispersed across 5 cities, 4 of which are tier-II cities that include Hyderabad, Coimbatore, Trichy and Varanasi. The stores together have a retail space of 22,000 square feet. Odyssey has two retail formats: five of the outlets are standalones and two satellite stores located within hotels.

Store sales grew 20 per cent in 2003-04, with new stores getting profitable in second year of

operation. About 3,000 square feet of retail space was added in the year, signifying a growth of 16 per cent over 2002-03.

Odyssey targets the upper and upper-middle segment of consumers, and has introduced co-branded credit card with ICICI in order to facilitate shopping for this consumer class. The range of books at Odyssey exceeds 50,000 titles, and the store interiors are fairly open, displaying a wide range of products at multiple price points.

Knowledge partner

Media partner



retailer of the year **leisure / hall of fame /**

MUSIC WORLD



Music World, a division of RPG Retail, operates in 12 cities with a total of 203 retail points in three different formats: 14 MW Destination stores; 35 MW Express (17 added in 2003); and 154 MW Unplugged (51 added last year). Together they occupy 43,860sq.ft of retail space and have generated sales worth

Rs.60.68 crore in 2003-04, marking an increase of 17.7 percent over the previous year. The company is targeting sales worth Rs.75 crore in the current financial year.

MW retail points operated at gross margins of 30.74 percent in 2003-04 and registered Rs.13,835 worth of sales per sq.ft per annum. The company claims market share in the range of 9 percent in places like Delhi to a high of 42 percent in cities like Chandigarh. MW generates, on an average 120,000 bills per month.

While the MW Express outlets are 200 to 600sq.ft in size that compete with the neighbourhood music retail shops, MW unplugged with single rack are placed within high traffic outlets and have proved a run-away business success as they do away with a lot of operational costs.

Fitch Plc, UK, one of the top three retail interior designers in the world, designed the MW interiors, signage and logo. The customer service module is designed such as to provide consumers with convenience of choice through



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retailer of the year entertainment / winner /



Presented By: Sanjay Jhunjhunwala, CEO, Mani Group & Thomas Malayil, Asst VP, Real Estate, The Macerich Company, USA

“Fun zones, multiplexes, etc., that become destination points, providing the new-age experience in entertainment for families and shoppers.”

PVR Focus on *customer delight* and *profitability*

PVR Ltd, which in 1997 set up India's first multiplex PVR Anupam at Saket in Delhi, has since grown to become the country's largest cinema exhibitor with 7 theatres having 22 screens and 5,000 seating capacity, currently in Delhi, Gurgaon and Faridabad. The company achieved a turnover of Rs 62 crore in 2003-04, up 12.7 per cent from Rs 55 crore in the previous year.

Initially the company was a joint venture between Delhi-based Priya Exhibitors and Village Roadshow Ltd of Australia, set up with the objective of bringing world-class movie-viewing experience to India. In March 2003, ICICI Venture replaced Village by investing Rs 33 crore in the venture; and the role of Village is now limited to providing technical and marketing services.

As of now, the Indian film industry is estimated to be worth Rs 4,500 crore and growing at 15 per cent per annum. However, with the speedy development of the multiplex segment, the industry is expected to grow two-fold to Rs 10,000 crore in the next five years. The potential is high because India hardly has 12 screens to every 1,000 population—as against 117 in the United States, 77 in France, 45 in Germany and 30 in the United Kingdom.

Ten of PVR's 22 screens were launched this

year. The company is shortly opening India's largest multiplex, with 11 screens, in Bangalore's Forum mall, incorporating Europa Cinema & Lounge and Gold Class Cinemas technology that will definitively redefine the film-viewing experience in India.

PVR has also ventured into Indian and Hollywood film distribution with its subsidiary PVR Pictures, and has co-marketing arrangements with leading brands. The company is working on a two-phase development plan: Phase-I will see completion of 53 screens, with 13,269 seating capacity, by March 2005; and Phase-II will add another 66 screens with 17,000 seating capacity.

In 2004-05, PVR is looking to flag off its entry in Bangalore, Mumbai and Hyderabad as well, and achieve a turnover of about Rs 110 crore.

Some innovative features at PVR include state-of-the-art picture and sound quality; computerised ticketing; Internet- and telebooking along with home-delivery of tickets; payment by credit cards; and preferential access to bar and restaurant, Europa Lounge, featuring special “movie menu” with an option of being served in the movie hall.

Co-sponsors

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INOX



Mumbai-based Inox Leisure Ltd, started in 2002, today operates 3 multiplexes across Pune, Vadodara and Kolkata with 12 screens (4 added this year) and 3,650 seating capacity. They together occupy 159,000 square feet of built-up space that includes, besides the

cinema, food courts and shopping area. In 2003-04, Inox sold 21 lakh tickets and achieved a turnover of Rs 30 crore, double that of the previous year. Occupancy rate stands in the region of 36 per cent.

Inox incorporates cutting-edge technology in projection and sound, along with other features like computerised ticketing, booking via SMS/Internet and home-delivery of tickets. It was the first in India to introduce the concept of a Preview Club (Pune) and a movie club for kids called KIDINOX (Kolkata), besides also being the first multiplex in the country to have received the universally accredited THX certification for one of its auditoriums in Pune. Inox has recently been selected to design and build a prestigious multiplex in Goa that will host the International Film Festival henceforth.

XENON, FUN REPUBLIC



A sub-brand of Fun Republic, Xenon multiplex is present in three locations – Ahmedabad, Mumbai and Chandigarh – with a total of 14 screens having seating capacity of 4,000. Turnover in 2003-04 was about Rs 21 crore. The multiplex reported occupancy levels of 38 per cent in Ahmedabad, 40 per cent in

Mumbai, and 50 per cent in Chandigarh.

Xenon is part of Fun Republic's initiative to offer consumers an integrated entertainment centre and its sub-brands include Recess (snack bar at Xenon), Food Federation (food court), Sonic State (music store), Book Bay (book store) and Bingo (video games-cum-dance floor).

Xenon has state-of-the-art acoustics like Dolby Digital, THX level of experience, ergonomic seating system, and world-class projection as well as seating systems. An innovative concept there is the "Ek Ka Teen" offer, where consumers get movie tickets, beverages at the concessionaire and video games at a go: as on May 2004, this scheme had 13,000 registered members.

PRASAD IMAX



Started in July 2003, Prasad Imax Theatre in Hyderabad operates 5 screens, with one dedicated to providing consumers the IMAX experience on the 3-D screen (92ft x 72ft). The latter clocked an occupancy rate of 38 per cent in the first year of operation, while the multiplexes had about 70 per cent. With an aggregate seating capacity of 2,190, Prasad sold 13 lakh tickets in the year and recorded a turnover of Rs 13.8 crore.

Developed as a destination spot for

both domestic and foreign tourists, Prasad recorded a turnout of 40 lakh visitors in the past 14 months. It also runs special edutainment shows for school children. Other sub-brands operating in the multiplex include Ohris (food court) and Fun Factory (indoor gaming zone), besides 30,000 square feet of retail space – a mix of Indian and international brands.

DTS and Dolby digital surround system, stadium-style seating, and six-channel audio system with 12,000 watts of wrap-around sound are some

Shringar Films, which is also the largest film-distribution company in Western India, gave Mumbai its first five-screen multiplex and its first IMAX theatre, with a total seating capacity of 1,600. With an occupancy rate of 56 per cent, the company clocked a turnover of Rs 22.7 crore in 2003-04.

Shringar Films is the first multiplex in the country to launch a 50-seater call centre to handle customer

queries and ticket booking, and has tie-ups with BPL Mobile and Orange for booking tickets via SMS, and with BPCL for gas-station kiosks. The Website also incorporates Fame Adlab's e-commerce site, giving customers direct access to entire seat inventory available for sale. There are about 30,000 registered users, thereby enabling sales of over 25 per cent tickets outside the box office.

SHRINGAR FILMS



Knowledge partner

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retailer of the year **consumer electronics / winner /**

VIVEK LIMITED

"Walking the extra mile for customer satisfaction"



Presented By:
Ishwar Chugani, Director,
Giordano Middle East &
Arvind Singhal, Chairman,
KSA Technopak

"Multi-brand or exclusive brand retailer of consumer electronics products with a minimum of three outlets, setting standards in retailing and providing the ultimate shopping experience with innovation, quality and excellence in service."

The genesis of Chennai-based Vivek Ltd dates 50 years back to a 200-square-foot shop selling folded furniture and small electrical appliances and fans in Chennai—it took them 30 years to brand the core values of trust, credibility and customer satisfaction, and there was no stopping them thereon. The retail brand is today positioned as the "Unlimited Shop", offering customers choice from a comprehensive range of electronics brands at its 46 stores (all company-owned) spread across 13 major centres in Tamil Nadu (38 outlets) and Bangalore (8).

Viveks outlets are normally 3,000-4,000 square feet in size, totalling well over 125,000 square feet of retail space. The annual sales turnover increased from Rs 180 crore in 2002-03 to Rs 201.2 crore in 2003-04, registering an annual growth of 12 per cent. The bottomline, though, increased 57.36 per cent during the same period, with just four new outlets being added. Vivek's showrooms yield returns worth Rs 15,400 per square foot per annum.

The brand's popularity can be gauged from its New Year sales, with its bumper offers and hefty discounts. It has been a tradition since 1977, when such a concept was little heard of in India. During the sale, Viveks foregoes its profit margin for 3 days as a mark of gratitude and thanksgiving to its customers. Not much of a surprise, that the retailer today enjoys a

market share of 17 per cent in Chennai and 8 per cent in Bangalore.

Viveks claims to have many more firsts to its credit:

- First in the country to introduce multi-brand electronics showroom offering more than 35 categories of products
- First in the country to introduce a hire-purchase scheme in 1965 to help customers
- First in the country to introduce "professionalism" in retailing by starting the Vivek School of Retail Management

Vivek is also perhaps the only consumer-durable retailer extending a service guarantee to customers independent of the manufactures' guarantee.

The merchandise mix at Viveks includes white goods (coolers, ACs, refrigerators, washing machines, microwave ovens), brown goods (CTVs, audio systems, VCDs, DVDs, home theatre systems), domestic appliances (mixers, food processors, wet grinders, water heaters, cooking ranges, electric rice cookers, etc.) and "lifestylers" (chimneys, vacuum cleaners, water purifiers, cameras, hair dryers, shavers, mobile phones, etc.). Recently they introduced a private-label brand to be retailed exclusively at Viveks.

Awards and recognitions have come in aplenty from industry forums and white-goods manufacturing companies such as Godrej, Sumeet, Samsung and BPL. The retailer expects to achieve Rs 230-crore worth of sales during the current financial year, and has readied itself to rope in franchisees to set up 100 showrooms in the next two-three years—and cross the magic figure of Rs 1,000-crore annual sales as well.

"We in Viveks not only want to sustain our leadership position in the trade, but also want to grow faster than anybody else by translating our understanding of changing customer needs into breakthrough actions," says BA Kodandaraman, CMD-Vivek Ltd, and adds, "We would like to be recognised and cherished as a company that works extra hard, and goes that extra mile to bring more value and greater quality to the lives of our customers."

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NEW AGE ENTREPRENEURSHIP



PLUGIN

Launched in July 2003, Plugin is the newest entrant in the home-appliance segment, and one that carries with it the trust built over decades by the House of Raymond's. In its very first year of operation, Plugin has grown to 23 stores across Mumbai, Pune and Solapur, occupying 41,000 square feet of total retail space. Average store size is 2,000 square feet and they operate on a franchise model.

Plugin ended its first nine months ending March 31, 2004, with a turnover of Rs 13 crore and giving a sales/square foot of Rs 3,200/annum. Call-in, Installing and Counselling are the three major and unique interfaces with customers that this retail chain has adopted. It also happens to be the only retail chain to have its own proprietary installation process, and has tie-ups with 13 major brands that account for more than 80 per cent of the consumer-durable business in India.



SAMSUNG DIGITALL

Samsung DigitAll, the exclusive home and electronics appliances retail showroom from Samsung India, has 53 outlets across 20 cities in the country, 44 of which were opened in 2003-04. Together, they offer 115,000 square feet of prime retail space, of which 90,000 square feet was added in the last fiscal year.

DigitAll showrooms clocked a turnover of Rs 160 crore in 2003-04, contributing 8 per cent to Samsung India's consumer-electronics business. The outlets have achieved Rs 14,000 sales per square foot of retail space per annum. There are two distinct retail formats – 24 of these are DigitAll Homes and 29 are DigitAll Plazas (smaller versions of DigitAll Homes in smaller cities and towns).

Samsung is a clear industry leader in terms of speed of new-store rollout and is all geared up to expand its current strength to 100 by year-end (40 DigitAll Homes and 60 DigitAll Plazas). Their total contribution to company business is projected to grow to 20 per cent by end-2006.

Samsung DigitAll showrooms display the company's complete range of advanced, high-quality products in an interactive manner, with a lifestyle orientation to the display, to enable the customer to visualise the complete range of Samsung products in his/her own home settings. Merchandise mix includes latest ranges of CTVs and other audio-visual systems, TFT LCD Monitors, camcorders, mobile phones, IT products and the entire



SONY WORLD

Sony India introduced Sony World in 1997 in order to "make a difference to people's lifestyles by offering new dimensions of enjoyment under one roof." The company is widely recognised as the pioneer of creating "digital experience stores" in India

through its retail network that comprises 40 Sony Worlds in urban locations, in addition to 60 exclusive Sony outlets in smaller towns and over 735 multi-brand dealers and distributors across the country. The company currently operates out of 12 direct branch locations.

In 2003-04, Sony World achieved a turnover of Rs 22 crore and Sony Exclusive Rs 15.6 crore. The MBOs contributed Rs 39 crore, bringing the total retail sales to Rs 76.6 crore.

The Sony Worlds translate the brand's substantial mind-share in urban India into market share. It has proved to be a hugely successful format for Sony in India – contributing more than 30 per cent to the company's turnover. Going forward, the company has plans to increase Sony World to 50 outlets and Sony Exclusive to 92 by the year-end. Sony intends to use its exclusive stores as network hubs for introducing new product lines, and customer and business networking.



LG SHOPPE



LG Shoppe is the exclusive retail chain from LG Electronics India Pvt. Ltd, which has emerged as a leading provider of high-tech consumer electronics and home appliances in the country. There are close to 400 LG outlets selling the entire range of Samsung products available in the country. The company is now implementing a new regional distribution strategy that will help increase the total number of dealers to 4,000 within the next three-four years.

LG is incorporating changes in its overall corporate strategy on the "convergence" theme, by merging the point-of-sale for all its three businesses – consumer & home electronics, IT, and communication. As on date, the company has 46 branches, 72 remote area offices and 70 central area offices, with 430 exclusive service outlets backed by 28 call centres in the country. The overall sales turnover of the company stood at Rs 7,000 crore in 2003-04, a 55 per cent rise

Knowledge partner

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retailer of the year value retailing / winner /



Presented By: Michael Fernandes, Principal, McKinsey & Co & Chetan Shah, MD, Pepe Jeans

BIG BAZAAR

"Isse sasta kahin nahin!"

"Hypermarket/
discount store/
factory outlet
with a minimum
of 2 outlets of
5,000 square feet
each, successfully
getting masses
to shop in
structured
formats, luring
them with
discount
offerings,
schemes and
great shopping
experience, and
at the same time
ensuring profits
for all
stakeholders."

The only player in the value-retailing segment with a national presence, Pantaloon Retail's hypermarket venture Big Bazaar operates 9 outlets across 8 cities, of which 5 stores were added in 2003-04. These stores have a combined retail space of 390,000 square feet with 245,000sq.ft added in this financial year—a growth of 170 per cent over the previous year.

Turnover for the year is estimated at Rs 319.93 crore, including sales from Food Bazaar located within it, and also the 9 per cent profits before tax was realised. This is quite a feat, considering that Big Bazaar retails 170,000 apparel and non-apparel products at prices that are 6 per cent to 60 per cent below the MRP. Economies work out to sales of Rs 5,100/square foot/annum.

Big Bazaar has tied up with ICICI Bank for a co-branded credit card. The retail chain's promotional campaigns confidently claim that "Nothing can be better and cheaper" than what it offers. Currently half of the Big Bazaar format constitutes apparel retailing and the other half is divided between household goods and food & grocery.



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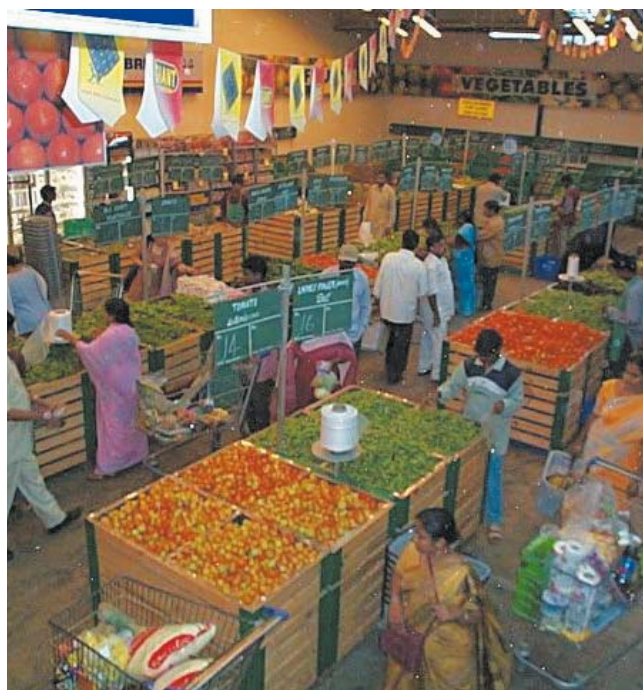


GIANT

Giant, a hypermarket chain from RPG Retail's Great Wholesale Club Ltd, was the first entrant in the segment and currently operates 2 outlets: one in Hyderabad (120,000 square feet) and one in Mumbai. The two together occupy retail space of 170,000 square feet, of which 50,000 square feet of space in Mumbai was added this year—a growth of 42 per cent over the previous year.

In 2003-04 Giant achieved a turnover of Rs 90.75 crore, registering a growth of 12.5 per cent over the previous year's Rs 80 crore. The outlets operated at gross margins of 13 per cent and sales/square foot stood at Rs 6,667 per annum.

The company conducts regular promotions and special offers 52 weeks of the year, and there is unconditional replacement guarantee across most of the products offered, plus a price guarantee for offering the lowest prices—as the tag-line says: "Badaa Choice Chota Price." Product offerings include groceries, fresh vegetables and fruits, dairy and frozen products, apparel, home appliances, white goods and luggage. Giant pioneered the concept of multiple pricing in India wherein customers pay less when they purchase more.



VISHAL MEGA MART

Kolkata-based Vishal Mega Mart chain, with an apparel-based value positioning, has grown from 10 outlets in 2002-03 to 14 outlets in 2003-04—a growth of 40 per cent. Sales turnover during the period increased from Rs 50 crore to Rs 89.5 crore, growing at 80 per cent per annum. As on date, there are 20 outlets across 16 cities in the country. On an average, the stores have sales worth Rs 5,600/square foot/annum. The holding company, Vishal Retail Pvt. Ltd, expects to close this financial year with a Rs 160-crore turnover.

As on date, the total retail space occupied is 160,000 square feet, of which 70,000 square feet was added in 2004. By March 2005 the company is hopeful of having a total operational space of 260,000 square feet, with plans to add three more outlets.

At Vishal, apparel and fashion accessories are sold at 10-15 per cent below MRP, this being made possible because of a high component of private labels. The chain is emerging as the leader in value apparel retailing in North India.





department store of the year / winner /

LIFESTYLE Spice it up!

Lifestyle, the department-store chain from Dubai-based Landmark Group, started operation in India in the year 1998, with the mission to be market leader in the large-format retailing segment. Currently the company has 7 stores across 4 cities in the country (2 stores added in 2003-04). These outlets together occupy 320,000 square feet of retail space.

Revenue in 2003-04 was Rs 230 crore, a growth of 70 per cent over previous year, and its profitability for the said period also grew by 70 per cent. Realisation of sales per square foot stood at Rs 7,187 per annum.

- Baby Shop kidsweare, toys, infant basics, nursery furniture
- Home Centre home furnishings, furniture, gifts
- Lifestyle perfumes & cosmetics, health & beauty accessories and adult gifts

Ginger, Baby Doll and JRS Active are the three major private labels of Lifestyle, besides the segment-specific brands like 2xtremz for Women and Juniors for infants. Enhancing the store popularity are facilities like SMS for customer communications, and programmes

"A chain of stores with a minimum of 3 outlets of over 10,000 square feet each, bringing in innovative concepts in lifestyle retailing, showing aggressive signs of growth and profitability, and gaining recognition among consumers."



Presented By: Ashok Bansal, Director, Suncity Projects Ltd & Subhash Aggarwal, Chairman, Action Shoes & Director, Suncity Projects

While Mumbai has three Lifestyle stores, Chennai, Hyderabad, Bangalore and Gurgaon have one each. Sizes of the stores vary between 27,000 square feet and 55,000 square feet. One distinct advantage is that the stores leverage upon a global supply chain of over 300 stores in the Middle East for the Indian operations. Private labels contribute 10 per cent to total sales.

Lifestyle stores have arranged their merchandise under five different sections, namely,

- Splash men's and ladies wear
- Shoe Mart footwear and leather accessories

like "Mad for each other" and "Shop for a surprise". A customer loyalty programme, The Inner Circle, boasts of a 220,000-strong membership and it contributes 40 per cent to total sales.

The stores give a rich experience to customers with its lively merchandise displays, bright lighting, and seamless transition from one department to the other. Each of the stores has a Coffee Island managed by Qwiky's.

Lifestyle was rated "No. 1 retail company" by *Business World*-IMRB's Most Respected Company Awards Survey 2003, and voted the "most admired large format retailer" at IFA 2003 and 2004.

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NEW AGE ENTREPRENEURSHIP

department store of the year / hall of fame /



EBONY



Ebony started its first department store in October 1994, and by March 2004 it had eight operational stores covering 150,000 square feet of retail space and realising sales worth Rs 80 crore.

The stores aim to provide

customers an experience of world-class merchandise at affordable prices across all the categories.

A unit of Delhi-based Ebony Retail Holdings, the Ebony chain store is one of the few retail companies in India which have their own online B2C shopping portal. In this case, www.Ebonyclick.com allows customers to buy from the comforts of their homes the entire range of merchandise offered at the store.

Ebony sells menswear, womenswear, lingerie, kidswear, household accessories, cosmetics, perfumes, books and music, personal care and cosmetics, jewellery and luggage. The store's private label, ETC, contributes about 22 per cent of the apparel sales.

In its efforts to facilitate customers, Ebony runs a very successful loyalty programme, Ebony Elite Club, which has enrolled 40,000 members. It has also come up with a new concept of Studio Ivory collections of designerwear for the middle-income target segment. Besides, the company also has a concept bookstore called Wordsworth.

PIRAMYD



Piramyd Megastore, a unit of Mumbai-based Piramal Enterprises' Piramyd Retail & Merchandising Pvt. Ltd, currently operates with three stores, of which two were added in 2003. These together occupy 130,000 square feet of retail space. Sales realised during 2003-04 was to the order of Rs 56 crore.

The store provides services like home-delivery, home-shopping, and various personal-service assistance to its loyalty club members.

Although the stores are yet to achieve breakeven, the company is already moving ahead with its plans to expand to 16 Piramyd Megastores. As of now, sales per square foot stand at Rs 5,500 per annum.

Piramyd offers branded merchandise in men's apparel, ladies fashion, unisex casuals, kids' apparel and toys, apparel accessories, footwear, perfumes and cosmetics. The chain's loyalty programme has a membership of 100,000 customers, who can avail of a variety of privileges like discount offers, home-delivery, home-shopping, tickets



WESTSIDE

Westside, a unit of Tata Group company Trent Ltd, presently operates 11 stores in 9 cities across India (4 were added last year). Operating on a total retail space of 220,000 square feet, the department-store chain realised sales worth Rs 113 crore during April-December 2003, which

was 40 per cent higher than the corresponding period the previous year.

During the same period, Westside's net profits grew by 74 per cent to Rs 13 crore. Westside realises Rs 6,800 worth of sales/square foot/annum. The profitability is the highest among competitor retail chains, standing at 10 per cent of the total revenues.

The store enjoys a unique positioning as a 100-per-cent private-label merchandise store. It comes out with 35,000 new designs every year. In-house brands include Richmond and Urban Angels, besides store brands Westside and Westsport. Westside sells menswear, womenswear, lingerie, kidswear, household accessories, books, cosmetics and perfumes.

The loyalty programme Club West has a membership of 200,000 customers, who are offered services like Privileges booklet and "No

SHOPPERS' STOP

Shoppers' Stop Ltd is considered *the* pioneer in providing Indian consumers a taste of international-class shopping when it opened its first department store in Mumbai in 1991. Today, it is a chain of 15 stores (one added this year) across 9 cities, covering 600,000 square feet of retail space.



Shoppers' Stop clocked revenues of Rs 404 crore in 2003-04, registering 35 per cent growth over the previous year. Net profit was to the tune of Rs 14 crore, with the operational statistics showing per-square-foot realisation at Rs 6,700 per annum. The chain is also credited for being the largest retailer for hi-end popular fashion brands like Levi's Strauss, Pepe, Arrow, Zodiac, Ray-Ban and Swatch. Shoppers' Stop was the first retailer in the country to have bar-coded garments, co-branded credit card and retail ERP.

Shoppers' Stop has a vibrant loyalty programme, First Citizen, with more than 300,000 members. Having obtained "Superbrand" status in 2003, the company has

Knowledge partner

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most admired retailer of the year / winner /

"A retailer across categories and formats, gaining tremendous respect in the industry and also consumer recognition for introducing innovative concepts in retailing -- formats, products, display, communication, service, etc.; seen as a role model for best practices across the various channels of its operations and in the process building a strong relation with its customers, employees and vendors."



Presented By: Oscar De Mello, director, Global Establishment Services, American Express, & Salil Chaturvedi, director, Provogue

PANTALOON RETAIL (I) LTD

Under the leadership of Kishore Biyani, Pantaloon Retail (I) Ltd has evolved four distinct retail formats and grown to 38 stores across India, with total retail space of 954,000 square feet. The company has recorded a 98 per cent increase in net profit on a total sales revenue of Rs 659 crore in financial year 2003-04. About 1,000,000 square feet of retail

customer is offered the benefit of transparent and fair deal with options of several brands under one roof.

Gold Bazaar offers advantages like: no weight reduction on exchange, checking by Karat Meter, certificate by World Gold Council, 100 per cent insurance and "no questions asked"

FY 2003-04		
	Store additions	Sales revenue
Pantaloon (Apparel) 14	4 stores	Rs 213 cr
Food Bazaar (F&G) 13	11 stores	(Rs 126 cr)*
Big Bazaar (Hypermarket) 10	8 stores	Rs 320 cr
Central (mall) 1	1 location (new)	
TOTAL	24	Rs 659 cr (+33%)

space was added during the period.

Besides being the largest retailing company in India in value terms, Pantaloon Retail has also been introducing new retail concepts all along. Its concept of Gold Bazaar laid the foundations for the first gold-retail supermarket of the country. Here the

15-day return policy.

Pantaloon's loyalty programme Green Card has an impressive membership base and the company is clearly a leader in the industry when it comes to retail knowledge base and supply-chain management practices, which is a focus area for retail.

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SHOPPERS' STOP

Launched in 1991, Shoppers' Stop gave Indian consumers a feel of the "true" international shopping experience. After having seen some losses, the company turned around in the year 2002 and went ahead with its expansion drive. It ended the last fiscal with a net profit of Rs 14 crore. While sales in 2003-04 grew by 35 per cent, the recorded sales/square foot was Rs 6,700.

A member of the Intercontinental Group of Departmental Stores (IGDS), Shoppers' Stop

received "Superbrand" status in 2003. With its range of merchandise, exclusive shop-in-shop counters of brands and customer service, Shoppers' Stop is today India's largest chain of department stores (15) and is present in Mumbai, Bangalore, Hyderabad, Jaipur, Delhi, Chennai, Pune, Kolkata and Gurgaon. As on date, Shoppers' operates about 600,000 square feet of retail space. The company had also acquired the reputed bookstore Crossword (turnover Rs 23 crore) in the year 2000.

RPG GROUP

The RPG retail footprint encompasses over 300 stores, with total retail footage across all formats upward of 450,000 square feet. There has been all-round growth in all the formats, be it Food World, Giant, Health & Glow, or Music World. While the topline has grown between 15-35 per cent across various formats,

the bottomline has grown between 20 per cent to over 100 per cent. In 2003-04 the group's annualised sales turnover was Rs 529 crore.

The group has successfully developed private labels in Giant, Food World and Music World, resulting in better margins for stakeholders and more value for consumers.

TITAN INDUSTRIES

Titan Industries Ltd, the largest manufacturer of watches, clocks and jewellery with its brands Titan and Tanishq, has made rapid strides into the Indian retail scenario. The success of its World of Titan (164) and Tanishq (67) stores in terms of consumer patronage, conversions and profitability, has placed Titan Industries among India's top retailers.

Apart from its EBOs, Titan has wide retail presence through multi-brand outlets. While the World of Titan showrooms have emerged as the largest network of exclusive watch showrooms in the world, Tanishq is India's first and largest jewellery retail chain.

Total sales turnover in 2003-04 was Rs 958.52 crore.

TRENT

Trent Ltd (a Tata Enterprise) opened its first store Westside in April 1998, offering a wide range of apparel and fashion accessories. Positioning itself as a 100 per cent private-label merchandise store, Westside has since expanded to nine cities and their suburbs with 11 stores. During the period April-December 2003, the company's retail sales grew by 40 per cent to Rs 113 crore, giving it sales of Rs 6,800 per square feet. Net profit grew by 74 per cent to touch Rs 13 crore.

Trent recently announced its foray into mass-market retailing with the launch of its hypermarket chain Star India Bazaar, with the first one to be launched in Ahmedabad in the next few months. Targeted at the budget-conscious household, the hypermarkets will offer customers a very large assortment of products that include staple foods, beverages, health and beauty products, vegetables, fruits, dairy products, household items, garments for men, women and children, and consumer



Presented By: Amitabh Taneja, Editor-in-chief & publisher, Images & Director ICSC-India, with team

KISHORE BIYANI

"Retain Values, Rewrite Rules"

A retail entrepreneur or professional who has contributed significantly to the retail trade and has played a visionary role for the retail fraternity, has inspired the youth to think retail as a challenging career option; and has been the voice of Indian retail over the last one year.

Kishore Biyani (age 41 years) is the CEO and managing director of Pantaloon Retail (India) Ltd and chief of the Pantaloon Knowledge Group Company with a turnover of Rs 650 crore. The company as of now operates with 37 stores in 4 distinct retail formats across the country – lifestyle (Pantaloons), food & grocery (Food Bazaar), discount hypermarket chain (Big Bazaar), and seamless mall (Central). In all, they cover 954,000 square feet of retail space.

In 1982, Kishore Biyani joined the family business that had interests in textile and speciality yarn, and textile manufacturing. Five years later, Biyani launched India's first branded trousers with the company Manz Wear Pvt. Ltd, the name of which was changed to Pantaloon Retail (India) Ltd in 1999. He is credited with having customised global retail formats to Indian conditions and under his able leadership the group has emerged from a revenue base of Rs. 0.63 crore in 1989 to become one of the leading

retail companies in India.

At Rs 650-crore sales turnover, Pantaloon Retail clearly stands out as the largest retail company in India, and Biyani is confident of doubling this figure to Rs 1,200 crore in the current financial year.

A Commerce graduate with a Post-Graduate Diploma in Marketing Management, Biyani is an avid reader with interests in history, fiction, satire, self-improvement and retailing. He is also passionate about studying human behaviour.

He was awarded the "visionary of the year" award at Images Fashion Awards (IFA) 2004, while his company has bagged many a recognition at various industry forums that includes Pantaloon Retail being adjudged the "most investor friendly company" by *Business Today* in 2004 and again being placed in the "top 100 wealth creating companies" list the same year. Biyani also heads the CII National Committee on Retailing.

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BS NAGESH

BS Nagesh, the 43-year-old managing director and chief executive officer of Shoppers' Stop Ltd, is credited for having sparked off the Indian retail revolution in 1991, when his team set up K Raheja Group's first department store chain in the suburbs of Mumbai. The vision was of providing a truly international shopping experience to Indian consumers. From a 2,800-square-foot outlet, Nagesh has built up a chain of 15 stores offering 600,000 square feet of quality retail experience, registering a sales turnover of Rs 404.4 crore in 2003-04.

Nagesh started his career as a sales officer with BlowPlast in Delhi and went on to join Orson Electronics as branch manager responsible for the North Zone business. Later he served with Carona Ltd as zonal manager (south & east), retail, responsible for 128 retail stores and 450 employees. He joined the K. Raheja Group in 1991

to set up Shoppers' Stop.

With Shoppers' Stop, Nagesh has taken the business of retailing to new heights, infusing the latest retail techniques into the business and blending the best of national and international talent within the company. He pioneered the introduction of such cutting-edge technology in retail as JDA ERP and the implementation of the Arthur Planning Suite, the first of its kind in Asia. The vision of putting India on the global retail map led him on to apply for and get the IGDS exclusive membership, alongside players like Selfridges, Karstadt and Manor.

Basavanhalli Satyanarayan Nagesh was born in Bangalore, did his schooling and college from Gorakhpur and Bareilly in Uttar Pradesh, before completing his post-graduation in Management Studies from Benares Hindu University. A keen sportsman, Nagesh has participated in Inter



University badminton championships. Working with details, ability to take risks and going along with employees, are some of his strong points.

Many an industry recognition has come his way and some of the major ones in 2004 include: "top 50 managers in India who can influence business in the 21st century" – *Business India*; "best retail professional of the year" – IFA



Krishnamurthy N Iyer (age 46 years) is the CEO of Retail Business Group at Piramal Enterprises and has been instrumental in the rollout of Crossroads—India's first "true" shopping mall—in January 1999, the concept of which evolved from a project he spearheaded in collaboration with McKinsey & Co. and KSA Technopak in October 1998, to study the feasibility of entering the retail

sector with multiple formats. Piramal Enterprises became the country's only group having presence in these retail concepts – Crossroads (mall), Piramyd Megastore (department-store chain), Piramyd Supermarket (food & grocery) and Jammin (family entertainment centre).

Krish Iyer was appointed as a member of the Management Committee of Crossroads as well as director and CEO of Piramyd Retail & Merchandising Pvt. Ltd, the holding company of the department store launched at Crossroads. Crossroads and Piramyd Megastore gained significant market share in the premium segment in South Mumbai in their very first year.

Krish is a qualified Chartered Accountant, a Cost Accountant and a Company Secretary, and during his career spanning over 27 years he has gained considerable experience in

KRISHNAMURTHY N IYER

finance, marketing and general management in sectors like banking, finance, manufacturing and retail, in companies like Asian Paints, Atul Products and ANZ Grindlays Bank.

In October 2000, Piramyd launched the concept of a loyalty programme called Piramyd Power Club. The club has over 40,000 members in Mumbai. Over 52 per cent of the total store sales come from club members. The second Piramyd store was launched in Pune in 2001, which had food & grocery as one of the categories – a unique concept then. A third store was launched in Nagpur in October 2003. The group now plans an expansion of Piramyd Megastore, Piramyd Supermarket and Jammin at an investment of over Rs 200 crore over the next four years.

Krish Iyer is a member of the supply chain & retail business (internal trade) committee of the Indian Merchants Chamber; a member of the Advisory

Knowledge partner

Media partner



retail face of the year / hall of fame /

RAGHU PILLAI

Raghu Pillai has the unique distinction of pioneering and heading five completely diverse retail outfits: grocery, hypermarket, entertainment, travel, and health and beauty. At the RPG Group, he is currently the MD of FoodWorld Supermarkets Ltd (Food World), Great Wholesale Club Ltd (GIANT), and Music World Entertainment Ltd (Music World). He is also director of RPG Guardian Ltd (Health & Glow) and Spencer Travel Services Ltd, and a Management Board Member at RPG Enterprises. The responsibilities instantly establish him as a towering personality in the Indian retail industry.

Under Pillai's stewardship, the RPG retail business has grown from strength to strength. In 2003-04 the annualised sales turnover was Rs 529 crore, with a clearly executable strategy in place to take this to Rs 2,000 crore by 2006-07. Total retail footprint is over 133 stores and 189 Music World Express and

Unplugged centres, with total retail footage across all formats upward of 400,000square feet.

During 2003-04, Raghu Pillai helped develop private labels in Giant, Food World and Music World, and introduced "no question asked replacement" in all the formats. He also introduced the YVM ("your views matter") practice in Food World and pioneered the development of vegetable-consolidation units in a remote village of Hosekote in Karnataka to provide farm-fresh vegetables at competitive prices. Pillai was instrumental in adopting an "access" strategy to augment market share for Music World and was responsible for getting Qatar Airways (cargo) to operate in South India.

Known for his sense of empathy for colleagues and subordinates, Pillai's style of leadership can be described as "informally formal". He encourages people to take risks and lays greater



emphasis on both long- and short-term strategising, while being involved in almost every stage of it.

Pillai is fond of sharing his retail domain knowledge at various business institutes and industry forums. He is member of Asia Retail Research Council (sponsored by Coca Cola) and



Vikram Bakshi is currently managing director of Connaught Plaza Restaurants Pvt. Ltd and joint-venture partner of McDonald's India in association with McDonald's Corporation of USA. He holds extensive professional experience spanning 25 years in diverse businesses like real estate, hospitality and retail. With Bakshi at the helm, McDonald's has assumed leadership position in the informal eating out (IEO) segment in Northern India. From the first restaurant launched in Delhi in

VIKRAM BAKSHI

1996, McDonald's has now grown to 37 outlets across the region, with 29 of them in NCR.

Bakshi's strong base in the real estate, construction and hospitality business has contributed to the company developing the first standalone service-apartment hotel Savoy Suites, at NOIDA. It is presently also engaged in developing the East Delhi Mall (EDM) in East Delhi, which is likely to be one of the largest shopping malls in North India.

A keen sportsman and an avid golfer and jogger, as an entrepreneur Bakshi has strived to continually reinvent himself and redefine his goals. His role in institutional work includes: chairman of CII Northern Region – Tourism; past chairman of CII National Committee on Retailing; ex-chairman of CII's Delhi State Council, ex-vice-president of Hotel & Restaurant Association of Northern India (HRANI); and member of FHRAI and FICCI. Under Bakshi's leadership, McDonald's bagged the *Business World* award for "most respected company" in the food services sector in 2003, and also the "brand of the year" award from Franchising Holdings India Ltd in the same



retail launch of the year /winner



Presented By: Nikhil Chaturvedi, director, Provogue, & Krish Iyer, ED & CEO, Piramyd Retail & Merchandising Pvt. Ltd

"The launch of a retail store with unique concept in terms of its positioning, products/ services offering and promotion that displays trendsetting capability on account of the attention it has come to command from consumers, media and the industry at large."

Reliance WebWorld

"Kar lo duniya 'WW' mein!"

Reliance WebWorld, from India's largest corporate group, is designed to be the company's face to its customers and showcase the entire range of Reliance Infocomm products and services, besides acting as the flagship store for sales and service of all its products. The first 16 WebWorlds were commissioned in February 2003, and since then over 600 stores are already operational and another 400 stores in the stage of completion.

The huge retail network of 1,000 stores will ultimately connect over 400 Indian cities. The speed of execution of the project (within one year) in itself is an unparalleled event in the history of retail in India. Also, the mere fact that the WebWorlds are meant to cover more than 750,000 square feet of retail space will catapult the retail chain to the position of India's largest independent retailer.

As on date, over 10 million customers have already walked into the WebWorlds for purchase or customer-care, with bulk of the Reliance India Mobile (RIM) activities happening there. Reliance WebWorlds comprise three modules:

1. Customer Convenience Centre (C3), which is all about sale of wireless products, customer service for Reliance Infocomm subscribers, and

showcasing Reliance Infocomm products and services;

2. Broadband Centre (BBC), meant to provide high-speed Internet browsing and other value-added services, multimedia digital conferencing, e-learning, digital suitcase for data storage, digital entertainment movies and customised music CD, online gaming and virtual office; and

3. Java Green Gourmet Coffee Bar.

As per plan, 250 Integrated WebWorlds – with retail space ranging from 1,000 square feet to 4000 square feet – each are planned in the top 111 cities across India. Initially some of the stores were started off with only the C3 module, in order to help ramp up the subscriber base of Reliance India Mobile at the time of launch, but the other two modules are now being commissioned in a progressive manner.

Not only will the WebWorlds help the company leverage its presence in the market by offering the entire bouquet of products and services, this format also has the unique capability of being scaled up in urban and rural townships without much tweaking with the major components. In the next level of towns, for instance, Reliance is setting up smaller WebWorlds of approximately 500-square-foot size having only the C3 module.

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DENIM REPUBLIC



Denim Republic, designed to be a fashion portal showcasing fashion solutions to the 15-25-year-old, was launched in Bangalore in May 2003, with a store having 4,000 square feet of retail space. Denim merchandise like jeans, tees, jackets, sweats, trousers, shirts, bags, belts, caps, wallets, jewellery, ladies' shoes and hair accessories are all available at the store.

Garment offerings are from brands such as Lee, Wrangler, Flying Machine and Newport.

The shopping is aided by a Denim Republic Menu, which informs customers about product range and prices. It also offers on-the-spot customisation for denims and services like nail bars, makeup counters, massage chairs, tattoo bar and body piercing. Other features such as jukebox, graffiti board and Polaroid booth help to make the store more appealing to the target segment. Denim Republic has also come up with exchange offer on old jeans, which are donated to needy children.

Since the target segment is 15-25-year-old youngsters, the outlets need to expand to places with high concentration of schools and colleges. Also, the store offers merchandise in all

FAMILYMART



FamilyMart, from Bangalore-based Valdel Retail, is a value-shopping "destination supercentre" for the entire family. It is spread over a sprawling 4-acre campus with

about 100,000 square feet of built-up retail space. There are two major sections: a lifestyle department store called Centra and a food-and-grocery supermarket called Dailys, along with a food court, an entertainment centre for kids, a music store, a bookstore, a bakery, a photostudio and a beauty salon. There is also a furniture-selling space of over 8,000 square feet—the largest space in any such store.

Launched in October 2003 at JP Nagar, Bangalore, the store layout is only ground-plus-one level aimed at giving customers a feel of unrestrained space. Several cash counters and wide aisle spaces are used to further enhance the comfort factor. FamilyMart has a large parking space for about 350 cars and 400 two-wheelers.

In less than one year of existence, FamilyMart is already registering average monthly sales of Rs 2 crore, giving Rs 2,400 worth of sales per square foot per annum. It is experiencing 4,000 to 7,000 daily walk-ins with a peak figure of 25,000 visitors in November 2003. Private labels contribute 20 per cent of sales at Centra and 40 per cent at Dailys, and about 50 per cent of total transactions are through credit cards.

The rollout of FamilyMart in its existing format will be possible only to metros and mini-metros, given the limitations of large retail space required, and it is estimated that this format can have 30 to 40 stores in the next five years. The company is promoting its sub-brands Centra and Dailys extensively, expected to create the flexibility of launching them as individual units in future.

PLUGIN

Launched in July 2003 in Mumbai, Plugin is the first national consumer durables retailing chain offering consumers a wide choice of brands and products under one roof. Plugin has 23 stores across Mumbai, Pune and Solapur. Average store size of the outlets is 2000 square feet and they operate on a franchise model.



Plugin ended its first nine months ending March 31, 2004, with a turnover of Rs 13 crore, giving sales/square foot of Rs 3,200/annum. Call-in, Installing and Counselling are three major interfaces with customers that this retail chain has adopted. The retail chain has its own proprietary installation process, and has tie-ups with 13 major brands that account for over 80 per cent of the consumer durables business in India.

The company aims at using the franchise model for growth, thereby minimising investments in real estate. Products are sold with the manufacturer's brand equity along with the retailer's brand name, thereby simplifying the administrative process involved in a sale while also harnessing the core retail competency for accelerated sales

ONESTORES

Launched in February 2004 at Begumpet, Hyderabad, the Onestores department store spreads across 20,000 square feet in one level and also houses a 1,600-square-foot coffee shop, Café One, and a children's play area of around 1,000 square feet. About 240 bills per day are generated at the store.

The core categories in the merchandise mix include: apparel (men's, women's and kids'); home appliances and accessories; health & beauty products; footwear; and toys. Café One, with café lounge chairs and cosmopolitan interiors, features a kids' menu and special sections for the diet-conscious as well.

The high consumer acceptance of the format allows scalability of the concept into metros and mini-metros, depending upon the management competence. The management has plans of expansion into Pune and Bangalore in the next 15 months.



retail destination of the year/winner



Presented By: Stanley Eichelbaum, founder, Marketing Developments, USA, & Aniruddha Deshmukh, President, Raymond Ltd

Shoppers' Stop

"Nothing but the best!"

"A shopping centre or a store that is favoured by locals, tourists and travellers alike for shopping, emerging as a retail destination for consumers, and as the most profitable business avenue for brands."

Shoppers' Stop Ltd, a K Raheja Group company, opened its first department store in Mumbai in 1991, and over the last 13 years has established itself as a destination for shopping in a world-class ambience. The ambience and the "unique shopping experience" has now extended across 15 stores and 600,000 square feet of retail space in 9 cities. Average footfall on weekends is 30,000.

Shoppers' Stop registered sales worth Rs 404 crore in 2003-04, a 35 per cent growth over the previous year, and its net profits increased to Rs 14 crore. The chain is today the largest retailer for popular brands like Levi's Strauss, Pepe, Arrow, Zodiac, Ray-Ban and Swatch.

To attract and retain members, and keep the excitement of shopping alive, Shoppers' Stop conducts promotional events round the year and has a vibrant Loyalty programme, First Citizen, with more than 300,000 members. Facilities include a separate cell for

exchange; an alteration guarantee of 29 minutes; and a 14-day no-questions-asked exchange period.

Nearly every function, backend and front, are defined – there is a warehouse management system to increase effectiveness of distribution, as also an inventory-count system at stores to control shrinkage. Shoppers' Stop was the first retailer in the country to have bar-coded garments, a co-branded credit card; and Retail ERP.

The company is the Indian license for U.K. premium lifestyle brand Austin Reed; has acted as the launch pad for non-garment brands like Walt Disney, Tencel and Elizabeth Arden. Main merchandise categories at Shoppers' Stop include menswear, womenswear, kidswear, sportswear, cosmetics, watches and sunglasses, footwear, bags & leather accessories, and home products. There are also in-house brands like Stop, Life, Kasish and Vettorino Fratini, besides designer pret collections.

Co-sponsors



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retail destination of the year / hall of fame /



LIFESTYLE



Lifestyle operates seven stores in four Indian cities. The net retail area of the group currently stands at 320,000 square feet, with turnover touching Rs 230 crore. The chain added two stores in the last financial year. Lifestyle's weekend footfalls touch 32,000 and its loyalty programme, The Inner Circle, has a strength of 220,000. The chain has a Qwiky Coffe Island at each of its store.

HIGH STREET PHOENIX, MUMBAI



Knowledge partner

KSA•TECHNOPAK

BIG BAZAAR



Big Bazaar has nine outlets in eight cities of India. Out of these, five stores were added in last fiscal. The chain has a total retail space of 390,000 square feet and offers 170,000 products, which are available at prices 6 per cent-60 per cent below MRP. Footfall are in the order of 30,000 on weekends and turnover in 2003-04 fiscal was to the tune of Rs 200 crore.

THE FORUM, KOLKATA

Forum mall, the popular retail destination of the Eastern metropolitan city of India, has a four-storey structure offering 80,000 square feet of retail space. It houses Shoppers' Stop (55,000-square-foot space), a huge food court, and a four-screen multiplex – INOX, among other attractions. Footfalls range from 7,000 on weekdays to 25,000 on weekends.



High Street Phoenix, Mumbai, has leading retail chains like Pantaloons, Lifestyle, Big Bazaar, Marks & Spencer, and Arcus as its anchor stores. The retail destination, spread across an area of 500,000 square feet, comprises a retail mix of fashion, food, entertainment and home durables. High Street receives a footfall of 15,000 on weekdays and double of that on weekends.

Media partner



HAGGEEQAT JAISI, KHABAR WAISI

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Retail