

# IMAGES RETAIL AWARDS 2008



THE FIFTH EDITION OF IMAGES RETAIL AWARDS (IRA) FELICITATED EXCELLENCE IN THE BUSINESS OF RETAIL ON THE THIRD DAY OF INDIA RETAIL FORUM 2008 AT THE GRAND HYATT, MUMBAI. SPEAKING AT THE CEREMONY, AMITABH TANEJA, CHIEF CONVENOR, IRF, SAID, "THE DEFINITIVE BENCHMARK OF EXCELLENCE IN THE BUSINESS OF RETAIL – FROM CONCEPTS, INNOVATIONS AND DESIGNS TO CONSUMER RECALL, IMAGES RETAIL AWARDS HONOUR THE DOERS AND PIONEERS IN SPECTACULAR STYLE."

EMCEED BY ACTORS DALIP TAHIL AND PARIZAD KOLAH MARSHALL, THE CEREMONY ALSO FEATURED PERFORMANCES AND ACTS BY SUAVE STAND UP COMEDIAN ASH CHANDLER AND THE UNIQUELY TALENTED NIRAJ SRIDHAR OF *BOMBAY VIKINGS* FAME.

IMAGES RETAIL AWARDS, WHICH IS POPULARLY ACCLAIMED AS THE OSCARS OF THE INDIAN RETAILING WORLD, HAD A SELECTION PROCESS THAT FOLLOWS A

NATIONWIDE CONSUMER AND INDUSTRY POLL AND NOMINATIONS, BACKED UP WITH PERFORMANCE ASSESSMENT BY A TEAM OF ANALYSTS AND AN INDEPENDENT JURY. IT INCLUDED 18 AWARD CATEGORIES THAT COVERED KEY RETAIL SEGMENTS AND FORMATS.

AMONG THE STARS OF THE NIGHT WERE SPENCER'S (MOST EVOLVED RETAILER OF THE YEAR), SHOPPERS STOP (BEST CUSTOMER RELATIONSHIP MANAGEMENT), KISAN SEVA KENDRA (RURAL RETAILER), CAFÉ COFFEE DAY (CATERING OUTLETS), RELIANCE FRESH (FOOD AND GROCERY), PLANET M (LEISURE), CROMA (CONSUMER ELECTRONICS), PVR (ENTERTAINMENT), LIFESTYLE (DEPARTMENT STORE), VLCC (BEAUTY AND FITNESS CARE), THE MOBILE STORE (TELECOM AND MOBILE SERVICES), MANIPAL CURE & CARE (INNOVATIVE CONCEPT), BIG BAZAAR (HYPERMARKET), BENETTON (FASHION AND LIFESTYLE RETAILER), APOLLO PHARMACY (HEALTH AND WELLNESS) AND NEW U (RETAIL LAUNCH).



# cover story



**MOST ADMIRER RETAILER OF THE YEAR – LEISURE: PLANET M****NOMINEES:** • LANDMARK • ODYSSEY • PLANET M • DEPOT • CROSSWORD • ARCHIES**RECEIVED BY:** VISHAL MAHAJAN, ZONAL HEAD, VIDEOCON RETAIL**PRESENTED BY:** PRADEEP JAIN, CMD, PARSVNATH DEVELOPERS

Planet M, one of the largest entertainment and lifestyle chains in the country, is mainly known for selling music, movies and related accessories. It currently operates in 55 cities with a retail space of 1,80,000 sq.ft. The company recently unveiled India's first Cafe Earth, based on the lines of affordability, feel good and indulgence. Planet M plans to launch 250 such cafe-in-stores in the next three years across the country.

**MOST ADMIRER RETAILER OF THE YEAR – ENTERTAINMENT: PVR****NOMINEES:** • PVR • FUN CINEMAS • FAME CINEMAS • INOX • ADLABS CINEMAS**RECEIVED BY:** PRAMOD ARORA, PRESIDENT & CEO, PVR**PRESENTED BY:** PASCAL ALLIX, GENERAL MANAGER, SOUTH ASIA, ORACLE

PVR pioneered the multiplex concept in India having set up the first of its kind in 1997. A trend setter in the industry, it was the first to receive institutional funding in the cinema industry from ICICI Venture, and was the first to launch India's biggest 11 screen multiplex – PVR Bangalore. It is also the first to have all screens in an entire multiplex fully digital – at PVR Ambience Mall, Gurgaon.

By 2011, PVR aims to reach 300 screens at 25 cities and 57 locations.

**MOST ADMIRER RETAILER OF THE YEAR – MOBILE & TELECOM: THE MOBILE STORE****NOMINEES:** • THE MOBILE STORE • SUBHIKSHA MOBILE • AIRTEL • TATA INDICOM • RELIANCE WORLD • NOKIA**RECEIVED BY:** RAJIV AGARWAL, CEO & DIRECTOR, THE MOBILE STORE**PRESENTED BY:** DALJEET SINGH, MD, AIPL

The Mobile Store promoted by the Essar Group, is a one-stop mobile solution shop providing a completed range of telecom products & brands all under one roof. It currently has 957 outlets (showing 59 per cent growth over the last year) and is expected to have 2,150 stores adding 1,193 stores by next year with a growth rate of 124 per cent.

The Mobile Store, which has over five million customers, currently has retail presence in 80 cities, which shows 370 per cent growth in retail presence over the past year. The chain is expected to get into 170 more cities by '08-09.

**MOST ADMIRER RETAILER OF THE YEAR – BEAUTY & FITNESS CARE: VLCC****NOMINEES:** • KAYA SKIN CLINIC • VLCC • LAKME BEAUTY SALOON • HEALTH AND GLOW • TALWALKARS**RECEIVED BY:** MUKESH LUTHRA, CMD, VLCC**PRESENTED BY:** VIPIN ARORA, MANAGING PARTNER, IRIS & PREETI JHINGIANI, BOLLYWOOD ACTOR

VLCC is one of the largest players in India's organised fitness sector with a pan-India presence of nearly 100 outlets across 48 cities. The company has three arms (domestic health care, international business and personal care products) and currently gets 70 per cent of its revenue from the domestic health care business. The chain has unveiled an aggressive expansion plan that involves setting up a total of 300 health care centres and 100 training institutes over the next two years.



## cover story



UNITED COLORS  
OF BENETTON.



**MOST ADMIRER RETAILER OF THE YEAR – HEALTH & WELLNESS: APOLLO PHARMACY****NOMINEES:** • RELIGARE • SUBHIKSHA PHARMACY • APOLLO PHARMACY • GUARDIAN • RELIANCE WELLNESS • LIFEKEN**RECEIVED BY:** P JAYA KUMAR, DGM RETAIL, APOLLO**PRESENTED BY:** RPA VISION TEAM – JANINE LEADBEATER, MARK CHERRETT, NIGEL COLLETT

Apollo Pharmacy, part of Asia's largest healthcare group, with over 650-plus COCO retail outlets across India, is India's largest pharmacy chain. It displayed growth upwards of 90 per cent (in number of outlets) over the past year with retail space increasing from 94,000 sq.ft to 1,80,000 sq.ft.

Currently, Apollo is operating in 47 cities and it is expected to add eight more cities in 2008-09 with an upward growth of 54 per cent in retail turnover. Its loyalty club "Any Time Medicine" has 14,03,075 members who contribute 25 per cent of the total sales.

**MOST ADMIRER RETAILER OF THE YEAR – FASHION & LIFESTYLE: BENETTON****NOMINEES:** • BATA • TITAN • LEVI'S • BENETTON • REEBOK • KOUTONS**RECEIVED BY:** DALIP TAHIL, BOLLYWOOD ACTOR, ON BEHALF OF BENETTON**PRESENTED BY:** TESCA COOK, MD & PAUL MARTIN, GLOBAL SALES MANAGER, PLANET RETAIL

Operating in the apparel segment with the well-established United Colors of Benetton and Sisley brands, and in the sportswear and equipment sector through the leading brands, Play life, Prince, Rollerblade and Killer Loop, Benetton currently has 104 retail outlets showing a growth of 48.6 per cent over the last year and is planning to add 31 more stores by next year with the growth rate of 30 per cent. Benetton has 38,250 loyal members all across India contributing to 22 per cent of its sales with an average transaction value of Rs.3,200.

**MOST ADMIRER RETAILER OF THE YEAR – CATERING OUTLETS: CAFÉ COFFEE DAY****NOMINEES:** • YO! CHINA • CAFÉ COFFEE DAY • MC DONALDS • MAINLAND CHINA • PIZZA HUT**RECEIVED BY:** PARIZAD KOLAH MARSHALL, TV SHOW HOST ON BEHALF OF CCD**PRESENTED BY:** DAVID MARTIN, JMD, M WORLDWIDE

Café Coffee Day, a division of India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), opened 250 new outlets over the last year and has become India's largest and premier retail chain of cafes with 661 cafes in 100 cities around the country, reflecting a growth of almost 54 per cent over the last year. It is expected to add 10 more cities to its spread by 08-09.

The chain's mission is to be the best café chain in the world by offering a world-class coffee drinking experience at affordable prices.

**MOST ADMIRER RETAILER OF THE YEAR – FOOD & GROCERY: RELIANCE FRESH****NOMINEES:** • SUBHIKSHA • MORE • RELIANCE FRESH • FOOD BAZAAR • SPENCER'S DAILY**RECEIVED BY:** PESHWA ACHARYA, VP, MKTG & CONSUMER EXPERIENCE, RELIANCE RETAIL**PRESENTED BY:** DOUG HARGROVE, CHIEF MARKETING OFFICER, TOREX

Reliance Fresh is the convenience store format and part of the retail business of Reliance Industries, which is headed by Mukesh Ambani. Reliance Fresh outlets have now mushroomed all over India. With 535 outlets, the company has shown the growth of 494 per cent over the last year and is expected to reach 800 outlets by 2009. The chain's combined retail space is approximately 19 lakh sq.ft, showing a growth of 762 per cent over the last year. Reliance Fresh is planning to occupy an additional 8 lakh sq.ft of retail space by the year 08-09.



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किसान  
सेवा केंद्र



lifestyle



**BIG BAZAAR**  
Is se *sasta* aur *achha* kahin nahi!



**MOST ADMIRER RETAILER OF THE YEAR – CONSUMER ELECTRONICS: CROMA****NOMINEES:** • EZONE • CROMA • SONY WORLD • LG SHOPPE • HCL DIGILIFE • NEXT**RECEIVED BY:** DALIP TAHIL, BOLLYWOOD ACTOR, ON BEHALF OF CROMA**PRESENTED BY:** DOTT. LUCIO CAUZZO, CEO, SGF

Croma, the national retail chain of mega stores of consumer electronics and durables, has a presence in seven Indian cities with 22 outlets covering a total retail space of approximately 2,40,000 sq.ft. The chain displayed a growth of 221 per cent over the past year.

Croma plans to roll out 30-35 stores over the next 18 months in malls or as standalone outlets across India.

**MOST ADMIRER RETAILER OF THE YEAR – RURAL RETAIL: KISAN SEVA KENDRA****NOMINEES:** • AADHAAR • KISAN SEVA KENDRA • ITC CHOUPAL SAGAR • DCM HARYALI KISAN BAZAAR • TATA KISAN SANSAR**RECEIVED BY:** AMK SINHA, ED, RETAIL, INDIAN OIL**PRESENTED BY:** MR & MRS BOB PRITCHARD

Kisan Seva Kendra has brought new creativity in retail by not only providing basic fuel requirements to the customers, but also by addressing many of his other needs – making KSK a one-stop-shop in rural markets. The chain has already grown over 2,200 units all over the country, which has not only created over 2,200 entrepreneurs, but these one-stop-shops have given a new lease of life to remote rural customers, who were hitherto practically shut off from the rest of India. With a total retail space of 1 crore sq.ft plus, KSK bridges the wide gap between the rural and urban worlds of India.

**MOST ADMIRER RETAILER OF THE YEAR – DEPARTMENT STORE: LIFESTYLE****NOMINEES:** • LIFESTYLE • RELIANCE TRENDS • PANTALOONS • SHOPPERS STOP • WESTSIDE • CENTRAL**RECEIVED BY:** KABIR LUMBA, ED, LIFESTYLE**PRESENTED BY:** MANISH KALANI, MD, EWDPL

Lifestyle operates in the departmental format covering five categories that include apparel, footwear, home furnishings, kidswear and personal grooming products. It is positioned as “Your Style. Your Store.” In the next three years, Lifestyle is poised to expand to 35 Lifestyle stores and 15 exclusive Home Centre stores across the country. The Inner Circle is Lifestyle’s exclusive Loyalty Program, which has a member base of over 8,00,000 and it contributes significantly to the total sales. The average ticket size is Rs.1,750 and is expected to grow constantly.

**MOST ADMIRER RETAILER OF THE YEAR – HYPERMARKET: BIG BAZAAR****NOMINEES:** • BIG BAZAAR • SPENCER’S HYPER • VISHAL MEGA MART • RELIANCE MART • STAR BAZAAR**RECEIVED BY:** RAJAN MALHOTRA, PRESIDENT - STRATEGY & CONVERGENCE, PANTALOOON RETAIL**PRESENTED BY:** ATUL RUIA, MD, PHOENIX MILLS & MANISHA KALANI

Big Bazaar remains the hypermarket to beat with a total space 55 lakh sq.ft, more than all the other hypermarkets combined and has grown 56 per cent over last year. It opened 34 new outlets in the last year, and was the most popular amongst consumers with an estimated 25 lakh weekly footfalls per week and 6.25 lakh loyalty members. Launched in October 2001, by October 2008, there will be 101 Big Bazaar stores – marking the fastest ever organic expansion of a hypermarket format anywhere in the world.

cover story



SHOPPERS STOP  
START SOMETHING NEW

new  
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Cure & Care  
NURTURING LIVES



spencer's



**MOST ADMIRED RETAILER OF THE YEAR – CUSTOMER RELATIONSHIP MANAGEMENT: SHOPPERS STOP****NOMINEES:** • RELIANCE RETAIL • WESTSIDE • LIFESTYLE • SUBHIKSHA • CROSSWORD • PANTALOONS • GLOBUS • SHOPPERS STOP**RECEIVED BY:** B S NAGESH, MD, SHOPPERS STOP**PRESENTED BY:** JAYNE RILEY, MANAGING DIRECTOR & DAVID WALTER, FOUNDER, PHOTOLINK CREATIVE INDIA

Shoppers Stop is today the country's largest chain of department stores offering the customers an international shopping environment and a world class shopping experience. Currently there are 24 stores currently operating in 12 cities with a retail space of 13.7 lakh sq.ft. 'First Citizen', a loyalty club of Shoppers Stop, has 10 lakh-plus loyalty club members who contribute 65 per cent of the total sales with the average transaction value of Rs.2,349. Privileges include parking, sales preview, and special billing.

**MOST ADMIRED RETAIL LAUNCH OF THE YEAR: NEW U****NOMINEES:** • KB'S FAIR PRICE • PETER ENGLAND PEOPLE • HUSH PUPPIES BATA • NEW U • RELIANCE AUTOZONE • TITAN EYE+ • SPAR**RECEIVED BY:** PETER BAKER, CEO, H&B STORES**PRESENTED BY:** SANJEEV GUPTA, MD, VISION GLOBAL INVESTMENTS

New U is the launch of a new lifestyle, which combines an ever increasing mix of beauty, health and wellness. The chain's first store was opened on the 10th March 2008 at Rajouri Garden, New Delhi. New U is a modern retail store designed to deliver to customer's changing lifestyle expectations. Currently there are five stores operating in three cities and they have planned to increase the number of stores up to 15 in 2008-09 covering eight cities overall. New U is positioned as the destination for a customer's health, beauty and wellness needs and desires.

**MOST ADMIRED RETAILER OF THE YEAR – INNOVATIVE CONCEPT: MANIPAL CURE & CARE****NOMINEES:** • URBAN YOGA – INDUS LEAGUE • PVR PREMIERE • MANIPAL CURE & CARE • MCDONALD'S - MADE FOR YOU • SPENCER'S - LIVE KITCHEN • DEPOT SELF PUBLISHING**RECEIVED BY:** SOMNATH DAS, COO, MANIPAL CURE & CARE**PRESENTED BY:** DR. NICOLA EVOLI, GROTTINI & KERRIE HALES, CAMPBELLRIGG

Manipal Cure and Care has conceptualised and delivered a "destination retail healthcare" facility located in malls, high streets, neighborhoods and shopping complexes. Manipal Cure & Care through innovation has created and reinvented new markets, products, services and business models. Currently there are four stores operating in three cities and they have planned to increase the number of stores to 10 in 2008-09 covering six cities in all.

**MOST EVOLVED RETAILER OF THE YEAR: SPENCER'S****NOMINEES:** • SPENCER'S RETAIL • VISHAL RETAIL • BATA • WELSPUN RETAIL • PETER ENGLAND**RECEIVED BY:** NIMESH SHAH, VP OPERATIONS, SPENCER'S**PRESENTED BY:** R S ROY, IMAGES GROUP & JAYNE RAFTER, PUBLISHER, RLI, UK

Spencer's Retail is one of India's fastest growing retail chains with multiple formats. The stores retail food, apparel, fashion, electronics, lifestyle products, music and books. Established in 1996, Spencer's has become a popular destination for shoppers in India, with supermarkets, hypermarkets and dairies spread all over India. Spencer's has retail footage of over 1 million square feet with about 400 stores in 66 cities, servicing the needs of over a lakh of customers every day. The company has so far operated through multiple formats, though restructuring is currently under progress to consolidate its strengths.



**future group**  
india tomorrow



## **MOST ADMIRED RETAIL GROUP OF THE YEAR: FUTURE GROUP**

**NOMINEES:** • FUTURE GROUP • LANDMARK GROUP • RELIANCE RETAIL • K RAHEJA CORP. • TATA • ADITYA BIRLA GROUP • RPG ENTERPRISES

**RECEIVED BY:** KISHORE BIYANI, FOUNDER & CEO, FUTURE GROUP

**PRESENTED BY:** SHISHIR BAIJAL, MD & CEO, FUTURE CAPITAL REAL ESTATE

Future Group is one of India's leading business groups having a presence in retail, asset management, consumer electronics, insurance, retail media, retail space, and logistics. Future Group's flagship company Pantaloon Retail (India) Limited operates over 10 million sq feet of retail space, has over 1,000 stores and employs over 30,000 people. Future Group is present in 61 cities and 65 rural locations in India. Some of its leading retail formats include Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, eZone, Depot, Future Money and online retail format, futurebazaar.com.

## **MOST ADMIRED RETAIL FACE OF THE YEAR: KISHORE BIYANI**

**RECEIVED BY:** KISHORE BIYANI, FUTURE GROUP

**PRESENTED BY:** AMITABH TANEJA, HEAD, IMAGES GROUP

Kishore Biyani is, in the truest sense of the word, an icon and a guru in the Indian retail industry, whose out-of-the-box ideas have by now become part of the country's retail lore. His excellent understanding of the ground realities of businesses and the consumers of India has been an important catalyst in turning a sellers' market into the consumers' BIG BAZAAR. He ventured into organised retail by setting up the Pantaloons in 1997 and subsequently, a number of other formats were launched including, Big Bazaar, Food Bazaar, Central, Home Town and online portal, futurebazaar.com. Today the group employs over 30,000 people and operates around 11 million square feet of retail space.