

IMAGES RETAIL AWARDS 2012



The ninth Annual IMAGES Retail Awards – powered by Ambience Mall – held in Mumbai on the night of October 11 at Mumbai's Renaissance Hotel celebrated some of India's most outstanding achievements in retail. Seventeen very stylish trophies were awarded to India's most successful retailers who fuelled growth and innovation across multiple categories in fiscal 2011–2012.

Rakesh Biyani, Joint MD, Future Group, was honoured with the Retail Personality of the Year award. Shoppers Stop was awarded The Most Admired Retail Group of the Year 2012. For the fifth consecutive year, Lifestyle bagged the award in the "Department Store" category.

VLCC was the recipient of the honour in the "Most Admired Retailer of the Year – Health and Wellness Products" category. In the Entertainment Services category, multiplex chain PVR walked away with the honours.

Among other winners were Domino's in the "Foodservice" category and Nature's Basket in the "Food & Grocery" category. Croma was honoured with

the award for the "Consumer Electronics" category while Ferns n Petals got the award for the "Leisure" category. The Most Admired Retailer of the Year Award – Fashion went to Bestseller, while Tommy Hilfiger walked away with the award for the best retailer for fashion accessories.

The ceremony to honour the achievements of India's leading retailers kicked off with some high-voltage entertainment. Performing on Indian retail's biggest night was Harshdeep Kaur of the Sufi genre fame. Other performers included India's youngest, brightest and sharpest stand-up comedians Tanmay Bhatt and Angela Almeida from the Terence Lewis Contemporary Dance company. The host for the evening was actor, filmmaker Rajat Kapur assisted by Mini Mathur.

The IRF Awards 2012 were powered by the Ambience Group which has successfully delivered two malls in Delhi/ NCR. Ambience Gurgaon has become a landmark since its opening, while the Ambience Vasant Kunj is also very popular, offering a mix of modern and aspirational brands.

ABOUT THE AWARDS

The Images Retail Awards are a part of the portfolio of the IMAGES Group. For over 20 years now, IMAGES has been acting as a catalyst for retailers in India to share and gain from each other's experiences and insights. It has been a process that has seen the creation of several outstanding business magazines, events, conferences and awards.

All award categories this year were broadly classified under two segments: Jury awards covering various retail verticals and formats, along with the "Retail Launch" and "Retail Innovation" awards of the year.

The other segment included the IMAGES Excellence awards for "Retail Personality" and "Retail Group" of the Year.

All entrants who applied through nomination forms in the jury awards segment were analysed under three key areas of performance:

1. Retail expansion measured through growth numbers as well as percentage increase in the number of outlets and retail space.
2. Business performance measured through growth numbers as well as percentage increase

in retail revenue and average sales per square feet.

3. The same-store sale growth percentage in FY 2011–12

Based on the analysis of this specific quantitative information, each nomination was assigned a rank within the respective award category and a shortlist was created. Each award category thus resulted in a minimum of four and maximum of seven shortlisted top nominees as finalists. This list of finalists was shared with a panel of jurors through a special docket containing quantitative as well as qualitative information on seven different areas of retail business including:

1. Technology innovation
2. Vendor management
3. Human resource initiatives
4. Merchandising
5. Marketing
6. Customer service, and
7. Landmark achievement

The jury assigned the ranks based on the overall assessment of performance and consideration of the quantitative rankings. The combined

score of quantitative analysis, qualitative analysis and jury ranking decided the winner for each award category.

Two categories – Luxury and Rural Retail – were unfortunately dropped because we did not get a minimum of four nominations for these categories. The second segment of awards – the IMAGES Excellence awards – were decided based on expert assessment by the IMAGES Group as a catalyst for the profitable growth of retail industry. The eminent jury for the awards consisted of the following:

- Abheek Singhi from the Boston Consulting Group
- Abhishek Malhotra from Booz & Co
- Anil Rajpal from TCS
- Anuj Puri from JLL
- Ashwin Puri from Property Zone
- Harshavardhan Neotia from Ambuja Realty
- Kishore Bhatija of Inorbit Malls
- Ramesh Sanka from DLF
- S Raghunandan from Prestige Group
- Sushil Mantri of Mantri Square, and
- Amitabh Taneja, Chief Convenor, India Retail Forum (IRF)



Jury members for IMAGES Retail Awards 2012



Most Admired Retail Personality of the Year : Rakesh Biyani



Rakesh Biyani, Joint MD, Future Group, was honoured with the Retail Personality of the Year award. Be it representing India Retail Inc. at policy meets, industry bodies or in the media, the younger Biyani is a high-profile ambassador of the business, and has been instrumental in creating and sustaining successful retail brands and formats.

Received by: Rakesh Biyani (Future Group)

Presented by: Amitabh Taneja and Jayant Kochar (Images Group)

Most Admired Retail Group of the Year : Shoppers Stop

WHY IT WON:

Shoppers Stop is a giant of retail whose spread is across consumption categories and store formats. This retailer reflects the intelligence of building critical mass while also ensuring that consolidation and reinvention remain at the heart of a growing retail operation!

Received by: BS Nagesh, Mark Ashman and team (Shoppers Stop)

Presented by: Amitabh Taneja and Jayant Kochar (Images Group)



Most Admired Retailer of the Year: Department Store – Lifestyle



WHY IT WON:

- Retail outlets grew by 27% in FY 2011-12
- Total annual sales turnover grew by 21% in FY 2011-12 over the previous year
- As of March 2012, it was present in 19 cities, compared to 17 cities in the previous year.

Nominees

Reliance Trends, Lifestyle, Central, Shoppers Stop

Received by: Kabir Lumba and team (Lifestyle)

Presented by: Raghunandan S (Prestige Group)

Most Admired Retailer of the Year: Hypermarket – HyperCity



WHY IT WON:

- Retail outlets grew by 33% in the last fiscal over the previous one
- Retail space grew by 26%
- Total annual sales turnover grew by 28% in FY 2011-12.

Nominees

Hypercity, More Megastore, Spencer's Hyper, MAX Hypermarket

Received by: Mark Ashman and team (HyperCity)

Presented by: RS Roy (Images Group)

Most Admired Retailer of the Year: Innovative Retail Concept – Puma

WHY IT WON:

Puma sustainable store is spread over a total of 5,000 sq.ft. and incorporates the elements of sustainability through innovative design, mechanical and electrical installations, and material selections. This store is one-of-a-kind and is the first ever effort by a brand to be sustainable by using eco-friendly material in architecture, merchandise and visual merchandising!!

Nominees

Red Mango, Puma, DLF, Titan store, The Body Shop Pulse, Fabmart, Golden Tips

Received by: Rahul Kapoor (Puma)

Presented by: BS Nagesh (TRRAIN)



Most Admired Retail Launch of the Year: Retail Launch – Ave.nue



WHY IT WON:

Ave.nue had a high voltage launch in the media along with a mega event at the Moments Mall in Delhi with Superstar singer Honey Singh!! The store was inaugurated by Union Sports Minister Ajay Maken and the launch was announced in Delhi Times in addition to numerous hoardings put up across Delhi!! With a packed crowd of around 30,000, the show was a huge success and Singh's visit to the store added to the interest in the brand.

Nominees

Footin, Red Mango, Bebe, Ave.nue

Received by: Pushpa Bector

Presented by: BS Nagesh (TRRAIN)

Most Admired Retailer of the Year: Leisure – Ferns n Petals



WHY IT WON:

- Retail outlets grew by 32% in the last fiscal, and e-tail space grew by 32% in the same period
- Total annual sales turnover grew by 75% in fiscal 2011-12 over the previous year
- As of March 2012, the chain was present in 46 cities, compared to 38 cities in the previous fiscal.

Nominees

Ferns n Petals, Re-Feel Cartridge Store, Presto Wonders, Planet M, Landmark

Received by: Anil Sharma, Tarana Ahmed and Upasana Dhir (Ferns n Petals)

Presented by: Sanjay Dutt (Cushman & Wakefield)

Most Admired Retailer of the Year: Consumer Electronics – Croma

WHY IT WON:

- Retail outlets grew by 18% in fiscal 2011-12 over the previous year
- Retail space grew by 10% in the same period
- Total annual sales turnover grew by 25%.

Nominees

Canon, Croma, Clublaptop Store, Great Eastern, Reliance Digital

Received by: Avijit Mitra, Deepshikha Surendran and Swapnil Lal (Croma)

Presented by: Mukesh Kumar (Infiniti Malls)



Most Admired Retailer of the Year: Fashion Accessories – Tommy Hilfiger



WHY IT WON:

- Retail outlets as well as retail space grew by more than 118% in FY 2011-12 over the previous year
- Total annual sales turnover grew by 200% in same period.

Nominees

Ballyfabs, Sunglass Hut, Tommy Hilfiger, Tanishq, Swarovski, Da Milano

Received by: Darpan Kapoor (Kapsons); Shailesh Chaturvedi and team (Tommy Hilfiger)

Presented by: Deepti Goel (Ambience Mall)

Most Admired Retailer of the Year: Foodservice – Domino's



WHY IT WON:

- Retail outlets grew by 23% in FY 2011-12 over the previous year
- Retail space grew by 34%
- Total annual sales turnover grew by 50% in FY 2011-12 over the previous fiscal
- As of March 2012, it was present in 105 cities, compared to 90 cities in the previous fiscal.

Nominees

Domino's, Mad About China, Cocoberry, KFC, McDonald's, Natural Ice Cream

Received by: Ajay Kaul and Sumit Ghildiyal (Domino's)
Presented by: Arif Sheikh (EWDL)

Most Admired Retailer of the Year: Fashion – Bestseller

WHY IT WON:

- Jack & Jones, Vero Moda and Only's retail outlets grew by more than 88% in FY 2011-12 over the previous year
- Retail space grew by 86% in the same period
- Total annual sales turnover grew by 105% in the last year.

Nominees :

Tommy Hilfiger, Mothercare, ELC, Bestseller, Louis Philippe, Alcott

Received by: Vineet Gautam (Bestseller)

Presented by: Rajeev Rai (Supertech)



Most Admired Retailer of the Year: Non-store Retail – Myntra.com



WHY IT WON:

- Myntra.com's SKUs grew by over 500% in the last fiscal
- Total annual sales turnover grew by over 300% in the same period
- Retailer now serves customers in over 400 cities across India.

Nominees

Homeshop 18, The Mobilestore.com, Game 4 U, Myntra.com

Received by: The Myntra team

Presented by: Jeetendra Joshi (Mart Jack)

Most Admired Retailer of the Year: Value Retail – Megamart



WHY IT WON:

- Retail space grew by 10% in FY 2011-12 over the previous year
- Total annual sales turnover grew by 31%
- As of March 2012, Megamart was present in 91 cities, compared to 83 cities in the previous fiscal.

Nominees

Promart, V Mart, Megamart, The MobileStore

Received by: Joel Almeida (Megamart)

Presented by: Kishore Bhatija (Inorbit Mall)

Most Admired Retailer of the Year: Health & Beauty – Naturals

WHY IT WON:

- Retail outlets grew by 54% in the last fiscal
- Retail space grew by 50% in the same period
- Total annual sales turnover grew by 56%.

Nominees

Gold's Gym, VLCC, Talwalkars, Natural's

Received by: CK Kumaravel and colleague (Naturals)

Presented by: Rajnish Mittal and Sumeet Bhasin (Earth Infrastructure)



Most Admired Retailer of the Year: Health & Wellness Products – VLCC Beauty Zone



WHY IT WON:

- Retail outlets grew by 80% in FY 2011-12 over the previous year
- Retail space grew by 59%
- Some of the chain's phenomenal growth came from average sales per square feet, which grew by more than 200% in the last fiscal.

Nominees

Apollo Pharmacy, Vision Express, NewU, VLCC Beauty Zone, Guardian Pharmacy, The Body Shop, GKB Opticals

Received by: Sandeep Ahuja and colleague (VLCC)

Presented by: Surjit Singh Rajpurohit (IDEAS Consultancy)

Most Admired Retailer of the Year: Entertainment – PVR



WHY IT WON:

- Retail outlets grew by 15% in the last fiscal
- Retail space grew by 35%
- Total annual sales turnover grew by 23% in FY 2011-12 over the previous year
- As of March 2012, PVR was present in 22 cities, compared to 18 cities in previous fiscal.

Nominees

BluO, PVR, Cinepolis, DT Cinemas, Planet Infiniti

Received by: Nataraj G (PVR)

Presented by: Abhishek Malhotra (Booz & Co) and Anil Rajpal (TCS)

Most Admired Retailer of the Year: Mobile & Telecom – Vodafone

WHY IT WON:

- Total annual sales turnover grew by 31% in FY 2011-12 and average sales per sq.ft. grew by 31% in the same year over the previous year
- As of March 2012, it was present in a massive 293 cities.

Nominees

Vodafone, Univercell, Planet M, The MobileStore

Received by: Vodafone staff

Presented by: Ashok Dasikan (Tyco) and Eiln Kilicarslan (SME Rebuilders)



Most Admired Retailer of the Year: Home Products – Home Stop



WHY IT WON:

- Retail outlets grew by 175% in FY 2011-12 over the previous fiscal
- Retail space grew by 107%
- Total annual sales turnover grew by 35% in the last fiscal.

Nominees

Home Stop, Skipper, Pure Home, Home Centre, Home Town, @Home

Received by: Vinay Bhatia and colleague (Shoppers Stop)

Presented by: Pushpa Bector (DLF Mall of India)

Most Admired Retailer of the Year: Food & Grocery – Nature's Basket

WHY IT WON:

- Retail outlets grew by 64% in FY 2011-12 over the previous fiscal
- Retail space grew by 62%
- Total annual sales turnover grew by 50% over the previous year.

Nominees

KB's Fairprice, Nature's Basket, Spencer's, Food Bazaar

Received by: Aditya Saraswat and team (Nature's Basket)

Presented by: Deepak Aggarwal (Kazo)



Orion Mall's Special Awards



Vishal Mirchandani (right) presenting the award to Sivakumar of RmKV



Vishal Mirchandani giving the award to Jean Michel Jasserand and Goutham Balasubramanian of Toscano

THE ORION MALL HONOURS TWO OUTSTANDING RETAILERS

One of the country's most exciting malls, The Orion Mall at Brigade Gateway, took the opportunity at the IMAGES Retail Awards 2012 to felicitate two of its outstanding retailers – the well-known Silk sarees retailer RmKV and the Toscano restaurant and wine bar – in acknowledgement of their tremendous success and popularity at the property.

The Orion Mall at Brigade Gateway has gained a reputation as one of Bangalore's finest malls in just six months since its launch in April 2012. It is also among the best-planned retail spaces of the city, according to experts. Developed and managed by the Brigade Group, one of India's leading retail real-estate companies, Orion offers an international shopping experience supported by world-class infrastructure. With its mix of global and national brands across various categories, a range of dining options by the man-made lake, fantastic entertainment and a convenient location, the Orion Mall is already counted among Bangalore's most important lifestyle destination.

The Orion Mall is located in the Brigade Gateway Campus, which is a mixed use integrated enclave designed by architects HOK of New York. Brigade Gateway also houses The Sheraton Hotel, The World Trade Centre, around 1,255 premium apartments, Columbia Asia Hospital, Galaxy Club and The Brigade School, all surrounding a man-made lake.

This shopping centre has proudly presented two special awards to two of its retailers for The Best Store Launch and The Best Restaurant Launch.

THE BEST STORE LAUNCH IN ORION MALL – RmKV

Founded in 1924, RmKV is today well-known in India for its wedding silks, unique silk sarees, as well as family apparel. It has several large showrooms in Chennai, Tirunelveli, Coimbatore and now at the Orion Mall in Bangalore.

With a high impact launch that covered print, radio, outdoor and events, RmKV were successful in instantly becoming a brand to reckon with among all Bangaloreans. The success of their campaign was evident in the hoards of both new customers and those anxiously waiting for a RmKV store in Bangalore making their way to the Orion Mall.

THE BEST RESTAURANT LAUNCH IN ORION MALL – TOSCANO

Toscano Restaurant & Wine Bar is among Bangalore's favourite fine-dining Italian restaurants, with three branches in the city. Toscano at Orion Mall at Brigade Gateway offers a vibrant atmosphere spanning al fresco seating and the best of old and new world Italian cuisine.

Toscano has been immensely successful since day one in bringing people from across the city to their restaurant at Orion Mall.

Neptune Magnet Mall's Special Awards



Nayan Bheda giving the award to Mufti

NEPTUNE MAGNET MALL HONOURS TWO OUTSTANDING RETAILERS

Neptune Magnet Mall honoured two of its outstanding retailers at the IMAGES Retail Awards 2012. The well-known property is a 10 lakh sq.ft. retail project of the Neptune Group. It is known for its distinctive characteristics and has 270 stores with a mix of national and international brands and a massive family entertainment centre of 70,000 sq.ft.

The two retail partners felicitated by the Neptune Magnet Mall at the IMAGES Retail Awards are Mufti and Bestseller, both quite well-known names in the fashion industry.

MUFTI

Mufti is uniquely original in everything it does and does not imitate anyone, say company officials. Everything – beginning from the name (a Hindi term from pre-independence India) to its business values to its image and advertising – reflects this belief. The Mufti Fashion line is an edgy casual-wear for men range extended into club and party wear. The designs stand out without being loud.



Nayan Bheda presenting the award to Bestseller

BESTSELLER

The Bestseller Group is a well known international player in the apparel industry. It makes fashion-wear and accessories for young women and men, teenagers and children. It currently has four brands in India, namely Jack & Jones, Vero Moda, Only and Pieces. All these formats of Bestseller exist at the Neptune Magnet Mall in Mumbai and are quite popular with visitors.