



Presents

IMAGES Retail Awards 2025

Crown Industry Game-Changers



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The IMAGES Retail Awards 2025 (IRA), presented by Vegas and powered by ETP Group, marked a grand finale to the Phygital Retail Convention (PRC 2025), held on May 7-8 at the Jio World Convention Centre, Mumbai.

The second day of PRC wrapped up on a high with the prestigious awards ceremony honoring the remarkable contributions of brands that are reshaping the retail landscape through innovation and excellence. With over 20 competitive categories, the ceremony saw enthusiastic participation from leading retail players, all striving for top industry accolades.

Reflecting on the success of PRC 2025, Bhavesh Pitroda, Group CEO & Director, IMAGES Group, remarked, "It has indeed been a high-yielding conference! With industry leaders sharing anecdotes, attendees participating with a sense of collective and the forum being focused on joint growth and development, is nothing short of exhilarating. IRA further brought ingenious brands to the centre-stage for their excellence in uplifting the sector."

The nominations were evaluated on a series of parameters by the illustrious jury included Anuj Kejriwal (CEO & MD, ANAROCK Retail), Ankur Singh (Partner, Kearney), Ameesha Prabhu (CEO, TRRAIN), Abhishek Sharma (Country Read, Retail, Knight Frank India), Abhiram Bhalerao (Partner, V3 Ventures), Bimal Sharma (Head - Retail, CBRE South Asia), Deepak Sharma (Principal, Kearney), Govind Shrikhande (Mentor & Independent Director), Jermina Menon (Brand & Marketing Strategist, Bhartiya Urban Pvt. Ltd.), Madhumita Mohanty (Director, CDS Development Centre LLP), Mahadevan Iyyer (Founder & CEO, Maavrus Co), Manish Sapra (Brand & Retail Consultant), Pankaj Karna (Managing Director, Maple Capital Advisors), Sadashiv Nayak (Retail Veteran), Samir Kuckreja (Founder & CEO, Tasanaya Hospitality), Sandeep Ahuja (Former MD & Group CEO, VLCC Group), Sanjeev Rao (Retail Expert), Sharad Nagpal (Head - Retail Consulting & International BD, JLL India), Sharda Uniyal (Marketing Consultant), Shubhranshu Pani (Managing Partner, TRETAA Advisory), Vineet Gautam (Industry Veteran), Viren Razdan (MD, Brand-nomics), Vivek Mathur (Co-founder, Gosolo Advisory Services) and Yogesh Samat (Executive Director, Grauer & Weil (India))



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The Awardees...

IMAGES Most Admired Retailer of the Year
Same Store Sales Growth

Conscious Mithaiwalla, Juhu, Mumbai

Received by: Harsh Kedia, Chef & Co-Founder and Arihant Jain, CEO & Co-Founder, Conscious Mithaiwalla



CONSCIOUS
मिठाईवाला

Presented by: Chandra Shekhar, Senior VP and Yaseen Patan, Marketing Head, Pathfinder India

Nominees: Hang Out at Nexus Select CITYWALK, New Delhi; Mohanlal Sons, Nexus Elante Mall, Chandigarh; Saffron Lifestyle - Jack & Jones, Palladium, Ahmedabad; The Indian Momo Co. by Chalu, JHV Mall, Varanasi

IMAGES Most Admired Retailer of the Year
CRM

Nature's Basket

Received by: Sachin Agarwal, COO, Nature's Basket and team



Nature's Basket

Presented by: Chetan Koul, Head of Operations, Muscat Grand Mall and Shriram PM Monga, SRED - Retail Advisory

Nominees: Ashirvad Pipes, Chunmun (CnM), Haldiram's, Home Centre India, Reliance SMART

IMAGES Most Admired Retailer of the Year: Overall Topline Growth

Tru Falafel Bateel (By AP Group)

Received by: Amir Majali, CEO & Co-Founder, Tru Falafel

Received by: Rafiq Shaikh, Brand Manager, Bateel India, AP Group



Tru Falafel



بیتیل
Bateel

Presented by: Renu Singh, Director Sales & Marketing, Arise Group

Nominees: The Yellow Straw, V2 Retail

IMAGES Excellence Awards for Outstanding Employee Relations

Mohanlal Sons

Received by: Prerna Mohan, Retail Design Head and Mayank Mohan Agarwal, CEO, Mohanlal Sons



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

IMAGES Most Admired Retailer of the Year ESG Initiatives

Madura Fashion & Lifestyle

Received by: Deepa Chandran, Sustainability Head, Madura Fashion & Lifestyle



Presented by: Vineet Gautam, Industry Veteran and Sanjeev Rao, Retail Expert

Nominees: LuLu Hypermarket: Building Confidence Through Inclusive Engagement, JADEBLUE: Turning Heatwaves Into Wake-Up Calls

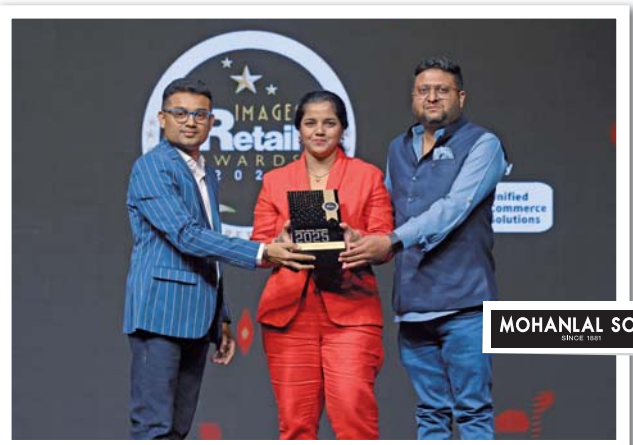
IMAGES Most Admired Retailer of the Year: Visual Merchandising

V-Mart Mohanlal Sons

Received by: Jay Tak, Head of Marketing, V-Mart

A Special Mention Honour For A Retailer Displaying Indian Heritage VM

Received by: Prerna Mohan, Retail Design Head and Mayank Mohan Agarwal, CEO, Mohanlal Sons



Presented by: Mayur Acharya, Country Director India, ETP International

Nominees: United Colors of Benetton India, Louis Philippe

IMAGES Most Admired Retailer of the Year: **Retail Design/ Experience**

Allen Solly

 in Fashion Category

Received by: Bibin Philips, Head - VM, Allen Solly



Freshpik

 in Food Service Category

Received by: Aditya Saraswat, AVP - Head Operations and YV Rao, Head - Buying and Merchandising, Reliance Premium Grocery



Haldiram's

 in Food Retail Category

Received by: Naveen Madan, VP - Retail, Haldiram's (Nagpur) and team



IRTH | The Yellow Door

 in Accessories Category

Received by: Roopa Prabhu, Brand Head, IRTH & Fastrack Bags



LoveChild Masaba

 in Beauty Category

Received by: Aparajita Biswas, Brand Manager, Lovechild Masaba



Presented by: Rohit Gopalani, CBO, Inorbit Malls

Nominees: Artport, Catwalk, Club A, ECCO Shoes, Helios Luxe, Madame, Neeman's, Suta, The Body Shop

IMAGES Most Admired Retailer of the Year: **Retail Re-Imagined**

Adrish **Conical Gaufres**
 Redefining Sustainable Retail Through Zero-Waste & Conscious Living
 Shop-In-Shop Innovation

Received by: Akshay Agarwal, Co-Founder, Adrish

Received by: Sameer Dave, Director, Conical Gaufres and team



Presented by: Vineet Gautam, Industry Veteran and Sanjeev Rao, Retail Expert

Nominees: abCoffee: Grab-Stay-Go, Neon by Hang Out, Park Avenue – New Retail Identity, Reliance Fashion World, Shoppers Stop 2.0: The Future of Luxury Retail, Wow! Momo, Swarovski (by AP Group)

IMAGES Most Admired Retail Launch of the Year: **Brand Debut**

Rare Ones By The House of Rare **Wow! Kulfi**

Received by: Chandranshu Vats, Manager BD (North, East & West) and Himanshu Yadav, Zonal Head (North & East), The House of Rare

Received by: Sandeep Agarwal, AVP, Wow! Kulfi and team



Presented by: Raj Jagasia, ED and Bhavesh Doshi, VP, ETP International

Nominees: Banaraswala - Ghat Se Ghar Tak, Susegado Microbrewery

IMAGES Most Admired Retail Launch of the Year: **Concept Store**

080 Lounge by TFS

Bengaluru Airport in Food Service Category

Received by: Vikas Kapoor, Whole Time Director & CFO, TFS



Organic Mandya

Whitefield, Bengaluru in Food Retail Category

Received by: Sahana Hegde, Co-Founder & COO, Organic Mandya



United Colors of Benetton

Linking Road, Mumbai in Fashion Category

Received by: Ramprasad Sridharan, CEO & MD, United Colors of Benetton and team



IMAGES Most Admired Retail Launch of the Year

New Outlet

Mitti Cafe, Rashtrapati Bhavan, New Delhi

Received by: Representatives from Mitti Cafe team



Presented by: Raj Jagasia, ED and Bhavesh Doshi, VP, ETP International

Nominees: Catwalk, VR Chennai; Freshpik 1 MG Bengaluru; LoveChild Masaba, Nexus Select Citywalk, Delhi; Smart Bazaar @ Maha Kumbh Mela; Timezone, Agartala, Tripura; Linking Road, Mumbai

Presented by: Ashish Gupta, VP - BD, Pacific Malls

Nominees: LimeRoad, Hubballi, Karnataka; ECCO Shoes, Phoenix Palladium, Mumbai; Haldiram's, M3M Atrium 57, Gurugram; Mad Over Donuts, Kharadi, Pune; National Mart, Hanamkonda, Hyderabad; Nature's Basket Artisan Pantry, MG Road, Bengaluru; NY Cinemas, Gurugram; Red Rose Mart, Moinbagh, Hyderabad; Value Zone Hyper Mart, Nacharam, Hyderabad; Haldiram's, Elante Mall, Chandigarh

IMAGES Most Admired Marketing Campaign of the Year: **Celebrity Endorsement**

Campus x Vicky Kaushal **U.S. Polo Assn. Women X Palak Tiwari**

Received by: Kartik Shankar, Country Head - D2C and Exports, Campus

Received by: Swapnita Singh, VP- Business Head (Womenswear), Arvind Brands



Wow! Momo X Raghav Juyal **Peter England X Harsha Bhogle**

Received by: Pankaj Arora, Head of CRM & Martech; Indranil Banerjee, Vice President- BD, and Harsh Raghav, VP - BD, Wow! Momo

Received by: Kapil Yadav, VP - VM, Louis Phillipe



Presented by: Harsh Vardhan Bansal, Founder, Unity Group & Vegas and Suresh Anand, Director, Vegas

Nominees: Mochi Shoes X Shanaya Kapoor & Vedang Raina; Pepe Jeans X Kriti Sanon; Metro Brands X Tripti Dimri & Vijay Varma; Madame x Shanaya Kapoor

IMAGES Most Admired Marketing Campaign of the Year: **Festival Sales**

Lacoste India
Golden Moments with Lacoste, Fashion Category

Received by: Sharad Nigam, VP - Operations and Prakash Louis, Assistant Manager - Operations, Lacoste India



Mad Over Donuts
Frosted with Chee, Food Category

Received by: Santosh Doiphode, AVP, Mad Over Donuts and team



Timezone Entertainment
Christmas Triple Dollar, Entertainment Category

Received by: Aditi Dongre, Deputy Manager Marketing, Aayushi Poddar, Manager Marketing, Subha Mohan, BD- Manager, Timezone



Presented by: Raj Jagasia, ED, ETP International

Nominees: Haldiram's: Ganesh Chaturthi, Home Centre India: Speaking Gifts, The Body Shop: Spark A Change 2.0, Suvidha Supermarket: Diwali Mela, Just Cavalli: This Diwali Shine With Cavalli, Cafe Delhi Heights: The Rice Festival, Megamart: Megamart Shaadi

IMAGES Most Admired Marketing Campaign of the Year
Multimedia

McDonald's India (N&E)
McCrispy Range - Shordaar Crunnch

Received by: Representatives from McDonald's India (N&E) team



Presented by: Anuj Kejriwal, MD & CEO, Anarock Retail

Nominees: Always a Kid with The Belgian Waffle Co, Amanté: Approved by You and Be the Glow, I Love Juicy Life with Juicy Couture, LuLu Hypermarket: LuLu Fashion Week, AR Filter by Mad Over Donuts, United Colors of Benetton: Be Family, Wow! Chicken - Char ka Pyaar, Colobar: Celebrating 20th Birthday

IMAGES Most Admired Marketing Campaign of the Year: **Digital Campaign**

**Zivame:
Museum of Boobs**

Received by: Daman Bali, Marketing Director, Zivame



**Conscious Mithaiwalla:
Savage Mom v/s Sons**

Received by: Harsh Kedia, Chef and Co-Founder and Arihant Jain, CEO and Co-Founder, Conscious Mithaiwalla



Presented by: Shresth Bansal and Anmol Anand, Director, Vegas

Nominees: Copper Chimney New Restaurant Launch; The Belgian Waffle Co: National Waffle Day 2024; Red Rose Mart: Telangana's Biggest Rice Festival; Ethnix by Raymond: Smart Ethnix For Everyday; Sam & Marshall: The Timeless Mark; Liberty Shoes: Mera Joota Hindustani

IMAGES Most Admired Retailer of the Year
360° Market Expansion

STAR Localmart

Received by: Kaushal Gandhi, AGM Marketing and Srinivas Kolluru, Business Head, Ghodawat Retail Pvt. Ltd.



Presented by: Sudeepo Banerjee, Senior AVP- BD & Operations and Sankalp Kulshrestha, General Manager Leasing, CRC Group

Nominees: Chinese Wok, Pigeon Exclusive Stores, The Belgian Waffle Co, The House of Rare, V Bazaar, Reliance Fashion World

IMAGES Most Admired Retailer of the Year
Trading Area Growth

Tommy Hilfiger and Calvin Klein

Received by: The award was received by IMAGES Group on behalf of the brand



Presented by: Sumit Sharma, Head Sales & Leasing, Bailey Square

Nominees: Azorte, Reliance Fresh Signature

IMAGES Most Admired Retailer of the Year: **New Market Penetration**

Image Fashion Forever
there's is a tie in Fashion Category

Received by: Arpit Agarwal, Founder and Bharat kaul, CEO, Image Fashion Forever

U.S. Polo Assn. Women
there's is a tie in Fashion Category

Received by: Swapnita Singh, VP- Business Head (Womenswear), Arvind Brands



Snackify
for Food

Received by: Naveen Madan, VP - Retail and Haldiram's (Nagpur) team

IMAGES Most Admired Retailer of the Year:
Store Count Augmentation

Baskin Robbins India
McCrispy Range - Shordaar Crunnch

Received by: Aleesha Desai, GM - Marketing, Baskin Robbins



Presented by: Mayur Acharya, Country Director India, ETP International

Nominees: Image Fashion Forever, Madame, National Mart, Nature's Basket, Tibb's Frankie, U.S. Polo Assn. Women, V2 Retail, Wow! Momo

Presented by: Shubojee Choudhry, Head Leasing, SPJ True Realty

Nominees: Bata, Burger Singh, Chalu Aapna Desi Chinese, Ethnix by Raymond, Market 99, Metro Brands

RETAIL TECH.NXT

RETAIL TRANSFORMATION. CURATED

AWARDS 2025

IMAGES Tech.NXT Award for LOYALTY & CRM Implementation **Enigmatic Smile & NDTV Big Bonus**

Received by: Niranjan Shah, Head Merchant Partnerships and Dhiraj Wankhede, Senior Marketing Manager, Enigmatic Smile and team



Presented by: Vineet Chadha, COO and Rohit Pandey, AVP, IMAGES Group

IMAGES Tech.NXT Award for Retail Technology Integration **Wondersoft & Himalaya Wellness**

Received by: Sabhari Shankar Chidambaram, CEO and G Krishnamurthy, CMO, Wondersoft Pvt. Ltd.



IMAGES Tech.NXT Award for
Customer Experience Solution

Casa Retail AI & Unilet

Nominees: Conscious Mithaiwalla, Juhu, Mumbai, Hang Out at Nexus Select CITYWALK, Saket, New Delhi; Mohanlal Sons, Nexus Elante Mall, Chandigarh; Saffron Lifestyle - Jack & Jones, Palladium, Ahmedabad; The Indian Momo Co by Chalu, JHV Mall, Varanasi

Casa Retail AI & Mufti

Nominees: Ashirvad Pipes, Chunmun (CnM), Haldiram's, Home Centre India, Nature's Basket, Reliance SMART

FASHION WORLD

FASHION WORLD PARTNER AWARDS 2025



Pioneer Partner Award
Himanshu Shekhar from Eface Retail

Trailblazer Award-North Expansion
Anurag Gupta from Via Retail Pvt. Ltd.

Rapid Growth Award – East Expansion
Ashish Kumar and Mukesh Kumar
from Novik Infra Solution Pvt. Ltd.
& S&M Corporation

Presented by: Kumar Nitesh, CEO, Ajo Business & Trends Footwear, Reliance Retail