



Presents



Retail Excellence Takes Centre Stage at IMAGES Retail Awards 2026

The seventh edition of the Phygital Retail Convention (PRC) concluded on a high note with the presentation of the IMAGES Retail Awards (IRA) 2026 at the Jio World Convention Centre, Mumbai, on May 14, 2026. Presented by Vegas, the awards brought together some of the most admired names in Indian retail, celebrating excellence across customer experience, marketing innovation, technology adoption, omnichannel engagement, sustainability, business expansion, and retail transformation. Held as the grand finale of PRC 2026, the awards recognised retailers, brands, campaigns, and technology innovators that are reshaping the future of retail across fashion, beauty, food, lifestyle, and consumer businesses. The winning entries reflected the industry's growing focus on creating differentiated customer experiences, leveraging technology for business growth, and building stronger consumer connections in an increasingly competitive marketplace.

The evaluation process was overseen by an esteemed jury comprising some of the retail industry's most respected leaders and experts. The panel included Pankaj Renjhen, COO & Joint Managing Director – Retail Services at ANAROCK; marketing consultant Shardah Uniyal; and Milin Rohinesh, Executive Director and Head of Retail, India at Cushman & Wakefield. Their collective expertise brought valuable perspectives on emerging retail trends, customer behaviour, and business innovation. The jury further featured veteran retail professionals including C. S. Suryanarayanan, former Managing Director of Levi's; Pankaj Jaju, Founder and CEO of Metta Capital Advisors; Vivek Mathur, Co-Founder of Gosolo Advisory Services; and Naitik Soni, Director – Retail Services at Cushman & Wakefield. Their assessment focused on identifying initiatives that demonstrated measurable impact, scalability, and long-term business relevance.

Industry specialists such as Smita Bhatia of Third Eyesight, Nandini Kelkar of Frost & Sullivan, Sameer Mehta of Multiplier Brand Solutions, Iti Rawat of Thinkhall Training and Consultancy, Ameesha Prabhu of TRRAIN, and restaurant strategist Ravi Wazir contributed insights across customer engagement, analytics, talent development, and food retail. Together, they evaluated entries across diverse categories, ensuring a comprehensive and rigorous assessment process. The awards reflected the rapidly evolving priorities of India's retail sector, where technology, data-driven decision-making, experiential retail, sustainability, and compelling brand storytelling are increasingly becoming key drivers of growth and consumer loyalty. From innovative loyalty programmes and AI-powered marketing campaigns to experiential store concepts and operational excellence, the winners showcased the breadth of innovation transforming the retail landscape.

As PRC celebrated another successful edition, the IRA once again highlighted the achievements of brands, retailers, and innovators who are pushing boundaries and setting new benchmarks for the industry. More than a celebration of success, the awards served as a reflection of the dynamic evolution underway across India's retail ecosystem and the businesses leading that transformation.



IMAGES Most Admired Marketing Campaign of the Year: **Digital / Social Media**

FASHION CATEGORY

amanté

Breast Cancer Awareness

Received by: Nischal S N, Marketing Head



FOOD CATEGORY

Chinese Wok

Chinese Bole Toh Chinese Wok

Received by: Vikas Iyer, Marketing Head and Abhishek Anand, Business Development Manager - West



FASHION CATEGORY

Pepe Jeans London

Social Discovery

Received by: Priyaranjan Manay, AVP - Marketing; Dhvani Bhagta, Marketing Manager and Yadul Bhatkar, Marketing Manager



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

PALMONAS X Amrita Rao

Received by: Amrit Singhani, Head - Retail Marketing



Presented by: Rohit Gopalani, CBO, Inorbit Malls

Nominees: Amritsari Express; Conical Gaufre: BIRA 91 Taproom; Fiona Diamonds: Gen AI Jewelry Design; Juicy Couture: #LiveJuicyLife; Killer Jeans: I Wear India, I Wear Killer; KidZania: RoleplayrZ – AI Interactive Web Platform; Pallavi Foley Boutique Jewels: #WearYourPrayer; Pigeon: India's Choice Sale; Spykar: Daur Apna Hai; Wow! Momo: Wow! Eats App; Yousta: Never the Same

Presented by: Abhishek Bishnoi, VP - Leasing, Unity Homeland and Punit Chakravarty, AVP, Unity One

Nominees: ALDO X Rasha Thadani and Vedang Raina; McDonald's (N&E) X Ranveer Singh; Spykar X Vidyut Jammwal; The Gift Studio X Masaba Gupta; Wow! China X Khali Thali; JadeBlue X Jasprit Bumrah; Home Centre X Ranveer Brar; Baskin Robbins X Aparshakti Khurana

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

FASHION CATEGORY

VISMAY

Kerala Literature Festival

Received by: **Joseph Paul George**, Executive Director and **Vishak**, E-Commerce Manager



FOOD CATEGORY

Mad Over Donuts

Donut Day Campaign

Received by: **Santosh Menon**, Assistant VP - Purchase, Production, Licence, **Swati Varma**, Senior Marketing Manager and Team



HOME & LIFESTYLE CATEGORY

Home Centre

Is Diwali, Gift Karo Formality Nahi

Received by: **Bhavika Mehta**, Brand Manager



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

Little Caesars Pizza

Received by: **Sudhir Kumar Singh**, AGM - Operations, **Vaishali Singh**, GM - Marketing and **Vipin Sharma**, GM - Business Development



Presented by: **Himanshu Kwatra**, Chairman & MD and **Vaishali Singla**, Leasing Head, Western Living

Nominees: Haldiram's: Nav Utsav Campaign; Knockout: Knockout Wali Diwali; Lacoste: Court of Light; Megamart: Shaadi Fest; Mochi Shoes: The Lit Collection; TIMEZONE: A December...; Zivame: Grand Lingerie Festival 2025; Chunmun (CnM): Diwali Offer; The Body Shop: Spark a Change 3.0; amanté: It's Your Moment

Presented by: **Padmakumar Pal**, Co-Founder & CEO and **Bhavik Jhaveri**, Co-Founder & Chief Innovator, ZILO

Nominees: Virasat by Mohanlal Sons; Off-White; Le Gourmet

IMAGES Most Admired Marketing Campaign of the Year: **Multi-Media**

FOOD CATEGORY

FASHION CATEGORY

Nature's Basket

All Hail the King – Mango Season Campaign

Received by: Manisha Dhiwar, VM; Tanaya Mehta, Head - Strategic Partnerships and Avesh Khan, Brand Manager



Marks & Spencer

Love That

Received by: Rajesh Sethuraman, Head - Marketing



M&S

Presented by: N.P. Singh, Ex Retail Head – Samsonite and Director – International, Indian Economic Trade Organization (IETO)

Nominees: amanté: Made Like You; Copper Chimney: Postcards from Punjab; ethnix by Raymond: Baat Hi Kuch Aur Hai; Mad Over Donuts x Laneige Collab 2025; Metro Shoes: The Crossover Collection; Mohanlal Sons: Celebrating 145 Years; Shoppers Stop: Style Innings by Shoppers Stop; UnderNeat: Check What's UnderNeat; Jumboking Burgers: T20 Meal Combo Upgrade

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

The Body Shop

DLF Mall of India, Noida

Received by: Representative from The Body Shop



Sri Ram & Son

Gaur City Mall, Noida

Received by: Sunil Goklani - MD & CEO, Nakul Mohan - Director and Raghav Mohan - Director



SRI RAM & SON

Presented by: Peayush Agarwal, CEO, SMARR Realty

Nominees: Chupps, R City Mall, Mumbai; Falhari, HSR Layout, Bengaluru; United Colors of Benetton, AIPL Joy Gallery, Gurugram

IMAGES Most Admired Retail Launch of the Year: **New Outlet Launch**

FASHION CATEGORY

FOOD CATEGORY

Killer

Jagannath Puri, Odisha

Received by: Lakhbir Singh, President

Rajwada Bhog

Pacific Mall, Faridabad

Received by: Navneet Jain, Director & Founder and Aarti Jain, Director & Co-Founder



Presented by: Smita Bhatia, Business Consultant, Third Eyesight

Nominees: Freshpik, Powai, Mumbai; Ghoomar Village, M3M Urbana, Gurugram; The House of Rare, Shakespeare Sarani, Kolkata; Subway, Paras Floret, Gurugram; Chunmun, Rohtak, Haryana; Forevermark Diamond Jewellery, Khar, Mumbai

IMAGES Most Admired Retailer of the Year: **Retail Concept**

FOOD CATEGORY

FASHION CATEGORY

Freshpik

Received by: Avinash Tripathi, Senior VP - Concept Head, Aditya Saraswat, AVP - Head Operations and Team

Max Fashion

Received by: Harshendra Maheshwari, VP and National Head - Store Experience & VM



Presented by: Krishna Raj, Director - Business Development and Shainil Shah, Senior Director, Acuver Consulting

Nominees: Bagline; Devo – A Siyaram's Initiative; Ghoomar Village; Haldiram's; Liberty Shoes; Pepe Jeans London; Pepperfry; Sri Ram & Son; The Organic World

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

The Bear House

Received by: **Harsh Somaiya**, Co-Founder and **Rohit Kant Prasad**, Brand Head



Presented by: **V Mohammad Ali**, CEO, Forum Malls, Prestige Group

Nominees: Calvin Klein; Club A; Gambol; Helios Luxe; Tommy Hilfinger

IMAGES Most Admired Retailer of the Year: **Visual Merchandising**

Mohanlal Sons

Received by: **Mayank Mohanl**, CEO and **Prerna Mohan**, Partner



Presented by: **V Mohammad Ali**, CEO - Forum Malls, Prestige Group

Nominees: United Colors of Benetton; Chunmun (CnM)

IMAGES Most Admired Retailer of the Year: **CRM / Loyalty Programme**

Pepe Jeans London

Received by: **Priyaranjan Manay**, AVP - Marketing; **Dhruta Vyas**, Deputy Manager - CRM and Team



Presented by: **Anchal Singh**, Director - Leasing, H&S Mall

Nominees: Chunmun (CnM); The Beer Cafe; Wow! Momo; Kapsons

IMAGES Most Admired Retailer of the Year: **Employee Practices**

Subway

Received by: **Rahul Chavan**, DGM and Team



Presented by: **Anchal Singh**, Director - Leasing, H&S Mall

Nominees: Chunmun (CnM); Mohanlal Sons

IMAGES Most Admired Retailer of the Year: **ESG Initiatives**

C Krishniah Chetty Jewellers

Received by: Hareesh KA, Head, C Krishniah Chetty Foundation



Presented by: Vansh Garg, Director and Vinay Gupta, Director, Shree KB Group

Nominees: Attrangi Designs; Chunmun (CnM); Chupps; Lulu Hypermarket; Moomaya

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

Chinese Wok

Received by: Vikas Iyer, Marketing Head and Abhishek Anand, Business Development Manager - West



Presented by: Baskara Moorthy D, VP - Sales, Posiflex India Pvt. Ltd.

Nominees: Vismay Intimates; Bazaar Kolkata; Mohanlal Sons; abCoffee; Sri Ram & Son; EasyBuy; Bagline; Forevermark Diamond Jewellery

IMAGES Most Admired Retailer of the Year: **Market Expansion**

FOR 360° EXPANSION

Bata

Received by: Gagan Gulati, Lead - BD and Team



FOR 360° EXPANSION

The Bear House

Received by: Harsh Somaiya, Co-Founder and Rohit Kant Prasad, Brand Head



FOR NEW MARKET PENETRATION

MR.DIY India

Received by: IMAGES Group on behalf of the brand



IMAGES Most Admired Retailer of the Year: **Overall Topline Growth**

Domino's

Received by: Representative from Domino's



Presented by: **Gaurav Balani**, Head - Marketing, Infiniti Mall

Nominees: Amanté; Chinese Wok; Chunmun (CnM); EasyBuy; Killer Jeans; Metro Brands; Vismay

STORE COUNT AUGMENTATION

Baskin Robbins India

Received by: **Arnab Choudhury**, Vice President - Operations, **Tanisha Khattar**, Assistant Manager - Marketing and **Sameer Bargir** Head - BD & International Business



TRADING AREA GROWTH

Technosport

Received by: **Puspen Maity**, CEO and Team



Presented by: **Anuj Kejriwal**, Co-Founder, ANAROCK Retail

Nominees: Connplex Cinemas; Karigari by Chef Harpal Singh Sokhi; Tim Hortons India; Wow! Momo; Cinépolis; Haldiram's; Megamart; Neeman's; R&B Fashion; Tommy Hilfiger & Calvin Klein; EasyBuy; Metro Brands; Pigeon; Subway

IMAGES Retail TechNXT Award



IMAGES Retail TechNXT Award for Supply Chain Innovation **TagID & Style Union**

Received by: Ronit Poojari, Product Lead and Amrisha Ajinkya, Service Delivery Manager and Team



IMAGES Retail TechNXT Award for Consumer Intelligence via Geospatial Analytics **Kentrix.ai**

Received by: Divyansh Raghuvanshi, Co-Founder and CPO, Rahoul Anders, CEO – Kentrix.ai and Team



IMAGES Retail TechNXT Award for AI-powered Marketing Automation **Kumba.AI & SOCH**

Received by: Bharathi Masilamani, Founder & CEO, Kumba.AI



Presented by: Bhavesh Pitroda, CEO and Vineet Chadha, COO - Retail, IMAGES Group

Nominees: INTELLECT DESIGN & BABY FOREST; LOGIC ERP & REDTAPE; TENOVIA X HAUS & KINDER

