

# HONOURING EXCELLENCE IN RETAIL



**T**he 14<sup>th</sup> Annual IMAGES Retail Awards powered by Vegas Mall, celebrated some of India's most outstanding achievements in retail on September 20, 2017. With a roundup of over 150 nominations, 30 very stylish trophies in 21 categories were awarded to India's most successful retailers who fueled growth and innovation across multiple categories in FY 2016-17. Retail expansion was measured through growth numbers as well as percentage increase in number of outlets and retail space.

The annual IMAGES Retail Awards (IRA), India's most prestigious honour for excellence in retailing, are admired for their credible, transparent evaluation and recognition of retail performance and are considered as a premier benchmark for retail excellence in India.

The ceremony honoured the achievements of India's leading retailers with some high voltage entertainment. The gala evening was hosted by Perizaad Zorabian and Anish Trivedi. A stunning performance by singers and fusion dancers set off the evening's proceedings in exquisitely melodious style.

## Nomination & Jury Process: Images Retail Awards 2017

IRA nomination categories and entry details are announced through the IRF website, Magazine ads, a personalized electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness.

IRA team of analysts then made a presentation for the IRA jury - with analysis of performance metrics such as YoY growth in top line sales and retail presence, sales per square foot, same store sales etc. A special note was prepared on effective technology application, marketing effectiveness, supplier relations and employee practices.

The jury comprised of distinguished personalities in the field of research and analysis with thorough insights in to the retail business.

The jury went through the presentation of the nominees and gave scores based on analysis of the nominee's performance during the assessment period. Results of Industry Recommendation and Jury Score ultimately decided the final Nominees. The entire process was approved by knowledge partner PwC.

The coveted IRA trophies went to the best among the top performers in 21 Categories of Retail Awards this year.

This year there has been almost 3 times more response to the nominations for

Images Retail Awards. In all over 300+ nominations were confirmed and 167 shortlisted for prelim jury deliberations.

IRA announced special Jury awards this year for great concepts, ideas and innovation across retail operations. 'How A Great Concept Was Executed to Perfection!' - this is what retailers were expected to present in their nomination with details on the idea, its execution strategy, implementation stages and its results.

Nominations came in from some of the best global and Indian retailers operating in India with details on their unique idea, strategy or innovation enhancing or differentiating merchandise/ service mix and/or in-store presentation or promotion - unveiled between April 2016 and March 2017 - with details on its execution and results in terms of creating differentiation, customer or multi stakeholder engagement, increased sales/ consumption with positive feedback/ coverage/ and recognition.

With 67 confirmations, it was a tedious task to go through each nomination, identify gaps, get corrections/ validations done.

Finally, the jury deliberated on 34 nominations and selected 10 best ideas for presentation to a high-profile jury at the IRF Grand Finale. A 3-minute crisp video presentation by each followed by Q&A with jury and audience.

The best presented ideas won the most coveted title of this year's Images Retail Awards.

**Check ahead for complete details on jury members.**



## IMAGES MOST ADMIRED RETAILER OF THE YEAR: DEPARTMENT STORE

## ★★ Lifestyle ★★



**lifestyle**  
YOUR STYLE. YOUR STORE.

LIFESTYLE currently has 59 stores located in 36 cities across India. In 2016-17, the chain had a 28% growth in retail space over the previous year, while retail turnover grew by 17%. It launched its new Snapchat channel, with its campaign #SnapThisTrend, weaving in the elements of Snapchat and key fashion trends of the season. Using a 4.5+ million strong Facebook channel, 105,000+ strong twitter channel, 80,000+ Instagram channel and the newly launched Snapchat channel, Lifestyle created conversations around these trends with contests, social media activities.

**Received by:** **Vasanth Kumar**, Executive Director, Max Fashions, Lifestyle International Pvt. Ltd.

**Presented by:** **Yogeshwar Sharma**, ED & CEO, Select CITYWALK

**Nominees:** • Shoppers Stop • Trends

## IMAGES MOST ADMIRED RETAILER OF THE YEAR: HYPERMARKET

## ★★ Big Bazaar ★★



**BIG BAZAAR**  
Making India Beautiful

BIG BAZAAR currently has 235 stores across India. The chain's total retail space grew by 5% over the previous year in 2016-17. Within a week after the announcement of demonetization, the technology and systems across all Big Bazaar stores in the country were upgraded to enable customers access cash from their debit cards through the stores' point of sales machines that were dubbed as mini ATMs. Future Group launched Future Pay, a digital loyalty, wallet for a cashless, cardless and hassle-free experience while shopping at Big Bazaar.

**Received by:** **Mayur Toshniwal**, Director Supply Chain, Future Group

**Presented by:** **Rajneesh Mahajan**, CEO, Inorbit Malls

**Nominees:** • HyperCity • More Megastore • Spar • Spencer's Hyper

## IMAGES MOST ADMIRED RETAILER OF THE YEAR: FOOD &amp; GROCERY

## ★★ 24 SEVEN ★★



24 SEVEN currently has 44 stores located in 36 cities. In 2016-17, the chain's sales per sq ft grew by 11% over the previous year. Its new concept stores are totally digitized. Digital screens are being used to communicate new introductions, offers and product highlights by the time of the day. These screens have also become an additional revenue stream through advertising. The new stores have attracted new customer sets including expats owing to the imported assortment. Imported product category is contributing to 19% of overall sales.

**Received by:** **C K Sharma**, Regional Manager (West), **OP Yadav**, Area Manager (Maharashtra & Chattisgarh), Colorbar

**Presented by:** **Ujjwal Sinha**, Head Modern Trade, Sri Sri Tattva

**Nominees:** • Easyday • Ratnadeep Supermarket • Rosebuy Supermarket





## IMAGES MOST ADMIRED RETAILER OF THE YEAR: FASHION & LIFESTYLE

★★★ Max Fashion ★★★



MAX FASHION has 174 stores located in 73 cities. In 2016-17, Retail outlets grew by 24% over the previous year. Retail space grew by 24% and Retail turnover grew by 32% over the previous year, making it the most profitable mono fashion brand in the country.

**Received by:** **Satish Puranam**, Vice President, Business Development & NSO; **Sandeep Narain**, Sr. Vice President, Head Operations; **Jiten Mahendra**, Vice President, Head Marketing; **Vasanth Kumar**, Executive Director, Max India

**Presented by:** **Suresh Anand & Kawal Kumar**, Directors, Vegas Mall

**Nominees:** ▪ Blackberrys ▪ Manyavar ▪ Neeru's ▪ Pantaloons  
▪ Pepe Jeans London ▪ Tommy Hilfiger



## IMAGES MOST ADMIRED RETAILER OF THE YEAR: FASHION & LIFESTYLE ACCESSORIES

★★★ Ayesha ★★★



AYESHA currently has 65 stores located in 16 cities. In 2016-17, Retail outlets grew by 18% over the previous year. Retail space grew by 20% over the previous year. Retail turnover grew by 38% over the previous year. Sales per sq ft grew by 11% over the previous year.

**Received by:** **Jacqueline Kapur**, Founder & CEO, Ayesha fashion pvt ltd

**Presented by:** **Suresh Anand & Kawal Kumar**, Directors, Vegas Mall

**Nominees:** ▪ Bagline Inc. ▪ Vision Express



## IMAGES MOST ADMIRED RETAILER OF THE YEAR: FOOTWEAR

★★★ Skechers ★★★



Skechers currently has 73 stores located in 34 cities. In 2016-17 Retail outlets grew by over 100% over the previous year. Retail space grew by over 100% over the previous year. Retail turnover grew by over 90% over the previous year. During the assessment year the brand ventured into a new segment of Run Clubs and opened Skechers GoRun Clubs across the country, accounting for a total of 5 run clubs to encourage the running community of the country.

**Received by:** **Manish Chandra**, Head Business Development, **George Joe**, Associate Director Retail, **Rahul Vira**, CEO, Skechers

**Presented by:** **B S Nagesh**, Founder, TRRAIN & **Stuart Rough**, Group Chairman, Broadway Malyan

**Nominees:** ▪ Metro Shoes ▪ Pavers England



**IMAGES MOST ADMIRED RETAILER OF THE YEAR: JEWELLERY**

★★ **Tanishq** ★★



Tanishq has 207 stores located in 120 cities. In 2016-17, retail outlets grew by over 8% over the previous year and retail space also grew by over 8% over the previous year. Retail turnover grew by over 23% over the previous year and sales per sq ft grew by 11% over the previous year

*Received by:* **Vikram Bengre**, Regional Manager, **Srikanth S**, Regional Business Manager, Tanishq, Titan Company Limited

*Presented by:* **B S Nagesh**, Founder, TRRAIN & **Stuart Rough**, Group Chairman, Broadway Malyan

*Nominees:* ■ Senco Gold ■ Reliance Jewels

**IMAGES MOST ADMIRED RETAILER OF THE YEAR: FOODSERVICE**

★★ **Burger King** ★★



Burger King has 88 stores located in 28 cities. In 2016-17, retail outlets grew by over 96% over the previous year. Retail space grew by over 50% over the previous year and retail turnover grew by over 75% over the previous year. Sales per sq ft grew by 19% over the previous year.

*Received by:* **Yogeshwar Sharma**, Ed & CEO, Select CITYWALK on behalf of Team Burger King

*Presented by:* **Jonathan Yach**, Director Operations, Virtuous Retail

*Nominees:* ■ Burger Singh ■ Haldiram's

**IMAGES MOST ADMIRED RETAILER OF THE YEAR: CONSUMER ELECTRONICS**

★★ **Croma** ★★



Croma currently has 99 stores located in 20 cities. In the last financial year, retail space grew by over 8% over the previous year and retail turnover grew by over 15%. Sales per sq ft grew by 7% over the previous year. Securing the existing base through effective harvesting, on-boarding and engagement strategies led to 52% repeat customer ratio.

*Received by:* **Niraj Mohatta**, Head, Property, and **Sahil Kansal**, Senior Manager, Property, Infiniti Retail Ltd.

*Presented by:* **Nisha Sarin**, Head Retail, Omaxe

*Nominees:* ■ Dell ■ Viveks





## IMAGES MOST ADMIRED RETAILER OF THE YEAR: BEAUTY & WELLNESS

### ★★ Enrich Salons and Academy ★★



Enrich Salons and Academy has 56 outlets located in 5 cities. In 2016-17, retail space grew by over 19% over the previous year. Retail turnover grew by over 14% over the previous year and same store sales growth grew by 15%.

**Received by:** **Vikram Bhatt**, Director, **Bhupesh Dinger**, Director - Operations, Enrich Salons and Academy

**Presented by:** **Ravinder Kumar Agarwal**, Managing Director, Dukes – Ravi Foods Pvt.Ltd

**Nominees:** - Naturals Salons - Lakme Salon



## IMAGES MOST ADMIRED RETAILER OF THE YEAR: ENTERTAINMENT

### ★★ INOX ★★



INOX has 118 multiplexes with 468 screens, located in 58 cities. Last year, retail space grew by 6 % over the previous year and there was 5% growth in sales turnover over the previous year. In FY2017, it served 6.5 million movie enthusiasts across India.

**Received by:** **Abhishek Maria**, Asst Vice President – Business Development; **Shirish Krishna Handa**, Vice President – Business Development; **Sameer Patel**, Manager - Marketing (Brand Solutions)

**Presented by:** **Vikram Garg**, Principal, Blackstone, Director At Nexus Mall



### ★★ PVR ★★

PVR has 126 multiplexes with 468 screens, located in 50 Indian cities. Last financial year, its sales turnover grew by 14% over the previous year. Considering India as a heterogeneous market, PVR has given the Indian audience a grand spectra of cinema formats like, PVR Heritage, PVR Premier, PVR Director’s Cut, PVR Gold Class, PVR Premiere, PVR Talkies, PVR Superplex and the latest additions in 2016-17 were more PVR Icon properties and first PVR ECX property in Delhi, catering to a \$3- \$30 pocket size. PVR has truly ushered the multiplex revolution in India, which is not just limited to the metros.

PVR has expanded its reach with an equal penetration in metros as well as in tier II and tier III cities and reached a 600-screen mark this year.

**Received by:** **Kamal Gianchandani**, Chief of Strategy, PVR Ltd.

**Presented by:** **Vikram Garg**, Principal, Blackstone, Director At Nexus Mall

**Nominees:** - Cinepolis - Smaaash



**IMAGES MOST ADMIRED RETAILER OF THE YEAR: CUSTOMER RELATIONS**

★★ **Landmark Group** ★★



Landmark Group's loyalty club Landmark Rewards has 1.95 crore members and of its total sales, share of loyalty club is a massive 76%. With a new cardless mobile based customer loyalty program, Landmark Rewards offer significantly greater value to customers who shop with Landmark Group. The program was conceptualized with a focus on making enrolment easier for customers while offering a great host of valuable benefits and looks at data to help personalize the experience for each customer. Long term engagement programs are developed to ensure relevance & uniqueness for each customer using data models & segmentation incorporating individual demographics and purchase behavior.

*Received by:* **Satish Puranam**, Vice President, Business Development & NSO, **Sandeep Narain**, Sr. Vice President, Head Operations, **Jiten Mahendra**, Vice President, Head Marketing, **Vasanth Kumar**, Executive Director, Max India

*Presented by:* **Bhavik Zhaveri**, Founder Pretr & **Najeeb Kunil & Gautam Vaswani**, Executive Directors, PPZ

*Nominees:* • Blackberrys • Cinopolis • Future Lifestyle Fashions • Pantaloons • Rosebuy Supermarket • Spencer's • Tommy Hilfiger

**IMAGES MOST ADMIRED RETAILER OF THE YEAR: MARKETING & PROMOTIONS**

★★ **Jealous 21** ★★



**JEALOUS 21**

Jealous 21 revolutionized the jeans market for women by launching jeans that fits every body type of Indian women. FreeJeansDay was the first time in India that a brand carried out a unique digital campaign on a large scale where they invited girls to try out their latest collection. This was a unique trial generation initiative that saw massive participation both online and at the store level and achieved over 100% target achievement. The brand created tremendous digital buzz with over 98,00,000 people reached across all social media channels, 16,000 new leads generated and over 5000 free jeans were distributed

*Received by:* **Shibani Mishra**, Chief Marketing, FIF Brands

*Presented by:* **Benu Sehgal**, Head Retail and Marketing, Ambience Malls

★★ **McDonald's** ★★



McDonald's ATL activation to drive relevant messaging and create nostalgia with 'McMoments', celebrating the brand's 20 years in India, was tremendously powerful. In-store engagement for menu innovations – a Chinese burger, an international twist to a desi favourite – McAloo Tikki, and making its signature burger – the 'Mac', most accessible to all patrons as the 'Mac Junior' were further rockstars. Within a year, there was 28% incremental growth in cash profits, profitability was up by 41% and most importantly, guest counts were positive after 9 quarters!

*Received by:* **Gautam Joshi**, Director, Restaurant Solutions Group (RSG) – Operations, at McDonald's India (West & South)

*Presented by:* **Benu Sehgal**, Head Retail and Marketing, Ambience Mall

*Nominees:* • Burger Singh • Cinopolis • Cover Story • HyperCity • Jack n Jones • Lifestyle • Max Fashion • Neeru's • Pepe Jeans London • Pizza Hut • Reliance Digital • Spar • Tommy Hilfiger • Urbana • W





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It's happening!

## IMAGES MOST ADMIRED RETAILER OF THE YEAR: STORE DESIGN & VM

### ★★ Being Human ★★



At Being Human, three words – Culture, Conscientious, Eccentric - work with hand painted tiles, old drawers, and warehouse furnishings, as a backdrop for fashion. Floating grass ceilings, recycled old barber chairs for seating within the store, seat covers in denim patch work, recycled cable reel as tables are unique to say the least! The front façade has a grand feeling with tessellation drawer having a vintage brass handle. The result has been deeper customer engagement dwell time in stores

Received by: **Karan Berry**, Creative Head, Being Human Clothing

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

### ★★ Spencer's ★★



**spencer's**

Makes fine living affordable

For Spencer's, the objective of creating '2Bme', reflects 'Makes fine living affordable' and delivers an elevated, global experience; full solutions; and great value at every corner. The new apparel line at Spencer's stores has received overwhelming response from the customers who are delighted by 2Bme's offering as well as delighted by the broadened offering of the unique 'shop-in-shop' shopping experience. To draw & delight the customers within the section, specialized VM display units such as Entry Impression, departmental Portals and Discovery zone were created which also worked as Points of Sale. There has been a huge positive customer response to this in-store makeover and this has significantly improved the overall category and store sales.

Received by: **Rahul Nayak**, Executive Director, Operations, Spencer's Retail

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

### ★★ The Raymond Shop, Jekegram ★★



**Raymond**

The Raymond Shop, Jekegram, the objective was to create a unified 'Raymond' retail experience by leveraging Raymond's strengths – Heritage, Craft & Style – to offer a unique experience that helps modern Indian gentlemen to express and reflect who they really are by defining style for them. The new store concept caught customers' imagination through a unique design format ahead of its time both in experience and its extensive use of technology. The store has an ATV of Rs 6,500 plus, is setting new milestones of Highest Sales for Day & Weekend and delivering in excess of 105% on monthly targets.

Received by: **Sanjeev Rao**, Director- Business Development, Raymond

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

### ★★ W ★★



**W**

W's huge lit-up store facades allow trends of the season to be easily spotted during the evenings and thoughtfully made familiar with people walking past the store. In the store, a nesting table element - highlights the mood with the garments through U-bars and Faceouts which are in sync with the window display of the store. Outdoors have lit-up hoardings clearly making a bold statement. Even a small cash back coupon follows the tone of the campaigns without moving away from its sole purpose to serve the customers.

Received by: **Pulkit Sood**, Head- Business Development and **Jayesh Savla**, ASM- West, TCNS

Presented by: **Dr. Nicola Evoli**, CIO, Strategy, International Sales, Grottini Retail Environments

Nominees: Aurelia • Cinepolis • Forever New • Indigo Nation • Lifestyle • Neeru's • Only • Pantaloons • Pepe Jeans London • Scullers • Skechers • Tommy Hilfiger • Van Heusen

**IMAGES MOST ADMIRER RETAILER OF THE YEAR: EMPLOYEE PRACTICE**

★★ **HyperCity** ★★



HYPERCITY rolled out Hyper Connect Coffee with CEO: Every week selected few employees get to spend time with the CEO and discuss the company policies, practices and business. Hyper Growth – the HyperCity Academy of Training not just develops its associates, it also launched Training Passport to certify learning, Recognition of Prior Learning (RPL) through RASCI, Technology Aided Learning (TAL) on a mobile app. There's more -- Pradhan Mantri Kaushal Vikas Yojana - HyperCity has become the first ever retailer approved to Hire-Train-Recruit its associates under the aegis of RASCI, NSDC and Ministry of Skills Development for this Project! And, HyperCity Retail Awards are awarded every month to employees as recognition of exceptional customer service.

**Received by:** **Yogesh Bisht**, Vice President, Human Resource; **Ramesh Menon**, Chief Executive Officer, HyperCITY

**Presented by:** **Nathalie Depetro**, Mopic, Markets Director & **Jerome Calonne**, Kaibi India Development Leader

**Nominees:** ▪ Bestseller India ▪ Chai Point ▪ Cinopolis ▪ Croma  
▪ Landmark Group ▪ Pantaloons ▪ Spar ▪ Spencer's

**IMAGES MOST ADMIRER RETAILER OF THE YEAR: TURNAROUND STORY**

★★ **Manjusha** ★★



The turnaround of Manjusha started in 2015-16. In that year, the turnover rose to Rs. 47.41 crores, with a profit for the first time. In 2016-17 turnover rose to Rs 83 crores. From being a perennial loss making company, it finally earned a net profit and paid income tax for the first time in 2016-17. All business milestones have been achieved without any financial grant or aid from government.

**Received by:** **Amit Datta**, Managing Director, Manjusha

**Presented by:** **Nitin Shankar Nagrale**, Vice President, Materials Management, Foodlink

★★ **Pantaloons** ★★



Pantaloons' turnaround is centered on the 'Value Fashion strategy' that was adopted last year to provide wow fashion at wow prices. It offered aggressive entry price points, exited higher price points and amplified fashion appeal of Value Plus brands. As a result, it achieved exponential growth in own brands – 19% like-to-like volume growth and 42% overall. Own brands sales mix improved by 5% and markdowns reduced by 240 bps despite reduction in prices. The chain also registered highest over revenue growth of 17%, EBIDTA growth of 5% and an improvement of planned inventory by Rs 140 crores

**Received by:** **Sandeep Mistry**, AVP, Information Technogy, Pantaloons

**Presented by:** **Nitin Shankar Nagrale**, Vice President, Materials Management, Foodlink

**Nominees:** ▪ Pizza Hut ▪ The Raymond Shop





## IMAGES MOST ADMIRED CONCEPT PRESENTATION OF THE YEAR

★★ **Feedback Mechanism - Enrich Salons and Academy** ★★

★★ **Self Checkout - HyperCity** ★★

★★ **Wow! Momo On Wheels** ★★



Received by: **Vikram Bhatt**, Director and **Bhupesh Dinger**, Director

Presented by: **Damodar Mall**, Chief Executive Officer, Grocery Retail, Reliance Retail Limited & **Roosevelt D'souza**, Managing Director - South Aisa Nielsen



Received by: **Hemant Taware**, Chief Operating Officer; **Manoj Jain**, Vice President, Marketing, Loyalty & VM; **Ramesh Menon**, Chief Executive Officer

Presented by: **Damodar Mall**, Chief Executive Officer, Grocery Retail, Reliance Retail Limited & **Roosevelt D'souza**, Managing Director - South Aisa Nielsen



Received by: **Sagar Daryani** & **Shah Miftaur Rahman**, co-founders of Wow! Momo along with their team

Presented by: **Damodar Mall**, Chief Executive Officer, Grocery Retail, Reliance Retail Limited & **Roosevelt D'souza**, Managing Director - South Aisa Nielsen

Nominees: ▪ FMFG @ 2Bme - Spencer's ▪ Digital Fashion Ecosystem - Max Fashion ▪ Digitized 24 SEVEN ▪ Fabindia Experience Centre ▪ Fast Casual Delco - Pizza Hut ▪ IShapeMyWorld - Levi's ▪ Neighbourhood Concept - Adidas Originals

## IMAGES MOST ADMIRED CONCEPT OF THE YEAR: RETAIL INNOVATION

★★ **Home Court Concept - Adidas** ★★



Homecourt concept, adidas brings the spirit of sport to retail, creating a place where consumers can feel the energy of the game, the thrill of the event and the frenzy of the fans. The look of the store has four pillars of an arena facade that creates a bold distinctive look for adidas. Like an entrance gate to a stadium, it draws you into the big event; the shoebase at centerfield is the focal point, the heart of the store. It creates a central spot that brings to life the focused energy of the game day; the concourse is one of the key zones of a homecourt store. It is delivering 25% growth in comparable stores post the conversion to this exciting new format. There are now 32+ homecourt stores in the country.

Received by: **Manish Sapra**, Senior Retail Director - adidas India Marketing Pvt. Ltd.

Presented by: **Amitabh Taneja**, IMAGES Group

Nominees: ▪ ACE Format Store - SSIPL ▪ Atesber - INC 5 ▪ Glassy Bar and Lounge - Burger Singh ▪ In Store Presentation - Only ▪ Mini TRS - The Raymond Shop ▪ Mobile Kitchens - Kabhi-B ▪ Change in the Store Design - Skechers

## IMAGES MOST ADMIRED CONCEPT OF THE YEAR: CAMPAIGN INNOVATION

## ★★ Do the Stretch - FBB ★★



**fbf**  
INDIA'S FASHION HUB

fbf- do the stretch used the power of social media to get the nation to #dothestretch like Katrina Kaif. To create awareness about fbb's "Seriously Stretchy" collection and help it stand out, social media was used. Sale of Stretchy Collection grew by a rate of 45% year on year and the denim category grew at 31% year on year. Through the #DoTheStretch campaign, fbb gave away over 2,180 vouchers to their Seriously Stretch Denim Collection, of which over 79% vouchers were redeemed. The campaign reached close to 300 million people, engaging with over 1 million people.

*Received by:* **Mayur Toshniwal**, Director Supply Chain, Future Group

*Presented by:* **Nathalie Depetro**, Mopic, Markets Director & **Jerome Calonne**, Kaibi India Development Leader

## ★★ Re.1 Campaign - Naturals Salons ★★



**natu'als**  
India's No.1 hair and beauty salon

The Naturals Salon, Re.1 Campaign let women get their eyebrows threaded and men get haircuts. Introduction to the offer to all stakeholders went through sms, whatsapp, emails, video tutorials & meetings; Intensive training to all the staff one month prior to the activity to manage crowds, requirements and enhanced soft skills; Salon manager met with area managers to understand do's and don'ts at the salon level. Result was upselling up by 65%, post-campaign total walk-ins up by 54% / MTD Sales 56% / Service 58% and Product 42%

*Received by:* **Siddharth K Iyer**, Brand Manager- Products, Naturals Salons

*Presented by:* **Nathalie Depetro**, Mopic, Markets Director & **Jerome Calonne**, Kaibi India Development Leader

*Nominees:* ▪ Beauty & Bling - Enrich Salons and Academy ▪ Project Girl Power - Ayesha ▪ Start up nation - Indigo Nation ▪ Venting Booth & Artistic Facade - Shaze

## IMAGES MOST ADMIRED CONCEPT OF THE YEAR: PRODUCT &amp; SERVICE INNOVATION

## ★★ My Fit - Van Heusen ★★



**VAN HEUSEN**

Consumers are compromising on size and fits, body shapes and customisation. My Fit is a mass customization solution which offers products which fit to individual body type, size, style and taste. My Fit team travelled across cities to train store managers and CCA's on the new IT system of order booking, faster payment systems and new ways of pitching to consumers. My Fit has given 50,000 additional consumers to the brand Van Heusen. My Fit sales analysis is helping retail team tweak store level merchandise planning which resulted in an improvement 9% in L2L growth. 70% of the My Fit sales is coming through non-standard sizes/customized fits/styling option which aren't available in the store otherwise.

*Received by:* **Archana Tripathi**, Group Manager, Brand New Initiatives, Van Heusen

*Presented by:* **Bhavesh Pitroda**, COO, Images Group

*Nominees:* ▪ Employees to Entrepreneurs - Kabhi-B ▪ Encouraging Women Entrepreneurs - HyperCity ▪ M Connect - Manyavar ▪ PantRobes - W ▪ Powerflex Denim - Pepe Jeans London ▪ Smart ATM Concept - V-Mart ▪ Whopper as a Menu Layer - Burger King





## IMAGES MOST ADMIRED RETAIL LAUNCH OF THE YEAR

### ★★ Pizza Hut Express - Westend Mall, Pune ★★



Pizza Hut launched its first express store in October, 2016 at Westend Mall, Pune. The idea was to serve the need of customers through the Express concept with focus on “value and speed”. This was the first time in the country that Pizza Hut had started selling ‘By Slice’ to its customers. To also keep the Operations simple and wastage to a minimal, the entire day is split into two: Peak (Mostly Lunch and Dinner) and Non-Peak (Non Lunch and Non Dinner). ROI: 4 years at a Capex of Rs. 70 Lacs per outlet. As on today, the express concept is delivering a staggering Rs. 22,000 sales per sq ft per year per outlet across 6 units



Received by: **Neerav Sejpal**, Director – Business Development, Pizza Hut

Presented by: **Alexander Koth & Jagmohan Batra**, Minodes

Nominees: ▪ Neeru’s - Raipur ▪ Selected Homme - Palladium, Mumbai  
▪ Spar - Hyderabad ▪ Spencer’s - omnichannel at Delhi NCR & Kolkata

## MEET OUR ESTEEMED JURY PANEL



**Roosevelt D'souza**,  
MD, South Asia, Nielsen



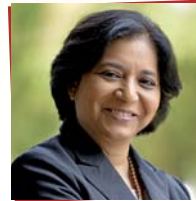
**B S Nagesh**,  
Founder, TRRAIN



**Rama Bijapurkar**, Expert-  
Marketing Strategy &  
Consumer Behaviour



**Pushpa Girimaji**,  
Consumer Rights  
Columnist



**Vanitha Narayanan**,  
MD, IBM



**Anand Kumar Jaiswal**,  
Chairperson - Centre for  
Retailing, IIM, Ahmedabad



**Amitabh Taneja**,  
Chief Convenor, India  
Retail Forum



**Abheek Singhi**,  
Senior Partner & Director,  
Boston Consulting Group



**Debashish Mukherjee**,  
Partner and Co Head,  
Consumer & Retail  
Industries India and SEA,  
A.T. Kearney



**Professor Ravi Dhar**,  
Yale University



**Ramesh Nair**,  
CEO & Country Head,  
JLL India



**Ireena Vittal**,  
Expert, India Agriculture  
& Urban Change



**Bijou Kurien**,  
Board Member,  
L Catterton Asia



**Yogeshwar Sharma**,  
ED & CEO,  
Select CITYWALK



**Ajay Kaul**,  
Senior Director,  
Everstone Group



**Pushpa Bector**,  
Executive Vice  
President and Head  
- Premium Malls  
Division, DLF Utilities



**Jonathan Yach**,  
Director - Operations,  
Virtuous Retail



**Rajneesh Mahajan**,  
CEO, Inorbit