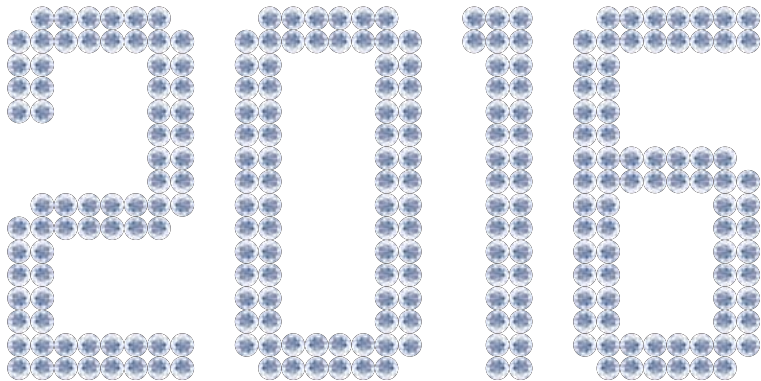


# IMAGES RETAIL AWARDS



The 13th Annual IMAGES Retail Awards (IRA) powered by Ambience Malls felicitated some of India's most innovative and fastest growing retail chains and concepts across all major consumption verticals, including fashion & lifestyle, food & grocery, food service, entertainment, beauty & wellness, home improvement and more through 18 award categories.

Powered By  
Space for a million smiles



By IMAGES Retail Bureau



**T**he 13th chapter of IRA has been completed with a bang. For over a decade, IRA has been recognising and honouring excellence in Indian retailing through multiple accolades for retail organisations and professionals. Admired for their credible, transparent evaluation and recognition of retail performance based on critical metrics, IRA has established itself as a premier benchmark for retail excellence in India. This year, IRA was powered by Ambience Malls, one of India's leading retail real estate companies. Ambience Mall at Gurgaon and Vasant Kunj are two important pillars of the celebrated portfolio of Ambience Group and need no introduction. Led by CMD Raj Singh Gehlot, Ambience Group's mall portfolio currently comprises 3 million sq. ft. of retail space with an annual traffic of at least 12 million people in each mall. Representing the company at the IRA 2016 ceremony, Arjun Gehlot, Director, Ambience Group said, "It's been a pleasure to be part of this privileged forum. The platform is my alma matter of exciting learning, and now it's been more than a decade that this relationship began. Our endeavour at Ambience malls is to deliver quality products of international standards and meet the expectations of our customers."





## SPECIAL MENTION 'VEGAS MALL'

One highlight of the glamorous IRA 2016 ceremony was a special presentation by Vegas Mall, one of the most awaited mixed-use developments in the NCR. Set to come up in the Capital's

Dwarka area, the development is spread across 20 lakh square feet, including 6.5 lakh sq. ft. of retail and one lakh sq. ft. of an entertainment centre. Seven anchors and over 150 vanilla stores will occupy the retail area, while the property will also house a 50,000-sq.ft. central plaza and an extensive car park with the capacity to accommodate 2000 cars in one go.



▲ Arjun Gehlot along with Krish Iyer

This year QSR chain Domino's led the IRA 2016 awardees' pack with multiple honours in the categories of customer relations and marketing and Promotions. And the prestigious saga of felitations remain continued..

### Nomination & Jury Process

Alike to every year this year too IRA nomination categories and entry details were announced through the IRF website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. To begin with, the prelim jury had identified the best performers

among retailers. Prominent shopping centers and retail support professionals were invited to recommend the best performing retailers in key retail verticals/formats. Then, prospective nominees submitted their nominations which were further 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 growth in top line sales and retail presence, sales per square foot, average transaction values.

### AJAY KAUL'S EXTRA TOPPINGS

Debunking several myths about corporate honchos in melodious style, Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks (he has since put in his papers) was the clear winner at the ceremony. A self-confessed fan of the Kishore Kumar-RD Burman combine, Kaul's rendition of several iconic Bollywood tracks from the '70s and '80s led to many gasps of stunned surprise and calls for encores. Usually acknowledged as the man who designed and led Domino's' leadership in the Indian QSR category, Kaul showed there is much more to him than selling pizzas and executing category-leadership strategies. During a conference

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. The list of distinguished jury includes **Amitabh Taneja**, Chief Convener India Retail Forum & MD, IMAGES Group, **Abheek Singhi**, Boston Consulting Group, **Anuj Puri**, JLL India, **Ankur Shiv Bhandari**, Asbicon Group and Kantar Retail Indian Sub-Continent, **Debashish Mukherjee**, AT Kearney, **Harish Bijoor**, Consultants, **Ireena Vittal**, **Pankaj Jaju**, Axis Bank, **Deepak Pillai**, **Nielsen**, **Bijou Kurien**, L Capital Asia (LVMH Group), **Piyush Kumar Sinha**, IIM Ahmedabad

The gala evening was hosted by Mini Mathur and Nitin Mirani. A stunning performance by singers Apeksha Dandekar and Arijit Datta set off the evening's proceedings in exquisitely melodious style.

session earlier in the day, he had said, "I have reached a certain point of life where I want to explore new verticals. I can sing a bit, and this evening IMAGES is going to present me as a singer!" As the audience would have ascertained in the evening, Ajay Kaul can certainly sing, and way more than just 'a bit'."



IMAGES MOST ADMIRER (VALUE FORMAT) RETAILER OF THE YEAR  
**FASHION & LIFESTYLE**

★ **MAX FASHION** ★

*received by:*  
 Vasanth Kumar, Executive Director, Max Fashion, Jiten Mahendra, Head Marketing, Max Fashion with the team

*presented by:*  
 Krish Iyer, Chairman IRF 2016 and President & CEO, Walmart India

Max Fashion has 172 stores located in 59 cities. In 2015-16, Retail outlets grew by 10 percent over the previous year and retail turnover grew by 31 percent. Same stores sales grew by 18 percent over the previous year.



IMAGES MOST ADMIRER RETAILER OF THE YEAR  
**HYPERMARKET**

★ **MORE MEGASTORE** ★

*received by:*  
 Shyam Pai, HR- Hypermarkets, Aditya Birla Retail Limited

*presented by:*  
 Bhavik Jhaveri & Ankur Joshi, Co Founders, Pretr

More Megastore has 19 stores located in 7 cities. In 2015-16, Retail outlets grew by 19 percent and there was 28 percent growth in retail space over the previous year. Retail turnover grew by 26 percent over the previous year.

IMAGES MOST ADMIRER RETAILER OF THE YEAR  
**FASHION & LIFESTYLE**

★ **VERO MODA** ★

*received by:*  
 Sumit Suneja, Head- Business Development, Bestseller Retail India Pvt. Ltd.

*presented by:*  
 Krish Iyer, Chairman IRF 2016 and President & CEO, Walmart India

VERO MODA, JACK & JONES, ONLY currently have 481 stores. Retail outlets grew by 30 percent over the previous year. Retail space grew by 25 percent over the previous year and there was over 50 percent growth in sales turnover over the previous year.





**Bata**

IMAGES MOST ADMIRED RETAILER OF THE YEAR  
**FOOTWEAR**

★ **BATA** ★

*received by:*

Ankur Kohli, Head - Real Estate & Business Development (BATA South Asia)

*presented by:*

Arjun Gehlot, Director, Ambience Group

Bata has over 1,243 stores located in 404 cities across India. In 2015-16, there was 10 percent growth in Sales turnover over the previous year. Sales per square foot grew by 17 percent and same stores sales grew by 10 percent over the previous year.

IMAGES MOST ADMIRED RETAILER OF THE YEAR  
**FOOD & GROCERY**

★ **GODREJ NATURE'S BASKET** ★

Aditya Saraswat, General Manager - Head of Operations, Western Region & Chennai;  
Shiva Subramanian Ramachandran, Cluster Head - Mumbai, Nature's Basket Limited

*received by:*

*presented by:*

Arjun Gehlot, Director, Ambience Group

Godrej Nature's Basket has 38 stores strategically located at high street locations. Retail space grew by 30 percent in 2015-16 over the previous year. Retail turnover grew by 31 percent and Same stores sales grew by 21 percent over the previous year



**NATURE'S BASKET**  
WORLD FOOD STORE



**Haldiram's**

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

★ **HALDIRAM'S** ★

*received by:*

Dr. A. K. Tyagi, Executive Director, Haldiram Group of Companies

*presented by:*

Vineet Kanaujia, VP Marketing, Safexpress

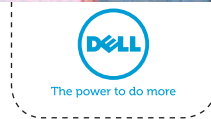
There are currently 46 Haldiram's outlets located in 11 cities. In 2015-16, Retail turnover grew by 5 percent over the previous year, sales per sq. ft. grew by 5 percent and same stores sales grew by 6 percent over the previous year.

IMAGES MOST ADMIRABLE RETAILER OF THE YEAR  
**CONSUMER ELECTRONICS**

★ **DELL** ★

*received by:*  
 Premjeet Shetty, Regional Marketing Manager- South & West, Dell India

*presented by:*  
 Nisha Sareen, Head- Leasing, Omaxe Group



Dell currently has 638 stores located in 414 cities. In 2015-16, number of Retail outlets grew by 36 percent over the previous year, Retail space grew by 36 percent and retail turnover grew by 62 percent over the previous year. There was 30 percent growth in same store sales



IMAGES MOST ADMIRABLE RETAILER OF THE YEAR  
**BEAUTY & WELLNESS SERVICES**

★ **NATURALS SPA AND SALON** ★

*received by:*  
 C.K.Kumaravel, Co Founder, Naturals

*presented by:*  
 Pankaj Jaju, Head, Strategic Partnerships, Axis Bank

Currently there are 520 Natural's salons located in 40 cities. In 2015-16, Retail outlets grew by 16 percent over the previous year, Retail space grew by 16 percent and Retail turnover grew by 31 percent. There was 16 percent growth in same store sales .

IMAGES MOST ADMIRABLE RETAILER OF THE YEAR  
**HOME & OFFICE IMPROVEMENT**

★ **HOME CENTRE** ★

*received by:*  
 Kabir Lumba, MD, Lifestyle International Pvt. Ltd. along with the team

*presented by:*  
 Harshvardhan Bansal, Kawal Kumar, Suresh Anand & Naresh Agarwal ,  
 Founders, VEGAS MALL



HOME CENTRE currently has 24 stores located in 15 cities. In 2015-16, Retail outlets grew by 16 percent over the previous year, retail space grew by 40 percent and there was 35 percent growth in sales turnover over the previous year



IRA 2016 RECOGNISED THE POWER OF INNOVATION AND DIFFERENTIATION WITH RECOGNITIONS FOR FOUR UNIQUE RETAIL CONCEPTS.

**IMAGES MOST ADMIRED RETAILER OF THE YEAR: CONCEPT STORES**

*This category was presented by* Rajneesh Mahajan, Executive Director, Inorbit Malls.



★ **DUA VIVO** ★

*received by:*

Mehal Kejriwal, Co-Founder, Dua Vivo with the team

DuaVivo, meaning a 'Second Life', is a luxury venture started in Bangaluru based with the vision to give all those luxury darlings that lie unused in the wardrobes of most, a new life and a new identity.

**DUAVIVO**  
RELUXED. RELOVED.

★ **GO COLORS** ★

*received by:*

Joseph Pinto, Head - Projects, Go Colors

Go Colors, a pioneer in branded legwear for women, exuberates a dynamic energy that has led it to establish legwear as a category now in India. Changing the rules of the game, Go Colors created the first and most unique format in apparel retailing – 'Kiosks', that have worked and given traction for footfalls in more than 60 malls across India in the initial years for the brand.



**GO COLORS!**  
happy legs



★ **NIKE FACTORY STORE, CHATTARPUR, NEW DELHI** ★

*received by:*

Jestin Cheriaan - Lead - Store Design and Development, Nike India

Nike Factory Store at Chattarpur, New Delhi was the first of its kind build under a key metro station with 'Self-Serve Fixtures' by any sportswear brand in the country when launched. The store characterizes build, design and operating features that brings a premium consumer experience.



★ **TANISHQ, CAMAC STREET, KOLKATA** ★

*received by:*

Bipul Das Gupta, RBM Watches (EAST) on behalf of Tanishq

Tanishq enhanced the visual experience in the store and used a wedding theme as a core content of this concept. The brand researched to understand the emotional aspects of Bengali wedding traditions and the best ways to highlight them.



**TANISHQ**

IMAGES MOST ADMIRED RETAILER OF THE YEAR  
ENTERTAINMENT

★ **PVR** ★

*received by:*

Vijay Kapoor, Sr. Vice President- Business Development, PVR Ltd.

*presented by:*

Chris Thomson, General Director & Manpreet Chadha, CEO, Lyoiness India

PVR currently has 112 multiplexes with 516 screens, located in 48 cities. Retail space grew by 25 percent over the previous year. There was 28 percent growth in Sales turnover over the previous year



IMAGES MOST ADMIRED RETAILER OF THE YEAR  
CUSTOMER RELATIONS

★ **DOMINO'S PIZZA** ★

*received by:*

Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks Ltd. along with the team

*presented by:*

Pankaj Renjhen, Managing Director, Retail Services, JLL

Domino's has 19 million loyalty members in India! 94 percent of chain's total sales come from the loyalty club. In 2015-16, there was 10 percent increase in the repeat guests as compared to previous year.



IMAGES MOST ADMIRED RETAILER OF THE YEAR  
KIOSK/ EXPRESS FORMATS

★ **WOW! MOMO** ★

*received by:*

Shah Miftaur Rahman, Co-Founder & CFO, Sagar Daryani, Co-Founder & CEO, Niloy Chakraborty, Business Head, Wow! MOMO

*presented by:*

Ashish Goel, Joint Managing Director, Victory Projects

Wow Momo currently has 71 stores located in 15 cities, Retail outlets grew in 2015-16 by 65 percent over the previous year. Retail space grew by 95 percent over the previous year and there was an impressive 59 percent growth in sales turnover





IMAGES MOST ADMIRED RETAILER OF THE YEAR  
TURNAROUND STORY

★ **TANTUJA** ★

*received by:*  
Rabindranath Roy, IAS, Managing Director, Tantuja

*presented by:*  
Mukesh Kumar, Senior VP, Infiniti Malls

The West Bengal Handloom weavers cooperative society, Tantuja, is an apex society of the primary weavers co-operatives. Tantuja was a loss making concern. But it made a remarkable turnaround after 25 years. In successive financial years 2014-15 and 2015-16, net profits of Tantuja rose phenomenally.

IMAGES MOST ADMIRED RETAILER OF THE YEAR  
TURNAROUND STORY

★ **W (WFORWOMAN.COM)** ★

*received by:*  
Pulkit Sood, DGM- Business Development and Devendra Singh, AM-Marketing TCNS clothing

*presented by:*  
Mukesh Kumar, Senior VP, Infinity Malls

W's re-launched site as mobile responsive, omni channel enabled, added a store panel for Omni retail and a Uni-commerce model for inventory. Traffic increased by 1749 percent in one quarter as compared to the past 3 quarters.



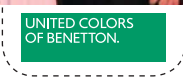
IMAGES MOST ADMIRED RETAILER OF THE YEAR: FASHION  
MARKETING & PROMOTIONS

★ **UNITED COLORS OF BENETTON** ★

*received by:*  
Sandip Saha, Area Sales Manager (Mumbai, Benetton India) with team

*presented by:*  
Vishal Mirchandani, CEO, Retail and Commercial, Brigade Enterprises

BENETTON launched the UNITED BY DON'T'S & UNITED BY PLAY campaigns in March 2016. It initiated conversation on social media through Twitter and Facebook and got women to talk about the don'ts they were told.



IMAGES MOST ADMIRED RETAILER OF THE YEAR: NON FASHION  
MARKETING & PROMOTIONS

★ **DOMINO'S PIZZA** ★

*received by:*  
Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks Ltd along with the team

*presented by:*  
Vishal Mirchandani, CEO, Retail and Commercial, Brigade Enterprises

Dominos Pizza launched the chef's inspiration series last year. Featuring Exotic Italian Pizza co-created by domino's chef and Michelin Star Chef – Vikas Khanna, thus unveiling a new segment of gourmet Pizza for an evolved Indian consumer.







**AÉROPOSTALE**

IMAGES MOST ADMIRED RETAILER OF THE YEAR  
STORE DESIGN & VM

★ **AÉROPOSTALE** ★

*received by:*  
Dhananjay Pandey, Head- Retails Operations, Aeropostale

*presented by:*  
Haraald Seabenviber, Senior Project Manager- Mobile Services  
Asia Pacific - Wirecard

Aéropostale brand has introduced 'Studio' concept which pays homage to the brand's heritage and New York City roots with iconic cues and references of classic New York City architecture and landmarks. The store format connects with the customer in an engaging and refreshing way, while highlighting the brand's evolving fashion offering .

IMAGES MOST ADMIRED RETAILER OF THE YEAR  
EMPLOYEE PRACTICE

★ **LIFESTYLE** ★

*received by:*  
Kabir Lumba, MD, Lifestyle International Pvt. Ltd. along with team

*presented by:*  
Amitabh Taneja, Chairman & MD and Editor-in-Chief, IMAGESGroup

In 2015-16, Lifestyle re-assessed, designed and implemented organisation-wide Change Management initiatives to craft the positive Lifestyle culture. Multiple initiatives were taken this year on the employee front; it introduced a Fast Mover Development Program (Talent Pipeline building) and conducted a 360 degree feedback session for hi-potential employees.



**lifestyle**

EXCELLENCE AWARD FOR TRAVEL RETAIL INFRASTRUCTURE

★ **CHHATRAPATI SHIVAJI MUMBAI INTERNATIONAL AIRPORT** ★

*received by:*  
Sanjay Khanna, Chief Commercial Officer, Mumbai International Airport Limited along with team

*presented by:*  
Sanjeev Rao, Director- Business Development Group, Raymond,  
Ronobir Mitra, CFO, adidas Group and Nagesh Rajanna, CEO, Bombay Dyeing

The right blend of food, retail and services, a great category and brand mix representing the best and most relevant brands for the travelers, a well-planned passenger flow and a very evident experience of Mumbai and India, make this airport a traveler's delight .

