

images

retail awards 2005



The spectacular 2nd Annual IMAGES RETAIL AWARDS ceremony on the evening of September 16 at the Taj Lands End in Mumbai saw Pantaloon Retail walking away with as many as five of the 17 honours given away to the Business of Retail. The 17 awards were decided through a nationwide consumer and industry poll and self nominations, followed by Performance Assessment by IRA Knowledge Partner KSA Technopak.

The awards felicitated the country's top retail companies, professionals and their concepts. The evening was reflective of the Business of Retail's energetic dynamism interspersed with stunning performances by danseuse *Dr. Mallika Sarabhai*, stand up comedian *Jaspal Bhatti* and songstress *Alisha Chinai*.

Over the following pages, *IMAGES Retail* analyses the performances and achievements of the awardees and nominees for the 2nd Annual Images Retail Awards.

Presenting the inspiring stories of Stars of the Business of Retail...

RETAILER OF THE YEAR: FASHION



Received by Bijou Kuriem, COO, Titan Industries.
Presented by Bollywood star Madhavan

TITAN INDUSTRIES

Retail Reach	Total	Added last year
Number of outlets	172	15
Total retail space	1,35,452 sq.ft	13,402 sq.ft
Number of cities	102	6

Retail revenue Rs.210 crore (2004)

Profitability Rs.10.5 crore

Sales per sq. ft. Rs.15,503 p.a.

Industry Leadership 32 per cent market share

Number of product categories – 3

Total number of SKUs offered – 2,000-plus

New Formats/ Concepts

- In 2004, Titan diversified into fashion eyewear by launching Fastrack I-Gear sunglasses
- The first concept Raga Store, retailing only ladies watches, has been launched this year
- Three mall outlets opened during the year
- Total 57 outlets in malls across 29 cities by 2007
- 10 Kiosk spaces are being considered for Fastrack in malls

NOMINEES

UNITED COLORS OF BENETTON



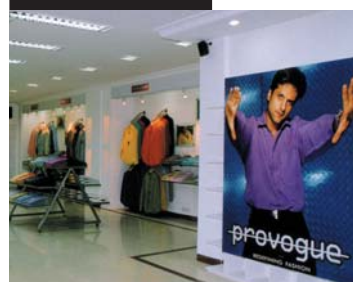
Average Transaction Value
Rs.2,500

Conversion rate
High streets – 70 per cent
Malls – 45 per cent

Merchandise Management
No of product categories – 30
Total no. of SKUs offered – 2,000

Retail Reach	Total	Added last year (2004-05)
Number of outlets	61	14
Total retail space	1,40,000 sq.ft	62,000 sq.ft
(Growth of 79 per cent)		
Number of cities	38	

PROVOGUE



Retail Revenue
Rs.115 crore (2004)

Profitability Rs.7.21 crore

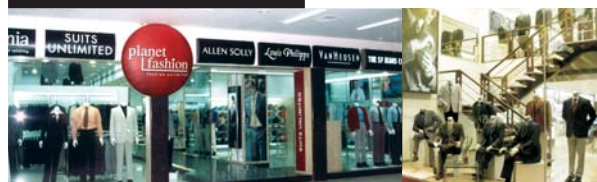
Sales per sq. ft. Rs.7,500 p.a.

Average Transaction Value
Rs.1,800

Expansion Plans 40 new Provoogue Studios and 21 Provoogue Megastores across 19 cities by 2007.

Retail Reach	Total	Added last year
Number of outlets	54	1
In addition, 50 shop-in-shops across the country		
Total retail space	39,655 sq.ft	
Number of cities	23	4

MADURA GARMENTS



Retail Reach	2004-05	Retail space	No. of Cities
EBO's	71	75,087 sq.ft	32
Trouser Town	10	18,290 sq.ft	7
Planet Fashion	27	71,620 sq.ft	32

Retail Revenue Rs.124.99 crore (2004-05)

Sales per sq. ft.

EBO's - Rs.22.96 crore, Trouser Town - Rs.23.46 crore, Planet Fashion - Rs.23.96 crore

Merchandise Management	EBO's	Trouser Town	Planet Fashion
No of product cat.	21	21	21
Total no of SKUs	97,050	97,050	97,050

RAYMOND



Retail revenue
Rs.55 crore (2004)

Sales per sq.ft
Rs.11,000 p.a.

Average Transaction Value
Rs.2,600

Merchandise Management
No. of product categories – 7
No. of private labels – 5

Expansion Plans
40 more outlets, at least 10 in malls
Plan to increase 1,50,000 sq.ft. retail space

Retail Reach	Total	Added last year
Number of outlets	326	26
Total retail space	11.74 lakh sq.ft.	1.74 lakh sq.ft.
Number of cities	46	28

RETAILER OF THE YEAR: CATERING SERVICES



Received by Vikram Bakshi, MD, McDonald's India (North). Presented by Krish Iyer, Chairman, IRF and MD & CEO, Piramyd Retail



Retail reach

- Total of 72 restaurants in India

Formats

- McDonald's exclusive outlets – either in malls or in high street locations
- Express counters – present in food courts in retail malls e.g. MGF Metropolitan Mall, Gurgaon
- McDonald's Kiosks – offering desserts & beverages e.g. Basant Lok, New Delhi
- Restaurants on highways
- McDelivery Service – home delivery service

Marketing and sales acumen

- Rs.20 Happy Price Menu' offer – to drive volumes

Industry leadership

- In North India, McDonald's has the largest market share of over 18 per cent of the IEO (Informal Eating Out market), which is 50 per cent higher than the nearest competitor
- Its 46 restaurants in North India serve about 110,000 customers every day

NOMINEES

CAFÉ COFFEE DAY

Retail Reach	Total	Added last year
Number of Outlets	209	62
Total retail space	233,848 sq.ft.	145,045 sq.ft.
(Growth of 61 per cent)		
Number of cities	50	13



Average Transaction Value Rs.100

Strength of the Brand

- Coffee used is roasted to perfection at high-tech curing works
- CCD branded merchandise– coffee mugs, T-shirts, premium coffee powders, flasks, pens, key chains, etc.

Expansion Plans

Café Coffee Day currently has 237 cafes across 57 cities, will grow to 350 cafes across 80 cities within a year and will cross the 500 mark by 2007

MOCHA

Retail Reach	Total	Added last year
Number of Outlets	9	5
Total retail space	30,350 sq.ft.	15,700 sq. ft.
Number of cities	5	3



Retail revenue Rs.2.56 crore (2004)

Profitability Rs.1.60 crore (2004)

Sales per sq. ft. Rs.8,500 p.a.

Average Transaction Value Rs.100

Industry leadership

- 80 per cent market share in premium coffee

Expansion Plans

- Plans to open outlets in Hyderabad, Pune, Chennai, Jaipur, Bangalore

SUBWAY

Retail Reach	Total	Added last Year
Number of Outlets	50	20
Total retail space	50,000	20,000
Number of cities	17	3



Sales per sq.ft.

Rs.15,000

Average Transaction Value Rs.150

Merchandise management

- Product categories – 6
- Private labels – 2

Advertising and marketing activities

- Average annual spend of Rs.2.5 crore

YO! CHINA

Retail reach	Total	Added last year
Number of Outlets	12	10
Total retail space	37,000 sq.ft.	22,000 sq.ft.
Number of cities	7	5
Retail revenue	Rs.25 crore (2005)	Rs.7 crore (2004)



Profitability Rs.3 crore

Sales per sq. ft. Rs.7,150 p.a.

Average Transaction Value Rs.125

Value proposition - "Chinese food. Chinese prices."

Expansion Plans

- New outlets in Chandigarh, Hyderabad, Bangalore, Kolkata, Delhi and NCR by May 2006
- 100 restaurants nationally by 2007; plan to scale up to 320 outlets by 2010, with revenues of Rs.544 crore
- Launch of budget Indian food concept and budget hotels

RETAILER OF THE YEAR: FOOD & GROCERY



Received by Kishore Biyani, MD, Pantaloon Retail
Presented by Dr. Bernd Hallier, MD, EuroShop

FOOD BAZAAR

- 31 total outlets, of which 16 have been added in the last year itself.
- Launched as a part of Big Bazaar, the chain is expanding as exclusive Food and Grocery Stores as well.
- Total retail space of 2.89 lakh sq.ft of which 1.78 lakh sq.ft was added last year. Growth of 160 per cent in retail space
- Revenue of Rs. 260 crore in 2004-05, signifying a growth of 126% over the previous year
- The store stocks products across 30 categories and also stocks 29 private label brands

NOMINEES

IN & OUT



Retail reach	Total	Added last year
Number of Outlets	380	146
Total retail space	1,22,807 sq.ft.	59,007 sq.ft.

Retail revenue Rs.70 crore (2004); Rs.30 crore (2003)

Industry Leadership Market share in 2004-05 – 90 per cent

Strength of the Brand

- A first-time combination of fueling with grocery shopping

Expansion Plans

- 500 stores by March 2006; 600 stores by March 2007
- 1,000 stores by 2010 across 200 cities, spanning 6,00,000 sq.ft.; 100 product categories
- A launderette proposition has been introduced to the list of services

NILIGIRI'S



Retail reach	Total	Added last year
Number of Outlets	30	4
Total retail space	1,38,000 sq.ft.	18,000 sq.ft.
Retail revenue	Rs.224crore (2004)	Rs.190 crore (2003)

Sales per sq. ft. Rs.16,231p.a.

Industry Leadership Market share in 2004-05 – 10 per cent

Merchandise management

- Product Categories – 23
- Total no. of SKUs offered – 10,600
- No. of private label brands – 1,250

STAR INDIA BAZAAR



Retail reach	Total	Added last year
Number of Outlets	1	
Total retail space	55,000 sq.ft.	

Retail revenue

- Rs.227.93 crore (Trent Ltd.- '04-05); Rs.147.34 crore (Trent Ltd.- '03-04)

Merchandise Management

- Total no. of SKUs offered – 50,000
- No. of private label brands – 18

Advertising and marketing activities Rs.21.17 crore expenditure (Trent Ltd.)

Expansion plans Two more launching in next six months

RETAILER OF THE YEAR: HEALTH & BEAUTY



Received by Vandana Luthra, Founder, VLCC.
Presented by Hemu Javeri, President, Madura Garments



- From 65 salons in 2003-04, VLCC has grown to 84 salons across 45 cities
- The estimated retail space is 3.66 lakh sq.ft., a growth of 26 per cent over last year
- Revenue of Rs.110 crore, as against Rs.82 crore in 2003-04, a growth of 34 per cent
- VLCC Personal Care Products are retailed through a nation-wide distribution network of over 130 distributors and 2,000 retail outlets
- VLCC Institute of Beauty Health & Management is India's first comprehensive training academy offering professional and vocational courses in beauty, nutrition, health & management
- VLCC was given the "Superbrand" status as one of the most recognised brands of India.
- ICICI Retail Excellence Awards 2005 (Health and Beauty) awardee

NOMINEES

APOLLO CLINIC



- Total no. of stores - 34 across 23 cities.
- No. of stores added in 2004-05 - 16
- Retail Space of over 1.36 lakh sq.ft.
- Growth in Retail Space in 2004-05 - 90 per cent
- Revenue in 2004-05 grew from Rs.16 crore to Rs.32 crore - growth of 100 per cent
- Current communication highlights the 'all-under-one-roof' proposition - including specialist consultation, diagnostics, preventive health checks, telemedicine, 24 hour pharmacy
- Franchisor of the year award-2004 by Franchisee India Holdings Limited
- Marketing Impact Award-2004 by SP Jain Institute of Management and Research

TRUST CHEMISTS & DRUGGISTS



- Single largest retail chain of organised medical shops in Karnataka
- 19 stores spread across Bangalore, of which 12 were added this year
- Retail space of 9,456 sq.ft., growth of 150 per cent over last year
- Plans to add 44 stores in Delhi, Pune, Kolkata, Mysore and Bangalore by March 2006
- Launched a new destination outlet under the name and style of 'Trust Diabetic World', a first of its kind drive-in medical store
- The store offers diabetic and preventive medicines, sugar free eatables, education to customers on handling diabetes, audiovisual presentations and books on diabetic care
- Additional services include dietician and diabetologist services, free blood sugar evaluation, free accident insurance and free hospitalisation for customers in Bangalore

THE MEDICINE SHOPPE



- Currently operates 72 franchised outlets, of which 38 were added last year
- Total retail space of 22,500 sq.ft.
- Sales per sq.ft. of Rs.14,500 p.a.
- Offers for the loyalty club programme include discounts upto 50 per cent, free gifts worth Rs.10,000 per day throughout the year, free Mediclaim etc.
- The only ISO 9001:2000 certified pharmacy in India
- Has won the *Wilson Rx. Award* for being the best in customer satisfaction for the last four years running in the USA

RETAILER OF THE YEAR: LEISURE



Received by S Sriram, CEO & MD, Crossword
Presented by Inder Sharma, Chairperson, Select Infrastructure

CROSSWORD

- Total of 22 outlets in three formats – Flagship stores, Brand stores and Crossword Corners in eight cities
- Retail space grew by 68 per cent to reach 92,000 sq.ft. in 2004-05
- Retail revenue of Rs.65 crore in 2004-05, up from Rs.32.3 crore in 2003-04, a growth of 101 per cent
- First bookstore in India to present author-signed copies.
- Only bookstore with a "money back" guarantee on Sriram's Recommendation books – the Crossword's book of the month
- Ranked the fifth most admired retailer in India by Business World for 2004, the only book retailer in the top 10 list

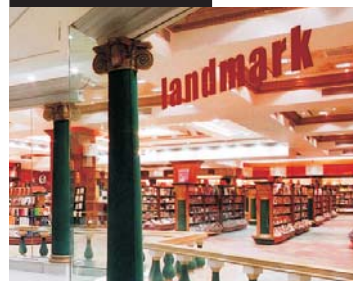
NOMINEES

ARCHIES



- 469 outlets in 139 cities covering over 2.24 lakh sq.ft. of space.
- Revenues of Rs.24.24 crore, a growth of 33 per cent over last year
- Sales per sq.ft. of Rs.5,567 p.a., up from Rs.4,541 for 2003-04
- The company stocks 20,000 SKUs across 30 product categories
- Releases around 7,000-8,000 new designs every year, thus very high on innovation.

LANDMARK



- Five outlets in three cities covering a retail space of 1.14 lakh sq.ft.
- Added 68 per cent in retail revenue last year, to reach a turnover of Rs.96 crore
- First retailer in Asia to be accredited with ISO 9002 certification
- Recognised as one of the fast growing book stores to watch for the year 2004 by "The Bookseller Daily", London
- Unique loyalty programme named "The Fellowship" that provides loyalty benefits not to individuals but to families
- First integrated online retail store chain in India
- First to introduce listening stations where customers can sample music in retail stores

OXFORD BOOKSTORE



- Five outlets in five cities covering 35,000 sq.ft. retail space, of which two were added last year.
- Revenue grew by 74 per cent, from Rs.9.9 crore in 2003-04 to Rs.13.5 crore in 2004-05
- For The Great Oxford Sale 2005, HSBC came on board as media campaign sponsor.
- The loyalty club showed a growth of 85 per cent in membership (26,000 members) and 12.5 per cent in annual transaction by members over previous year
- A new concept of "Cha Bar", has been introduced wherein customers can relax over a cup of tea while reading their favourite books

PLANET M



- 114 outlets in 25 cities of which 51 were added last year. The stores occupy 84,000 sq.ft., a growth of 30 per cent in the last year
- The chain showed 41 per cent growth in revenues, from Rs.53 crore in 2003-04 to Rs.75 crore in 2004-05.
- Planet M's loyalty programme "M-xtasy World", with a membership base of 101,333, had annual transactions worth Rs.30.60 crore
- Enjoys a growth rate of 35 per cent
- Plans to open at least 18 stores and enter nine new cities in the current year
- The Planet M TVC was selected for a BBC-Celador production called "World's Funniest Spots" 2003

RETAILER OF THE YEAR: ENTERTAINMENT



Received by Ajjay Bijli, MD, PVR
Presented by Ms. Reetika Dalal,, CEO, Daks India



Retail reach

- Present in 10 properties across 4 cities
- Total number of screens – 34
- Screens added in 2004-05 – 15
- Total number of seats – 7,798
- Average number of shows per day – 195 (99% growth)

Retail revenue Rs.87.96 crore

Profitability – Net Profit Rs.3.76 crore

Average Transaction Value Rs.464

Advertising and Marketing Expenditure Rs.3.69 crore

New Formats/ Concepts

- First cinema company to introduce computerized ticketing.
- First to accept credit cards in India for purchase of tickets
- First to offer cinema tickets on the web with online payment gateway
- First to receive institutional funding in the cinema industry - from ICICI Venture
- PVR Bangalore - India's largest multiplex

NOMINEES

INOX



Retail reach

- In 5 properties – Pune, Vadodara, Kolkata, Goa and Mumbai
- Total number of screens – 25
- Screens added in 2004-05 – 13
- Average capacity utilisation – 65 per cent
- Average number of shows per day per screen – 5
- Total number of seats – 7,400

Retail revenue Rs.61.48 crore

ADLABS



Retail reach

- 4 multiplexes as on March 2005 (Mumbai – 3, Nashik – 1).
- Total number of screens – 12
- Total number of seats – 4,385

Retail revenue Rs.33.64 crore

Profitability – Net Profit Rs.4.52 crore (2004-05)

Average Transaction Value – Rs.130

Expansion plans

- 8 new multiplexes to be completed by 2007 (Mumbai, Mangalore, Kolkata, Hyderabad, Chennai, Indore, Ghaziabad).
- 31-33 screens; 10,000 seats

SHRINGAR CINEMAS



Retail reach

	Total	Added last year
Total number of screens	14	9
Total number of seats	4585	2978
Average number of shows per day per screen –	5-6	
Average capacity utilisation –	42 per cent	
Revenue per seat per year –	Rs.73,064	

Retail revenue Rs.33.5 crore

Profitability Rs.13.5 crore

Average Transaction Value Rs.165

Expansion plans By end-2005, Shringar Cinemas will have properties opening in Kandivali (Mumbai), Aurangabad, Pune, Surat and Hyderabad

RETAILER OF THE YEAR: CONSUMER DURABLES



Received by Ravinder Zutshi, Deputy MD, Samsung India
Presented by team Best Buy led by James Damian, SVP, Best Buy



Retail reach

- 23 DigitAll Homes and 27 DigitAll Plazas
- 71 outlets in 46 cities
- Retail space 130,000 sq. ft.

Turnover for the year 2004-05 INR 220 Crores

Sales per sq. ft. Rs.14,070 p.a.

Average Transaction Value INR 13,203

New Formats/ Concepts

- An exclusive hi-end experience zone called Samsung Digital Zone that displays and retails only the hi-end AV products.
- A hi-lite zone that displays and demonstrates new products
- Samsung Service Plazas serve as one-stop shop for walk-in customers.
- Set up the Home Appliances Service Centres in 19 cities, equipped with latest testing and measuring equipment for servicing home appliance products

NOMINEES



LG



Retail reach

- No. of outlets: 112 (2004-05); 90 (2003-04)
- 76 LG Exclusives & 36 L G Shoppe outlets
- Total Retail Space: 1.60 lakh sq.ft. (2004-05)

Retail revenue

- Turnover (2004): over Rs.300 crore, growth of 33 per cent
- Sales of Rs.20 crore from lgezybuy.com

Sales per sq. ft. Rs.18,750

Expansion Plans

- Planning to open specialised upmarket showrooms for the designer air-conditioners called Whisen, and Cyber Shoppe for IT and GSM products
- The company has plans to focus on premium products and introduce 25 X Canvas, 15 Whisen and around 30 Cyber Shoppe outlets.



VASANTH & CO.

Retail reach

- 38 outlets
- Total retail Space: 95,000 sq. ft.
- Present in 18 cities

Retail revenue Rs.210 crore

Average transaction value Rs.10,000

Advertising & Marketing Expenses Rs.15-20 crore



VIJAY SALES

Retail reach

- 9 outlets
- Total retail Space: 1.25 lakh sq.ft.
- Number of cities present: 1 (Mumbai)

Retail revenue Rs.200 crore

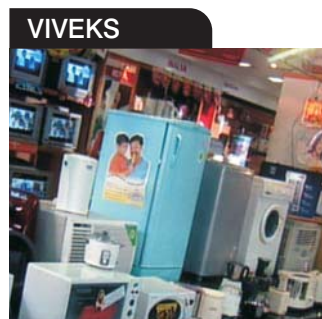
Profitability Net profit – Rs.6 crore

Average Transaction Value Rs.5,000

Advertising and Marketing Expenses Rs.2.5 crore

Expansion plans

- One store opened in Thane; two more in the pipeline



VIVEKS

Retail reach

- Total 50 company owned stores in Tamil Nadu (42) and Karnataka (8)
- Present in 17 cities
- Added 7 new stores in 2004-05
- Retail space 1,68,500 sq. ft.

Retail revenue Rs.265 crore in 2004-05

Profitability Rs.1.48 crore

Sales per sq. ft. Rs.15,727 p.a.

Average Transaction Value Rs.8,320

Expansion plans

- The company plans to add 50 more stores in the next 2 years amounting to an addition of 1,75,000 sq.ft. of retail space

RETAILER OF THE YEAR: FORECOURT RETAILING



Received by Sanjay Krishnamurti, ED, BPCL
Presented by Anaggh Desai, COO, D'Damas



- 6,426 outlets in 320 cities, of which 4,709 are own outlets and 1,717 are franchised.
- The company has total retail space of 6,73,44,480 sq. ft.
- Retail revenue of Rs.34,625 crore, a 20.1 per cent growth in 2004-05
- 27.71 per cent market share from 28.44 per cent last year – decline of 0.73 per cent
- “In & Out Convenience Store” is an innovative concept where a number of typical household errands are aggregated under one roof
- BPCL is the first to roll out a comprehensive fleet management programme branded as “SmartFleet” and designed for efficient and cost-conscious fleet owners



NOMINEES



RELIANCE



- 351 outlets
- Retail space of 3.23 lakh sq.ft.
- Clocked revenues of Rs.3,840 crore last year, with a sales per sq ft of Rs.11,886
- Reliance has a market share of 5.1 per cent with 1.5 per cent outlets – market effectiveness of 3.92
- Strong focus on service and differentiation, and all outlets operate 24 X 7
- Foodworld Fresh Express stores target neighborhood customers and offer fresh categories for daily needs like fruit & vegetables, milk, eggs, bread and bakery etc.

HINDUSTAN PETROLEUM



- 6,733 total outlets of which 1,161 have been added in the last year; total retail space of 76 lakh sq.ft.
- Revenue of Rs.65,218 crore in 2004-05, a growth of 13.2 per cent over previous year; sales per sq.ft. of Rs.8,583 p.a.
- HPCL has achieved 4.8 per cent growth in petrol sales and 4.8 per cent in diesel sales
- 363 retail outlets received ISO certification as of March 31st, 2005
- Club HPCL has 2,400 outlets, the highest number in the country
- In a period of three years, Retail SBU has acquired a customer base of 2.5 million customers, who contributed Rs.1,336 crore during 2004-05
- Received Excellence Award 2005 for outstanding contribution in Petro Retailing Business by DEW journal

INDIAN OIL



- 10,229 outlets across the country
- Formats include**
 - Company owned and company operated (COCO)
 - Company owned and Dealer (franchisee) Operated (CODO)
 - Dealer (franchisee) owned and Dealer (franchisee) operated (DODO)
- Over 35.5 per cent market share in petrol and 39.1 per cent in diesel (fiscal 2004-05)
- 37 per cent market share in number of retail outlets
- The company has launched “XTRACARE” branded outlets, to provide choice of branded fuels, cashless transaction, loyalty program and value added non-fuel services at these outlets. It has currently 450 such outlets.

RETAILER OF THE YEAR: VALUE RETAILING



Received by Kishore Biyani, MD, Pantaloon Retail
Presented by Pradeep Jain, Chairman, Parsvnath Developers Ltd.



- Pantaloon's hypermarket venture Big Bazaar operates 14 outlets, of which 4 stores were added this year itself
- The only player in this segment with a national presence
- Retail space occupied its stores is 5.35 lakh sq.ft.
- Retailing 1,70,000 apparel and non-apparel products at prices that are 6-60 per cent below MRP
- The Big Bazaar festive campaign (October 10, 2004 - November 25) through TV, print and outdoor media generated a business growth of 45 per cent (over previous six weeks on same store basis)

NOMINEES

MY DOLLAR STORE



- One of the fastest growing formats in the world, 'Dollar store' concept was launched in India in August 2004.

The format has the following features

- Deep discount store
- Single price point store – 'Always Rs.99'
- Only international products and brands

- International retail experience
- Currently there are 10 stores across 5 cities
- There are plans to open 30 outlets across 9 cities by March, 2006

THE LOOT



- Currently operating with 15 outlets, The Loot is a value retailing format for apparel and footwear
- With a total retail space of 50,000 sq.ft. (40,000 sq. ft. added last year), it had a total sales of Rs.15 crore in the last financial year
- It has national license for surplus business for premium fashion brands

STAR INDIA BAZAAR



- A hypermarket format from Trent, Star India Bazaar currently in Ahmedabad offers quality retail space of 55,000 sq.ft. under one roof with 50,000 SKUs
- The value proposition is to offer Indian households, the convenience of procuring an entire requirement of products under one roof at best prices in a comfortable environment

- 'Chota Budget, Lambi Shopping'
- Characterised by high levels of private label merchandise
- Plans to open up two more stores in the next 6 months

VISHAL MEGAMART



- Vishal Mega Mart has a network of 15 outlets across 10 cities in the country, with a 50 per cent growth rate observed in number of new outlets opened in 2004-05
- Total retail space occupied is 2,50,000 sq.ft. of which 1,20,000 sq.ft. was added this year
- With an apparel-based value positioning, Vishal Mega Mart achieved a turnover of Rs.146 crore (66 per cent growth)

RETAILER OF THE YEAR: DEPARTMENT STORE



Received by team Trent led by Himanshu Chakrawarti, GM, Westside
Presented by Atul Goel, CEO, Fun Republic



Retail reach	Total	Added last year
Number of Outlets	16	2
Total retail space	3,00,000 sq.ft.	50,000 sq.ft.
Number of cities	10	1
Retail revenue	Rs.227.93 crore (Trent Ltd.)	Rs.147.34 crore (Trent - 03-04)
Profitability	Rs.24.56 crore (Trent Ltd.)	Rs.21.18 crore (Trent - 03-04)

Sales per sq.ft. Rs.7,600 p.a.

Contribution from private labels 85-90 per cent (estimate)

Loyalty Club Memberships

- 3,20,000 loyal members

Advertising and Marketing Spend Rs.21.17 crore (Trent Ltd.)

Industry Leadership

- First retailer to position itself as 100 per cent private label retail store
- The profitability is the highest among the retail chains, standing at 10 per cent of the total revenues

NOMINEES

EBONY



Retail Reach

- 8 stores

Retail space 1.5 Lakh sq. ft.

Retail Revenue Rs.85 crore

Sales per sq. ft. Rs.6,095 p.a.

Average Transaction Value Rs.1,102

Merchandise Mix

- The offerings at Ebony include men's and

women's apparel, kids' wear, books and music, personal care and cosmetics, jewellery, luggage

- Ebony has been awarded "Inside Fashion Retail Award" by Dealers For You (DFU) for 'excellence in retail operations'

LIFESTYLE



Retail Reach

- 7 stores across 5 cities in the country

Retail Space: 3.2 lakh sq.ft.

Retail Revenue Rs.305 crore

Sales Per sq.ft. Rs.7,187 p.a.

Marketing and Sales Acumen

Introduced 3 private labels – Ginger, Baby Doll and JRS Active Segment specific brands like '2xtremz' for women and 'Juniors' for infants

- Several promotion plans like SMS for customer communications, 'Mad for each other', 'Shop for a Surprise' etc. have helped increase its popularity
- Customer loyalty programme by the name of 'The Inner Circle' boasts a membership of 2.2 lakh people

PANTALOONS

Retail Reach (Pantaloon & Centrals)	2004-05	2003-04
Number of Outlets	15	13
Retail Space (sq ft) in lacs	8.05	4.52
Number of Cities Present in	10*	10



Sales per sq. ft. Rs.8,900 p.a.

Average Transaction Value Rs.590

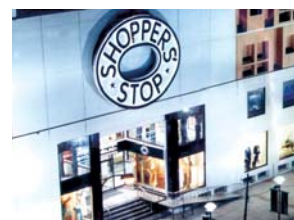
Strength of the Brand

- Loyalty Club Memberships
- A membership of 2.1 lakhs (grew from 1.4 lakhs previous year)

- Loyalty club members contribute 38 per cent to the total sales
- **Advertising and Marketing Activities**
- Not very active in advertising for Pantaloon, whereas for Big bazaar, TV campaigns have been started

SHOPPERS' STOP

Retail reach	Total	Added last year
Number of Outlets	16	2
Total retail space	752,848 Sq feet	104,755 Sq feet
Number of cities	9	
Retail revenue	Rs.511 crore (2004)	Rs.404 crore (2003)



Profitability Rs.19 crore

Sales per sq.ft. Rs.6,903 p.a.

Average Transaction Value Rs.1,278

Loyalty Club Memberships

4,40,000 members contributing to over 50 per cent of total sales

New Formats/ Concepts

- The launch of 'Buzz' – designer prêt wear section at Inorbit Mall in Mumbai
- Launch of 'Kasba' – Blend of traditional work with contemporary art on fabrics by Raghavendra Rathore

MOST ADMIRED RETAILER OF THE YEAR



Received by Kishore Biyani, MD, Pantaloon Retail
Presented by Sanjay Chandra, Director, Unitech



- Pantaloon Retail has grown to 63 stores across multiple formats across India
- Retail area increased to 1.95 million sq.ft. from 1 million last year

Operates in various formats like

- Pantaloons – Dept. Store
- Big Bazaar – Hypermarket
- Food Bazaar – Supermarket
- Gold Bazaar – Jewellery Store
- Central – Seamless Mall
- Revenues of Rs.1,080 crore in 2004-05
- Net profits rose by 100 per cent to Rs.38 crore (estimated) in 2004-05
- The largest retailing company in India by value turnover

NOMINEES

TRENT LTD.



A part of the Tata Group, Trent Ltd. operates in two formats

- Department Store
Westside – 16 stores (2 added in last year)
- Hypermarket
Star India Bazaar – 1 store (launched last year)

- Achieved a turnover of Rs.228 crore (growth of 54 per cent over previous year) with a net profitability of 11 per cent (highest among the retail chains in India)
- Known in the Indian retail industry for its pioneering work in private labelling (Westside is the only store with 100 per cent private label merchandise)

SHOPPER'S STOP LTD.



- Total 16 department stores across 9 cities covering retail space of 7,52,000 sq.ft., added two stores in the last financial year
- Clocked revenues of Rs.511 crore, displaying growth of 26 per cent over previous year

- Largest retailer for Levi's, Pepe, Arrow, Zodiac, Ray-Ban, Swatch etc.
- Member of the Intercontinental Group of Departmental Stores (IGDS), representing India in the association
- NASSCOM, in association with Economic Times, awarded Shoppers' Stop the "Best IT user" in Retail
- Given 'Superbrand' status for the period 2003 - 2005

LIFESTYLE INTL. PVT. LTD.



- It has 7 stores across 5 cities in the country, added 2 stores in the year 2004-05
- Retail Space: 3.2 Lakh sq.ft.
- The retail revenue in the year 2004-05 was Rs.305 crore (a growth of 20 per cent over

previous year)

- The profitability grew by 70 per cent
- Business World - IMRB Most Respected Company Awards Survey 2003 rated Lifestyle as the "No. 1 Retail Company"
- It was awarded "The Most Admired Large Format Retailer" of the year consecutively for two years at the Lycra Images Fashion Awards in 2003 and 2004

CAFE COFFEE DAY



- Café Coffee Day's extensive distribution network comprises of 209 outlets spread across 50 cities in 2004-05, a growth of 61% in total retail space, to 2.34 lakh sq ft.
- Plans are in place to cross the 500 store mark by 2007

- Its innovative distribution formats include music cafes, book cafes, garden cafes, cyber cafes and lounge cafes
- The product mix includes food, beverage and merchandise, out of which beverages contribute to 63% of total sales, food about 27% and merchandise 10%.

RETAIL CONCEPT OF THE YEAR



Received by Hital Meswani, ED, Reliance Industries Ltd. Presented by Eric Musgrave, Editorial Director, Drapers and Emma Vickers, Retail Week



- Reliance Truck Stops revolutionise the truckers' fuelling experience, and their lives too, in terms of food, hygiene, security and services
- Reliance Truck Stops, with its integrated bouquet of fuel and non fuel products and services, provides world class customer experience on the highways through Truck Stops
- The Reliance Truck Stops aim to provide quality infrastructure on the highway, with high degree of consistency, which the trucking community has never experienced on the Indian highways
- Currently there are 50 Truck Stops built along important highways across India

NOMINEES

ITC CHAUPAL SAGAR



- This is a unique concept launched in August 2004 with a view to set up a chain of rural malls in India
- A unique concept that addresses all the consumption needs of the consumer from cycles to tractors; from toothpastes to television; from dhotis to

jeans; from seeds to pesticides; from diesel and lubricants to agricultural pumps.

- A national sourcing system to directly purchase quality products from different places in India and supply them directly to the stores
- Currently operating with one outlet, ITC plans to expand to 700 outlets over the next 10 years

PANTALOON CENTRAL



- Central was launched in May 2004 at Bangalore
- The thought was to give customers an unobstructed and a pure shopping experience in a large 1,50,000 sq. ft. format store
- Central houses over 300 brands across categories

- Two centrals with a total retail space of 3.75 lakh sq. ft. in one year. Pune central was opened in April 2005, making the total no. of operational malls 3.
- Many brands generate their maximum revenue from Central (single store sales)
- Seamless nature of Central offer un-obstructed visibility and reach to the brands resulting in more footfalls per brand

PIRAMYD TRUMART



- The Food & Grocery venture of Piramyd retail has been launched in the last year with a Hub and Spoke model
- Care has been taken to locate them near to the middle class customer and spreading them across the city
- A lot of effort has been put in to make the model systematic to make the roll out fast enough

WIPRO CONCEPT STORE



- Wipro concept store showcases the intricacies of using RFID technology
- The store is designed to demonstrate item level tagging explaining the real benefits of RFID, with customers as the center of the activity
- The concepts revolves

around showcasing the latest technological innovation to enhance consumer shopping experience, to improve the inventory visibility and to avoid stock out situations

RETAIL LAUNCH OF THE YEAR



Received by Pantaloon team led by Kishore Biyani, MD, Pantaloon Retail, Presented by Atul Goel, Director, Suncity Projects and Abdul Rab, Head-Retail Projects, Suncity Projects



- Pantaloon Retail launched Central, the first seamless mall in India, in May 2004 at Bangalore
- The thought behind this pioneering concept was to give customers an unobstructed and a pure shopping experience in a large 1,50,000 sq. ft. format stores
- Seamless nature of Central offers un-obstructed visibility and reach to the brands resulting in more footfalls per brand
- Central houses over 300 brands across categories
- Two centrals with a total retail space of 3.75 lakh sq. ft. in one year. Pune central was opened in April 2005, making the total no. of operational malls, three
- Many brands generate their maximum revenue from Central (single store sales)
- At Central, customers no longer only shop, they get shop-attained

NOMINEES

MY DOLLAR STORE



- One of the fastest growing formats in the world, 'Dollar store' concept was launched in India in August 2004.

The format has the following features

- Deep discount store
- Single price point store Rs. 99 'Always Rs. 99'
- Only international products and brands
- International retail experience

- Currently there are 10 stores across 5 cities
- There are plans to open 30 outlets across 9 cities by March, 2006

PASSION - MY CUP OF TEA



- Passion - My Cup of Tea is India's first trendy quick service tea café chain for lovers of the nation's favorite drink
- The key focus is to make tea a trendy beverage and change out-of-home consumption patterns for tea
- Currently operates with two outlets in Delhi, with a total retail space of 2,500 sq.ft.

STAR INDIA BAZAAR



- A hypermarket format from Trent, Star India Bazaar currently in Ahmedabad offers quality retail space of 55,000 sq. ft. under one roof with 50,000 SKUs
- The Value Proposition is to offer to the Indian household the convenience of procuring his/her entire

requirement of products under one roof at best prices in a comfortable environment

- 'Chota Budget, Lambi Shopping'
- Characterised by high levels of private label merchandise
- Plans to open up two more stores in the next 6 months

TRUE VALUE SHOPPE



- True Value Shoppe is a 'shop in a Box' format, where a retail shop can be set up and delivered within seven days from start to finish
- True Value Shoppe is a key innovation in the Indian retail industry because it brings the

power of mass-market branded retailing into the rapidly growing telecom industry

- The success of this concept resulted in flawless implementation of 1,000 exclusive True Value Shoppes which were rolled out within 180 days, the fastest rollout implementation in the Indian telecom industry
- The True Value Shoppes currently contribute 25 per cent of the sales. Their productivity is 6-7 times higher than a MBO.

RETAIL DESTINATION OF THE YEAR



Received by B S Nagesh, MD & CEO, Shoppers' Stop
Presented by Oscar D'Mello, Director, AmEx



Retail reach	Total	Added last year
Number of Outlets	16	2
Total retail space	7,52,848 sq.ft.	1,04,755 sq.ft.
Number of cities	9	
Retail revenue	Rs.511 crore (2004)	Rs.404 crore (2003)

Profitability Rs.19 crore

Sales per sq.ft. Rs.6,903 p.a.

Average Transaction Value Rs.1,278

Loyalty Club Memberships 4,40,000 members contributing to over 50 per cent of total sales

New Formats/ Concepts

- The launch of 'Buzz' – designer prêt wear section at Inorbit Mall in Mumbai
- Launch of 'Kasba' – Blend of traditional work with contemporary art on fabrics by Raghavendra Rathore

NOMINEES

INORBIT MALL



Total Land Area : 5,89,136 sq.ft
Total Built-up Area: 4,70,000 sq.ft
Gross Leasable Area: 5,53,000 sq.ft
Atrium Area : 7,600 sq.ft
Shopping Area: 3,50,000 sq.ft
Food Court Area: 50,000 sq.ft

Leisure & Entertainment Area: 55,000 sq.ft
Services Area and Parking area: 2,00,000 sq.ft
Average Footfalls on Week days: 25,000
Average Footfall on Weekends: 50,000

THE FORUM



Total Land Area: 1,92,000 sq.ft
Gross Leasable Area: 3,60,000 sq.ft
Shopping Area: 1,70,000 sq.ft
Food Court Area: 19,000 sq.ft
Entertainment Area: 65,000 sq.ft
Parking Area: 3,60,000 sq.ft
USP of Mall: 11-screen multiplex
Avg Footfall on Weekends: 55,000

Anchor 1: PVR
Area allotted: 65,000 sq.ft
Anchor 2: Landmark
Area allotted: 30,000 sq.ft
Anchor 3: Westside
Area allotted: 25,000 sq.ft
Anchor 4: Transit Food Court
Area allotted: 19,000 sq.ft

BIG BAZAAR



- The only player in this segment with a national presence, Pantaloon's hypermarket venture Big Bazaar operates 14 outlets, of which 4 stores were added this year itself
- Retail space occupied by its stores is 5.35 lakh sq.ft.
- Retailing 1,70,000 apparel and non-apparel products at prices that are 60-60 per cent below MRP

HIGH STREET PHOENIX



Gross Leasable Area: 9,00,000 sq.ft.
Shopping Area: 5,50,000 sq.ft.
Parking Area: 4,00,000 sq.ft.
USP of the Mall: Retail mix
Average Footfalls on Week days: 25,000
Average Footfall on Weekends: 60,000-plus

Anchor 1: Lifestyle
No. of Floors: Ground+ 2 Floors
Anchor 2: Pantaloons
No. of Floors: Ground+ 2 Floors
Anchor 3: Bowling Company
No. of floors: First and Second Floor
Others: Ritu Kumar, Marks & Spencer, Park Avenue and Mogra

SHOPPING CENTRE OF THE YEAR



Received by Yogesh Samat, CEO, Inorbit Mall
Presented by Hital Meswani, ED, Reliance Industries Ltd.



Total Land Area : 5,89,136 sq.ft
Total Built-up Area: 4,70,000 sq.ft
Gross Leasable Area (GLA-in sq.ft): 5,53,000 sq.ft
Atrium Area : 7,600 sq.ft
Shopping Area: 3,50,000 sq.ft
Food Court Area: 50,000 sq.ft
Leisure & Entertainment Area: 55,000 sq.ft
Services Area and Parking area: 2,00,000 sq.ft
Average Footfalls on Week days: 25,000
Average Footfall on Weekends: 50,000
Anchor 1: Lifestyle
No. of Floors: 2 floors

Area allotted (in sq.ft): 43,656.76 sq.ft
Product/Offerings: Department Store
Anchor 2: Spencers
No. of Floors: 1 floor
Area allotted (in sq.ft): 47,58.96 sq.ft
Product/Offerings: Hypermarket
Anchor 3: Shoppers' Stop
No. of Floors: 2 floors
Area allotted (in sq.ft): 64,531.70 sq.ft

Product/Offerings: Department Store
Anchor 4: Fame
No. of Screens: 6 screens
Area allotted: 46354.40 sq.ft
Product/Offerings: Multiplex cinema
Others: Sogni D'ora
Area allotted: 1065.89 sq.ft
Product/Offerings: Jewellery

NOMINEES

THE FORUM



Total Land Area: 1,92,000 sq.ft
Total Floor Space: 3,60,000 sq.ft
Gross Leasable Area: 3,60,000 sq.ft
Atrium Area: 1,00,000 sq.ft
Shopping Area: 1,70,000 sq.ft
Food Court Area: 19,000 sq.ft
Entertainment Area: 65,000 sq.ft
Services Area: 6000 sq.ft
Parking Area: 3,60,000 sq.ft
USP of Mall: 11-screen multiplex, planned tenant mix

Avg Footfalls on Weekdays: 25,000
Avg Footfall on Weekends: 55,000
Anchor 1: PVR
Area allotted: 65,000 sq.ft
Anchor 2: Landmark
Area allotted: 30,000 sq.ft
Anchor 3: Westside
Area allotted: 25,000 sq.ft
Anchor 4: Transit Food Court
Area allotted: 19,000 sq.ft

HIGH STREET PHOENIX



Total Built-up Area (in sq.ft) : 958320
Gross Leasable Area: 9,00,000 sq.ft.
Shopping Area: 5,50,000 sq.ft.
Parking Area: 4,00,000 sq.ft.
USP of the Mall: retail mix and location
Average Footfalls on Week days: 25,000
Average Footfall on Weekends: 60,000-plus
TENANT MIX OF MALL

Anchor 1: Lifestyle
No. of Floors: Ground+ 2 Floors
Anchor 2: Pantaloons
No. of Floors: Ground+ 2 Floors
Anchor 3: Bowling Company
No. of floors: First and Second Floor
Others: Ritu kumar, Marks & Spencer, Park Avenue and Mogra

RETAIL BRAND OF THE YEAR



Received by Bijou Kurien, COO, Titan Industries
Presented by Mazher Pappar, MD, Géant Casino



- A Tata Group company, it has 172 Titan stores across 102 cities. It added 13,400 sq.ft. of retail space last fiscal
- Revenue pegged at Rs.210 crore in 2004-05 as against Rs.184 crore in 2003-04
- Sales per sq.ft. at Rs.15,500 p.a.
- The Loyalty Club has 2.4 lakh members and had Rs.44.25 crore worth of transaction in the previous year
- In 2004, Titan diversified into fashion eyewear by launching Fastrack I-Gear sunglasses
- The first concept Raga Store, retailing only ladies watches, has been launched this year

NOMINEES

WESTSIDE



- The company presently operates 16 stores in 10 cities across India, added 2 new in the last year
- The total retail space is 3 lakh sq.ft.
- Retail sales grew by 54 per cent to Rs.228 crore in FY 04-05
- Net Profits grew by 15 per cent to Rs.25 crore in FY 04-05
- Unique positioning as a 100 per cent private label merchandise store
- Comes out with 35,000 new designs every year.

UNITED COLORS OF BENETTON



- Operates with 61 outlets in 38 cities across the country. Added 14 outlets in the last year
- A total retail space of 1,40,000 sq.ft. (an addition of 80 per cent last year)

MCDONALD'S



- McDonald's operates 72 restaurants in the country with 46 in Northern India and 26 in Western India
- Its retail formats include dine-in restaurants, express counters, kiosks, highway restaurants and home delivery
- It has garnered largest market share of over 18 per cent of the IEO (Informal Eating Out market) in North India, which is 50 per cent higher than its nearest competitor
- To cater to the Indian palate, McDonald's has customised its product offerings in both the vegetarian and non-vegetarian segments

RAYMOND



- An apparel brand (Parx, Park Avenue, Raymond), operates with 326 outlets in 46 cities. It added 26 outlets last year.
- The total retail space it commands is 11.7 lakh sq.ft.
- The retail revenue in the year 04-05 was Rs.55 crore – a growth of 12 per cent over previous year
- Plans to open another 40 outlets this year adding approximately 1.5 lakh sq.ft.

RETAIL FACE OF THE YEAR



Received by Kishore Biyani, MD, Pantaloon Retail
Presented by Amitabh Taneja, Chief Convenor, India Retail Forum 2005

- Kishore Biyani is the CEO and Managing Director of Pantaloon Retail (India) Ltd., a Pantaloon Knowledge group company
- In 1982, he joined the family business, which had interests in textile and speciality yarn and textile manufacturing
- Biyani launched India's first branded trousers in 1987
- Under his leadership, Pantaloon has emerged as one of the leading retail companies in India (from a revenue base of Rs. 0.63 crore in 1989 to Rs.1,080 crores in 2005)
- He was awarded 'The IMAGES Business of Fashion Visionary of the Year' title at the Lycra Images Fashion Awards in February 2005

NOMINEES

B S NAGESH



- Currently Managing Director and Chief Executive Officer of Shopper's Stop Ltd.
- Under his guidance, Shoppers' Stop has grown from 2,800 sq.ft. of retail space to 7.5 lakh sq.ft. with 16 stores.
- He has infused the latest retail techniques into the business of retail in India.
- Among top 50 managers in India who can influence business in the 21st century – Business India

KRISH N IYER



- Currently Executive Director and CEO of Retail Business Group of Piramal Enterprises.
- In 1998, spearheaded a project with McKinsey & Co. and KSA Technopak to study the feasibility of entering retail sector with multiple formats.
- Was instrumental in the roll-out of Crossroads, India's first shopping mall in 1999.
- Member of the Advisory Board of Wellingkar School of Retailing, Mumbai.

BIJOU KURIEN



- Heads the Watch division of Titan Industries Limited, India's largest Watch & Jewellery player.
- Kurien has led the business by blending sophisticated marketing strategies, extensive retailing and customer service networks.
- Serving as the President of the Indian Horological Federation, Chairman (South) of the Indian Society of Advertisers and on the Advisory Board of several management institutions.

VIKRAM BAKSHI



- Currently Managing Director of Connaught Plaza Restaurants Pvt. Ltd. & JV Partner of McDonalds India.
- Instrumental in launching many innovative formats of McDonalds in India like 'McDonald's Express' Counters etc.
- Under him, McDonalds grown from one restaurant in Delhi in 1996 to 72 outlets today across India.