

GALLERY OF GREATS 2009

NINETEEN AWARD TITLES, 20 AWARDEES, 20 RETAIL BRANDS, AND 17 CONGLOMERATES AND RETAIL COMPANIES. PURE PLAY RETAILERS, MULTI-CHANNEL, MULTI-FORMAT RETAIL COMPANIES AND MULTI-INDUSTRY CONGLOMERATES FEATURED IN THE HONOURS LIST AT THE SIXTH ANNUAL **IMAGES RETAIL AWARDS**. THE AWARDS FOR YEAR 2009 – A WATERSHED YEAR FOR MODERN RETAIL IN INDIA – REWARDED RETAILERS ON ACHIEVEMENTS IN SUSTAINABLE SCALABILITY, INNOVATION IN FORMAT EXPANSION, AS WELL AS ‘SMART STRATEGIES’ IN REALIGNING STORE PRESENCE TO A CHANGING MARKETPLACE.

IMAGES RETAIL AWARDS 2009 RECEIVED OVER 200 NOMINATIONS FROM RETAILERS ACROSS CATEGORIES AND VERTICALS, REFLECTING THE CONTINUED ENERGY AND POSITIVITY IN MODERN RETAIL IN INDIA. THE AWARD TITLES AND FINALISTS IN EACH CATEGORY ARE LISTED IN THE NEXT PAGE, FOLLOWED BY EXTENDED COMPANY-WISE INFORMATION ON EACH AWARDEE ON SUBSEQUENT PAGES.

By Nupur Chakraborty



IMAGES RETAIL AWARDS 2009 – FINALISTS

1. Most Admired Retailer of the year: **Fashion & Lifestyle**
 - LOUIS PHILIPPE
 - LEVI'S
 - BENETTON
 - WILLS LIFESTYLE
 - BATA
 - TITAN
2. Most Admired Retailer of the year: **Food & Grocery**
 - SPENCER'S
 - MORE
 - FOOD BAZAAR
 - RELIANCE FRESH
 - EASY DAY
3. Most Admired Retailer of the year: **Catering Outlets**
 - CAFE COFFEE DAY
 - HALDIRAM'S
 - BARISTA
 - MAINLAND CHINA
 - MCDONALD'S
 - PIZZA HUT
4. Most Admired Retailer of the year: **Leisure**
 - LANDMARK
 - ODYSSEY
 - PLANET M
 - MUSIC WORLD
 - CROSSWORD
5. Most Admired Retailer of the year: **Consumer Electronics**
 - E ZONE
 - LG SHOPPE
 - NEXT
 - X-CITE
 - CROMA
6. Most Admired Retailer of the year: **Entertainment**
 - PVR
 - BIG CINEMAS
 - INOX
 - FAME
7. Most Admired Retailer of the year: **Telecom and Mobile**
 - THE MOBILESTORE
 - NOKIA PRIORITY
 - HOTSPOT
 - MOBILENXT
 - RELIANCE WORLD
8. Most Admired Retailer of the year: **Health & Beauty**
 - THE BODY SHOP
 - KAYA
 - LAKME SALON
 - VLCC
9. Most Admired Retailer of the year: **Home & Interiors**
 - @HOME
 - HOME CENTRE
 - HOME TOWN
 - HOME STOP
10. Most Admired Retailer of the year: **Department Store**
 - SHOPPERS STOP
 - RELIANCE TRENDS
 - LIFESTYLE
 - WESTSIDE
 - PANTALOONS
11. Most Admired Retailer of the year: **Rural Retailing**
 - ITC CHAUPAL SAGAR
 - IOC KISAN SEVA KENDRA
 - DCM HARIYALI KISAN BAZAAR
12. Most Admired Retailer of the year: **Retail Launch**
 - ETHNICITY
 - EASYDAY
 - DOWN TO EARTH
 - FASHION YATRA
 - AXIOM TELECOM
13. Most Admired Retailer of the year: **Speciality Retailer**
 - CARNATION AUTO
 - MOM & ME
 - AUTOZONE
 - BAKER ST.
 - MOTHER EARTH
 - MOCHA MOJO
14. Most Admired Retailer of the year: **Hypermarket**
 - HYPERCITY
 - SPAR
 - STAR BAZAAR
 - BIG BAZAAR
 - SPENCER'S HYPER
 - RELIANCE MART
15. Most Admired Retailer of the year: **Customer Relations**
 - SHOPPERS STOP
 - WESTSIDE
 - LIFESTYLE
 - RELIANCE RETAIL
 - PANTALOONS
16. Most Admired Retail Group of the year
 - RPG GROUP
 - FUTURE GROUP
 - ADITYA BIRLA RETAIL
 - RELIANCE RETAIL
 - K RAHEJA CORP
 - TATA GROUP
 - LANDMARK GROUP
17. Most Admired Retailer of the year: **Smart Strategy**
 - SPENCER'S
 - MORE
18. Most Admired Retailer of the year: **Marketing Strategy**
 - GITANJALI GROUP
19. Most Admired Retailer of the year: **Repositioning**
 - MARKS & SPENCER

• **FUTURE GROUP** •



Presented by: Anuj Puri, chairman & country head, JLLM
To: Rakesh Biyani, director, Pantaloon Retail India Ltd.

MOST ADMIRED RETAILER OF THE YEAR: FOOD & GROCERY
FOOD BAZAAR

Food Bazaar supermarkets merge the best of Western and Indian values to ensure a wide assortment. The western values of convenience, cleanliness and hygiene are offered through pre-packed commodities and the Indian values of “See-Touch-Feel” are offered through the “bazaar-like” atmosphere created by displaying staples out in the open. By March 31, 2009, there were 151 Food Bazaar outlets in operation across India.

In 2008-09, private labels at Food Bazaar created a stronghold in the consumer mindset, resulting in the company deriving higher margins. During the fiscal, the retailer introduced 14 new products with 32 SKUs, through private labels.



MOST ADMIRED RETAILER OF THE YEAR: HYPERMARKET
BIG BAZAAR

In 2008-09, Big Bazaar, the flagship hypermarket chain from Future Group, increased its number of outlets to 115 as compared to 90 in the previous fiscal, reflecting a growth of 28 per cent. By last fiscal, the chain occupied a total retail space of 60,00,000 sq.ft., a growth of 25 per cent, and registered Rs.3,624 crore in retail turnover, reflecting a positive growth of 24 per cent.

During the fiscal, Big Bazaar registered average sales per sq.ft. of Rs.7,100 as compared to Rs.6,300 in the previous year, a growth of 13 per cent.



Presented by: Mark Wallace, product management director, NCR & Shilpa Malik, president & CEO, StarCentres
To: Rakesh Biyani, director, Pantaloon Retail India Ltd.



Presented by: Amitabh Taneja, group head, IMAGES
To: Rakesh Biyani, director, Pantaloon Retail India Ltd.

MOST ADMIRED RETAIL GROUP OF THE YEAR
FUTURE GROUP

Retail forms the core business activity at Future Group, whose retail network covers 71 cities and 65 rural locations across India. The group currently operates over 1,000 stores spread over 12 million square feet of retail space.

Led by Pantaloon Retail, the group’s flagship company, the group manages Pantaloons, Big Bazaar, Food Bazaar and Central. Some of its other formats include Electronics Bazaar, eZone, Brand Factory, Planet Sports, aLL, Top 10, Star and Sitara, futurebazaar.com, Home Town, Collection I, and Furniture Bazaar. The group also operates Aadhar, a rural retail chain present in over 65 locations in rural India.

Future Group’s net sales for the year end June 30, 2009 were at Rs.6,341.7 crores, up from Rs.5,048.9 crores last year.

• TATA GROUP •



MOST ADMIRER RETAILER OF THE YEAR: **CONSUMER ELECTRONICS**

CROMA

Presented by: Nikhil Chaturvedi, MD, Prozone & Akhil Chaturvedi
To: Ajit Joshi, CEO & MD, Infiniti Retail Ltd.



Croma is owned and run by Infiniti Retail Limited, a 100 per cent subsidiary of Tata Sons. Woolworths Ltd, the Australian retail giant, provides technical support and strategic sourcing facilities from its global network. Croma stores are large (15,000-20,000 sq ft), well-planned and designed to make shopping a pleasure. The world class in-store experience is backed by robust after-sales service.

In 2008-09, Croma registered Rs.658 crore in retail turnover, reflecting a mind-boggling growth of 130 per cent. During the fiscal, the retailer also expanded its retail presence to 13 cities across the country, signifying a growth of 86 per cent in retail space coverage.



MOST ADMIRER RETAILER OF THE YEAR: **DEPARTMENT STORE**

WESTSIDE

Presented by: Pranay Sinha, MD, StarCentres & Satinder Singh Bhasin, MD, The Grand Venezia
To: R A Shah and Smeeta Neogi, Trent Ltd. & Group



Established in 1998 as part of the Tata Group, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores. The Westside stores have numerous departments to meet the varied shopping needs of customers. These include Menswear, Womenswear, Kid's wear, Footwear, Cosmetics, Perfumes and Handbags, Household Accessories, lingerie, and Gifts.

In 2008-09, Westside increased its number of outlets to 36 as compared to 29 in the previous fiscal, signifying a remarkable growth of 24 per cent. In the same period, Westside's total retail space rose to 7,60,000 square feet, working out to a growth of 27 per cent in space occupancy over the previous year.

• **ADITYA BIRLA RETAIL LTD.** •



MOST ADMIRED RETAILER OF THE YEAR: **SMART STRATEGY**

MORE

Presented by: S. Raghunandan, CEO, Prestige Group
To: Pradeep Katyal, vice president, Aditya Birla Retail Limited



Aditya Birla Retail Limited, the retail arm of Aditya Birla Group, a USD 28 billion corporation, ventured into food and grocery retail sector in 2007. It has expanded its presence across the country under the brand “More” with two formats. More Supermarkets cater to the daily, weekly and monthly shopping needs of consumers, while More Megastores are positioned as one-stop shopping destinations for the entire family.

In 2008-09, More increased its store count to 635 as compared to 492 in the previous fiscal, a remarkable growth of 29 per cent. During the period, the retailer also raised its total retail space to 16,80,000 sq.ft., signifying a growth of 24 per cent. More registered over 100 per cent growth in its retail turnover last year, a significant achievement in light of a market slowdown.

• **BATA INDIA LTD.** •



MOST ADMIRED RETAILER OF THE YEAR: **FASHION & LIFESTYLE**

BATA

Presented by: Dr. Stephane Le Moulec, Strategic Director, Caulder Moore, UK and B S Nagesh, chairman, IRF 2009
To: Manoj Chandra, VP-Marketing & Customer Service, Bata

Bata’s smart new stores supported by a range of better quality products are aimed at offering a superior shopping experience to its customers. Bata India has significantly transformed its retail formats to become more lifestyle-oriented, which has helped change consumer perceptions to a large extent.

In 2008-09, total retail space increased to 17,55,044 sq.ft as compared to 14,39,005 sq.ft in 2007-08; an increase of 22 per cent. Annual Sales Turnover increased to Rs.101,233 lakh as compared to Rs.89,078.86 lakh in 2007-08, a growth of 14 per cent, while Net Annual Profit was at Rs.6,074 lakh, showing a growth of 28 per cent over the previous year. On a weekday, average footfall for Bata India is 352 with a conversion rate of 33 per cent.



• BHARTI RETAIL LTD •



MOST ADMIRER RETAILER OF THE YEAR: **RETAIL LAUNCH**

EASYDAY

Presented by: Martine Desire, marketing manager & Thomas Nenner, general manager, Sholine Electronic

To: Vinod Sawhny, president & COO, Bharti Retail Ltd.



Bharti Retail Ltd, a subsidiary of Bharti Enterprises, launched Easy Day, the company's first food and grocery store, at Ludhiana in western Punjab in 2008. The stores cover an approximate area of 2,500 to 4,500 square feet. The company's neighbourhood format stores operate under the "Easyday" brand and the compact hypermarket format under the "Easyday Market" brand.

Launched in April 2008, Easyday stores currently serve customers across nine cities in Punjab and Haryana. In 2008-09, Easy Day operated with 26 outlets with a total retail space of 1,10,000 sq.ft. across 13 cities.

• CAFE COFFEE DAY •



MOST ADMIRER RETAILER OF THE YEAR: **CATERING OUTLETS**

CAFE COFFEE DAY

Presented by: Andrew Cornish, MD, Manchester Airport

To: Anil Nair, Territory Manager – (Western region), Cafe Coffee Day

Café Coffee Day is a division of India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), popularly known as Coffee Day, a Rs.750 crore ISO 9002 certified company. Recognising the potential that lay ahead on the horizon, Café Coffee Day embarked on a journey to become India's largest organised retail café chain.

In 2008-09, Café Coffee Day increased its retail presence to 807 outlets across the country, a growth of 23 per cent. By 2008 end, the brewer launched its flagship café named as 'Coffee Day Square', which is a uniquely designed café serving a variety of single origin coffee brews from around the world. Café Coffee Day was ranked the most likely winner by industry experts in the category due to its significant marketing initiatives during the last fiscal.



• **GITANJALI GROUP** •



MOST ADMIRER RETAILER OF THE YEAR: **MARKETING STRATEGY**

GITANJALI GROUP

Presented by: Kishore Bhatija, MD, Inorbit Malls
To: Mehul Choksi, MD, Gitanjali Group



The Gitanjali Group has always had a healthy relationship in all media, mass as well as direct. Its flagship brands in every high profile consumer segment – Gili, D'Damas, Asmi, Sangini, to name a few – are high-visibility presences on all audio-visual media, as well as at celebrity events round the year.

Last fiscal, the retailer registered an increase in the strength of its retail presence by 17.6 per cent over the year 2007-08 and reached to 2,450 outlets across India. Total retail space occupied at present is 6,10,000 sq. ft. with a growth of nearly 36 per cent. Next year's retail space is estimated to reach upto 9,50,000 sq.ft. In 2008-09, retail presence covered 250 cities compared to 210 cities in the previous year, showing a growth of 19 per cent.

• **IOCL** •



MOST ADMIRER RETAILER OF THE YEAR: **RURAL RETAILING**

IOC KISAN SEVA KENDRA

Presented by: Parag Munot, MD, Kalpataru Group
To: Sandeep Sharma, chief manager (Retail Sales), Indian Oil Corporation Limited

Indian Oil Corporation Ltd. (IOCL) is currently India's largest company by sales with 17,574 retail points, a turnover of Rs.285,337 crore and profit of Rs.2,950 crore for 2008-09.

Kisan Seva Kendra is a unique award-winning retail outlet model pioneered by IndianOil Corporation Ltd. to cater to the needs of the customers' in the rural segment.

In 2008-09 there were 2,546 KSK outlets in operation in over 2,300 cities and towns, reflecting a rise of 24 per cent in retail network from the previous year. The outlets occupied a total of 127 lakh square feet in combined space, and registered a turnover of Rs.6,007 crores last fiscal, with the chain having grown by over 48 per cent over 2007-08.



• KAYA LTD. •



MOST ADMIRER RETAILER OF THE YEAR: **HEALTH & BEAUTY**

KAYA

Presented by: Lewis Allen, director of retail, Portland, UK
To: B S Nagesh, chairman, IRF 2009 (on behalf of Kaya Ltd.)



Kaya Skin Clinic, a pioneering concept from the stable of Marico, the leading Indian FMCG company, started as a prototype in Mumbai in December 2002. Six years on, the retailer is on the verge of reaching the milestone of 100 clinics across India and the Middle East. The chain enjoys the patronage of over six lakh clients.

The Kaya business turnover stood at Rs.160 crores as of 2008-2009. Its contribution to Marico Group, the parent company's turnover stood at about seven per cent for the financial year ended March 2009 and it is expected to increase in the future. During FY 09, Kaya recorded a 59 per cent growth in turnover. In terms of overseas presence, Kaya has 13 clinics in the Middle East and it is to open one shortly in Bangladesh.

• LIFESTYLE INTERNATIONAL •



Most Admired Retailer of the year: **Home & Interiors**

HOME CENTRE

Presented by: Frank Riso, Sr. Director, Retail Solutions, Motorola Enterprise Mobility Business
To: Kabir Lumba, executive director, Lifestyle

Home Centre by Lifestyle is a one-stop destination for furniture, home ware and home furnishings that epitomises elegance, luxury and individuality. Currently there are 15 Lifestyle stores and nine Home Centre stores across Ahmedabad, Bangalore, Chennai, Hyderabad, Jaipur, Mumbai, Pune, New Delhi, Noida and Gurgaon.

In 2008-09, Home Centre occupied a total retail space of 1,90,000 sq.ft through eight outlets, as compared to 1,22,000 (a growth of 56 per cent) over the previous year. In the same period, Home Centre registered Rs.160 crore in retail turnover, signifying a growth of 18 per cent over the previous year.

Home Store outlets allocate 55 per cent of retail space to the furniture section, which, at 48 per cent, is the highest contributor to overall sales.



• **MAHINDRA RETAIL** •



MOST ADMIRED RETAILER OF THE YEAR: **SPECIALITY RETAILER**

MOM & ME

Presented by: Jonathan Torres, director, Melvo & Richard Faulkner, Dy. Chief Executive, Mamas & Papas
To: Vinay Saluja, Business Head - Toys Distribution, Mahindra Retail



Mahindra Retail, part of the \$6.7 billion Mahindra Group, launched the Mom & Me retail concept in early 2009. Mom & Me offers a unique retail environment for expecting mothers, mothers, infants and children up to the age of nine with an extensive range of products including maternity wear, infants and kids fashion, educational & activity toys and games, and much more. The stores range from 5,000 to 12,000 sq.ft in size.

In 2008-09, Mom & Me operated with three stores and has opened four more in the current fiscal. In 2008-09, the chain occupied a total retail space of 28,000 sq.ft and projects to increase it to 58,000 sq.ft., a remarkable future growth of 107 per cent, by the end of current fiscal.

• **MARKS & SPENCER RELIANCE INDIA PVT. LTD.** •



MOST ADMIRED RETAILER OF THE YEAR: **REPOSITIONING**

MARKS & SPENCER

Presented by: Dr. Bernd Hallier, MD, EHI, Germany
To: Nandini Sethuraman, Head of Marketing, Marks & Spencer Reliance India Pvt. Ltd

Marks & Spencer Reliance India Pvt Ltd is the joint venture formed in April 2008 between British retail giant Marks & Spencer and Reliance Retail Ltd. Marks & Spencer Reliance India currently operates 16 stores in India. In the past fiscal, and since then, Marks & Spencer (M&S) has successfully tweaked its offer and positioning while focussing on the consumer in India. Customisation of the product portfolio to suit the Indian consumers requirements, look and feel of the stores, price point rationalisation etc. were some of the new initiatives undertaken by this retailer.

In 2008-09, Marks & Spencer increased the number of its outlets to 16 and also occupied a total retail space of 94,000 sq.ft., signifying a growth of 16 per cent in retail footprint over the previous year.



• ODYSSEY INDIA LTD. •



MOST ADMIRED RETAILER OF THE YEAR: **LEISURE**

ODYSSEY

Presented by: Christopher Lanksbury, director, Chapman Taylor
To: T S Ashwin, MD, Odyssey India Ltd.



Odyssey currently operates through about 50 stores in 13 cities under multiple retail formats – Large, Express, Airport Stores, Kiosks and Club Stores. Recognised predominantly as a book store, Odyssey has genres ranging from popular fiction, non-fiction, computing, self-help, health, management, food and drink, travel, art and architecture, children's books and so on. Apart from books, the stores have a wide range of music, movies, multimedia, stationery, toys and gifts, and receive over four million walk-ins every year.

In 2008-09, Odyssey increased its number of large format outlets to 19 as compared to 11 in the previous fiscal, a remarkable growth of 73 per cent. In 2008-09, Landmark also occupied a total retail space of 95,365 sq.ft., a growth of 50 per cent over the previous year.

• RELIANCE ADAG •



MOST ADMIRED RETAILER OF THE YEAR: **ENTERTAINMENT**

BIG CINEMAS

Presented by: Jayne Rafter, publisher, RLI & Roberto Peligrini, president, Expo Riva Shoes
To: Tushar Dhingra, COO, Adlabs Films Ltd.

BIG Cinemas, a division of Adlabs Films Limited, a member of the Reliance Anil Dhirubhai Ambani Group, has about 460 screens across India, US, Netherlands and Malaysia. After pioneering the IMAX experience in India, it recently launched 3D and 6D technology and is the only cinema chain to screen films in all three formats. In the year to come, more than 30 million people are expected to watch a movie on a Big Cinemas screen.

In 2008-09, Big Cinemas raised the number of its multiplexes to 79 cinemas as compared to 54 cinemas in the previous year, reflecting a growth of 46.1 per cent. In the same period, Big Cinemas occupied 1,80,000 sq.ft. of total retail space, signifying a growth of 38.5 per cent from the previous fiscal.



• **SHOPPER'S STOP LTD** •



Most Admired Retailer of the year: **Customer Relations**

SHOPPERS STOP

Presented by: Marco De Lorenzo, Industry Principal, Consumer Products, Asia Pacific, SAP

To: B S Nagesh, vice chairman, Shopper's Stop Ltd



At Shoppers Stop stores, emphasis is laid on customer relations, hence its strength in developing shopper loyalty. Convenience for customers is maximised through customer-friendly signages, alteration desks, customer service desks with gift wrapping services, and exclusive First Citizen Members Lounge, to name a few.

Shoppers Stop's First Citizen Loyalty programme is also the largest loyalty programme in the category with more than 1.27 million members across India.

Shoppers Stop Ltd occupies over 1.6 million sq.ft area across 27 stores in 12 cities – Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, Jaipur, Pune, Gurgaon, Chennai, Ghaziabad, Lucknow and Noida.

• **SPENCER'S RETAIL** •



MOST ADMIRER RETAILER OF THE YEAR: **SMART STRATEGY**

SPENCER'S

Presented by: S. Raghunandan, CEO, Prestige Group

To: Sanjeev Marya, GM Operations, Spencer's Retail



Spencer's stores' brand positioning – Taste the World – embodies a global approach, delighting shoppers with the best that the world has to offer in terms of interiors, ambience and merchandise.

Spencer's runs about 250 stores (including about 36 large format stores) across 50 cities in India, employing more than 6,000 people.

In 2008-09, Spencer's registered Rs.10.5 crore in retail turnover, reflecting a remarkable growth of 44 per cent. During the same period, average transaction value was at Rs.525, reflecting a growth of 75 per cent over the previous year. As a 'smart strategy', the retailer went ahead with 'rightsizing of its retail portfolio' and re-aligning internal processes last year, which led to a substantial increase in the retail turnover by over 40 per cent for the year '08-09.

• **THE MOBILESTORE LTD** •



Most Admired Retailer of the year: **Telecom and Mobile**

THE MOBILESTORE

Presented by: Wolf Jochen Schulte-Hillen, chairman, SH Selection, GmbH

To: Rajiv Agarwal, MD, The MobileStore



The MobileStore, an Essar Group venture, currently has more than 1,350 outlets and the vision is to have a network of 2,500 stores by 2010 across 650 cities in India.

In 2008-09, The MobileStore increased its store count to 1,350 as compared to 550 in the previous fiscal, thereby registering a tremendous growth of 145.5 per cent. In 2008-09, along with store expansion, The MobileStore's total retail space occupancy also jumped to 6,52,000 sq.ft., again reflecting a remarkable growth of 122 per cent.

The MobileStore registered a retail turnover of Rs.1,200 crore last fiscal, reflecting a remarkable growth of 100 per cent over 2007-08's performance.

Best Commercial
Places available

Janakpuri District Centre

3500 sq.ft. on GF

High Visibility Premises

Ideally suitable for F&B

Lajpat Nagar, New Delhi

3600 sq.ft. (Basement 1800

sq.ft. + GF 1800 sq.ft.)

V3S East Center

1800 sq.ft. on GF

Atrium Facing Location

Great India Place, Noida

3000 sq.ft. on second floor

Shopprix Mall, Noida

663 sq.ft. on GF



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