

MARKETING IDEAS

THAT CHANGED THE
WAY CONSUMERS SHOP



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COVER STORY

Savvy retailers know that maximizing profits means smart marketing; This article captures eight of the most well-known case studies across 5 categories in India, i.e., E-Commerce, Food & Groceries, Quick Service Restaurants, Electronics, Fashion, and an international case.



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10 INTERNATIONAL ROUNDUP

Asian markets like Japan are turning out to be the saving grace for luxury brands. Versace, popular among celebrities worldwide, had proven resilient despite negative conditions in the international luxury goods market.

14 NATIONAL ROUNDUP

It's not about expanding through stores anymore, Indian retailers are aggressively pursuing all the options available and now with the 100 per cent FDI permitted in e-commerce the dynamics of retail industry is all set to witness dynamic changes.

20 AWARD & RECOGNITION (IFA 2016)

The 16th Annual Images Fashion Awards (the IFAs) recognised the continuing evolution of dynamic, forward-looking brands at a glittering ceremony which was also the grand finale of the 16th edition of India Fashion Forum (IFF 2016) and was held on 16th March, 2016 at Hotel Renaissance, Powai.

24 INTERVIEW

Krishna Prasad, Founder, Mobmerry throws light on the key functionalities of the application.

42 IN FOCUS

The business of private labels in India has seen a sharp growth with offline as well as online retailers pumping in resources to strengthen their growth. We have also seen a collaborative effort in this space with retailers stocking private label brands of industry competitors at their stores. We take a look at the current dynamics and speak with key retailers in this space to learn more.

48 EVENT REPORT

IMAGES Group organized the 4th edition of the East India Retail Summit (EIRS) at ITC Sonar, Kolkata on the 18th March, 2016. The day-long event featured a wide-ranging conference addressed by powerful retail leaders and analysts, and an exhibition of retail innovation and retail real estate.

62 AWARD & RECOGNITION (EIRA 2016)

The best-performing companies and individuals from the East Indian retail industry were honoured and appreciated for their achievements through the Images East India Retail Awards held on March 18, the awards were powered by one of the biggest and most renowned conglomerate of Kolkata, Forum Group.

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