

Odisha

THE RETAIL DESTINATION OF THE FUTURE

Growth in the number of educated, aspirational and rich consumers, superior technology in retail, and the rampant spread of the Internet has led to a boom in Odisha as retail market, making it a lucrative destination for retailers and investors alike...

- By Sandeep Kumar

Odisha, the land of minerals, is slowly becoming the core of expansion in the East, as far as the development and investment is concerned. The state accounts for over 55 percent of the country's bauxite reserves, making it an ideal location for aluminum-based companies to invest. And the richness is not limited to its mineral reserves. The state is slowly blooming into one of the top FDI destinations of India as far as retail is concerned.

The proactive approach of the Odisha government towards consequential implementation of

investment intentions seems to have been producing results as the rate of under-implementation of live projects has drastically declined from peak level of about 62 percent in FY13 to about 47 percent in FY17.

The state has also performed better compared to all-India under-implementation rate of investment projects which stood at over 56 percent and over 54 percent in FY13 and FY17 respectively, according to a study conducted by apex industry body, ASSOCHAM.

Retail Market

The retail sector of Odisha revolves around the state capital, Bhubaneswar - the city which is not only ahead

in terms of infrastructure and development but also houses the maximum number of retail users due to its dense population. The coastal area - including Bhubaneswar, Cuttack, Puri and Balasore - is home to the rich and the aspirational, people with high incomes, high spending power and aspirations of a more sophisticated lifestyle.

The Odisha market is wedding dominated. A huge increase in sales is witnessed during the wedding season, apart from the growth trajectory regularly observed during the end-of-season sales. Festival times like Durga Puja and Diwali also account for increase in sales, albeit playing a smaller role in the overall retail scenario of

the state.

Tier I cities and towns usually sport mega showrooms of all brands bringing in 50 percent of business for bigger players in the state. With brand consciousness gradually gaining prominence, customers in the maximum number of interior areas also prefer shopping at bigger showrooms, hence depending upon Tier I cities and towns. Malls are mushrooming in cities creating more retail real estate.

In this Odisha Special, IMAGES Retail Bureau speaks to major mall developers and the biggest retailers across verticals to find out how retail landscape of the region is changing.

FUTURE GROUP



Future Group is pioneer of modern retail in India.

Owned by Kishore Biyani, Founder & CEO Future Group, the company operates retail stores by the name of Big Bazaar, FBB, Central, Brand Factory, Easy Day, Nilgiris, Heritage, Aadhar Ezone, Hometown, Foodhall etc.

It operates 2,500 plus retail stores in more than 250 cities with more than 8,000 pin codes of India. It occupies

has been one of our top markets in the East zone. We have been appreciated by our customers and we are constantly working towards opening more stores in Bhubaneswar and expanding in other cities as well. Bhubaneswar is an important city for the Future Group at a national level. Odisha is expected to be `1,000 crore market for the Future Group,” says **Manish Agarwal, CEO East, Future Group.**



more than 25 million sq. ft. of retail space across the country and present in all the states of India.

More than 500 million customers visit their retail stores every year. The company provides employment to more than 60,000 people.

Future Group has been present in Odisha since 2004. The group started with Big Bazaar in Bhubaneswar and now they have Central, Brand Factory, FBB and e-zone in the Eastern cities of Cuttack, Puri, Keonjhar, Rourkela, Sambalpur and Jharsuguda. The brand is launching Home Town and Easy Day retail stores in the region very soon. “Odisha has been a good growth story for us. It



Marketing Strategy and Growth

The Odisha market is strong due to its culture, heritage and festivals. The retail industry has been incubating and developing fast in this state and Bhubaneswar is the regional shopping centre. Cities like Rourkela, Puri, Cuttack, Berhampur, Angul,

Balasore are developing fast. Fashion as a business is very big here.

“We are now opening stores at Angul, Balasore, Berhampur, Jajpur, Jeypore, Bhadrak and are also expanding with more stores in Bhubaneswar, Cuttack, Rourkela. Food as a category has strong influence on people. New homes are being made or upgraded here. Customers want to shop for home essentials, they want to look good wearing better clothes – all of these influence their shopping habits and we are present to provide them with everything,” adds Agarwal.

Brand Value

Rural, urban and industrial markets behave differently, and all retail stores are unique. In retail, location is of utmost importance. Whether you’re opening a store in a mall or on the high street, retailers have to understand each location and run the business accordingly. They have to blend the physical with the digital too, to keep the consumer engaged.

“We are firm believers in the fact that consumers and communities who we are catering to decide the products, the assortment as well as the pricing,” says Agarwal.

The Impact of Technology

Technology is an integral part of Future Group’s retail operating strategy. It makes retailers more efficient, as it reduces space and time. “We have upgraded to new POS systems for faster billing and have also introduced mobile POS billing. Customers can also book



Manish Agarwal, Future Group-East

‘Shopping & Billing Slots’ at stores online and bill & collect their products offline at our stores. Online-to-Offline is a big business strategy for us,” he adds.

Expansion plan

Future Group has strong presence in the eastern market mainly, Bengal, Odisha, Bihar, Jharkhand and North East. Kolkata, Guwahati, Bhubaneswar, Patna, Ranchi have most of their retail formats. Even in small towns, such as Durgapur, Asansol, Burdwan, Haldia, Kharagpur, Krishnagar, Purulia, Serampore, Konnanagar, Siliguri, Darjeeling, Gangtok, Jorhat, Silchar, Agartala, Puri, Cuttack, Keonjhar, Rourkela, Sambalpur, Jharsuguda, Bokaro, Dhanbad, Jamshedpur, Deogarh, Gaya, Muzaffarpur, Bihar Sharif, Hajipur, Bhagalpur, the brand is quite popular.

Some of the cities where Big Bazaar, FBB, Brand Factory and Easy Day Stores will come up very soon are Chinsura, Habra, Kachrapara, Jalpaiguri, Cooch Behar, Alipurdwara, Raiganj, Malda, Midnapur, Jaigaon, Uttarpara, Chandanagore, Rishra, Jeypore, Jajpur, Berhampur, Angul, Shillong, Dimapur, Dibrugarh, Tejpur, Itanagar, Imphal, Aizwal, Shivsagar, Ramgarh and Hazaribagh.

TURTLE LIMITED

 Turtle Limited is one of India's finest lifestyle brands, which has carved a niche for itself in the menswear category with its standout sense of style. Confident, elegant and world ready, the brand is a perfect fit for the urban go-getters of today.

Turtle's journey began in Kolkata in 1993 with a humble production capacity of 20 shirts a day. Today, entering its 25th year, the brand is a powerhouse of manufacturing and retail, offering a range of apparels and accessories passionately created by the talented in-house design team who wear passion on their sleeves.

Founder Sanjay Jhunjunwalla's subtle design sensibilities and unique sense

of global trends elevated their two flagship brands, Turtle and London Bridge in the fashion landscape of Eastern India with revenues of over \$30 million.

Turtle today has a national footprint in over 1000 MBOs, 300 large format stores and over 110 exclusive stores.

Consumer delight is at the heart of everything the brand does and its differentiated line of business crossovers, party wear, denims, travel wear, casuals and formals bear ample testimony to that.

Growth Rate & Market

"Odisha is one of the largest markets of Turtle. We have grown by almost 50 percent in our MBO business and about 15-20 percent in our retail business in Odisha last year.

We are targeting approx. 20 crores business from the state with all our revenue streams combined," says **Shitanshu Jhunjunwalla, Director, Turtle Limited.**

Brand value

To increase its brand strength and visibility in the state, Turtle is planning to take its current store count of 10 to about 20 in the next six months. It is also launching flagship stores at Janpath (high street) as well as the new Esplanade One Mall followed by stores on Jajpur Road, Cuttack, Sambalpur and Baripada.

"We are expanding our store footprint, and foraying into the Large Format Store size, entering Tier II & III towns in Odisha. Along with this, we have a strong presence in major MBOs. We are all set to flex our position in the market and become a category leader by 2019. Shirts sell most for Turtle in the state, followed by the trousers and T-shirts. However, we are seeing suits and blazers growing immensely as a category in the market. We are creating special ranges to cater to our existing and upcoming stores



Shitanshu Jhunjunwalla, Turtle Ltd.

in the state. We see a lot of potential in this category," says Jhunjunwalla.

Marketing Strategy & Expansion

Turtle is present in Bhawani BMC Mall and Forum Mart in Bhubaneswar. Most of their other stores are located on high streets.

"Going forward we would expand both in new upcoming malls such as Esplanade One, Utkal Galleria and DN Regalia to name a few, as well as open more stores at flagship locations like Janpath and Patia in the main city. In Tier II & III cities, we are planning on expanding through the high street route. We plan to open 30 stores in the next 12-15 months in east, growing our footprint of 110+ stores to 150 stores soon across India," he concludes.



ESPLANADE ONE

 Indian malls are converting into FECs to substantially extend their draw, lengthen shopper stay and even increase revenue for other tenants. The idea is to fulfill the demands of the evolving new generation, and act as a community hub to bring people together to celebrate events and festivals.

One mall in Odisha which is precisely designed and has the composite brand mix encompassing all facets of shopping, entertainment and food under one roof is Esplanade One. The idea is simple – to revolutionise retail not just in Bhubaneswar, but in the entire state of Odisha.



Khadim's[®]

FRESH ARRIVAL



BRITISH WALKERS[®]
by **Khadim's**

Malls: Changing Retail landscape of Odisha

The aspirations and desires of the people of Odisha have been evolving at a rapid pace over the last five years or so. With the government’s thrust on making Odisha a hub for education and skill development, cities like Bhubaneswar are seeing a huge influx of youth. “All these factors have led to increased awareness and demand for international brands, novel ways of entertainment and desire to try out new cuisines and food options,” says **Jayen Naik, Senior Vice President, Operations and Projects, Nexus Malls.**

Major Attractions

The brand mix of Esplanade One includes Blackberry, Project Eve, Big Bazaar,

Trends, Digital, Max, Nike, Biba to name a few. Anchor brands at the mall are Lifestyle, Cinapolis, Iconic, Big Bazaar, Reliance Trends, Reliance Digital, Home Centre, TimeZone and Max.

The Food court plans on a huge offering of international and national brands including KFC, Domino’s, Burger King, Street Foods of India, Asia Kitchen, Keventer’s, Amravati, Belgian Waffles, Giani Ice Cream, Pizza Hut, Lite Bite along with local Odisha players. With a seating capacity of nearly 250 people, at one go, it caters to the palates of the entire family in an air-conditioned and brightly lit environment.

Esplanade One, also has Timezone, one of the top FEC attraction which will bring in the latest arcade games,

bowling alley, and a plethora of kids play zones.

The Impact of Technology

Technology is being used extensively by the mall to provide comfort and convenience to the customer, right from parking to temperature control, ease of movement for all kinds of people, and innovative signages to inform the customers about the locations and services.

Technology will also be at the fore front to ensure water recycling, water conservation by using water flow-controlled taps/flushes in washrooms, LED lighting and to provide better lux lighting. Primary services are huge and assisted parking area so that incoming visitors do not face any issues.



Jayen Naik, Nexus Malls

Marketing Strategy

The major market for Nexus includes Bhubaneswar and Cuttack. However, Nexus is confident of attracting visitors across entire Odisha, the reason being their ‘one-of-a-kind-Nexus-experience.’

“We aim to expose visitors to latest brands both international/national and offerings with the traditional Indian warmth and culture,” concludes Naik.

SUCCESS



Success, the brain child of Rajnish Sethia was founded in 1996 in the bylanes of Bara Bazar in Kolkata. Initially, the brand solely began as a trouser manufacturing unit, but gradually started making suits and blazers, which have become its primary products now. The lifestyle brand produces shirts, t-shirts, denims and cotton trousers for its fashion-conscious consumers through big format stores like Central, Brand Factory on pan-India basis and Pantaloons as well at its exclusive brand outlets in the Eastern region. Its target consumers fall in the age group of 25 to 40 years.

Market Growth

The apparel industry as a whole has a better prospect

in this region, Odisha being a huge market. “Tier II & III cities have a lot of potential. The approach to new trends and fashion is no longer conservative and the region stands at par with other states and Odisha has become a buyer’s market. The market is big and has a tremendous growth potential for us. We have four EBOs in the state and even we have

a flagship store measuring around 2,000 sq. ft., in Janpath, Bhubaneswar. We have our presence in all the ‘A’ grade stores throughout the region,” says **Rajnish Sethia, Director, Success.**

The Impact of Technology

“As fashion trends are evolving at a fast pace, we need to keep ourselves



Rajnish Sethia, Success

updated with the latest. We concentrate more on better quality fabrics and try to give latest fashion at an affordable range. Technology is making a huge contribution in making this change happen. In the present scenario, brands have to keep innovating to compete with the international market as now they have to deal with consumers who are well aware of latest fashion,” concludes Sethia.



HIMALAYA ANTI HAIRFALL SHAMPOO BRU INSTANT COFFEE NUTELLA AMUL BUTTER
ARIEL TOP RAMEN TOP RAMEN CURRY NOODLES PRIL UTENSIL CLEANER SPREAD
COLOUR & STYLE PARACHUTE COCONUT OIL TATA GOLD COMFORT FABRIC CONDITIONER ANTI BACTERIAL BRU GOLD HUGGIES BABY DIAPERS
DETERGENT HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS
POWDER HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS
HIMALAYA ANTI HAIRFALL SHAMPOO PARACHUTE COCONUT OIL TATA GOLD CTC TEA SUNFEAST DARK FANTASY CHOCOLATE BISCUIT DABUR HONEY
HAIR L REAL NECTAR APP MCVIES DIGESTIVE BISC ABBOTT ENS VANILLA MIRIN DRINK HUGG BABY DIAPERS
NESTLE'S MILK HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS
NESCAFE COFFEE HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS HUGGIES BABY DIAPERS
HIMALAYA ANTI HAIRFALL SHAMPOO L'OREAL EXTRAORDINARY AMUL BUTTER
CLAY SHAMPOO RED LABEL TEA INDULEKHA HAIR OIL
DABUR HONEY KISSAN MIXED CLOSE-UP
ABBOTT FRUIT JAM RED TOOTH PASTE TATA SALT
ENSURE BRU GOLD HIT COCKROACH KISSAN MIXED KISSAN MIXED
VANILLA COFFEE CHAMPION SPRAY CORNFLAKES CORNFLAKES
FRUIT JAM TATA SALT

HAZAARON PRODUCTS PAR PAO HAR DIN LOWEST PRICE



BIG BAZAARTM

Making India Beautiful

HIMALAYA OPTICAL

Since their inception in 1935, Himalaya Optical has been ensuring their consumers with quality products. The sole aim of the brand is to strike an ideal balance between quality and trend. The store has an array of products, which include designer frames, branded sunglasses and contact lenses. Himalaya Optical currently has 117+ optical retail stores spread across major cities of India.

The Odisha Market & Growth Rate

“There is no specific data available on the size of the optical market in the region. The service sector in Odisha has grown in line with all of India and is estimated to grow by 12.8 percent in 2018-19. These positive indicators are good enough for any retail brand to increase its retail penetration in the state,” says **Sarat Binani, Director, Himalaya Optical.**

“In terms of the optical market, more than 90 percent of it is still unorganised with hardly any homegrown player having more than three stores in the city. This indicates a huge opportunity for us as

well as any other retail chain in any vertical to grow its footprint in Odisha,” he adds.

Marketing Strategy

In order to create a strong foothold in the Odisha market, the brand has introduced pocket-friendly eyewear at one price point for those consumers looking for an affordable solution for their eye care needs. They also house eyewear from internationally renowned brands for consumers who demand luxury eyewear.

“Currently 8-9 percent of our revenue comes from Odisha and we are looking at 10-12 percent growth rate year on year in the next couple of years. The increase of the number of malls in the state is also acting as a catalyst to grow our retail presence here,” says Binani.



Sarat Binani, Himalaya Optical

“We intend to add at least 5 more stores by 2020. Presently we have 4 operational stores in Bhubaneswar, 2 in Cuttack, and 1 each in Rourkela, Berhampur and Jharsuguda. We would be launching fifth store at Esplanade One Mall shortly,” he adds.

The Impact of Technology

Digitalisation is a buzz word in the optical retail industry currently. Himalaya

Optical heavily relies on technology of optical dispensing by introducing Digital Eye Examination followed by Digital Frame and Lens selecting gadgets and Digital Measuring system and finally dispensing the lenses processed digitally.

Its most sophisticated lenses are surfaced on a Digital Lens Surfacing System that provides high definition optics, better clarity and contrast and facilitates night driving by preventing glare and haloes around lights.

“To cater to the new generation consumer’s evolving habits, we have introduced a new way of eye screening where they go beyond just giving your prescription, and the traditional measurements of PD and fitting heights. The introduction of breakthrough technology of the new digital dispensing system, enables the eye care consultants to capture the natural posture or eye movements in the form of data so that they are able to customise the lens to the customer’s own natural movements to provide the most accurate, lenses for comfortable vision,” concludes Binani.



CHAI BREAK

Chai Break came into existence when two school friends, Anirudh Poddar and Aditya Ladsaria, joined hands to create something distinctive in the F&B segment in 2010. Chai Break was a first-of-its-kind-café for the youth in Kolkata and around, capitalising the segment of fun time at a great budget.

A blockbuster hit amongst youngsters, college-goers, young working professionals, Chai Break has strengthened its presence through 17 outlets in the cities of Kolkata, Bhubaneswar, Durgapur and Guwahati, Kharagpur, Asansol. More outlets – replete with their signature collection of a variety of chai and a bouquet of cuisines

including Indian, Italian, Chinese and Thai – are all set to open very soon.

The East Indian Food Retail Scene

The Eastern India Food Retail Market has a lot of potential. Customers are well travelled and as the culture of dining out is in trend, they do acknowledge good



Anirudh Poddar, Chai Break



Exclusive Brand Outlets

National Presence Andhra Pradesh | Arunachal Pradesh | Assam | Bihar | Chattisgarh | Delhi & NCR | Gujarat | Haryana | Jammu & Kashmir | Jharkhand | Karnataka | Kerala | Madhya Pradesh | Maharashtra | Manipur | Meghalaya | Mizoram | Nagaland | Odisha | Punjab | Rajasthan | Sikkim | Tamil Nadu | Tripura | Uttarakhand | Uttar Pradesh | West Bengal

International Presence Kuwait | Saudi Arabia | Bahrain | Oman | UAE | Yemen | Nepal | Bhutan | Bangladesh | Qatar | Sri Lanka

Stitch Fab India Pvt. Ltd. 78 Lenin Sarani, Kolkata, 700 013
 Phone (+91) 33 2217 5181, (+91) 98300 77363 E info@appleeye.co.in
 W www.appleeye.co.in FB facebook.com/AppleEyeKidsApparel

Franchise enquiry solicited



food. However, they want more at good prices, one reason why the number of brands entering the market is limited despite the immense

potential of the region. “The potential of growth is high. We target to open at least 40 cafés in the east in the long run. We are glad

that Odisha, especially Bhubaneswar, has accepted us well as a brand and we are very happy with the sales and the growth in this region. Apart from skilled manpower, we have not faced too much of a problem here,” says **Anirudh Poddar, Co-founder, Chai Break.**

Marketing Strategy and Expansion

Chai Point believes in giving the consumer great service through its loyalty program. They stress a lot on keeping consumers happy because loyalty is important in the

food retail field. Towards this, the brand is focusing on making the price of its products pocket-friendly.

“We want our consumers to visit us more than once in a week and we keep introducing special menus to attract regular visitors. We have a plan to achieve a revenue of above ₹ 50 crore by March 2020. We plan to open 12 more outlets by March 2019, in all of East India, with areas like Ranchi, Jamshepur, Raipur, Shillong, Tinsukia, Rourkela and Berhampur being our top targets,” he concludes.

METTO SUPER MARKET



Mohammad Azim, Managing Director, Metto Super Market

conceptualised and started the enterprise in view of the inconsistencies in the unorganised grocery retail market and the changing scenario of the same in East India. While the food market of Odisha is still at a nascent stages, Azim believes it has the potential to shine at a national stage.

through opening of various skilled education centres.

“We are hoping for ‘single window clearance of licenses’ soon. A retailer needs more than 8 licenses to start a retail store which is lengthy and tedious at times. From an infrastructure perspective, few cities in the state are now well-integrated through improved communication systems, real estate development and

Marketing Strategy

Other than the capital city of Bhubaneswar the whole of Odisha state is price sensitive.

“Our marketing strategy has always been low price and reasonable quality. Moreover, its being very difficult to find apt places for expansion. So, our company has initiated the launch of small stores called Metto Kirana. The objective of these stores will be to penetrate those areas



Mohammad Azim, Metto Super Market

Kirana stores will have the fast selling SKUs only and will be based as such that only two employees can run the whole store,” says Azim.

“We believe in looking at things in the value format, therefore we focus on customer footfall, which will ultimately take care of revenues. By 2020 we want to triple our customer footfalls to 30,000 per month. We are coming up with a new store in the month of August and two more stores are lined up for next year. Metto Kirana stores concept are being finalised which can be a game changer for a place like Cuttack which is highly price sensitive and land deficit,” concludes Azim.



Bottlenecks & Challenges

The biggest bottleneck in the Odisha region is availability of skilled manpower. However, this challenge is being addressed by the government

expatriates flowing in are too based on growing IT, ITES and service sector. Out of 8 national players only two have operations running in Odisha for 10 years now,” Azim explains.



where real estate cost is very high and big spaces are unavailable for lease. Metto

LATEST FASHION TRENDS FOR THE COMPLETE FAMILY.



SUITING | SHIRTING | SAREES | READYMADES | DRESS MATERIALS | TEENS & KIDS WEAR



Mangalabag, Cuttack, Ph. : 2414989



Bajrakabati Road, Cuttack, Ph. : 2326550



Janpath • Chandrasekharpur • Patrapada
Bhubaneswar. Ph. : 2534247

APPLEEYE

 Owned by Stitch Fab India Pvt Ltd, a leading manufacturer and exporter of kids and ladies wear, Appleeye focuses mainly on clothes for infants, toddlers and teenagers. The brand aims to deliver quality products which are at par with international standards. Combining the elements of imagination and functionality, Appleeye produces high-fashion garments which are affordable but are at the same time appealing to the young fashion-conscious mother of the Millennial generation.

The latest range of Appleeye is globally acclaimed for

contemporary style, comfort and impeccable quality, with trendy apparels and accessories designed to meet the lifestyle choices of the young generation.

Appleeye is currently the leading brand in the kidswear industry with more than 8 stores, 2000 MBOs across India and 100 MBOs abroad. Their extensive range of products include T-shirts, shirts, denims, frocks, dungarees, leggings, yoga pants, trousers, jeggings, lounge wear and gowns.

Market and Growth Rate

A mature consumer base and a growing demand



Varun More, Appleeye

for brands which match international standards have been important factors in the growth of Appleeye in the Odisha market.

“For us, Odisha is a major market. We have a distributed network established here. We have nine distributors covering more than 400 MBOs in Odisha along with three operational EBOs. We have one store each in Forum Mart and Pal Heights in Bhubaneswar and one high street store in Berhampur. We are soon launching another store in Jeypore by the end of July 2018,” says **Varun More, Director, Appleeye.**

Marketing Strategy

The Odisha market has a separate colour palette and tastes, something which retailers take a lot of care in catering to – especially during festive season. This has worked greatly towards giving Appleeye an additional sales advantage.

“We have observed that Odisha is an extremely mature market. People buy what they want and at any price, as long as they get the quality they desire. Apart from this, marketing strategies work tremendously towards bringing in consumers. One of our main strategies is to attract kids with offers and freebies they find hard to turn down,” says More.

Expansion Plans

The brand is all set to open its fourth exclusive outlet by the end of this month. It is also planning on launching two more stores in Rourkela and Sambalpur around Diwali. It also plans to expand to the states of Assam and Bihar.



BAAZAR KOLKATA

 Since its inception in August 2002, Bazaar Kolkata has been a pioneer and part of the Value Retail Revolution in Eastern India. The brand came into existence 17 years ago and since then has given its customers variety, innovation and quality at affordable prices without compromising on service.

The brand is currently available in West Bengal, Uttar Pradesh, Bihar, Jharkhand, Tripura, Assam and Odisha through 55 stores covering more than 3,00,000 sq. ft of

retail space. The chain has been awarded the “Most Successful Value Retailer in East India” by IMAGES Retail Awards thrice now.

Market & Growth Rate

Odisha, as a region has developed immensely in the recent times. With access to media and the Internet, the people here have developed unique fashion preferences and shopping habits. With ever increasing disposable incomes, people are increasingly coming to modern retail formats

and spending quality time shopping. In short, the game in the east has completely changed and retailers are leaving no stone un-turned to retain their loyal consumer base.

“Bazaar Kolkata has become a natural choice for masses because of its propositions of value, variety and innovation. Customers in Odisha are a loyal lot. They choose a retail brand and tend to stick with their preferred retail destination. Currently, we have 13 stores in Odisha, mainly in Bhubaneswar,



Abhishek Khemka, Bazaar Kolkata

Cuttack, Puri and Sambalpur. Due to our phenomenal growth in Odisha in recent times, we are planning on introducing many more stores in the current financial year,” says **Abhishek Khemka, Director, Bazaar Kolkata.**

Chai BREAK



INDIA TAKES A BREAK AT CHAI BREAK

Dig into the best of Italian, Indian and Chinese cuisines at the favourite hang-out joint of all foodies in Kolkata, Durgapur, Bhubaneswar, Guwahati and Kharagpur. Boasting of 19 outlets already, Chai Break is dishing out yummy delights without a break. Come, hop over with your buddies.

For enquiries regarding franchise,
Call +91 98756 32076*

The Impact of Technology

Technology has been a great leveler as well as a tool to stay ahead in the race to attract and retain the valued customer base for Bazaar Kolkata. “It has enabled Bazaar Kolkata to identify, understand, differentiate, pamper and retain the valued customers. We are deploying technology to run every aspect of retail efficiently, from back-end processes to delivering

happiness to customers. E-commerce has played a significant role of a catalyst in enhancing customer awareness and preferences about fashion. Brick-and-mortar stores like us have benefitted from increased awareness of customers and the alternate shopping experience e-commerce has on offer for them. However, despite this, I feel the ‘touch and feel experience cannot be substituted yet,” states Khemka.



ANAND WORLD

 Anand World is a first-of-its-kind world class garments mall in Sambalpur, Odisha. The three-storey mall today, started off as a small 400 sq. ft. store in 1984 called Anand Collection. A second 600 sq. ft. readymade store soon followed, and by 2004, the brand launched Anand World, which covers an area of around 5,20,000 sq. ft. “Anand World became the first big retail outlet in Sambalpur. The idea was to bring Mumbai to our consumers in Sambalpur. We wanted to provide the best of fashion trends to our consumers. We hired renowned architects, installed the finest art pieces from the state into the outlet and set

about roping in some of the best apparel brands in this part of the world including Zodiac, Louis Philippe, Blackberry, Park Avenue, Levis, Killer, Woodland, Revlon and adidas,” says **Anand Agarwal, Managing Director, Anand World.**

Growth rate

“The company witnessed a very high growth rate of 30 percent in the beginning which has unfortunately gone down to 18 percent mostly because of lack of innovation especially since consumer demands are evolving very fast. The population of Sambalpur is around 2 lakh, which means our target audience is fixed in terms of number, a disadvantage for

us. We also lost some of this growth to new competitors and e-commerce. We are looking to innovate and providing consumers with new experiences and latest trends to pull up this growth rate,” adds Agarwal further.

Retail Industry

The Odisha retail market in particular is a conservative one. Customers want value for money – something which has proved to be a massive challenge for bigger retail players in the country, struggling to understand consumer psyche and make an impact in smaller towns. “Our customers are smart buyers who don’t want to compromise on quality. We need to make sure that the



Anand Agarwal, Anand World

offering is of the right quality at the best possible price, so as to make sure both the consumer and the retailer benefit. Also, the supply chain management needs to be more organised,” says Agarwal.

The Impact of Technology

The outlet management uses a software to bar code every single product. They maintain a database of the previous year to monitor sales growth – daily, monthly and annually.

“We use a software to analyse sales category-wise. We record and use data to understand the shopping behavior of the consumers. We use our software heavily for Customer Relationship Management,” says Agarwal.







Amanora
MALL



**STRIDE TOWARDS
FASHION!**

Amanora Mall, Amanora-Magarpatta Road. Just 3 kms from Koregaon Park
020 - 67267888 | www.amanoramall.com | Like us on  /amanoramall  @AmanoraMallPune

CITY CENTRE MALL, SAMBALPUR

 City Centre Mall is a five-storied shopping mall complex located in Bhubaneswar. Spread over a floor area of a 1,20,000 sq. ft, the mall opened to the public in 2012 and is the largest mall in Sambalpur. It houses approximately 50 outlets, including cafeterias, food courts, restaurants, multiplex, parking space and a hypermarket. **Kanwar Sanjay Kumar, Partner, City Centre Mall,** Sambalpur talks about how malls are changing the fortunes of Odisha's retail market.

How are malls changing the retail landscape of Odisha?

Accounting for over 10 percent of the country's GDP and around eight percent of the employment retailing in India is gradually inching its way toward becoming the next boom industry. Today, the largest firm is not a manufacturing organisation; rather it is a retail firm. The mall industry in Odisha owes its growth to various factors: **Product Features:** It includes brands and flavours focusing on customer's global taste. To generate a retail market

that provides uniqueness in the product. The quality of the product is another critical factor in making the retail market successful.

Revenue Collections: For a good revenue collection, retail stores need to have an access of good location having potential to generate the right clientele. The idea should be to maintain a spacious and well planned architecture. Thus, location and business at retail markets are needed in equal proportion.

Behavioral Pattern: Understanding the need and problems of the consumers and to provide favourable customer experience to make the shopping experience seamless. The target customer can be segmented into hard loyal, shifters and nascent customer. A good CRM should be maintained to retain them.

Pricing Policy: Retail stores usually apply various pricing strategies like discounts on the printed MRP for they want to offer the best / optimal assortment of goods and services to attract customers.

What are the challenges and bottlenecks which

the industry is going through? How do you think to overcome it?

Despite the structural challenges and bureaucratic bottlenecks that the Indian retail market suffers from, global retailers have been queuing up to enter and establish their footprint in the market, as they are aware of its potential growth opportunities. Growth has almost plateaued in most developed markets, providing little room for retailers to drive their business expansion amid growing competition across segments. The Indian market being largely underpenetrated, offers significant opportunity for growth – especially in segments such as F&B, fashion apparel, and luxury goods – due to factors such as an expanding middle class, rising disposable incomes, and a growing appetite for international quality goods and services among Indian consumers.

The Indian market, however, continues to face significant challenges to growth in the form of inadequate quality retail real estate space, restrictive legislation policies, MRP constraints, FDI norms and other infrastructure bottlenecks. These challenges tend to impede India's retail story, and restrict the market from attaining its true potential.

Tell us about your marketing and digital strategy?

Obtaining new customers is what keeps every business alive. To achieve this, numerous techniques exist whose effectiveness heavily depends on implementing



Kanwar Sanjay Kumar, City Centre Mall Sambalpur

them strategically. The best methods on how to attract customers and get the most out of it are as follows; Respond to the concerns of the public for latest products and information, ability to offer and feedback. Take advantage of personalised audiences of Digital media including Facebook, Google+, Instagram etc. Implement email marketing campaigns. Use contest and discounts to gain clients and use of brand ambassadors.

How are you integrating digital and social media to the overall mall experience?

We have a 3 Step Social Media Adoption Plan. First we devise an appropriate, tactically-agnostic social media strategy, secondly we audit our current marketing and add social media ingredients and thirdly we add new social media programs where necessary.

Is there a need of smart malls in Odisha?

The future of retail is Omnichannel. The trend towards an Omnichannel strategy will certainly enable us to grow in the business. It will tap the best of both worlds and maximise on footfalls in the mall. We are working towards becoming the smartest mall in Odisha.





JUST THE PARTNERSHIP YOU WERE CRAVING FOR.

WELCOME TO THE INORBIT FAMILY.



Come Live an Inorbit Experience

NEW BRANDS OPENED:



MALAD



WHITEFIELD



CYBERABAD



OPENING SOON:

MALAD



CYBERABAD



WHITEFIELD



HAREKRISHNA KHIMJI JEWELLERS

 Harekrishna Khimji Jewellers was the brainchild of late Khimji D Nandha and late Harilal D Nandha along with their brothers. They launched their first jewellery shop – then named Khimji Dayabhai & Brothers Jewellers – at Baripada in 1936.

The vision was to give their customers jewellery of uncompromising quality and craftsmanship. This legacy of unapologetically putting the customer first continues till date. Ethics were passed on through generations as a



family heirloom. In the year 1985 the firm opened its branch in the capital city of Odisha.

Brand Value

Harekrishna Khimji believes in enhancing customer experience, and offers an extensive jewellery collection, impeccable after sales service and world-class facilities along with uncompromising dedication to personal attention offer a remarkable service experience to customers.

“Consumers have started shifting towards branded jewellers, which offer higher quality and saves them from raw deals. The emergence of jewellery retail chains provide customers with convenience and assurance of quality. The organised gems and jewellery sector is expected to progress with a good pace in near future,” says **Rahul Nanda, Director, Harekrishna Khimji Jewellers.**

“The key drivers for the industry growth are rising

disposable incomes, a young population who like spending on luxuries, jewellery being increasingly regarded as a fashion accessory and great marketing by firms. For us, every sale is an everlasting relationship and we believe in keeping our customers satisfied by protecting their rights and offering the finest of products through our quality conscious efforts,” he adds, explaining the paradigm shift from a seller to buy market in the jewellery segment.

Jewellery Trend

HarekrishnaKhimji provides both modern and traditional designs. The brand also customizes gold, platinum and diamond studded jewelry, which is very popular among consumers.

“We aim to increase awareness and draw customers in a realm where the retail options aren’t infinite or influenced. And for purveyors of tactile and personal products like



Rahul Nanda, Harekrishna Khimji Jewellers

jewelry, selling stuff in person has an obvious appeal,” says Nanda.

Technology

Technology has advanced by leaps and bounds, marking its presence in the everyday aspects of our lives and it has also made its way to jewellery businesses.

“Trendy designs, increased availability, and overall access has brought a fresh excitement in our jewelry stores. Traditional retailers like us are using social media as a platform to connect and share our ideas with our customers,” concludes Nanda.

BAAZAR STYLE RETAIL PVT. LTD.

 Baazar Style Retail Pvt. Ltd. operates in the retail business segment under the brand names Style Baazar and Express Baazar. With an aim to solve issues faced by regular shoppers to get fashionable and trendy clothes at affordable prices, the first outlet came into existence at Berhampore in West Bengal in September 2013.

Brand Value

“Being one of the retail pioneers with multiple

retail formats, we unite a diverse community of Indian buyers, sellers and businesses. Customers walk into our stores and choose products and services supplied by small, medium and large entrepreneurs and manufacturers across India. Our supplies come from enterprises from new categories and our strategy is based on an understanding of the Indian Consumers, the products they want, creating fresh employment, impacting livelihoods, empowering local communities and



Shreyans Surana, Baazar Style Retail Pvt. Ltd.

fostering mutual growth,” says **Shreyans Surana, Director, Baazar Style Retail Pvt. Ltd.**

“Modern Retail is intended to drive fresh

demand and leverage on that Baazar Style Retail Pvt. Ltd. wishes to make available quality product at the right price in every store. Our USP remains value for money for Indian Customers. We have aligned our business practices to the larger objective of being a premier catalyst in India’s consumption-led growth story,” he adds.

Market and Growth Rate

Currently Style Bazaar has retail outlets in Rourkela, Angul, Dhenkanal, Balangir and Bargarh. By the end of



Mall Fragrance Solutions by



LA SCENTEUR
A WORLD OF FRAGRANCES

Helping customers feel
more **RELAXED,**
COMFORTABLE and
CONFIDENT while
making purchase decisions.



MALLS CAN USE FRAGRANCE TO THEIR ADVANTAGE. A SIGNATURE SCENT TRULY LEAVES A LASTING IMPRESSION ON SHOPPERS, WHICH LINGERS WAY AFTER THEY FINISH SHOPPING FOR THE DAY.

At La Scenteur we perfect the art of taking your Malls Identity (Premium/Neighbourhood Mall) Marketing message to your shoppers & creating a signature scent that amplifies these values.

Our team of perfumers & fragrance advisors look forward to hearing from you.

Mall Management can call for a Free Consultation / Demo



LA SCENTEUR
A WORLD OF FRAGRANCES

LA SCENTEUR FRAGRANCE TECH. PVT. LTD.

Plot. No 141-H, Baikampady Industrial Area, Mangalore – 575 011.INDIA.

P: +91 824 2889179 | M: +91 9741498608 | E: chetan.anand@lascenteur.com



FY 2019-2020, the brand is expecting around 20 outlets of Style Bazaar in Odisha.

“The market is a huge potential market for value segment products. Moreover, 90 percent of the total population in Odisha aspire to buy value segment products

thereby creating a good market for them. Tier II & III cities in Odisha are witnessing a paradigm shift in consumer preferences and lifestyle. As a result of which, a lot of retail chains are coming to Odisha from across India giving the buyers more options.

Therefore, being a pioneer in this segment, the brand is planning an aggressive expansion in Odisha in near future,” says Surana.

Fashion Trends

There was a time when fashion items were being purchased as and when required. Now-a-days, fashion clothing is more than a basic need; it is a reflection of aspiration, personality, and one of the biggest status symbols. With Odisha’s large young population and high domestic consumption, the trends for the sector look favourable.

“We are a retail chain procuring garments from across India. We follow the

latest trends in the market. We have a very strong vendor base which helps us in delivering products to our customers. Responding to the changing needs and expectations of customers, providing smart shopping experience with maximum return and value for money is our key strategy,” explains Surana.

“We are targeting more of rural areas and relevant customers there, it provides a lot of scope of expansion in the future as a wide area is yet to be discovered. Hence, we have a greater scope of expansion than bigger brands, as we are identifying new areas with decent purchasing power,” he concludes.

CITYLIFE RETAIL



Citylife Retail Private Limited came into existence in 2011 with an aim to provide a higher lifestyle and fashionable styles to the people living in rural and semi-urban areas. The brand has a strong presence in Tier II, III & IV cities.

Currently, they have 91 operational retail outlets spanning across 9 lakh sq. ft. in nine states of the East and North- East.

Growth Rate in Odisha Market

Citylife has 13 stores in Odisha and they are opening three more in the next six months.

“We are very positive about Odisha. It is in growing state due to its natural resources and geographical presence. Stable politics is also having an added advantage as far as that region is concerned. Our SSG is around 18-20

percent. Sales contribution from Odisha is around double digit in our total top-line. For Citylife, apparel produces the maximum sale, rounding up to 85-90 percent of our total business. We have all our stores in high-street. The online count in our industry is approximately around 7-8 percent, malls have 15-



17 percent and rest is still managed by high street. It’s a very good market for us,” says **Subas Pradhan, Chief Finance Officer, Citylife Retail.**

“The fundamental has changed as far as retail is concerned from being seller-led to being buyer-led. Now, the buyer has many options to choose from – there are a lot of competitors. Latest fashion and value for money product, better shopping experience, hassle free billing is also drivers for shift in paradigm. We buy the product from the manufacturer and replenish it based on the demand in a time period of 30 to 45 days. In our case, our customer is more focus on price point which will discount the latest fashion to some extent,” says Pradhan.

The Impact of Technology

Explaining the benefits of Technology on their business,



Subas Pradhan, Citylife Retail

Pradhan says, “Technology plays a pivotal role in our business. E-commerce is impacting brick-and-mortar businesses in Tier I & II cities.

However, we provide them with the touch and feel factor. When we look at our consumer, more than 90 percent of them would like to buy the product after feeling or touching the same, hence there is a very small impact of online in our business model. We have developed an app for consumers which updates them on our latest products and offers by sending them notifications,” he concludes.



THE THICKSHAKE FACTORY

INDIA'S 1ST & LARGEST PREMIUM THICKSHAKE BRAND

INDIA'S FASTEST GROWING AND MOST AWARDED SHAKES BRAND

ESTB. IN 2013 | 15 CITIES | 2 COUNTRIES | 80 OPERATIONAL STORES

AWARDS & ACCOLADES



200
OUTLETS BY
2019



#ShakeItYourWay

BREAKFAST SHAKES | CLASSIC SHAKES | FRUITY DELIGHTS | CHOCOLATE DELIGHTS | CANDY DELIGHTS
EXOTIC ADDICTIONS | PROTEIN POWER | SLUSHES | ICE TEAS | KOFFEE INDULGENCES

NOW OPEN AT :        

CONTACT DETAILS: +91 9100011703, +91 9100011705, +91 9100063979

For more details contact: franchise@thethickshakefactory.com

PANDA LIFESTYLE

Since its launch in 2000, Panda Lifestyle, has been a leading apparel showroom in Bhubaneswar. Apart from garments, Panda Lifestyle also has a footwear collection as well. The store features major brands including Louis Philippe, Allen Solly, Raymond and Park Avenue to name a few.

Growth Rate

Talking about the market growth rate of **Gobinda Panda, Director, Panda Lifestyle** says, “We have witnessed a growth rate of 18 percent in the past, but this has slowed down to 10 percent recently. The prime reason for this decline has been a fixed population rate and the opening of more

EBOs in the region, which means more competition. The presence of stores every half a kilometer reduces footfalls in bigger stores. Added to this is the mall culture, so the same sale rate is distributed among all retailers.”

The Eastern Market

Explaining the paradigm shift from seller to buyer, Panda explains, “Bhubaneswar is the main market. However, the demand for brand names is not high since consumer income is not very high. There is a need to categorise customers as per the store requirement – mainly size and number of products. We, being a premium store, are solely dependent on consumers with good income. The Odisha market too is in nascent stages. It is growing slowly. Earlier we didn’t have



Gobinda Panda, Panda Lifestyle

factories and manufacturing units in the state, but now there are companies and retailers who are expanding their manufacturing units in the region,” says Panda.

Panda Lifestyles brings fashion trends which are popular in Mumbai and Delhi to the people of Odisha. “We are regularly in touch with consumers through text messages, keeping them updated with new offers in-store. We are also very active on Facebook,” says Panda.



SRIDURGA RETAIL PRIVATE LTD.

Into the third generation of the business, Sridurga Retail Private Ltd., has a legacy spanning seven decades. Started by Late KSN Murty in Berhampur the brand now has total retail space of 25,000 sq. ft. and an additional warehouse space of 1,000 sq. ft. over Berhampur and Bhubaneswar.

The brand opened its second store seven years ago in Bhubaneswar and is on the verge of opening a boutique store in a mall soon. Sridurga is a complete family store catering to a middle, upper middle class audience. It specialises in menswear, womenswear and kidswear.

Market and Growth Rate

As the retail industry has evolved so have customer buying patterns. The aim of the brand is to keep up with the consumer, rather than selling products and so the idea is to enhance consumer experience so much that they want to come back.

“Due to the high penetration of Internet, the customer today is more educated and knows the product before s/he comes to the store. We make sure we provide them with a personal, human touch. Ours has always been a buyer-led market but we have finally learned to exploit it with the help of technology, a lot of R&D and data analysis,” says **K Tirumal Kumar, Director, Sridurga Retail Pvt Ltd.**



K Tirumal Kumar, Sridurga Retail Pvt Ltd.

“The products that we sell are mostly limited edition and hence, creation and differentiation is the USP for our stores. We have a growth rate of 22 percent on a yearly basis. Ours is a destination store and so customers have to feel the workmanship to buy. Since we have a unique selling

proposition, competition from e-commerce does not worry us much,” he adds.

The Impact of Technology

“We have adopted a great software to help us forward our retail business, HR & CRM. We go and attend different conclaves and exhibitions all over India and abroad to understand and enhance our own knowledge and implementation of technology in our stores. In addition to changing fashion we have to keep up with the changing display pattern, lighting, visuals etc. to give customers a rich experience and we use technology as an aid,” concludes Kumar.

IDEAS, CONCEPTS & STRATEGIES
CUSTOMISED FOR INDIA'S
BOOMING CONSUMER INDUSTRY

www.indiafoodforum.com

BLOCK YOUR DATES

for the 12th edition of



5th-6th FEBRUARY 2019

Renaissance Hotel, Mumbai

CONCURRENT SHOWS



Organised By



Association & Partnerships

Lokesh Arora: +91-9999033612 | lokesharora@imagesgroup.in

Delhi:

Ridhi Sood: +91-8447880949
ridhisood@imagesgroup.in

Mumbai:

Savita Vasandi: +91-9833145494
savitavasandi@imagesgroup.in

For Delegate Registration:

Sarika Gautam: +91-9717544226
sarikagautam@imagesgroup.in

Kolkata:

Piyali Roy Oberoi: +91-9831171388
piyalioberoi@imagesgroup.in

Bengaluru:

Ekta Roy: +91-9811635408
ektaroy@imagesgroup.in

For Privilege Membership:

Anil Nagar: +91-9811333099
anilnagar@imagesgroup.in

SUNCITY FASHIONS

 Suncity Fashions Bhubaneswar operates three Peter England stores and one store each of Planet Fashion and US Polo. Apart from this, they are also the distributors of Indian Terrain and Spykar chains of Odisha.

Peter England has been listed in the top 5 Most Trusted Brands in the Apparel Category for seven consecutive years. Peter England offers apparel that caters to every fashion occasion of a young professional's life. With a strong foothold in formal and casual menswear segments, Peter England also offers

innovative collections in denims, linen, festive wear, Indies kurtas, accessories, and more.

Market & Growth Rate

Peter England has 28 exclusive stores in 16 districts and deals with over 200 multi-brand outlets and is expected to grow at 10 percent in FY19.

“With the advent of social media, the consumer today perceives apparel has a medium of self-expression. The ability and desire to adapt more trends has resulted in consumers directing the sellers and this has been quite evident in key markets of Bhubaneswar and



Binod Agarwal, Suncity Fashions

Cuttack. At Peter England, we strive to design products that cater to the customer's growing needs. Our 'Perform' range of athleisure wear has been special designed keeping the trendy but comfortable sportswear into consideration,” says **Binod Agarwal, Director, Suncity Fashions.**

“Rather than failure, absence of national brands in smaller towns can be understood as lack of penetration due to MRP expectation mismatch. In several towns in Odisha, there is persistent demand for products within ` 1000 MRP. Factors like fabric feel, product design and brand

concepts may not align with the customer expectations of the town. At Peter England, we strive to balance MRP and product taste to meet the customer requirements through special ranges for small towns only,” he further adds.


Impact of Technology

“Technological developments have served to be quite favourable for the industry. It has generated new selling channels and not only created brand awareness but has also allowed measurement of the impact of campaigns in a more scientific manner,” says Agarwal.

“Technology also brings us one step closer to the concept of Omnichannel, the platform where customer can preview the product in one channel and purchase through another channel. ABFRL has created an intricate platform for effectively implementing Omnichannel which will make purchasing easier & less hassling for customers,” he concludes.



UTKAL GALLERIA

 Utkal Galleria in Bhubaneswar is one of the largest malls

in the city and a complete family entertainment centre, covering over 1,80,000 (GLA) sq. ft. in area. The best place for shopping, eating and leisure activities, it has a great mix of retail stores of all premium brands.

The mall offers all sorts of facilities including parking, a lift system, power back-up, central air conditioning and an electronic security system. All these services have helped

enhance the footfalls of the mall.

Malls: Changing Retail landscape of Odisha

In Bhubaneswar, the retail growth has mushroomed primarily on one high street, popularly called 'Janpath'. Retail industry in Bhubaneswar has seen exponential growth in the last 10 years. Stand-alone stores are clocking in a sale of ` 100 crores per annum from a mere 30,000 sq. ft. of four storied stand-alone space. This

equates to a trade density of almost ` 3,500 per sq. ft. which is far higher than what they generally clock in the other parts of the country. Utkal Galleria, with its strategic location in the heart of the city offers great shopping and entertainment options to the customers,” says **Sharad Baid, Managing Director, Utkal Builders Ltd.**

Major Attractions

The anchor brands in the mall include Shoppers Stop and PVR, along with Lacoste,



Sharad Baid, Utkal Builders Ltd.

FCUK, Mac, Forest Essentials, Ethos, Apple, Cover Story, Rosso Brunelo, Da Milano, Danniele Wellington, Vero Moda, Jack & Jones, ONLY, Selected, Time-Zone, ALL, Park Avenue, Colour Plus,

W, BIBA, Reliance Trends, Samsonite and Solfege.

Besides this, Australian gaming giant Time Zone is also coming up in the mall with 4,000 sq. ft. of high tech

gaming zone. The third floor of the mall is dedicated to F&B and entertainment. Burger King and Dominos along with other food operators and 10 different

cuisines are available. The mall is planning to tie up with a restaurant operator for Continental and Mediterranean cuisines soon.

roaming, so patrons can enjoy high speed internet when they step into the mall. DLNA based networked streaming of Advertisements in Large Format Displays using media servers across the mall in 20 locations and iBMS – Intelligent Building Management System for automation of HVAC, Electrical & Security Systems by L&T. Concept of Uniform Acoustic Distribution Music System for the entire Mall – So that there is uniform background music in all the locations of the mall.



The Impact of Technology

Some of the extensive technological advance features done by the mall to make the shopping mall sustainable in future are as follows. All shops are connected with Fibre to avail services of High Speed Voice & Data – Fibre Optic Ready. The mall has been WI-FI enabled, with seamless

DN REGALIA MALL

 DN Regalia Mall is a most promising retail destination in Patrapada, Bhubaneswar. Spread across 2,50,000 sq. ft. with 2 levels of dedicated fashion, lifestyle shops, restaurants and cafes along with a reputed Hypermarket, the mall will be a complete shopping experience for both locals as well as tourists. The Mall will have a mix of national, international and regional brands for customers who seek the finer things in life. DN Regalia Mall will offer a unique shopping experience where the accent

is on brand mix, exclusivity, space and aesthetics.

Malls: Changing Retail landscape of Odisha

In cities like Bhubaneswar, Cuttack, Rourkela, Sambalpur, Puri etc the consumers have become brand conscious over a period of time and the rise in disposable incomes has given boost to shopping habits. “So far people have been exposed to only high-streets and commercial complexes which don’t have all the ingredients of a proper shopping mall. However, the state is now gearing up to host

some good Shopping Malls. Bhubaneswar alone has 4 to 5 malls ranging from 2 to 4 lacs sq. ft of GLA which will open their doors for a superior shopping experience by this year end. DN Regalia will be hosting some of the first comers to the state of Odisha,” says **Jagadish Prasad Naik, Managing Director, Lifeline Multiventures Private Ltd.**

Major Attractions

DN Regalia has Inox as their multiplex partner, Big Bazaar as hypermarket while Splash, Max, Zudio & Easy Buy as anchors/mini anchors. These brands will soon commence their fit-outs in the coming month and to ensure smooth and timely fit-outs. Beyond Square feet is doing leasing management for the mall. The brand is also roping in key Family Entertainment players with bowling lanes, a separate toys concept, Virtual Reality concept, Scary House type of concept, etc. Once the mall is operational they will also add outdoor gaming zones. The mall will also have



Jagadish Prasad Naik, Lifeline Multiventures Private Ltd.

a 450 seater food court spread over 15,000 sq.ft with 13 food outlets and 4 kiosks to cater to various taste buds.

The Impact of Technology

We are planning to have a dedicated app for the mall, cashless and digital parking management system, digital mall directory, digital signages etc. Our mall will give special focus on customer convenience and shall have services like; free Wi-Fi, valet parking, ATMs, baby changing, wheelchair accessibility throughout the mall, dedicated parking for women and differently abled,” added Naik. 



7th MIDDLE EAST

Retail

F O R U M

8 – 9 October 2018

PALAZZO VERSACE HOTEL, DUBAI

www.middleeastretailforum.com



Images RetailME Awards is the annual industry honours that recognise the top performing retailers and retail practices every year and reward excellence across retail categories. The Images RetailME Awards ceremony is the most prestigious event of its kind in the Middle East retail calendar and is geared to set benchmarks in this vibrant retail destination.

BLOCK YOUR DATES FOR THE BIGGEST RETAIL FUSION

PHYSICAL. MEETS DIGITAL.

The Middle East Retail Forum (MRF) is an independent retail knowledge platform. Established in Dubai in 2012, the annual MRF is a unique gathering of retailers and retail support groups discussing key issues facing the fraternity and exchanging best practices. The 2 day forum is also a great opportunity to network with the top executives of the retail industry & learn what is relevant for the development of retail business in the Middle East.

Let us come together to share knowledge & celebrate retailing excellence in the region.

EXHIBITION . CONFERENCE . AWARDS. www.middleeastretailforum.com

MRF 2018 AT A GLANCE

Day 1 – October 8

Keynote address: What lies beyond 2020?
Exclusive report: Offline-online, no longer a debate
F&B conclave - Technology, the holy grail for food businesses
Panel discussion: KSA & its many flavours
SOLO insights
Panel discussion: Going strong over decades

Day 2 – October 9

Keynote address: Home-grown is the new flavour
Start-up conclave: Building an entrepreneurial nation
SOLO Insights
Panel discussion: Blurring the line between retail spaces
Panel discussion: Demystifying 'phygital'

SIGN UP TODAY

Partnership Opportunities:
Nikhil Gupta
+ 971 56 406 6722
nikhil@imagesretailme.com

Awards and Delegate Inquiries:
Chelene Raath
+ 971 44 46 7553, +971 50 122 0017
chelene@imagesretailme.com

Speaking Opportunities:
Rupkatha Bhowmick
+ 971 52 981 1183
rupkatha@imagesretailme.com

Esplanade One, owned by Nexus Malls, which became operational in July 2018 is all set to become the biggest mall of the Bhubaneswar region. The site is well connected by different modes of transportation and is in close proximity of various civic utilities. Esplanade One is precisely designed and has the composite brand mix encompassing all facets of shopping, entertainment and food under one roof which will revolutionise retail of Odisha as a whole. Spread over 4.5 lakhs of retail space, Esplanade One Mall will house over 100 top national and international brands and a state of the art multiplex.



Esplanade One, Aims to Revolutionise Odisha's Mall Culture

– By Sandeep Kumar

With the government's thrust on making Odisha a hub for retail, fashion and entertainment, cities like Bhubaneswar are set to witness a huge influx of malls for Millennials, with Esplanade One leading the way...



In an exclusive interview, **Jayen Naik, Senior Vice President, Operations and Projects, Nexus Malls**, reveals all there is to know about Esplanade One.

Location Strategy: Why Bhubaneswar?

“Nexus Malls bought Esplanade One from the Forum Group in early 2018. Before making the acquisition in Bhubaneswar, we did a lot of research work. The outcome of research was very overwhelming. We came to know that the aspirations and desires of the people of Odisha have been evolving at rapid pace in the last five years or so.

With the government's thrust on making Odisha, a hub for education and skill development of youth, the cities like Bhubaneswar are seeing a huge influx of youth coming for education and training. Coupled with the investment by the IT sector, Bhubaneswar is fast becoming a city of opportunities. This obviously has led to increased awareness and demand for international brands, novel ways of entertainment and desire to try out new cuisines and food options.

Location plays a very important role in determining the success of the mall. Esplanade One is located in Rasulgarh, near the Cuttack-Puri Highway and is easily accessible for people from all

the nearby cities. It is also very close to Janpath, a prominent area in Bhubaneswar.

Marketing Strategy:

In my opinion, the success of an asset hugely depends on two things

- Retailers' satisfaction
- Customer satisfaction

Both of them play a very critical role in determining what that asset would mean to not just the immediate catchment, but for the city in general. Besides shopping, customers always look for a new reason to spend time at any given place. As malls, the onus is on us to give them that reason to come to us, spend more time and become the destination of choice for them when they are planning how

to spend their leisure time. The more time that they spend at the mall, the more likely they are to spend at the asset.

For the retailers on the other hand, it is important that they keep getting footfalls and repeat customers to the mall. When the event and activities are planned at the mall, the owners need to ensure that retailers are roped in as active partners.

What makes Nexus Special: USP

Over the last 18 months at Nexus Malls, we have upped our game in terms of the experience that we want to deliver to our patrons. We have conceptualised and executed several digital innovations at the mall and those were very well received

by retailers and shoppers alike. We were the first mall company India, to host a full scale Augmented Reality show across a few of the malls in our portfolio. The first day of the activity saw an organic reach of over a million on our Facebook fan page. We saw a surge in footfalls during that week and our social media pages were full of reactions and comments.

We followed it up with a Digital Pictionary, which we executed in association with Mattel. This was a special experiential event curated for

updated with the technology to fulfil the demands.

We at Nexus have always believed in providing the aware customer of today with the latest offerings in Shopping, entertainment and food, whilst maintaining World class benchmarks in Safety, Security, Hygiene and Comfort (even parking comfort), coupled with the Indian warmth and culture. This unique experience is what we term as the “Nexus Experience” and that we feel is our differentiating factor,” explained Nair.

think the belief in the brand philosophy has to be strong. The proposition has to be un-debatable. Being located in a mall or on high streets is about individual budgetary choices. Both has its own set of pros and cons. But I strongly feel that brands do not get lost in the crowd in mall. Rather a strong backend support is required and at Esplanade, our focus is to be keeping the brands right on track,” said Nair.

At Esplanade One, every floor has a distinct character. There is no differentiation

depends on how it caters to the people walking in. It is imperative that malls now cater to all age groups and they deliver a unique experience each time that they visit. Therefore, a large number of the footfalls are fully dependent on these two segments.

Odisha is just beginning to open itself up to various national and international cuisines. Knowing this fact, we have tried to put together a good mix of national and international food brands which can cater to the palette of everyone who visits the mall. In fact, knowing how rooted the Odiya people are to traditional food, we have reached out to some of the popular brands here and they would also be at our food court.

Malls are a primary source to not only fulfill the above needs and wants of the new generation but also acts as a community hub to bring together all the people to celebrate various events and festivals. Esplanade One, is precisely designed and has the composite brand mix encompassing all facets of shopping, entertainment and food under one roof which will revolutionise retail of not just Bhubaneswar but Odisha as a whole.

Popularity

Esplanade One already has a packed activity calendar, which is planned as per necessity of the local market targeting to the needs of the local population. Based on the learnings from other malls in our portfolio, we have a variety of activities and digital innovations which we are capable of executing at Esplanade One as well. 



the Children’s Day weekend. All of us grew up playing Pictionary, this one, was with a Digital twist. Here, a mime artist played the game with kids who visited the mall virtually, through a LED screen and gratified over 300 kids who participated over the two days resulting in providing another unique experience, which became very popular and caught the attention of our patrons. We at Nexus give importance to the consumer experience and to make it better, we keep ourselves

Zoning of Brands

Formulating the right tenant mix based on zoning not only helps attract and retain shoppers by offering them multiple choices and satisfying multiple needs, but also facilitates the smooth movement of shoppers within the mall, avoiding clusters and bottlenecks. This helps influence shoppers’ mall preference and frequency of visits. It also helps in building a distinct image in the minds of shoppers, which is extremely critical. “I

between international or indigenous brands. Each brand enjoys their share of limelight. It is quality that drives customer connect.

F&B and FEC

F&B and FEC are the two most important pillars on the future of mall depend. As we all know, shopping alone could lead to the downfall of an asset. Malls are no longer just shopping destinations, but they are more of community centres. The success of a mall hugely

Big Bazaar Begins Social Revolution with 'Rupashree Raja'

What began as a social experiment turned into a mini revolution thanks to the vision and large-heartedness of the people of Odisha. Big Bazaar announced their fashion event 'Rupashree Raja' to find a 'woman of substance' in the state of Odisha.

Conceived, coined and carried forward by retail giants Big Bazaar, Rupashree Raja was started as an attempt to honour and say thanks to every woman in Odisha for their silent love, devotion, sacrifice in the face of obstacles.

Big Bazaar – which is Future Group's flagship hypermarket retail chain with presence in over 100 cities across the country and has a motto of 'Making India Beautiful' – announced the event on July, 2018. The event was inaugurated by **Raj Banerjee, Chief Marketing & Experience Design - Future Retail Ltd, East.**

Big Bazaar – which is known for offering good quality products at the lowest possible prices – conceived this revolutionary effort to find a 'woman of substance' who brings about a change to society in some form or the other.

"It is our way of saying that beauty is skin deep but the purity and blossoming of a soul is eternal," Banerjee said at the press conference, as he urged the people of Odisha to come out in large numbers and nominate their 'Rupashree Raja'.

Also present on the

occasion were esteemed judges Jayashree Mohanty, Adyasha Satpathy, Rozalin Mishra and Aruna Mohanty along with the two youth icons Elina Samantray and Archita Sahu, leading ladies of Ollywood.

Within two weeks, the brand had a record response with around 5,000 nominations pouring in from across seven cities – Bhubaneswar, Cuttack, Rourkela, Jharsuguda, Puri, Sambalpur and Keonjhar. On July 15, Big Bazaar honoured the first Rupashree Raja of Odisha from this staggering number of nominations.

The winner of Ruposhree Rajo 2018 was Pallavi Swain from Bhubaneswar, a 23-year-old who runs a coaching centre for the poor and needy. She was awarded with a crown, a year's free shopping at Big Bazaar and Koryo home appliances and luxury goods, by Odisha film industry's megastar Sabyasachi Misra.

The judges went through the pile of nominations to select the top six candidates. Out of the six Pallavi was chosen as the winner considering her tender age and giant self-less contribution. The other finalists were Chumki Barik, Tamasa Pattanaik, Sonia Mandal and Supriya Kar from Bhubaneswar and Suchismita Ratha from Kendrapara. The first and second runners-up Chumki Barik and Tamasa Pattanaik were also awarded with a year-long free shopping bonanza from Big Bazaar.

After winning the crown Pallavi said: "This award was an inspiration for every

woman of Odisha. While accepting this award with all humility she said this will inspire her to contribute in a bigger way to the society."

Padmashree Aruna Mohanty said: "This is a unique effort by Big Bazaar. This wish to salute the women in general shows how important Big Bazaar considers them as part of the social fabric."

Sabyasachi was floored seeing the response. "I never



thought there is so much love, sacrifice, selflessness scattered around every corner of the state. I salute the women of substance all 5,000 of them for giving back to the society something in their own limited capacity."

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of 'Making India Beautiful', Big Bazaar ensures that all the products are of good quality and offered at

the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels. **R**