



## RETAIL E-NEWSLETTER

(For internal circulation)

Noble Thoughts:

*“WINNING IS IMPORTANT, BUT  
WHAT’S MORE IMPORTANT IS  
THE WILL TO WIN.”*

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# Retail Online @ Jims

VOLUME I, ISSUE VI

Nov-Dec- 2011

## Government notifies 100% FDI in single-brand retail

The government has notified 100% FDI in single-brand retail. However, the Department of Industrial Policy and Promotion (DIPP) has retained the rider that single-brand retailers setting up ventures with more than 51% stake will have to source “at least 30% of the value of products sold from Indian small industries/ village and cottage industries, artisans and craftsmen”. Small industries are defined as those with investments of \$1 million (Rs 5.2 crore) in plant and machinery. The Commerce and Industry Minister Anand Sharma had last year assured the Brands that this clause would be removed, and



hence the reaction to the notification has been damp. The concerned firms and luxury brand manufacturers have expressed fear that 30% local sourcing would dilute brand appeal and compromise of intellectual property rights by having to deal with multiple small vendors. The DIPP has given assurance of action if the problems were found to be genuine.

## Zara to anchor North Country mall in Mohali



Spanish brand Zara will serve as the anchor stores for the North Country mall in Mohali. The construction of the mall commenced in Nov 2010 and it is expected to become operational by Nov 2012. The North Country mall is spread over 21.6 acres and claims to be the biggest mall in Punjab having a retail space of over 1 million sqft. Anchors in the mall will be offered respective spaces for fitout in April 2012. The vanilla shops will be given space for fitout in

July 2012. Along with Zara, Inditex group is also planning to bring its fashion brands such as Massimo Dutti, Bershka, Pull & Bear, Stradivarius & Oysho to the mall. Other anchors included a 9 screen multiplex with IMAX theatre by Big Cinema, a 36,000 sq.ft. food court, Lifestyle, Shoppers Stop, Marks & Spencer, Reliance Trends, Kapsons, and a 100,000 sqft hypermarket by Reliance.

**Retailers Association  
of India  
Presents**



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On

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On

11th February, 2012.

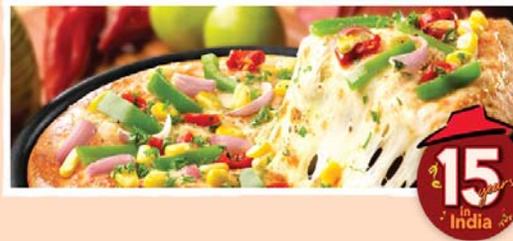
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## Pizza Hut celebrates 15 years in India

To celebrate the completion of 15 years in India, the American restaurant chain Pizza Hut is launching its new advertising-campaign. The campaign focuses on people who have been visiting the brand-outlets have also grown up over the past 15 years. The campaign traces their journey in a light-hearted and emotional manner. It reiterates how minor fights got resolved thanks to the

"irresistible" taste of Pizza that they had/have here. The campaign has been conceptualised by JWT India and is a 2-film campaign to begin with, which would subsequently move to other mediums like digital, in-store as well. Actors in the campaign include well known faces like Rajat Kapur and Shernaz Patel. When Pizza Hut launched 15 years ago they were known for their Pizzas, garlic breads and masala lemonades. Since then the brand has morphed to become an affordable casual dining restaurant with a wide array of dishes to choose from including pastas, skewers, shakes, mojitos, salads, gelatos, cheese-cakes, and of course pizzas. Currently the chain has 130 plus outlets in 34 cities.

On the occasion of our 15th birthday, enjoy 15 new irresistible Indian pizzas inspired by traditional Indian cuisine. Let the good times at Pizza Hut continue!



## Pune's Seasons Mall opens in April 2012

Developed by Magarpatta Retail with an investment of Rs 450 crores, the Seasons Mall in Pune will become operational by April, 2012. The mall will have a total built up area of 1.5 million sqft and a gross leasable area of 7 lak sqft. Urban Link Consulting is in charge of leasing of the Mall and 75% of the mall has already been leased out. The parking area can accommodate over 2,000 four-wheelers and two-wheelers. The food court spreads across 25,000 sqft with a seating capacity of 1,200. The 15- screen multiplex will be provided by Cinopolis and

will spread across 90,000 sqft (expected to be the largest multiplex in the country). The Mall will house anchors like Lifestyle, Shoppers Stop, Westside, Croma, Landmark, Max, and a family entertainment zone by Amoeba. Star Bazaar will be the hypermarket anchor. Besides it will have a host of vanilla stores like Woodland, Metro Shoes, United Colours of Benetton, W, Titan, Turtle, Levis, Puma and other brands. Some of the F&B tenants signed by the mall include Cafe Coffee Day, Kailash Parbat, Kareem's, and Santino's, Simply South.

## A.P.S. mall opens in Bangalore

Developed by Ascendas Services (India), Ascendas Park Square mall has opened to public in International Tech Park, Bangalore (ITPB). The mall is spreads over 450,000 sqft and houses over 140 stores across five floors. The tenants of the mall include a 4-screen multiplex from 'Q' Cinemas, Reliance Trends, Reliance Hypermarket, a gaming zone by 'Amoeba' with 24 bowling lanes, Reliance Timeout, a 500-seat capacity food court serving Indian and international cuisines. The project also includes a 5-star hotel, Vivanta by Taj. Located at the entrance of ITPB and adjacent to the hotel, Ascendas Park Square will cater to over 27,000 employees working in the park, and people living or working near ITPB.

## GAS opens in Ludhiana

International denim brand GAS has opened a 900sqft exclusive brand outlet (EBO) on Ferozepur Road in Ludhiana. The design of the new store is based on the "ESSENSUAL" concept, the perfect mix of 'essential' and 'sensual'. With the opening of the Ludhiana store, Gas has added to its existing chain of stores located in Delhi, Mumbai and Ahmedabad. GAS will open one more store by the end of this year in Pune, and aims to open twelve retail stores within the next three years. In addition to its stand-alone stores, GAS is also available in exclusive areas within Shoppers Stop in Mumbai, Bangalore, Hyderabad, New Delhi, Kolkata and Chennai and Kapsons retail stores in Delhi, Ludhiana, Patiala, Chandigarh, Jalandhar and Jammu.

**HOT-SPOT:**

**Top 10 most valuable brands worldwide**(Survey by global brands agency Millward Brown ):

**10.General Electric**  
Brand value \$50.3bn

**9.China Mobile**  
Brand value \$57.3bn

**8.Marlboro**  
Brand value \$67.5bn

**7.AT&T**  
Brand value \$69.9bn

**6.Coca-Cola**  
Brand value \$73.8bn

**5.Microsoft**  
Brand value \$78.2bn

**4.McDonald's**  
Brand value \$81.0bn

**3.IBM**  
Brand value \$100.8bn

**2.Google**  
Brand value \$111.5bn

**1.APPLE**  
Brand value \$153.3bn

**90% consumers go online in U.K.**

Research by YouGov SixthSense has found that nine out of ten consumers in the UK have purchased items via their computer or via a mobile digital device in the past six months. While computers are the default means of shopping online, using a mobile device to shop is still a niche activity. Books, DVDs and clothing/fashion items are the most common items bought online by consumers.

The widespread prevalence of online shopping shows that retailers now have to compete in a multi-channel environment. Consumer expectations of service, prices and delivery are now based on being able to switch one channel for another as well as one shop for another. The research shows that a price differential of 9-10% between stores is enough to prompt a shopper to switch from the higher-priced store to the lower-priced store. Further 60-70% of adults are not prepared to pay any extra in order to get a product immediately rather than wait a few days for online delivery.

**Labelux buys Jimmy Choo for \$811 mn**

Labelux, the privately held group that owns Bally, has agreed to buy upscale shoemaker Jimmy Choo. Labelux paid TowerBrook Capital Partners LLP more than 500 million pounds (\$811 million) for Jimmy Choo as per media reports. It is estimated that TowerBrook made more than three times its initial equity investment.

and is growing at more than 10 % in all categories and geographic regions. The company has 120 stores now, double the number when TowerBrook acquired it. Jimmy Choo's founder, Tamara Mellon, and Chief Executive Officer Joshua Schulman will stay on after the purchase.

Jimmy Choo was founded in 1996 by the shoemaker of the same name and Tamara Mellon. Choo sold out in 2001. The company had net sales of 150 million pounds in 2010

TowerBrook, which was spun out of Soros Fund Management LLC, teamed up with Mellon and other Jimmy Choo management to buy control of the company from Lion Capital LLC in 2007. The offer valued the shoemaker at 185 million pounds at the time and marked the third time the fashion brand was acquired by a private-equity investor.



The German billionaire Reimann family founded Labelux. The company is part of the family's Joh A Benckiser SE, which also owns perfume maker Coty Inc and a stake of 16 % in Reckitt Benckiser, the world's largest maker of household clean-

**Apple overtakes Google to be Brand No.1**

In the list World's most valuable brands list (Brandz Top 100 report) compiled by WPP subsidiary Millward Brown Optimor, Google was knocked off its top position by Apple. Apple's brand value rose 84% to \$153 billion. McDonald's also saw a resurgence, rising two places to the fourth as fast-food became

the fastest growth area, according to the research. For the first time Facebook made it to the list, at 35th place. There was only one brand from India - ICICI Bank at 53rd place. For the list of the top 10 brands check out HOT-SPOT to the left of this page.

**Joke of the Month:**

The world is divided into two groups. There are those who know, and those who don't know. Those who know are no problem.

Those who don't know are also in two groups. One is those who don't know and know they don't know. Well, they can learn! But then, there are those who don't know, and don't know they don't know. And they become unit managers!

**Patron**

Dr. J.K. Goyal, Director

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Nilanjan Nandi

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On 17<sup>th</sup> December, 2011, JIMS witnessed the inauguration of 'Break The Bulk'-The Retail Club. The entire of PGDM Retail and Marketing section under the able guidance of Dr. Sumesh Raizada, DEAN (RMM), Jims, Rohini joined hands with their ignited minds to organize an event which was filled with fun and learning.

The club inaugural ceremony began with the lighting of the lamp by Prof. R.P Maheshwari, Director General, who later, in the inaugural address, enlightened the audience with his treasured views about organized retail in India. Next, a session on the club's mission, vision, structure & future plans was demonstrated by the students.

Dr. J.K Goyal, Director, & Dr. Madan Mohan, Dean, congratulated the students of Retail Management for organizing the club and asked them to take it further with participation of all the students. The guest of honor for the event, Mr. Varun Sehgal, Zonal Manager, Puma Ltd. encouraged the students for their efforts and also predicted a bright future for retail

**ACTIVITIES AT JIMS:****Inauguration of 'Break the Bulk' The Retail Club.**

in the coming years. He also shared his views about why FDI in retail is inevitable in India and how it shall bring back the lost smile on our faces.

A Business Quiz was later conducted by the students which was followed by the main attraction of the event - a smart activity for smart shoppers. Here, the participants had to pick up three products, out of the merchandise provided, the MRP of which should sum up to Rs. 50. The activity was so exciting that even our honored Faculty members could not resist themselves from participating along with the students. Prizes were distributed to the winners.

Nearly the entire faculty of JIMS, including Prof. V.B. Aggarwal, Director (IT), Prof. S.C. Kapoor, Mr. Avijit Ganguli, Mr. Rajeev Goel, and Dr. Ritu Bajaj, was present and showered their best wishes for the club.

All in all it was a spectacular event that marked the beginning of 'Break The Bulk' Retail Club—the first of its kind in JIMS, Rohini.

**STUDENT'S CORNER:****PUZZLE OF THE MONTH:**

You are given 18 identical balls of which 17 are of equal weight and 1 is a bit heavier. If you are given a hand held weighing machine, in how many attempts can you find out the heavier one?

**TEST YOUR BUSINESS QUOTIENT(B.Q.)**

1. Which is the worlds largest direct selling company ? (Clue not Amway)
2. Name the four wheeler, not a car, launched by Bajaj?
3. Which is the world largest natural gas company ?
4. What connects G N Bajpai, SA Dave, U.K. Sinha and D.R. Mehta ?
5. The Govt has made hallmarking of gold jewellery a must in India. What is hallmarking ?

**MIND ZONE:**

SUDOKU (No. 001)  
(Answers in next edition)

8			4		6			7
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	1					6	5	
5	9		3			7	8	
			7					
	4	8		2		1		3
	5	2					9	
		1						
3			9		2			5

Send your answers to nilanjannandi@ymail.com along with your name by Jan 28<sup>th</sup>. Student with most correct answers will be announced in the next edition.