

IMAGES Retail

RETAIL
EMPLOYEES'
DAY DEC
12

DECEMBER 2016

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You*

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RECOGNISE & APPLAUD EFFORTS OF
RETAIL ASSOCIATES

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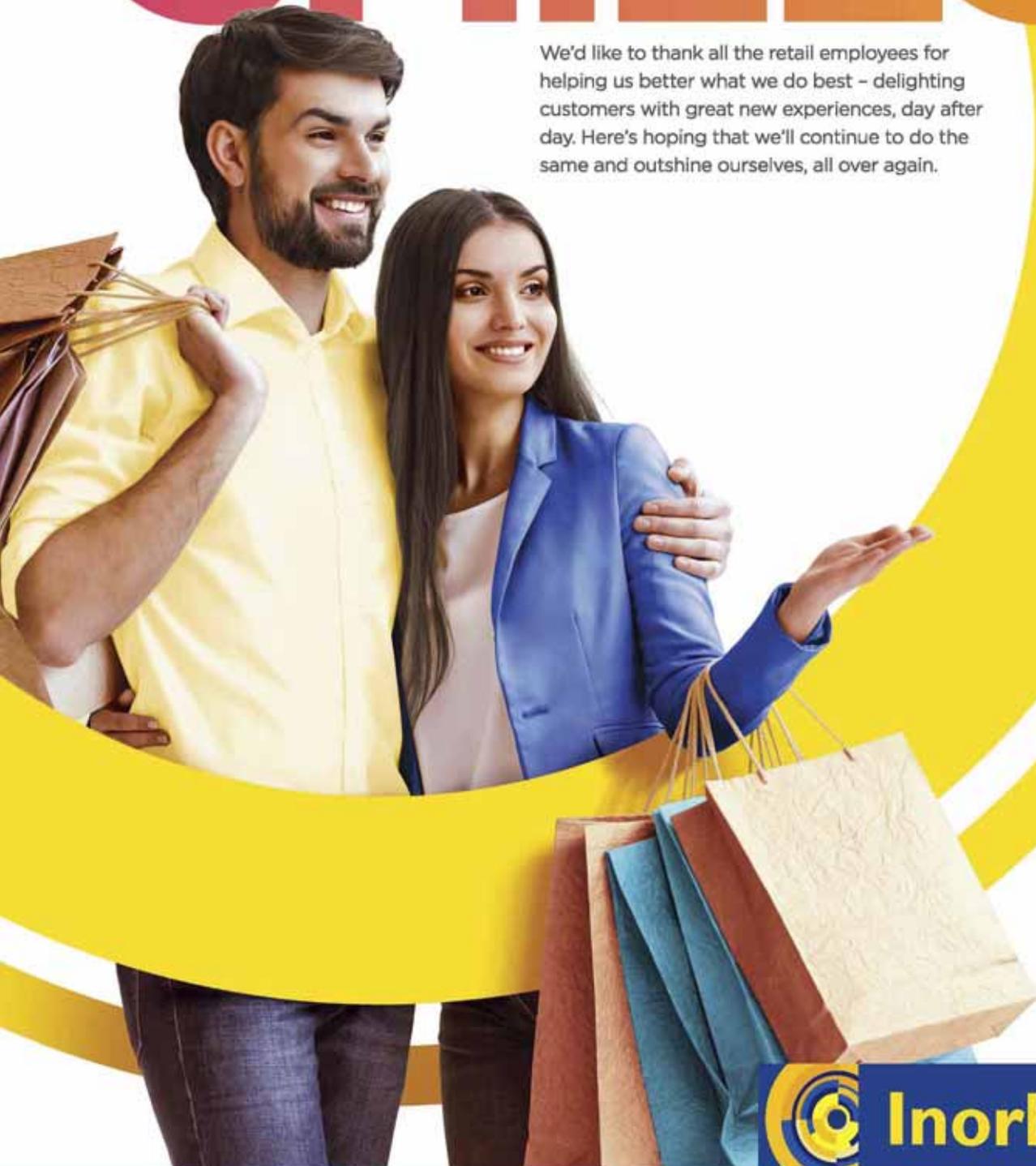


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We'd like to thank all the retail employees for helping us better what we do best - delighting customers with great new experiences, day after day. Here's hoping that we'll continue to do the same and outshine ourselves, all over again.



Inorbit

Come Live an Inorbit Experience

Retail Employee Day supported by Inorbit Malls on **12th December, 2016.**

Foreword



“Thank You” the two words are worth a few million dollars. I realized it only when we at TRRAIN instituted a research to find out the impact of celebrating Retail Employees’ Day (RED). Retailers saw improved business on the 13th of December and the impact on many retailers lasted for weeks. I believe recognizing the efforts of our retail staff and appreciating their hard work should become an integral part of all retailers. Dedicating a day to thank them for their year long effort at an industry level and the same being celebrated by millions of retailers can have a tremendous impact on the retail industry. More and more youth will look forward to working in the retail sector to learn and explore a career with many of them finally making retail their choice of career.

What started as a small initiative is now a nation wide event with vendors and associates joining the celebration with their retailers. A start-up which helps retailers go online and digitize their business is celebrating the day by offering scholarship to the deserving employees/children of their retail network. Another technology company is exploring various possibilities of celebrating the day with their retailers and retail employees. In 2015, retailers like C Krishniah Chetty Jewellers involved the customers in their celebration. If all of us put our might together behind the ethos of appreciating the work of Retail Associates and celebrating the day, Retail Employees’ Day will soon become an Indian initiative turned into a global phenomenon.

What encourages us is the fact that RED has grown to become one of the top 3 calendared events in most retail companies. The HR team starts preparing for this celebration months in advance and there is a lot of excitement around the RED celebration. This is no more an internal event, but a day where all industry players are coming together to appreciate and thank the retail employees for their untiring effort. Even malls celebrate RED across the country and involve all their retailers.

Apart from the entire country of Turkey celebrating the day, we are hoping that many retail groups from the Gulf will join in celebrating Retail Employees’ Day in 2016. Our effort as TRRAIN is to reach retailers, malls, intermediaries and suppliers to join hands and celebrate the day. My belief is that a small beginning like RED celebration can lead to improving happiness in the retail industry. A happy retail industry will lead to greater customer service and the nation will benefit as India is a nation of shopkeepers and our GDP is growing due to consumption.

With industry bodies like RAI joining the initiative and Amitabh Taneja and his Images group putting their might behind we hope to see a billion people celebrating Retail Employees’ Day across the globe. In this special edition you will find an executive summary of the study on the Impact of celebrating Retail Employees’ Day. Please do write back to us with your comments and feedback. Join us in celebrating Retail Employees’ Day on 12th December 2016.



B S Nagesh
Founder TRRAIN
Trust for Retailers and Retail Associates of India

Saluting the potential
of an individual

Celebrating the
strength of a team

A BIG *Thank You*
**TO ALL RETAIL EMPLOYEES ON
RETAIL EMPLOYEES' DAY**

Foreword



As organisations operating in a labour-intensive industry, retailers are particularly dependent on robust HR processes. However, despite the acknowledgement of this, most retailers worldwide continue to record high rates of employee turnover, especially at the front-end. This in turn is causing major problems in them sustaining target-oriented, seamless training and development programmes.

If retailers looked at the situation from the other side of the fence – the employee’s side – it could become easier to not just attract, but also retain, top quality talent. Today’s retail associates in India display some common characteristics: a need for constant validation, expectations of rapid career growth (extending to financial growth), hands-on guidance and mentoring, and a job that offers a good work-life balance.

Having said that, there are also many instances of retail associates delivering customer experiences that are outstanding enough to become case studies. And, customer service, as we all know, is a key differentiator in retail. So, what works differently at organisations whose employees consistently create above-average customer relations?

In this special Retail Employees’ Day (RED) supplement with IMAGES Retail, you will visit extraordinary stories on how some truly remarkable retail professionals function as extensions of their organisation’s values and objectives. And how these organisations specifically lay emphasis on nurturing these values in their employees, and complement this with transparent rewards processes.

Our thanks to B S Nagesh and his tremendous work through TRRAIN, which has facilitated the birth of the annual RED supplement, and has in fact unleashed an entire movement to acknowledge the behind-the-scenes feats of Indian retailing’s biggest brand ambassadors -- our lakhs of retail associates.

A handwritten signature in black ink, appearing to read 'Amitabh Taneja'. The signature is fluid and stylized, with a long horizontal stroke extending to the right.

Amitabh Taneja
CMD and Editor in Chief, Images Group



SELECT CITYWALK

Go Shopping!

IMMENSE GRATITUDE TO OUR HARDWORKING COLLEAGUES & PARTNERS

With the end of another extremely successful year, we would like to take this opportunity to say we couldn't have done it without you!

Thank you for your hard work, dedication and especially for going the extra mile.



Cheers to the Select CITYWALK family!

contents



10

Valuing the backbone of the retail industry: Retail Employees



14

Some of the best celebrations of RED 2015



28

Letters of appreciation from Prime Minister and other Dignitaries



34

Landmark Group celebrates the Retail heroes



36

Every employee loves 'Raymond'



38

Being Human embraces their employees as the most valuable asset



40

Select Citywalk felicitates true ambassadors of retail



42

Orion Mall Thank all its Retail Employees
Globus says 'Thank You' for Standing Strong



44

Retail Champions: TRRAIN Awards 2016



52

Celebration plan for RED 2016

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**RETAIL
EMPLOYEES'
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A TRRAIN IDEA

**IT'S THE SMILES
ON THEIR FACES
THAT PUT A
SMILE ON YOURS.**



Shoppers Stop is celebrating Retail Employees' Day on Dec 12. Join us in thanking the Customer Care Associates who are always delighted to serve you.

Shop anytime, anywhere

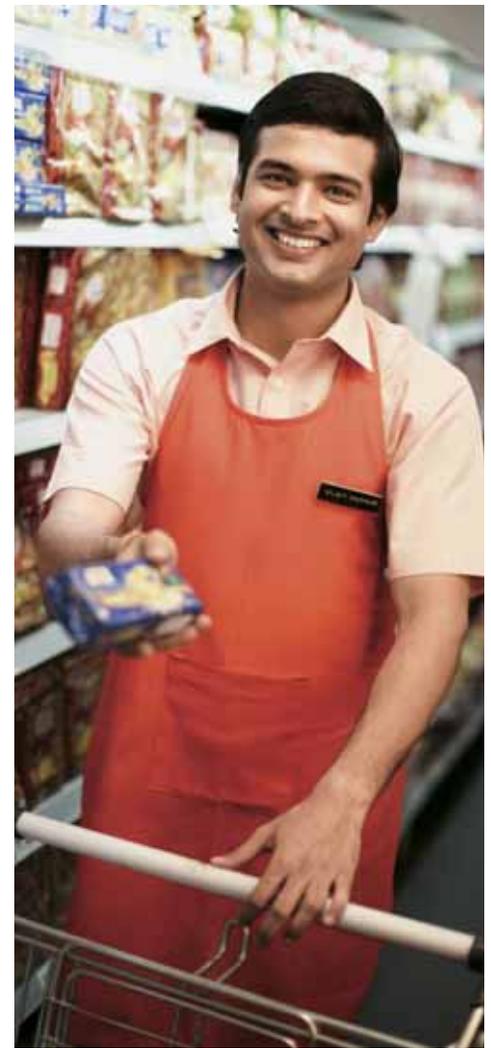
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VALUING THE BACKBONE OF THE RETAIL INDUSTRY RETAIL EMPLOYEES

Retail is one of the fastest growing industry sectors in India and has seen remarkable transformation over the last 2 decades. India's retail market has the potential to grow from USD 630 billion in 2015 to USD 1,100-1,200 billion in 2020 on the back of a young demography, rising income levels and increased urbanisation.



The retail industry employs over 43 million people, making it the second largest employer in India. Given the aggressive growth projections in Indian retail, the effective engagement of employees in the retail industry is an increasingly critical requirement to accelerate growth by providing exemplary customer service levels and maximising sales.

As the industry evolves, employee engagement, talent management and training are key challenges that are yet to find suitable solutions. There is a growing realization that happier employees create a better store ambience, resulting in far more effective customer interaction and sales. Making employees feel valued and striving to build genuine relationships with them can help create loyalty, boost performance and nurture positive attitude as well.

It was in this light that B.S Nagesh, Non-Executive Vice Chairman of Shoppers Stop, established the Trust for Retailers and Retail Associates of India (TRRAIN) in 2011, with the vision of empowering people in retail and works towards achieving immediate and lasting change in the lives of retail associates in India.

One of TRRAIN's flagship programmes is the Retail Employees' Day (RED) in partnership with the Retailers Association of India (RAI) in India. Retail Employees' Day (RED), celebrated every year on December 12th is aimed at applauding the efforts of retail employees in India – and eventually the world. The theme was born from the need to create the pride of belonging to the retail community by recognising their efforts through public appreciation.

RED is celebrated in several unique ways by retail stores across the country on December 12th every year to applaud the efforts of retail associates. Today, RED is celebrated by over 4 million people across 2 countries – India and Turkey, and has become one of the top 3 days in the retail calendar.

Five years since the inception of Retail Employees' Day, TRRAIN has undertaken an independent study in order to determine the impact that Retail Employees' Day has on different

aspects of employee performance, employee engagement and well-being in the retail sector.

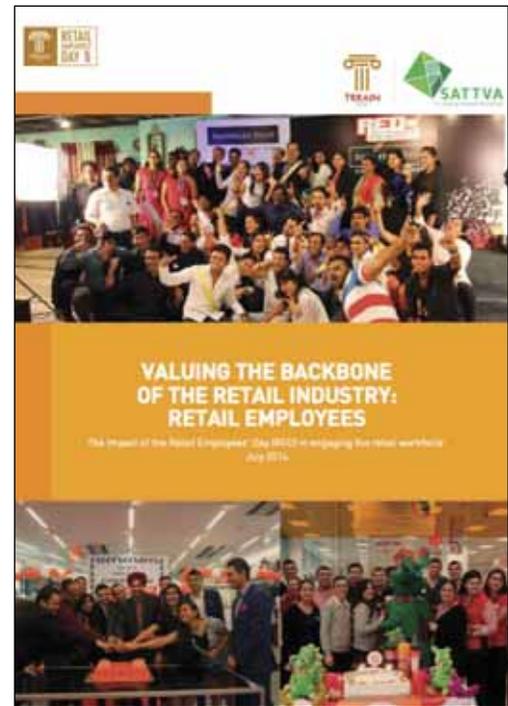
This whitepaper is a result of an independent impact assessment study on RED commissioned by TRRAIN and conducted by Sattva.

The study has mapped the stakeholders involved in retail and conducted one-on-one interviews with CEO's and HR Heads of retail brands, focus group discussions with store managers, field visits to stores celebrating RED in Bangalore and Mumbai, and gathered responses from over 200 employees. The qualitative data has been backed by secondary research on the retail industry and employee growth. The study has attempted to gain a deeper understanding of all the employee growth factors that are positively impacted by Retail Employees' Day.

The whitepaper examined the impact of RED at 3 levels:

- Impact on the employee
- Impact on the contribution to business outcomes
- Impact on the retail industry

IMPACT ON EMPLOYEE: All stakeholders spoken to agreed unanimously that RED has a high impact on employee engagement and employee morale.



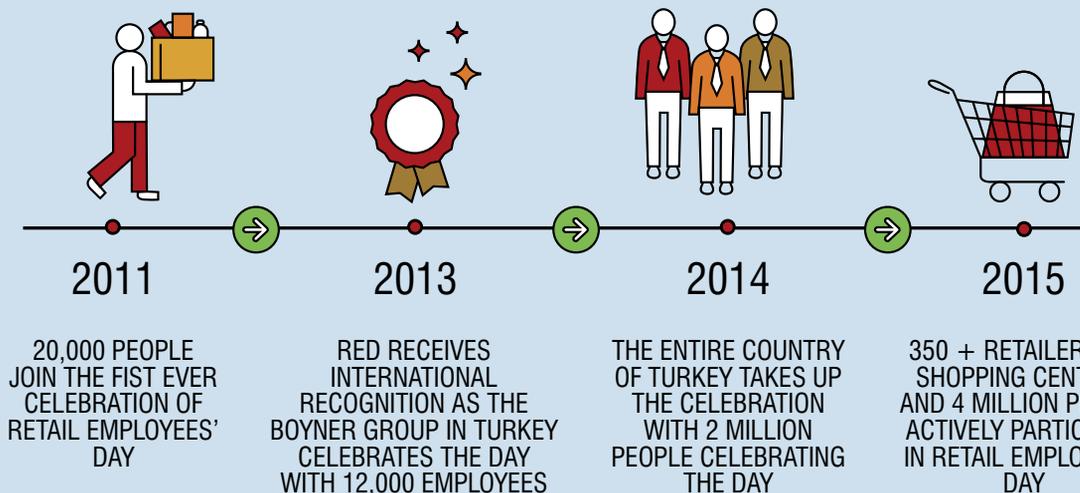
Employees feel recognized and valued for their efforts through the public appreciation received from within and outside the organization.

Employees value the interaction opportunities RED provides with store managers, customers, teams, the top management of the company and other retail brand employees.

There is increased bonding and camaraderie built among the store employees and between employees and their superiors.

IMPACT ON BUSINESS: While there has been some impact on business indicators like sales and employee

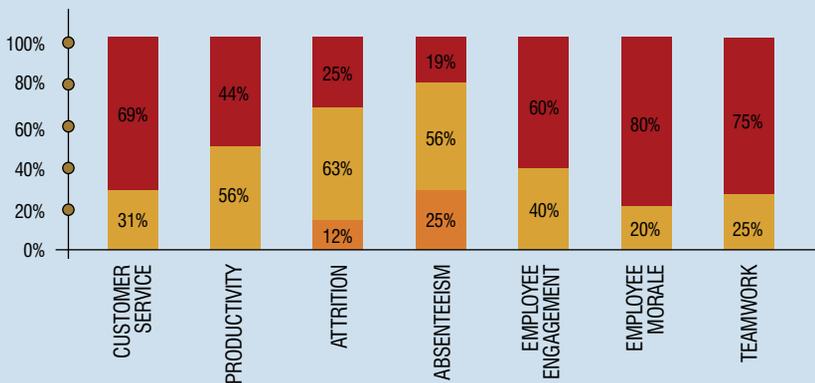
THE RETAIL EMPLOYEES' DAY TIMELINE





THE HR SURVEY ON RED

HR SURVEY: IMPACT OF RETAIL EMPLOYEES' DAY

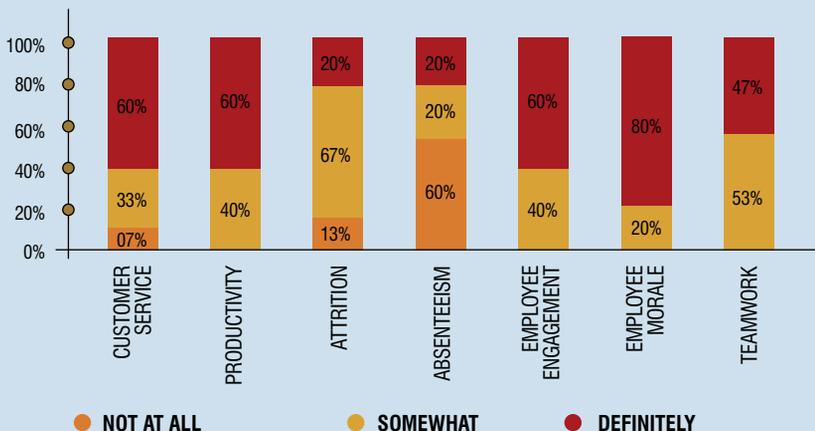


PERCEPTION

HR heads of companies agree that Retail Employees' Day positively affects employee morale, impacts team work and serves as a great platform for employee engagement.

THE CEO SURVEY ON RED

CEO SURVEY: IMPACT OF RETAIL EMPLOYEES' DAY



● NOT AT ALL ● SOMEWHAT ● DEFINITELY

PERCEPTION

Interviews with CEOs revealed the positive impact of Retail Employees' Day on business outcomes stemming from increased productivity, improved teamwork and positive energy created by Retail Employees' Day activities.

retention, it is difficult to isolate the direct impact of RED on business outcomes considering various internal and external factors. However, RED has enhanced employees' ability and motivation to contribute to business outcomes:

There is a definite **increase seen in the productivity** of retail employees.

There is **improved team work and relationship building** among store employees and with their superiors leading to a better working environment at the store.

The **immediate positive energy created by RED helps employees perform better** in terms of sales and customer service during the busiest festival seasons in the year.

At a larger level, RED has become **an opportunity to bring together key stakeholders** of retail industry at a common platform.

IMPACT ON RETAIL INDUSTRY:

Stakeholders from several retail brands, product owners and mall owners to engage with each other over a common purpose, as one retail fraternity.

RED is unique in the fact that it has provided **an avenue for interactions between retailers and their supplier product companies** and between **people working for different brands**.

Through the entire industry standing together as one to celebrate their retail associates, it has also brought about a **sense of pride and belonging** among the retail workforce.

Retail Employees' Day has often been quoted as the day that helps the retail sector stand together as one, unlike any other celebration. The fact that RED is planned, designed and celebrated with so much enthusiasm by every organization level in the retail value chain, from single store formats to malls, makes it that much more impactful as an occasion for the industry to come together.

A single day can truly have a lingering positive impact and be instrumental in instilling long lasting pride and joy in the retail sector. With the support and encouragement from retailers, the day is on its way to becoming an iconic industry wide celebration in India and across the world.

I CAN DO
THINGS YOU CANNOT.
YOU CAN DO
THINGS I CANNOT.
TOGETHER,
WE CAN DO
GREAT THINGS.

HAPPY RETAIL EMPLOYEES DAY.



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Some of the best *Celebrations* of **RED 2015**



Retail Employees' Day today has grown to become one of the top 3 calendar days in the retail industry. The executive leadership of retail companies set aside time and budgets every year for this day.

Over the years, Retail Employees' Day has also helped foster better relationships among store employees and between store employees and supervisors through a variety of celebration initiatives that bring people closer together in an environment of fun, camaraderie and natural bonding. Events like cricket matches, quizzes, performances, talent competitions and ad-hoc fun activities go a long way in breaking ice and strengthening relationships at work.

Even customers have become an integral part of the celebrations. There are cases of several innovations in the way in which the day is celebrated by stores, brands and malls.

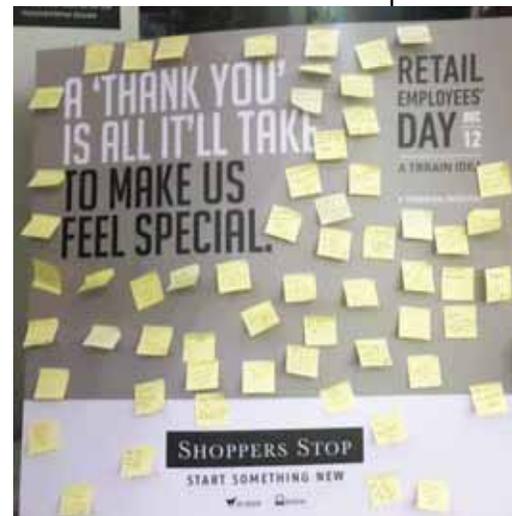
SHOPPERS STOP

Shoppers Stop raised the bar of celebrations by composing a special song dedicated to all the employees which was played across all their stores.

They also had a song and dance performance with a competition that thanks every single employee for the wonderful work that they have done. The kick off was at their flagship Shoppers Stop Store in Mumbai.

OTHER CELEBRATIONS INCLUDED:

- A skit scripted depicting the essence of the day.
- Collateral designs like danglers, posters and other material shared for set up at the stores. In addition to the above, stores also received a concept note for the following contest.
- At each store a smile meter was put up.



Since SSL at that point of time had over 75 stores across cities, each store was asked to depict the number 75 in the most innovative, creative and eco-friendly way. This was a competition where the best store in each region would then win a trophy.

ARVIND BRANDS



A special Retail Employees' Day card was printed and given to all the Store managers and associates personally by the Retail / HR team members. The Business HR team and Regional HR were out in the market to visit as many stores as possible to personally wish and thank the store employees. The company had also allocated a budget of Rs 750/- per store (for large stores this was higher) to order a cake and celebrate in the store in the morning. The brand associates at the key outlets such as Shoppers Stop / Lifestyle / Central, etc. were given a box of chocolates each. All store employees were told to click as many selfies with different customers and their team members and send to their respective HR to win the best selfie prizes.

ADITYA BIRLA RETAIL

A large standee was placed in front of all their stores with Pranab Barua, Business Director of the Aditya Birla Group wishing the team for their hard work and commitment towards the customer.

In addition, across all their stores, events like singing and dancing competitions, cake cutting, interactive games were conducted.



C.KRISHNANIAH CHETTY & SONS

CKC Group of companies celebrated the 4th edition of Retail Employees Day on 12th December 2015. Every year they celebrate with a theme and this year the theme was "FAMILY". They felt that celebrating with their retail champions without their families will be incomplete. To make the event holistic, they also invited their customers!

The response was over whelming. It was a memorable experience where the CKC team, their family members and customers shared their experiences and learning. It was made a special day for all employees The efforts of retail employees were recognized and appreciated in front of customers and their families. A big Entertainment, fun filled events and welfare



activities were conducted followed by a sumptuous lunch for all in true "CKC family style". The celebration was across all C. K.C group showrooms throughout the day.

As a part of the celebration, CKC also offered double points to all their List of Stars members (signature loyalty program)

Such moments on Retail Employees Day will always be cherished and will remain a golden leaf in the diamond cascade of everyone's memory.

PANDA RETAIL



A week long customer interaction process was held where customers gave Thank You cards along with chocolates to their sales associates. The celebrations started 3 days prior to the big day with quiz contest on customer service, sports & games being held. Art and culture and current affairs were followed by entertaining brain games.

On 12th December, more than 100 members of three locations of Panda Retail Pvt Ltd gathered on the 2nd floor of Ashok Nagar, flagship store. All the members were welcomed by the M.D and the Operation Head with roses and cake cutting. The members were also honored with gifts and certificate of appreciation.

All the winners of quiz, games and song competition were rewarded with attractive prizes.

The highest thank you card receivers were also rewarded with Titan wrist watches.

They also honored the members who have contributed 5 Years, 10 years, 15 years, 20 years 25 years and 30 years of dedicated service to the organization as Long Service Award with a certificate and gold coin.

All the members enjoyed this 3-day extravaganza with delicious breakfast and lunch.

MARKS & SPENCER

Marks and Spencer has always been an advocate of Retail Employees' Day, marking the day since its inception in 2011. The retail chain celebrates RED with a grand cake cutting ceremony. Senior management take time out on RED Day to visit stores and personally thank all colleagues with signed 'thank you' cards. As M&S grew to 50 stores in India over 2 years, RED celebrations grew bigger with events being planned much in advance and fun activities taking place in a groups of stores across regions.

In 2015, the brand took the philosophy of RED – to showcase the hard work of retail employees - several notches higher by publishing a dedicated magazine, "The Stars of M&S", narrating stories of exceptional customer service delivered by M&S employees in different stores across India. The magazine featured heartfelt messages to all employees from the MD and senior management along with snippets detailing the growth and success of M&S. Each employee of M&S went back home with a copy of Stars of M&S on Dec 12, much to their delight. The Indian team's efforts towards employee engagement and employee recognition through RED were much appreciated by the global sustainability team of M&S.

M&S has demonstrated how retailers can infuse pride and recognition among their employees and engage them in innovative ways. It also shows how much the HR team and top management have adopted Retail Employees' Day as they see it creating value in employee engagement.



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SELECT CITYWALK

On the occasion of Retail Employees' Day, last year Select Citywalk recognised team members of various brands in the mall on the basis of customer feedback that was received. A letter of appreciation from the Executive Director and a goody bag was given to all the members thanking them for their untiring efforts and acknowledging them for their exemplary customer service.

The mall also distributed 2400 food coupons to all the team members working in the mall.

The event signaled that the retail employees are special to the eye of the mall management and hard work and dedication doesn't go unnoticed.



MICROSOFT



Retail Employees' Day is unique as it provides an avenue for interactions between retailers and their supplier product companies. RED has helped product firms like Microsoft connect in a much stronger way

to the retail associates that sell their products in outlets like Croma. Microsoft has been able to engage and thank the associates who are talking to their customers daily and helping drive better sales.

On the occasion of Retail Employees' Day, Microsoft initiated various activities to show their gratitude to the retail employees for the role they play in furthering the business.

1. The company assigned 10 to 15 employees to stores across the country to personally have lunch with the Retail Pro's and felicitate them for their accomplishments and turn them into Microsoft Fans
2. All PC Retail Pro's were treated with pizza and coke and were wished Happy Retail Employees' Day.
3. 2500 Retail Pro's who the company actively engages with to sell their product and services were given #MSThanksYou branded carry bottle for everyday use.
4. Retail Pro's were encouraged to share their stories of 'Thanking' people who have impacted their lives and the one with the most popular story was gratified.

CROMA STORE

12th December was a memorable day at Croma as the CEO's address was broadcasted to all employees. The store management also addressed the employees and along with the older staff at the store shared few experiences of their tenure in the company. There were quiz competitions conducted and a 'Wall of Fame' was set up where employees could write about the company, share their experience etc. Cake cutting was done in some stores, while other stores distributed chocolates / ice-cream. A special tie-up was done with Puma for availing a special discount for all Infiniti Retail employees from 11th – 13th December 2015.



CELEBRATING PASSION & LOYALTY HAPPY RETAIL EMPLOYEES DAY!



Our store employees make sure every customer's shopping experience is special.
And we make sure our employees' hard work never goes unnoticed.
Here's thanking everyone who's helped us grow and got us where we are today!

Wishing all our valuable employees a very Happy RED!

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INFINITI MALL



Celebrations at Infiniti Mall included giving Thank You cards and felicitating employees on the occasion of Retail Employees' Day.

ROUSH FOOTWEAR

Several brands leverage Retail Employees' Day as a day to present their retail employees with accolades. At Roush, to celebrate the spirit and passion of each and every member, the training & customer experience team sat with the Business Head to discuss unique attributes of each RUOSH front-end member. The same was created into a personalized thank-you note appreciating each and every member in the RUOSH front-end team.

Receiving recognition amidst all key stakeholders including the top management served as a big encouragement for the associates at Roush. The personalized card made every member feel important and they felt that the "head office knows us well". An element of surprise in the form of a note definitely added to the excitement and they felt extremely happy and motivated to be employees of Roush.



METRO SHOES

To celebrate Retail Employees' day within the organization, Metro shoes initiated a special initiative. 'From Chairman's Desk'—a WhatsApp campaign. Video of a motivation talk by chairman was sent to all the showroom managers to be played at the store.

The company had also arranged for a cake cutting session at the stores pan India. The employees were also given complimentary snacks and it was indeed a day made to make them feel special.



WALMART



At Walmart, RED 2015 was started with a message from the President & CEO, Krish Iyer. The message detailed the brand's appreciation of their efforts, their passion and lauded their employees. An address by the club manager was also organized. Other highlights were rewards & recognition to employees, CSR activities, birthday celebrations, cupcakes, roses and chocolates were distributed.



NO REVOLUTION IS COMPLETE WITHOUT ITS FLAGBEARERS.

— A BIG —
THANK YOU!

TO ALL RETAIL EMPLOYEES ON RETAIL EMPLOYEES' DAY.

BIG BAZAAR
Making India Beautiful

STAR BAZAAR

Retail Employees day is celebrated every year on the 12th December. Like every year, Star Bazaar planned to reach out to all their people and let them know how much their contribution matters and thank them personally for their untiring efforts and association with the company.

Hence the celebration began from 8th December 2015 to 12th December 2015 with much fame and fun. They undertook various initiatives such as:

1. A group photograph of all the colleagues was taken along with the Store Managers/Senior Leadership Team with the Thank You Message behind the photo. Group photos were personally handed over by Senior Leadership Team/Senior Managers to all the colleagues
2. A Red Carpet welcome for all the colleagues at the stores.
3. "Thank You Bola Kya" Campaign:
 - Thank you / I Applaud cards were given to colleagues by their co-workers/Senior Managers/ Senior Leadership Team for appreciating their hard work and efforts.
 - Customers also gave "I applaud" cards to our store colleagues as a token of appreciation.
4. Salad making competition was organised followed by various fun games.
5. A special staff meal was arranged for all our colleagues on 12th Dec in the Stores & DC. Various snacks counters (like Chaat, Candy Floss, and Popcorn) were set up for colleagues at corporate office to enjoy the delicacies.



FUTURE RETAIL



As a part of RED celebrations, Future Retail – Central & Brand Factory Mall created awareness amongst their employees on Retail Employees Day by discussing the retail industry, growth, trends, and the organization.

- Began the celebration with a prayer and lighting of diyas
- They felicitated employees with a tenure of more than 3 years. Employees later shared their growth stories and learning.
- Thanked all employees – (front end, back end, contract – loaders, facility technicians, housekeeping, security etc)
- Appreciation from vendors/service providers of employees who have made a difference in service.
- Provided refreshments for all staff members
- Distributed Thank You cards with roses
- Applauded key performers in the month of November 2015

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INORBIT MALL



Retail Employees' Day is a day even for mall employees and the mall's corporate teams to come together. Keeping the spirit of the day, Inorbit Mall created a message wall to engage customers to thank their favourite retailers. They also distributed red roses and appreciation certificates to all retail employees.

VIVIANA MALL

Every year, December 12th turns out to be one of the most special days for the employees & retailers at Viviana Mall. The team works tirelessly in making the celebration bigger, better and more meaningful with each passing year. Last year, the staff entry and retailer's cafeteria was decorated and brooches and chocolate were distributed to the employees. Being well aware of the strenuous nature of shop floor jobs, the mall has created a recreation room for retailers for their enjoyment. Other activities included engaging the customers at the entrance of the mall on Retail Employees' Day and visiting all the retail employees at the food court outlets.



LIFESTYLE

Lifestyle ensures that with each passing year, Retail Employees Day celebrations are planned and executed with much grandeur. This year, the entire store was decorated with flowers. A red carpet for the employees was set with music and flowers. Lamp lighting ceremony took place. Power packed solo dance and group dance performances was organized. The emcee for the entire event were employees themselves who made sure that the rest of the employees had a great time. The event concluded with a fashion show followed by snacks.



Turkey Celebrations



In 2013, Retail Employees' Day inspired Boyner Group in Turkey to celebrate the day with its 12000 employees leading the entire country to take up the celebrations in 2014. About 2 million people from the Turkey retail industry have been celebrating Retail Employees' Day for the last two years, making this simple idea a truly global phenomenon. Last year over 50 CEO's from the Turkish retail industry sent our video messages appreciating the efforts of their employees.

RE/LOOK

AT YOURSELF

STAY
CURIOUS

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Few Retail Associate Testimonials

“ Nice learning throughout on RED, good part is that the company is very transparent and also the incentives are very attractive

– Associate, **Croma Retail**

“ It feels good that there is a special day for us too. People do recognize the efforts we put in retail. Also our company is supportive toward us.

– Shrilata Menon
Floor employee, **BabyOye**

“ I really enjoyed this day today. Pantaloons is doing so much for us. They understand our importance and value it. I liked this very well.

– Associate, **Pantaloons**

“ Our company recognises us on this day and does a lot for us. I am happy to work here

– Shamshuddin
Customer Care Associate,
Shoppers Stop

“ I'm very impressed when the managers gave me a thank you card. I felt great as my work was being appreciated.

– Santosh
Counter Staff, **McDonalds**

“ It is a very happy day for us employees. We feel proud on this day.

– Ramkailash
Fashion Consultant, **Lifestyle**

Customer Reactions / Testimonials to the Celebration

“ No matter what happens, they are always there on their toes with a smile just to ensure that the customers have a satisfied and memorable shopping experience. RED provides us the opportunity to honor the efforts and acknowledge them for their hard work, thus leading to more enthusiastic and motivated employees.

– Richa, **Big Bazaar**

“ The reason why we celebrate this day every year is because it helps create a sense of empathy amongst employees and gives them the importance they deserve. It has also been observed that events like these help the organization keep their attrition levels down.

– Syed
Store Manager, **Van Heusen**

“ It feels great to have a day specially dedicated to us. We look forward to this day just like we look forward to Diwali. We have been celebrating this day at Metro for past 5 years. It brings a lot of happiness to us. Company gives us incentives on this day. This day makes us happy and brings new enthusiasm with it.

– Imran Bana
Cashier at **Metro Shoes**

“ All that we can do to let them know how precious they are to us is fulfilled through the celebrations on RED. The dedication that they have for their work is something that should be noticed and appreciated. A great source of motivation is the small appreciations that make their day.

– Sunita Singh
HR, **Central**

“ One of my employees was supposed to be visiting her hometown yet we managed to get her for an hour to work so that we could celebrate her day. Glad to have them on board.

– Rohit Kochare
Store Manager, **Allen Solly**

“ I was delighted to adopt this day and celebrate it with my employees & thank them for their untiring efforts round the year through festivals & weekends

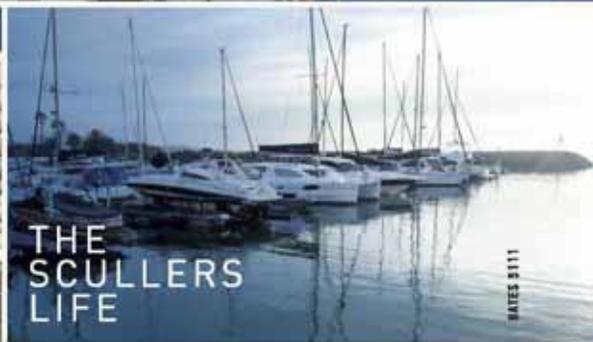
– Sameek
Regional Manager,
VeroModa India

“ It's a way of showing love to our employees. It makes them motivated and increase the productivity at work place. All the small efforts made by them is the reason for us to celebrate this day.

– Anis
Store Manager,
Kenneth cole



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PHOTO: SHUTTER

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श्री. गुरुचरण गो. गुरुचरण
 Minister
 Maharashtra
 07th December, 2015

Message

I am glad to learn that Retailers Association of India is championing the cause of employees in the retail sector by celebrating 'Retail Employees Day' on 12th December every year.

I understand that the Retailers Association of India works with all stakeholders for creating the right environment for the growth of a modern retail industry in India and encourages, develops, facilitates and supports retailers to modernize and adopt best practices that will benefit consumers.

I wish the Retail employees Day all success. I am sure it will empower all the employees in the retail sector to perform better and will ultimately benefit the consumers at large.

(G. Gurucharan)
 7-12-15

श्री. केशव महाराज
 Minister
 Maharashtra
 07th December, 2015

Message

I am glad to know that Retail Employees Day is celebrated on 12th December every year. It is a matter of great satisfaction that RAI's vision is to develop, facilitate and propagate practices and processes that will not only promote the Indian Retail Industry but also provide value-based services to customers.

On the occasion of Retail Employees Day on 12th December, I extend my heartfelt congratulations to all the Retail Employees and those associated with the Retailers Association of India and wish them all success in their endeavor for a better future for Retail Industry in the country.

(Keshav Maharaaj)
 07-12-2015

श्री. केशव महाराज
 CEO,
 Retailers Association of India
 No. 11/1/12
 Patel Centre, Sakar Road,
 Sakar, Andheri (E),
 Mumbai 400 088

श्री. अरवि राजेश
 Minister
 Maharashtra
 07th December, 2015

MESSAGE

I am glad to know that the Retailers Association of India is celebrating Retail Employees' Day (RED) on 12th December 2015.

The employees of retail industry play an important role in the growth of the economy and retail industry gets its strength from the expertise of people working in the industry who do their greater services committed to 'customer's satisfaction'.

I extend my best wishes for the success of the Retail Employees' Day.

(Arvind Rajesh)

मुख्यमंत्री महाराष्ट्र
 Chief Minister
 Maharashtra
 06-10-2015

Message

I am happy to learn that Retailers Association of India (RAI) is celebrating Retail Employees Day on December 12th of every year.

Retailing in India is one of the pillars of its economy and accounts for about 22 percent of its GDP. The Indian retail market is estimated to be US\$ 500 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

I am pleased to know that the RAI's Vision is to develop, facilitate and propagate practices and processes that will grow the Indian retail industry, leading to increased consumption and growth of the economy.

I would like to appreciate the efforts of those working in the retail industry throughout the year including weekend, festivals and public holidays. I extend my best wishes to all of them on the occasion of Retail Employees Day.

(Devendra Fadnis)
 Kumar Rajgopal
 CEO, RAI

श्री. अरवि लाल
 Minister
 Maharashtra
 07th December, 2015

Message

I give my pleasure to know that the Retailers Association of India, Mumbai is celebrating Retail Employees' Day on December 12, 2015.

India is one of the fastest growing retail markets in the world. The efforts being made by Retailers Association of India to support retailers to modernize and adopt best practices and also for the growth of Indian retail industry will lead to increased consumption and growth of economy.

Retail employees work diligently to provide consistent services to the consumer throughout the year. Therefore, it is a good time to recognize the services of retail workers and improve their work conditions.

I extend my best wishes for the success of Retail Employees Day celebrations.

(Aravind Lal)

LETTERS OF APPRECIATION FROM SENIOR MINISTERS

श्री. नारायण चंद्रशेखर नाईडू
 Minister
 Maharashtra
 07th December, 2015

MESSAGE

I congratulate the members of Retailers Association of India, stakeholders and industry experts on the occasion of Retail Employees Day.

I am extremely happy that your organisation is doing a commendable job in helping to create right environment for the growth of retail industry in the country.

The retail industry contributes to the development of the nation in a big way.

I hope, through this platform, you highlight the significance of retailers in nation building.

My best wishes to the members of Retailers Association of India and hope you cross many more significant milestones in your journey.

(Nara Chandrababu Naidu)

श्री. वसुंधरा राजे
 Minister
 Maharashtra
 07th December, 2015

Message

I am happy to know that Retailers Association of India (RAI) is celebrating Retail Employees Day on December 12, 2015.

An efficient, flexible team of employees help in many ways to strengthen businesses. They play critical role in building the brand. Retail Employees Day is the recognition to appreciate employees for their efforts in driving the organisation forward. It is an occasion to render the dignity and pride amongst employees.

Retailers Association of India deserves appreciation for its efforts to create positive environment for the growth of Indian Retail Industry.

I extend my good wishes on this occasion.

(Vasundhara Raje)

श्री. गोमिन चण्डी
 Minister
 Maharashtra
 07th December, 2015

Message

I am glad to know that Retailers' Association of India will be celebrating the 2015 Retailers' Day.

Retailers are an integral part of commodity supplies in the country. They have the responsibility to remain consistent in their services and win the trust of customers. They should also take initiatives that would introduce more customer-friendly services in tune with the changing times. By doing so, retailers would be able to win the trust and appreciation of the people.

My warm felicitations and best wishes to all associated with Retailers' Association of India.

(Gommen Chandy)



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G. VENUGOPAL REDDY
 Joint Secretary

PHONE: 011-2371044
 MOBILE: 911-2321978
 EMAIL: venugopal.reddy@nic.in

12th November, 2015

I am pleased to know that Retailers Association of India celebrates 12th December as the Retail Employees' Day.

A healthy retail outlet plays a significant role in the daily life of an average Indian. Other than earning one's livelihood, next most important thing is to visit a retail shop, to get the evening converted into a jump. In terms of employment, Retail industry is among the biggest Employment providers in the country. Over the years, the experience of retail shopping is becoming more and more delightful due to the improvements brought about by the industry.

I wish the employees, as well as, the owners of the retail industry the very best in their future endeavours.

G. VENUGOPAL REDDY

नरिन गार्गार
 NITIN GADKARI

विश्व का सबसे बड़ा विक्रेता के लिए विक्रेता दिवस का आयोजन करने के लिए मैं आपको बधाई देता हूँ।

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I wish the employees, as well as, the owners of the retail industry the very best in their future endeavours.

Nitin Gadkari

K.K. Anamika
 General Manager,
 District Industries Centre,
 Jaipur (Rajasthan)

December 3, 2015

Message

It is a great pleasure to know that the Retailers Association of India celebrates the Retail Employees' Day on 12 December, every year.

It is a fact that the retail sector is emerging as the biggest employment avenue not only in the country, but also across the globe. Initiatives like the Retail Employees' Day not only help in boosting the morale of the workforce but also create a positive and happy workplace.

I convey my heartiest good wishes for the grand success of Retail Employees' Day this year too.

K.K. Anamika

श्रीमती कृष्णा
 KAPILA KRISHNA

विश्व का सबसे बड़ा विक्रेता के लिए विक्रेता दिवस का आयोजन करने के लिए मैं आपको बधाई देता हूँ।

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Kapila Krishna

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I wish the employees, as well as, the owners of the retail industry the very best in their future endeavours.

Kapila Krishna

Senior Ministers congratulated TRRAIN for the successful conclusion of RED'2015. They appreciated TRRAIN and RAI's initiatives of adding more respect and integrity in the work life of retail employees and for squarely putting their hardwork in the spotlight.

R.V. DESHPANDE
 Minister in Charge of Industries,
 State Government,
 Andhra Pradesh

30-11-2015

MESSAGE

I heartily congratulate Retail Association of India (RAI) for their initiative to make Modern Retail a vibrant industry in India. I am delighted to know that the Association celebrates Retail Employees' Day every year on 12th of December.

Modern Retail has embarked upon spreading its wings to the grassroots level making its presence at the doorstep of the Pyramid. This is possible only with able Employees in Retail who offer tireless services to the consumer on 24x7 basis. I appreciate and congratulate these pillars of Modern Retail.

I look forward the growth in Modern Retail to boost Indian Economy and creating more Employment, which is the need of the hour. I am sure, the industry would continue to play a vital role in the Indian Commerce. The welfare of the Employees in Retail is the success of the industry. As such, the endeavor of the Association to celebrate Retail Employees' Day honoring the efforts of the Employees is really laudable.

I wish a great success on this Occasion.

(R.V. Deshpande)

Anandiben Patel
 Chief Minister, Gujarat

4 NOV 2015

MESSAGE

I am happy to note that Retailers Association of India is working towards championing 'Retail Employees' Day' on 12th December every year across the country.

Retail is the second largest employer in the country, after agriculture. It is crucial to create and sustain a sense of dignity in the working of the employees in retail through such initiatives. Appreciating employees and celebrating their contribution has a positive effect on their morale, that helps in creating not just a happy workplace but also a happy workforce.

I wish all retail associates a very happy 'Retail Employees' Day' and hope that this initiative is encouraged and made more successful every year.

Anandiben Patel

श्रीमती कृष्णा
 KAPILA KRISHNA

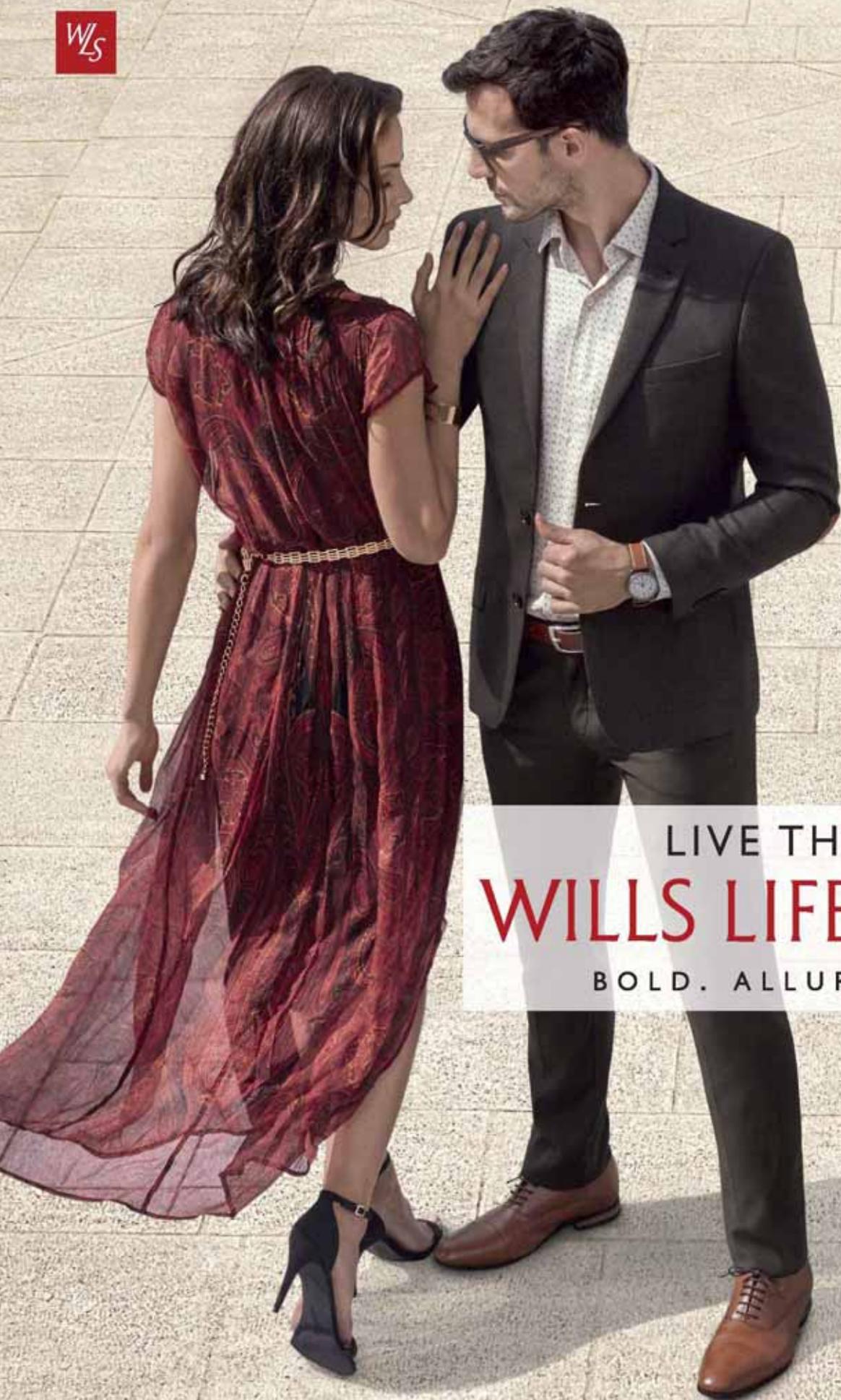
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I wish the employees, as well as, the owners of the retail industry the very best in their future endeavours.

Kapila Krishna



LIVE THE
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WORD OF PRAISE AND ENCOURAGEMENT BY HONOURABLE PRIME MINISTER

Honourable Prime Minister, Narendra Modi congratulated and encouraged TRRAIN. Coming from him it meant a lot for TRRAIN and entire Retail fraternity.



प्रधान मंत्री
Prime Minister

MESSAGE

I am happy to learn that the Trust for Retailers and Retail Associates of India (TRRAIN) is celebrating Retail Employees Day on 12th December, 2015.

On this occasion, I extend my best wishes for the success of the event, and hope that it will lead to fruitful and productive outcomes.

New Delhi
December 11, 2015

(Narendra Modi)

CELEBRITY SPEAK!

Congratulatory messages by famous celebrities on conclusion of RED 2015.

Boman Irani @bomanirani · Dec 12
There are 3.5cr retail employees in India who we probably meet daily. All celebrating. Your tweets have cheered many #RetailEmployeesDay

TRRAIN @TRRAINIndia · Dec 12
Dear Mr. @bomanirani, Thank you for the lovely words! You made our day :) #RetailEmployeesDay

Boman Irani @bomanirani
Remember managing my own water shop, a simple Thank You from my customer made my day. Aapne aaj Thank You Bola Kya? #RetailEmployeesDay

Boman Irani @bomanirani · Dec 12
Remember managing my own water shop, a simple Thank You from my customer made my day. Aapne aaj Thank You Bola Kya? #RetailEmployeesDay

TRRAIN-Trust for Retailers and Retail Associates of India shared Salman Khan's video.
Published by Hareesh Anjuri (T) · 12 December 2015 at 13:36 · 47

Thank you Salman Khan for the wishes on #RetailEmployeesDay Being human Clothing

2,107,897 Views

Salman Khan
12 December 2015 at 12:43 · 47

Thank you for making Being human Clothing the most loved brand.

Actress **Shreyas Shik** shares her message wishing all the employees at Shoppers Stop! #RetailEmployeesDay

12 December 2015 at 10:01 · 47

Watch the style diva of Bollywood Shreyas Shik wish the dedicated retail employees of Shoppers Stop in a special way. You can also thank them by participating in #RetailEmployeesDay contest on Instagram until 12th Dec.

TRRAIN-Trust for Retailers and Retail Associates of India
Published by Hareesh Anjuri (T) · 11 December 2015 at 18:00 · 47

Cricketer **Virat Kohli** wishes all the dedicated pals at Whagn on the eve of Retail Employees Day(12th December). #RetailEmployeesDay

www.retailemployeesday.com... See More

Virat Kohli wishes all the dedicated pals at Whagn on the eve of Retail Employees Day(12th December). #RetailEmployeesDay

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LANDMARK GROUP

CELEBRATING 'RETAIL' HEROES



We at Landmark Group, have recognised Retail Employees' Day as the most appropriate forum to thank and acknowledge the year-long efforts of our store employees in the best possible way. It is celebrated across all stores and offices with a great amount of zeal, fervor and enthusiasm. We recognise the fact that our front-end employees have a very difficult task to perform serving our customers, keeping them motivated and ensuring each one of them go back with a great shopping experience. We use this opportunity to thank and recognize employees who go beyond their call of duty.

Last year, employees from our Corporate and Regional offices visited the stores to personally thank the store employees. A video was also created with every member of the Management team wishing and congratulating employees on their tireless efforts and commitment towards the organisation.

The day was packed with the store management welcoming the employees to the stores with flowers and a red carpet. The managers of each of the stores performed a special skit to show their gratitude to the employees. We then had dance performances, group songs, skits performed by the employees. These cultural activities were preceded by a special breakfast or followed by a special lunch for all employees. Employees were also recognised for their exemplary contributions.

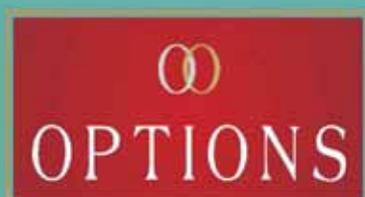
At Max, a fashion pageant was organised through the year and the grand finale was organised on Retail Employees' Day. This brought out their fashion consciousness and employees were thrilled and excited to see their colleagues walk the ramp.

This year, a special event called Max Loves Music wherein employees were taught to make jingles and then each of the stores competed at the regional level, finally would be participating in the grand finale on Retail Employees Day. This year too, a special welcome to employees, gala lunch and performance by the store management teams have been planned during the day.

Our employees have been enjoying this day year-on-year and the participation from each one of them has been extraordinary. Our people are at the heart of everything we do at Landmark Group. We owe our success to them! Retail Employees' Day is and will always be celebrated with great enthusiasm. Their effort often goes unnoticed, and hence it becomes even more important that we put in all our efforts to say a special 'thank you'.



HAPPY RETAIL EMPLOYEES DAY 2016



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Green bell

It's all about babies



Kidswear

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EVERY EMPLOYEE LOVES 'RAYMOND'



Raymond, with a legacy of close to a century, has evolved as one of the largest players in integrated production of worsted suiting fabrics. Raymond has been consistently reckoned as the torchbearer of quality, style and innovation which has gained them the status of 'Most Respected' Textile company in India. Raymond provide end-to-end fabric solutions right from manufacturing to creating suiting, shirting and apparel.

Raymond Lifestyle business comprises of Fabric, Suiting, Shirting, Apparel and many other world class products possessing reputed brands such as The Raymond Shop, Park Avenue, Parx, Color Plus etc. They constantly keep innovating with their products and keep in hot pursuit of untapped avenues. The Technosmart range of fabric, entry into online platform for customised tailoring, expanding the business to Europe, Middle East & USA etc. are glimpses of the same. They are on course of their journey towards emerging as leading fashion and lifestyle conglomerate in India and selectively globally.

Their growth story has been woven by the excellence in products and services. While Raymond takes Pride in the quality of their products, they are also extremely proud of the service delivery by their staff at the retail fronts. The frontline employees ensure every day that the customers go back with smile and return with memories of outstanding services. They are proud to state that all these achievements and strength to strive for more has been possible mainly because of the outstanding efforts and customer centricity of the Retail staff.

To celebrate the awesomeness of their frontline heroes, Raymond has been celebrating RED with them for years and is looking forward for celebrations 2016.

Some of the key initiatives that they have planned for this year are:



RAYMOND RETAIL PREMIER LEAGUE (RRPL)

The celebration wave of Retail Employees' Day begins with Raymond Retail Premier League. This cricket Tournament is played across the country. The teams consisting of frontline employees play in league matches across regions. The Finale among regional winners is celebrated at Thane location, close to 12th December. This event charges up the mood of the workforce. This year also, RRPL has been kicked-off with a lot of pomp and flare.

ENGAGEMENT AT STORE

The employee engagement at stores on the RED happens through various means -

A kit containing Thank You cards, cake, messages etc will be sent to the stores. The objective is to make the retail employees feel special on that day. Employees from corporate teams also visit the stores and celebrate the day with the frontend staff.

AV MESSAGE

An engaging Audio-Visual dedicated to Retail Employees' Day celebrations is telecasted across all the stores. The AV has messages from the Senior Management appreciating the efforts of frontline employees and showing them way ahead.

SMS BLAST TO INTERNAL EMPLOYEES

SMS with a link to all Raymond group employees will be sent, encouraging them to write a message for the frontline staff. The messages will be collated later and will be circulated to the team.

LAUNCH OF ACE AWARDS - APPRECIATING CHAMPIONS FOR EXCELLENCE

This year, Raymond will be announcing an exclusive R&R program - ACE for the frontline heroes. This program will be focusing on motivating and rewarding them for their efforts in making Raymond a great place in retail.

Raymond, values the Retail Employees and wish them with more miles and smiles.

WE ARE NOT JUST THANKFUL, BUT GRATEFUL.



On the occasion of Retail Employees' Day, we extend our heartfelt gratitude to our passionate employees, the real stars of the Raymond Group. Their unwavering enthusiasm and commitment to work has taken our company to the capstone of success and pride.

HAPPY RETAIL EMPLOYEES' DAY!

raymond



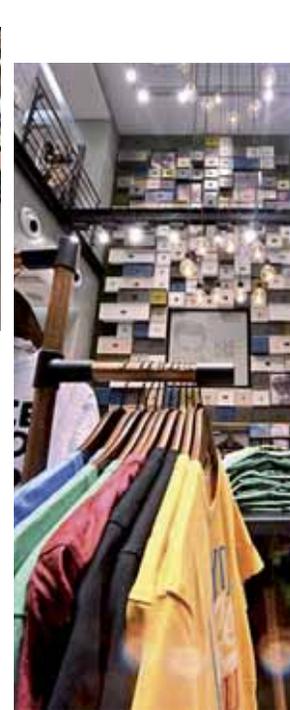
RETAIL
EMPLOYEES'
DAY

Celebrating our real stars



ColorPlus





BEING HUMAN EMBRACES EMPLOYEES AS THE MOST VALUABLE ASSET



The foundation of the retail industry lies in the people who work with them. Retail Employees’

Day is celebrated every year on the 12th December to thank and appreciate employees working in the Retail sector. This year Being Human planned to celebrate this big day not only with their colleagues, but also with the customers.

When they started planning for the event, they aimed to reach out to the workforce of the Being Human family and let them know how much their contribution matters and thank them personally. The fashion retailer wanted to make the day memorable and special for their colleagues.

Being Human started the Retail Employees’ Day activity with building excitement around the big day by sending teasers and emailers to their colleagues. Even Being Human’s brand ambassador, Salman Khan took this opportunity to thank all the associates for their untiring efforts and hard work. Their leadership team also took a moment to thank all the colleagues across stores and Corporate and recorded their special message in a video which was played on the big day in HO & across all their stores.

In stores, the Retail Employees’ Day was celebrated with great enthusiasm. The day started with a cake cutting for all the store staff. They also invited the customers in few of the stores to celebrate the event together. We also took the opportunity on this big day to spread the culture of appreciation across the organisation by encouraging their retail staff to take a moment and thank their co-workers by writing an anonymous Thank you note for them. For the same, a “Thank You board” was placed near

the reception area. At the end of the day, there were happy faces while the staff read their respective appreciation notes. At stores as well, a Thank you board was kept where customers were also encouraged to write their appreciation notes for the store staff.

A special lunch was also organised for the office staff. The later half of the day saw a surprise fun fare for the associates at Head office. The fun-fare included 4-5 fun game stalls. Each game stall had a nominal fee. They also planned a Housie at the end of the fun-fare which saw great participation from all colleagues. Surprise gifts were distributed to the winners from the fun-fare. The amount collected towards the fare will be used for the underprivileged youth in the upcoming corporate social responsibility initiatives.

This event brought a spirit of togetherness amongst all the colleagues and helped them bond with each other. All the colleagues enjoyed thoroughly and felt much appreciated on this special day and felt it is great to have a day in the year that celebrates the retail associates!!!



YOU LOVE. YOU CARE. YOU HELP.

THANK YOU

Being Human Clothing celebrates Retail Employees Day by thanking all retail employees across India.



🌐 EUROPE | INDIA | MAURITIUS | MIDDLE EAST | NEPAL
MRVL MANDHANA RETAIL VENTURES LIMITED IS THE GLOBAL LICENSEE FOR BEING HUMAN CLOTHING
BEING HUMAN SUPPORTS THE TWIN CAUSES OF EDUCATION AND HEALTHCARE



Below is the list of Retail Associates, who were honoured by Yogeshwar Sharma, Executive Director of Select Citywalk

- Manish, Sunglasses
- Dilip, Guardian
- Sunny Dhama, BHPC
- Rahul, TH
- Rajeev, Reebok
- Dinna, UCB
- Chandralekha, THSangam- CK
- Mansi Mehta, Thomas Pink
- Rimmi, UCB
- Hema, CKU
- Priyanka, Columbia
- Ramesh, Sarvana
- Preeti, FCUK
- K. Gounddulong, Aldo
- Rituraj Rai, SS on the go
- Aanchal, Chanel
- Vimlesh Kumari, Lasenza
- Saubhit, My Square
- Rohit, Shivan & Naresh
- Vishakha Thapa, Guess
- Raja, MySquare
- Sachin, US Polo
- Devender, Charles & Keith
- Jiv lata, THK
- Tarun, US Polo
- Vandana, PC
- K Shabnam, CBTL
- Harpreeth, Lancome

SELECT CITYWALK

FELICITATES THE TRUE AMBASSADORS OF RETAIL

Last year to celebrate the Retail Employees' Day, Select Citywalk felicitated retail employees of various brands in the mall on the basis of customer feedback letter of appreciation. A goody bag was given in a small ceremony and 2400 food coupons were given to all the retail team members working in the mall.





THANK YOU

TO ALL OUR FIELD TEAMS
for everything you do

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Smile

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We make people happy.

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Proud
to serve

We only serve food we
would serve to our family.

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Fast

Because # I Want What
I Want When I Want It.

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Devyani International | Sapphire Foods | Gamma Pizzakraft

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GLOBUS SAYS 'THANK YOU' FOR STANDING STRONG



The walls of retail store would be weakened without their presence, they are the pillars behind success of any retail brand- they are the retail workforce. They bridge the gap between brand and the customer. Their contribution to the company's growth may be measured in targets but their contribution on the retail floor is measured in the positive feedback of the customers. Globus says, 'Thank you' to its employees for winning the appreciation of the customers. Last year Globus arranged for a cake cutting ceremony and snacks distribution at their stores and as a part RED activity they had sent their employees for a movie treat.

This year Globus plan to welcome employees on Red carpet and greet them with a Red rose. The employees will be informed about the importance of TRRAIN awards will also be told about last few years winners and what they did to win that award, it will be followed by cake cutting ceremony and snacks distribution.

ORION MALL THANK ALL ITS RETAIL EMPLOYEES

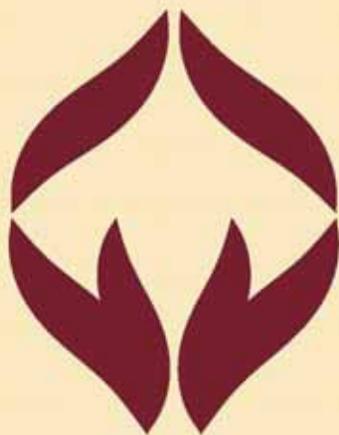


Orion Mall celebrated the Retail Employees' Day last year with great pomp and show, they thanked their retail employees

for putting in the hardwork and efforts to make Orion malls best in South India. To show their gratitude, the dropdowns were hanged and standees were placed inside the mall atrium. OOH hoardings were also placed around the city.

In the mall cake cutting ceremony took place followed by a sumptuous breakfast for all the retail employees.





TODAY,
WE REALLY
NEED TO
THANK
OUR STARS.

You.

Thank you to all retail employees. For your dedication, your willingness to take on challenges, your support in serving customers consistently over the years and building and strengthening your brand. We hope you have as great a day as customers do because of your grace and efficiency.

**RETAIL EMPLOYEES DAY
DECEMBER 12TH**



BIBA



TRRAIN RETAIL AWARDS 2016

'RETAIL' CHAMPIONS

The TRRAIN Retail Awards was held on the 11th of February, 2016 in Mumbai on Day 2 of Retail Leadership Summit organised by the Retailers Association of India (RAI). The award ceremony recognised 6 retail associates as the national winners out of the 15 retail associates who were awarded as the Category Winners at the regional level.



NATIONAL WINNER
GOLD



TIME AND DISTANCE NO CONSTRAINT TO SERVE

VELU M, MARKS & SPENCER RELIANCE INDIA, CHENNAI

Velu has been associated with Marks & Spencer for the past seven years. Very passionate about his work, he travels 150 kms daily from his village Arakonam. On one particular day, he attended a customer who visited the store from Vellore which is one and half-hours from Arakonam. Velu attended to this customer as usual with great enthusiasm and closed the sale of Rs.20, 000. Customer gave one trouser for alteration and wanted that within a day as he was buying it for a special occasion. Unfortunately, their tailor was on a weekly holiday on that day. Velu committed to the customer that he will ensure home delivery. When asked how he would do it he told that he would go to Vellore and deliver this product to the customer. This was really touching as he was already travelling 75 kms to his house and from there he needed to travel another 1.5 hours to deliver this product. Finally, he honored his commitment and made the customer happy. Truly he really leads by the example of "Inspiration" to others".

**MINUTES & HOURS.
DAYS & WEEKS.
MONTHS & YEARS.**

*They give us smiles of satisfaction.
Today, it's our turn to make them happy.*

Our retail team is the reason Sangeetha has been growing bigger and bigger. We congratulate them for their passion and dedication in achieving stupendous success for the brand. On the occasion of Retail Employees' Day, we thank them wholeheartedly and look forward to many more years of this special relationship.



Sangeetha
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www.sangeethamobiles.com

WHATSAPP SERVICE THAT IS PRICELESS

NEELAM PARMAR, STAR BAZAAR, MUMBAI

One September morning, Neelam Parmar met Star Bazaar Andheri's regular customer Mrs. Mehta. In conversation, Neelam was informed about Mrs. Mehta's ill health and the inconvenience that she was facing, as she had to settle for a local grocer. She was not satisfied with the local grocer's quality and certainly missed the fruits and vegetables variety. Neelam, empathizing with her offered to shop on her behalf, and send the goods to her residence through a trolley boy. In this way, Mrs. Mehta could share her shopping list on her WhatsApp number, and she could pay when the delivery reaches her home. Mrs. Mehta was overwhelmed and readily accepted this suggestion, since she was not yet fully fit and was forced to travel for shopping at her favorite store. For the next few months, Neelam personally shopped for her food & groceries and delivered them at her residence. Several times she spoke to Mrs. Mehta suggesting the latest offers and schemes. Mrs. Mehta recovered from her illness yet never fails to thank Neelam for her exceptional customer service. She recommends Star Bazaar to her friends and relatives.



**NATIONAL WINNER
SILVER**



**NATIONAL WINNER
BRONZE**



A BASKET OF HAPPINESS

SHRADHA MANGAL, GODREJ NATURE'S BASKET, MUMBAI

It was one of the busy days during pre-Diwali when Shradha, the customer relationship manager received a call from Mr. Vishant, from JP Infrastructure who was looking for Diwali gift hampers for their HNI clients. It was about 1.30 pm when he called and had a meeting fixed at 3.30 pm. As they were very short of time, she quickly prepared a few samples as per the requirements specified by the client.

When she visited their office, they were happy with the overall hampers but wanted a few changes. These changes were required to be done and shown to them the same day itself as their directors were available only on that day. Since no one else was available at the store and this was required on an urgent basis, Shradha went back to the store, tweaked the hampers and got them back to the client within a short period of time.

Understanding the requirement of her presence, she waited without complaining. Finally, at 12.30 am the marketing team came out with the final order. They gave an order of about 250 hampers that needed to be executed in the next 2 days, as after that the clients would be going for their Diwali leave. She assured him that the hampers would be delivered on time. Shradha arranged for the products gathering all means and the hampers were delivered on schedule. The client was delighted with the overall appearance of the product. He was very happy with how the entire order was handled and executed. He thanked Shradha for all her suggestions, efforts and the experience with Nature's Basket!

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HELLO DOMINO'S
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*Taxes extra. Actual product may vary/differ from the image shown in print.

NATIONAL WINNER SPECIAL CATEGORY

TRRAIN Retail Awards judges the finest, excellent, enduring customer service story of retail associates in the industry. The award recognises and rewards customer service excellence in retail (both modern and traditional), at an all India level to create industry case studies and benchmarks for customer service excellence in retail in India.



**NATIONAL WINNER
BEING HUMAN**

GOING BEYOND HAS NO BOUNDARIES

SATISH RAUT, TITAN EYE PLUS, VARANASI

Satish Raut works as a sales associate at a Titan Eye Plus store in Varanasi. He is one of the top performers, regularly receiving positive feedback from his customers for driving the company's culture of customer centricity.

One day, the store's eyewear consultant informed Satish of the plight of a cobbler who sat on the same street where the Titan Eye Plus store was situated. The Cobbler suffered from weak eyesight and this had started affecting his livelihood. Upon hearing this, Satish was deeply moved by the cobbler's plight and decided to help him out. He invited the cobbler to the store for a free eye-test to find out his eye-power and assured him of doing whatever he could do within his means.

Satish then worked closely with the store's technician to salvage a spectacle out of the customer's used lenses and frames. After a week's effort, Satish found the right combination of frame and lenses that were very close to the requirement of the cobbler. Satish and the eyewear consultant then went and gifted the spectacles to the cobbler.

The whole episode left the cobbler teary eyed and he expressed his gratitude for the care and concern that Satish had displayed.



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ULTIMATE COMFORT

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GOFLEX
Walk



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WE DO NOT TAKE WHAT IS NOT OURS

PANKAJ GURAV, GODREJ NATURE'S BASKET, MUMBAI

Mr. Aman Bhagat visited a Godrej Nature's basket store to purchase a few products. At the billing counter, he removed a Kotak Mahindra Bank envelope containing a bundle of cash notes to pay for his transaction. He collected his products and left the store. After he left, the cashier at the same counter, Mr. Pankaj, noticed an envelope left by the customer that contained approximately Rs.30,000. Pankaj instantly retrieved the customer's phone number with the help of the customer records at the loyalty department and the shift supervisor. He then got in touch with the customer to inform him of the happenings. He immediately sealed and deposited the cash envelope with the store accountant and ensured its safety till the customer arrived. When Mr. Aman received the call he was totally unaware that he had left the envelope with the money at the store. He rushed back to the store and expressed his gratitude to Pankaj for the level of honesty & integrity he displayed.



**NATIONAL WINNER
INTEGRITI**



**NATIONAL WINNER
PWD
(PERSONS WITH DISABILITY)**

LOVE HAS NO LANGUAGE

GURU FRANCIS R, DOMINO'S

Guru Francis working at a Domino's outlet in ITPL, Chennai is a hearing and speech impaired person. On a casual evening at the Domino's outlet, one of the housekeeping staff members at the IT Park accompanied by her daughter had come to order a pizza. As the lady was placing her order, the Choco lava cake on the Domino's menu caught the little girl's attention & she asked her mother for the same. However, the lady had to decline this, as it was expensive and she was not carrying enough cash at the moment - which didn't go well with the kid for obvious reasons. Gurufancis promptly stepped in and spoke to the order taker in sign language. After 10 minutes, the piping hot pizza arrived along with a little surprise in the form of a Choco lava cake. The kid was delighted & jumped out of joy. Gurufancis, in spite of being a hearing and speech impaired, had the empathy to understand and act with a small action of kindness - paying for the cake out of his own pocket.

bata.in

BEHIND OUR SUCCESS, IS OUR PEOPLE.

**HAPPY
RETAIL
EMPLOYEES'
DAY
2016**

What helps us make good shoes is the great set of people who work tirelessly for us. With passion, dedication and a lot of pride. And on the Retail Employees' Day we cannot but say that Bata wouldn't be Bata without our people.

Bata

Celebration PLANS 2016

HYPERCITY



On the occasion of Retail Employees' Day, Hypercity has designed special Post card which says Thank-you for Hypercitizen's Family members. These will be sent to the residential address of their employees. They have also announced HyperCITY Retail Awards at their Stores and Service Office to appreciate their

OMVED

Omved celebrates their retail staff's (front and back end) achievements, birthdays, festivals every month on the last working Saturday in their head office. They organize games, lunch, and cut a cake (all birthday staff), smear their faces with cake and make them feel special. This is their way of celebrating their special day every month. They firmly believe that they are the ambassadors who represent their company and should be treated in the way one would want oneself to be treated by others. For a change this year instead of celebrating at the end of the month the brand will be celebrating on the 12th of December.



PANDA RETAIL



A special Thank you Note that will be given to all the employees from the Managing Director. A week long customer engagement activity from 6th December-12th December, 2016. Employees engagement program will include quiz contests, song competitions, games, musical chair contests, cake cutting, breakfast for all the employees, gifts and many others.

MARK YOUR DATES

IMAGES EVENTS CALENDAR

Jan 31 - Feb 2
2017

INDIA FOOD FORUM

Show Dates: Jan 31 - Feb 2, 2017
Venue: Bandra Kurla Complex, Mumbai, India

Contact:

Rakesh Gambhir: +91 99100-01375, rakeshgambhir@imagesgroup.in

Lokesh Arora: +91 9999033612, lokesharora@imagesgroup.in

www.indiafoodforum.com



Mar 08 - 09
2017

INDIA FASHION FORUM

Show Dates: 08 - 09 March 2017
Venue: Renaissance Hotel, Mumbai, India

Contact:

Santosh Menezes: +91 9820371767, santoshmenezes@imagesgroup.in

Bhavesh Pitroda: +91 9867355551, bhaveshpitroda@imagesgroup.in

www.indiafashionforum.in



8-9 MARCH, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

May 10 - 11
2017

INDIA SHOPPING CENTRE FORUM

Show Dates: 10 - 11 May 2017
Venue: Renaissance Hotel, Mumbai, India

Contact:

Vineet Chadha: +91 9810204297, vineetchadha@imagesgroup.in

Waseem Ahmad: +91 9833628852, waseemahmad@imagesgroup.in

www.indiashoppingcentreforum.com



Sept 19 - 20
2017

INDIA RETAIL FORUM

Show Dates: 19 - 20 September 2017
Venue: Renaissance Hotel, Mumbai, India

Contact:

Vineet Chadha: +91 9810204297, vineetchadha@imagesgroup.in

Waseem Ahmad: +91 9833628852, waseemahmad@imagesgroup.in

www.indiaretailforum.in



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Sept 19 - 20
2017

INDIA OMNICHANNEL FORUM

Show Dates: 19 - 20 September 2017
Venue: Renaissance Hotel, Mumbai, India

Contact:

Bindu Pillai: +91 9820324063, bindupillai@imagesgroup.in

Devidutta Roypitam: +91 9900785685, devidutta@imagesgroup.in

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INORBIT MALLS



This Retail Employees' Day, Inorbit Malls have planned a variety of celebrations across all their malls pan India. They are felicitating their retail staff and certificates will be given to best performing employees. A game of Housie is being organized for retail staff, their will be dance performances along with hi-tea and cake-cutting ceremony.

A larger than life banyan tree that shall have a message "You are the reason why we stand strong" followed by the brand logos at the branches spread. This will be kept at the atrium along with a message of "Inorbit wishes all its Retail Partners A very happy Retail Employees' Day". Customers can get a chance to participate in this by putting a sticker on to their favorite brand. The brand with maximum likes shall be gratified.

MARKS & SPENCER

Cake cutting celebrations to be held at each store. They shall also be making a video of their Top 10 customer service stories PAN India to recognize their effort. They will also be making regional videos to cover as many customer service stories as they can.

They will distribute Thank You cards to each Retail Employee signed by the Leadership Team.

Their support function teams shall visit stores on RED to thank all the Retail colleagues for their hard work throughout the year.



WORDS OF ENCOURAGEMENT CELEBRATING DEDICATION! HAPPY RETAIL EMPLOYEES' DAY SAYS 'RETAIL BIGWIGS'...

“ Recognizing the unsung heroes of Retail.

– **Salil Nair**
CEO, **Shoppers Stop**

“ Our front-line employees are our true ambassadors. They are the face of our organization and it's only right that we extend a big thank you to them on this day.

– **Venkatramana B**
President- Group HR, **Landmark Group**

“ RED allows us to bring all staff of various retailers together for one big celebration and help build a community.

– **Rajneesh Mahajan**
CEO, **Inorbit Mall**

“ It will help build a community of evangelists for Retail.

– **Ram Iyer**
Business Management Lead WW
RSM, **Microsoft**

“ It creates a positive culture and builds further on our engagement activities

– **Ritu Jassal**
GM - HR Business Partner Retail, **Marks and Spencer Reliance India**

“ It was a thankless job earlier; RED has created self-respect for employees

– **Kinjal Shah**
CEO, **Crossword**

WE OWE OUR SUCCESS TO YOU!



OUR INITIATIVES ARE OUR WAY OF SAYING THANK YOU AND KEEPING YOU EXCITED AND ENGAGED

- **SWABHIMAAN:** PROVIDING AN OPPORTUNITY TO THE SPECIALLY ABLED
- **LIFE, MAX CAREER PASSPORT, AND SPAR PRAGATI:** MAPPING YOUR CAREER GROWTH WITH US
- **LAUNCHPAD:** AN AVENUE TO GROW AND DIVERSIFY YOUR CAREER
- **LANDMARK EDUCATION ASSISTANCE PROGRAM (LEAP):** SUPPORTING YOU TO COMPLETE YOUR EDUCATION
- **PEOPLE PULSE:** YOUR FEEDBACK TO HELP US IMPROVE
- **MAX CLASH OF ICONS, LIFESTYLE PEOPLE AWARDS, AND SPAR SAMMAAN AWARDS:** RECOGNIZING YOUR COMMITMENT TOWARDS US
- **HERE TO HELP:** ENSURING THAT WE'RE AVAILABLE WHENEVER YOU NEED US
- **FAMILY FIESTA:** INCLUDING YOUR FAMILIES IN OUR CELEBRATIONS
- **I LOVE LMG:** TO INSPIRE AND EMPOWER YOU THROUGH OUR VALUES
- **LANDMARK WAY OF WORKING:** INSPIRING YOU TO BE THE BEST YOU CAN BE



Thanking our more than 18000 employees on retail employees day.

ORION

**ON
RETAIL
EMPLOYEES
DAY,**

A BIG THANK YOU

**to the stars behind
our success**

At Orion Malls, we thank each and every one of our employees, and those of you who are a part of our extended retailer family. We could never aspire to be the best mall in South India were it not for your whole hearted support.

Keep inspiring us with your passion to serve.

www.orionmalls.com



BRIGADE