

A TRRAIN INITIATIVE

# I JUST DID IT.

FOURTH EDITION/DECEMBER 2014

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EXCELLENCE  
- THE INDIAN WAY

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# FOREWORD

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In the last three years, TRRAIN has been continuously looking for individuals who go out of their way to serve the customers so as to recognize them in front of the industry at the TRRAIN RETAIL AWARDS. We never thought in our journey, we would discover heroic deeds of our Retail Associates, compassion for fellow Human Beings and highest level of Integrity displayed. On jury's insistence we announced two new categories of awards, "Being Human" and "Integrity". We are thankful to the jury as we are discovering so many stories of compassion and integrity, realizing that individual values are built during the upbringing and get nurtured when organizations build culture around these values.

The fourth edition of I Just Did It applauds these hitherto unsung super heroes who walked the extra mile. This year too, we were overwhelmed with the response - 1500 plus entries from 86 retailers across 116 towns from our country. However we would like many more retailers to participate, as we believe we have just scratched the surface and we can discover many more retail stars in the coming years.

This year we have also introduced a special category of award for PWD's (Persons with Disabilities) to recognize them for the service they render to our customers. Our endeavor is to make Retail an inclusive industry wherein we respect the output delivered by the individuals rather than their abilities or disabilities. With more than 65 retailers hiring more than 1000 youths in the last three years, we are confident that in years to come we, Indians will be proud of the contribution that retail as a sector does to the society at large.

Coming back to our this year's heroes, when we go through the stories of our young boys and girls who are serving the customers day in and out, we are intrigued by the innovative way of thinking, a never say die attitude and the will to deliver the product and service at all cost, however without violating any of the company's policy or values!

Why else would Amit go out of his way and risk his life to save a family of three? How is it that Sayali, a contractual house keeping staff didn't flinch an eyelid to return a Rs 42,000 mobile phone to the customer, when she found one? These values cannot be picked out from the service manuals of the retailers, but have to be reinforced every day by leaders and the teams who work together. The retail associates are our brand ambassadors' and we need to respect them for what they do inside the store and outside too.

Imagine an associate planning new ways of celebrating birthdays at Domino's to make the customers and their families' day memorable? A bookstore retail associate searching the market to ensure that he delivers all the books required by the customer, so what, if he has to buy some books from his competitors shop? We were amazed by one of the winner's dedication, who had spent months searching the market to find the right spectacle frame for a 6-month-old baby. One may say waste of time and energy, but the customer's re-visit the stores and hold the brand in high esteem due to these acts of customer service. These are our super heroes who help retailers build brands worth millions and millions of loyal customers.

All of us at TRRAIN salute these super heroes and hope some of them will be the future CEO's of our industry who will shape the industry keeping customers in mind.

**Ameesha Prabhu**

CEO, Trust for Retailers and Retail Associates of India (TRRAIN)

# TRRAIN – JOURNEY SO FAR.

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Setting up a trust in 2011 to “Empower People in Retail” was a dream for me and we embarked on the journey with a simple mission to get “Pride & Respect” for our retail employees, skill them to grow and initiate a change to bring in inclusion in the retail Industry. Simple idea was to make their life better at work and home.

When I reflect back, we at TRRAIN seem to have come a long way. My colleagues, our board members, NGO's, partners, industry captains and retailers' support have helped us achieve milestones much ahead of our stated goals.

Retail Industry is full of stories, hopes of millions of retail employees, aspirations of retailers & the fear of failure, but one thing we have seen in common is the desire to serve the customers, and deliver the best. Getting more than 1500 entries for TRRAIN Retail Awards 2014 from 86 companies spread across 116 towns in the country is a testimony to the spirit of hard work and customer service.

Celebrating Retail Employees Day on the 12th of December was started as a small celebration in 2011 to recognize and thank the retail employees, however it has now become a global phenomenon with more than 1 million employees celebrating in India and many brands in Turkey joining the celebration in their unique way.

As a young trust aspiring to bring inclusion in retail, we embarked on our journey of creating livelihood for PWD's with our project “Pankh” in partnership with Youth4Jobs, which now has 16 centers and will graduate and provide livelihood to 1000 youth in 2014.

Skilling program in partnership with Aptech has finally started achieving numbers with more than 2300 youth being skilled in various retail companies. Starting a class in a cargo container, we are now able to deliver a program for just 20 associates in any part of the country.

For all of us at TRRAIN this is just the beginning and we hope we are able to maintain the energy and spirits to achieve the greater purpose. Retail Industry can create a great environment for our retail employees to learn, earn and grow, and feel proud of the career choice they have made and the respect they get in the society as a retailer.

Let's together make it happen.

**B S Nagesh**

Founder, Trust for Retailers and Retail Associates of India (TRRAIN)

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THIS EDITION IS COMPILED AND EDITED BY **MS VIDYA HARIHARAN**, BOARD MEMBER, TRRAIN

## NORTH ZONE WINNERS

### ■ RAIN OR SHINE ■

#### FARHA, GODREJ NATURE'S BASKET, NEW DELHI

One rainy day in July 2014, Farha, the tele-caller at the Defense Colony store (Delhi) of Nature's Basket took a call from a regular customer.

The customer, Mrs. Lalima, was on a restricted diet and needed an urgent supply of a probiotic drink, to be consumed after every meal.

The drink was out of stock. Farha called up the vendor, and was told that the rains and the flooded roads had caused the delivery truck to breakdown – there would be no further deliveries that day.

There was inventory available in other Nature's Basket stores, but none close enough to access, given the rain and the customer's time bound dietary and medical requirement.

Farha set out on foot, in the rain, to a local Kiraana, a km away, which was still open, and found the drink. The bill copy from the Kiraana was included in the package delivered to the customer on-time. Mrs. Lalima saw that, and, moved by the level of service – came to the store to thank Farah the next day.

"This is a level of service that I have only heard about – never seen it before today. I am eternally grateful to you".

“ THIS IS A LEVEL OF SERVICE THAT I HAVE ONLY HEARD ABOUT – NEVER SEEN IT BEFORE TODAY. I AM ETERNALLY GRATEFUL TO YOU.”



### ■ HOMING IN ON CARE ■

#### PANKAJ KUMAR, TITAN EYE+, NEW DELHI

One morning, Pankaj received a call at the Titan Eye+ store. The voice at the other end was halting, almost indistinct. He quickly realized that this was due to a medical condition, not a bad connection. The customer said that he was paralyzed and had limited mobility and speech ability.

Pankaj told him, that he would ask a series of yes / no questions so that the customer would not have to strain his voice. The customer needed a set of prescription frames.

Since the customer wasn't mobile, Pankaj and the store managers decided that he would take a few samples and visit the customer at home.

Pankaj visited him, showed him the samples – but realized that customer needed more options and also that his eyes needed to be tested since his vision was likely to be impaired by his illness.

The following day, Pankaj visited the customer, escorted him in an auto-rickshaw to the store, where his eyes were tested and the order for the prescription lenses placed. The staff store also ensured that the customer was safely escorted back to his house.



## JUGAAD CUSTOMER SERVICE

### VINOD BADONI, TITAN EYE+, NEW DELHI

A baby, brought to the store by his parents, was crying because he had extremely high spherical power of +6.00 in both eyes. This is a rare condition.

Because of the high power, the baby was unable to see anything around him clearly, including his own parents. The parents had visited several stores and checked online – but were unable to find a frame small enough to fit the baby, and curved enough to hold the high powered spherical lenses.

They were carrying an old frame which was broken and did not sit on the baby's face.

One of the customer service staff, Vinod, had an idea. He took the frame (which had one broken ear-piece), and attached a string to its sides. He then carefully measured the circumference of the baby's head and attached the other end of the string to the other side of the frame.

The make-shift solution worked. The spectacles were now sitting comfortably on the baby's face; he was able to see properly!

The parents had finally found a solution to their problem. They were relieved and thanked Vinod profusely before leaving.

Over the next several weeks, Vinod called up the customer regularly to enquire how the baby was progressing. On one of his calls, he could hear the baby laughing in the background, while the relieved mother told him "Previously the child used to be cranky all the time, but ever since he had been wearing the spectacles, he is able to play and is cheerful."

Vinod kept up the search for a suitable frame – and found one, a month later. On being called, the couple could not believe that somebody from a store would even bother to remember or keep searching. The delighted parents came in to buy the frames, and express their gratitude to Vinod for the care that he had shown towards their baby.



“ SERVICE IS ABOUT FINDING A SOLUTION,  
SELLING IS ABOUT PUSHING THE PRODUCT ”

## GAURDING YOUR PRIVACY

### MUKESH KUMAR RAWAT, DOMINOS, LUCKNOW

Mukesh was part of the pizza delivery team at Domino's Sapru Marg branch (Lucknow). On a delivery to Lucknow University hostel, he came across a group of men who stopped him at the hostel main gate.

These men asked Mukesh where he was going and demanded the phone number from the bill. The order was for one of the girls living in the hostel.

Mukesh ignored the men and continued walking towards the hostel. But they persisted and started to follow him – taunting him and threatening him if he did not give them the bill. Continuing to ignore them could only lead to a fight, but the odds of taking them on – four to one – weren't very promising.

Realizing the need to keep the bill away from them, he hid the cash memo, took evasive action by ducking into one of the outer hostel buildings and found a round-about route of reaching the delivery address.

On seeing how shaken he was, the customer asked him why, and he narrated the entire incident to her, while assuring her that her phone number has not been revealed. He showed her the crumpled cash memo, no longer attached to the pizza package, or easily visible.

Instead of leaving immediately, he went into the hostel building, called the store manager to ask for help, and also the hostel administration and security. He waited until the latter arrived and the situation safe.



# SOUTH ZONE WINNERS

## ■ EXTREME SERVICE RECOVERY

### KAILENGOU KIPGEN, DOMINOS, BANGALORE

On 9th February 2013, a customer visited the Domino's outlet in Hennur (a suburb of Bangalore), with his family including his mother. The elderly lady was celebrating her birthday.

Kailengou, the customer service staff in the outlet was from the North-East and did not speak Kannada. The elderly lady, who approached him to place her order, did not speak anything except Kannada. Eventually, her inability to get Kailengou to understand led to frustration, and she exclaimed angrily "All you people working in Bangalore who do not know Kannada – it is because of you that our city is losing its culture".

Kailengou's face wore a shocked look.

On seeing the altercation, the customer came to the order desk, smoothed down the situation, placed the order. Peace reigned.

While the family was enjoying their celebration, Kailengou came to them with a card. On it was written in Kannada – "Sorry".

"I don't want anything to spoil Madam's special day", he said. "I promise that will start learning Kannada ...and will never spoil any other customer's special day ..."

The old lady was moved and apologized in turn. The customer thanked Kailengou profusely and the family left, feeling both full and light.



“ I PROMISE THAT I WILL LEARN  
KANNADA – SO I DON'T SPOIL ANOTHER  
CUSTOMER'S SPECIAL DAY ”

## ■ TRUST YOUR CUSTOMER

### BIKASH SINGH, BANGALORE INTERNATIONAL AIRPORT LTD (BIAL)- THE NUANCE GROUP, BANGALORE

In August 2014, a customer visited one of the electronics stores at BIAL. He wanted to buy a Nikon SLR. Bikash spent time helping him match his requirements with the available options, and the customer finally settled on a SLR costing Rs 55,000.

When the time came to pay, the customer realized he was short by Rs 1,000. Bikash discussed the situation with the store manager, and rather than lose the sale, decided that he would pay the difference from his own pocket. During their conversation he had realized that the customer was a resident of Bangalore, and stayed in his suburb.

"It was a judgment call" – he said. "The customer looked like a 'gentleman'".

They exchanged contact numbers and the customer left, promising to pay the amount once he was back in Bangalore.

The story has a happy ending, and the next day, the customer called Bikash and promptly returned the money.

Customer service can also be about Trusting the Customer.



## THE LITTLE THINGS....

### MAHENDRAN SAMPATH, SHOPPERS STOP LTD., CHENNAI

"I'd been struggling to figure out what to get my girlfriend for her birthday for a couple weeks until she finally caved and told me what she wanted. A MAC package she called it".

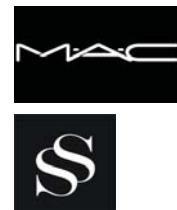
The couple went to the MAC counter at Shoppers Stop (Ramee Mall, Chennai). They were greeted by Mahendran (Mahe), the cashier, who handed them over to one of the Sales Staff.

Richa spent an hour having a makeover and selecting a package of a mascara, eye pencil and lipstick. The latter wasn't in stock. Mahe checked and there was stock available at Phoenix Market City – which was 1.5 hours away. Richa looked upset, but rather than spend the birthday evening travelling across the city, the couple decided to give up and go for dinner.

A few hours later while returning from dinner, they got a call from Mahe saying that he had found and bought the lipstick and could he drop it off at Richa's house.

"This goes beyond the call of duty - it was really nice of him to realize how we were feeling and that I didn't want to disappoint my girlfriend on her birthday. I mean - a lipstick is a small thing, but Mahendran taking his job and customer satisfaction so seriously, goes to show exactly what a great guy he is. This is why I think he truly deserves all the appreciation we can offer".

“ A LIPSTICK MAY BE A SMALL THING BUT MAHE MADE MY GIRLFRIEND'S DAY ”



## CAKE OF DREAMS

### BALA CHANDER BABU MULA, DOMINOS, HYDERABAD

12 a.m. The Domino's outlet was shutting down, when a group of customers, who were colleagues, walked-in looking for a pizza.

On being told, by Balachander (Bala), the customer service staff, that the restaurant was closed for the day, one of them remarked to his colleague, Sony, "Sorry. I guess no pizza available for your birthday".

On hearing this, Bala spoke to the Store manager and obtained permission for one final order-run on the oven. Since it was a birthday celebration, he created a sense of festivity by lighting candles in the 'cheesy dip' topping.

The delighted team took the thought one step further and smeared the 'cream' on their colleague's face while singing in her birthday.



109°F



# WEST ZONE WINNERS

## “BOOK MY LOYALTY”

### HANUMANRAO S PATIL, CROSSWORD BOOKSTORES LTD., MUMBAI

On 18 November 2013, Hanumanrao, one of the Customer Care Associates at Crossword in R City Mall, Mumbai received a call from Professor Amit Murkute from Belgaum. He asked for Hanuman's name, and prefaced his request for books by saying “Hanumant, please don't say no. I am tired checking everywhere. Please get me these books; I will be thankful to you”.

The Professor wanted 11 books. Hanumant placed the order with Crossword's buyers, but only 7 were available. He tracked the remaining 4 down at a neighborhood store, and bought them using his own funds.

The customer asked for the books to be dispatched to Belgaum. However, this could not be done without payment – but the customer was reluctant to transfer funds electronically, due to perceived security issues.

Hanumant remembered that a family friend travelled regularly to Belgaum. He coordinated with the customer to pick up the books and hand over payment. This was duly accomplished.

The customer has since become a regular of Crossword, and calls for Hanumant by name to ask for help with book requests.



CROSSWORD

## MAGIC MEMORIES

### TAPASWINI PATIL, DOMINOS, NAGPUR

At the Domino's outlet in Eternity, Tapaswini's birthday parties have acquired the status of a local legend.

Domino's often gets requests to host birthday parties. The store manager, Ashok Ahuja, had charged Tapaswini with creating 'memorable events' for every guest who celebrated with and at Domino's.

Tapaswini's response was to take on the role of a party planner. She would take on the role of the 'host' - planning for everything from the floor decoration, to the party-games and favors, to the way drinks and the pizzas would be served. She spent time detailing the sequence of activities to be conducted at each party.

During the party, she worked to get people to mingle with each other, took photographs of various groups and added a personal touch – a memento of the memory created at Domino's.

The first few times, this was done with her own funds – for example – she had a mug embossed with photographs and gifted it to the customer after the party.

On another occasion, she created a collage of the photographs taken and that became a farewell gift to the customer. Other ideas included customized birthday cards, with the group photographs taken during the party.

The pièce-de-resistance was, for a birthday party for a group of toddlers; she rented a clown suit and entertained the children for 2 hours.

Domino's has recognized her efforts, and ensured that she no longer spends from her pocket to create magic memories.



“ CREATING MEMORABLE OCCASIONS WHEN CUSTOMERS CELEBRATE WITH US IS ABOUT CARE AND EMPATHY – MONEY IS SECONDARY ”

## ■ “KHUSHIYON KI TRAIN DELIVERY” ■

### TUSHAR PENDAM, DOMINOS, NAGPUR

78 pizzas – to be delivered to a group on a School Picnic, at a train halting at Nagpur Railway station for 10 minutes – that was the magnitude of the challenge that faced the Domino's team in Nagpur.

Store manager Ashok Ahuja was skeptical, but Tushar convinced him to take on the order.

Tushar was in touch with the teachers in the picnic group to get minute updates on the progress of the Train towards Nagpur. He coordinated with a local Tempo delivery service to transport the pizzas to Nagpur railway station, and have them waiting on the platform as the train drew up. Accompanied by a colleague Dhananjay, the two-man army ensured that all 78 pizzas were delivered, to the students, and payment received, before the train pulled out.



## ■ “MANY A SLIP...” ■

### BHAVESH BAPU SHINDE, DOMINOS, THANE

Luke Matthews and his wife were both working late. Realizing that they would not make it home to cook dinner, he ordered a domino's pizza online to be delivered to his mother.

When Tushar Pendam, the delivery staff reached the address, he realized that Mrs. Matthews was handicapped and could not eat without assistance.

He cut the pizza into bite sized pieces and fed her.

“I had to order food online for Mom, since both of us were getting delayed at work. I wasn't expecting anything more than timely delivery; least of all that someone would care enough to ensure that Mom was able to eat. Mom calls Bhavesh her “Domino's son”.



“ MY MOTHER CALLS BHAVESH HER  
DOMINO'S CHILD ”



## EAST ZONE WINNERS

### SANTA CLAUS IS COMING ....

#### RAJESH KUMAR, DOMINOS, BILASPUR

Christmas is one of the busiest times for Domino's – and 2013 was no exception. By 6 pm, the store was buzzing and the 'phones ringing with delivery orders.

One of the bulk orders, taken by Rajesh Kumar, took more than 10 minutes to finalize – which caused the store manager (Hitesh Motwani) to rebuke him, and ask him to focus on in-store orders. Seventeen minutes later, Rajesh was ready to leave with the order, but did not return – almost an hour later.

Hitesh was about to call and trace him when he was called to the landline at the customer service desk. The customer at the other end – a Mr. Shrivastava – thanked him joyously and repeatedly for the wonderful surprise. He had been entertaining friends and family at home, and their pizzas were delivered by 'Santa' himself, who came armed with sweets for the children.



When Rajesh returned to the store, he was wearing his delivery uniform. To cross-verify, Hitesh asked him why the Shrivastava delivery had taken longer than normal.

Rajesh said that while he was taking the order, he asked Mr. Shrivastava about the reason of the bulk order. He found out that the guest had a Christmas get together of friends and family at home. Rajesh stopped at a shop, purchased a Santa uniform with some chocolates; and dressed as Santa, reached the delivery address in 24 minutes. The children's joy knew no bounds. The guest and his invitees were amazed by the service initiative by Rajesh and thanked him for making this one of the most memorable Christmas for the children.

All Hitesh could do at the end of that story, was to hug his delivery champion and feel a bit shamefaced at his earlier bout of anger.



“ THE CUSTOMER CALLED TO EXPRESS HIS DELIGHT THAT 'SANTA' HAD PERSONALLY DELIVERED PIZZA TO HIS CHILDREN ON CHRISTMAS ,”

### THOSE PREGNANT CRAVINGS....

#### SUJOY MANDAL, DOMINOS, KOLKATA

On a bright morning, at 9:30 a.m., Sujoy Mandal, one of the customer service associates at Dominos Narendrapur (Kolkata) saw a lady standing outside the store. Her attitude was that of someone waiting. Sujoy was on his way to carry out the pre-opening preparations. On querying the customer, he was told that she was looking to buy a pizza for her pregnant sister who was confined and who had expressed a craving for the same.

The customer, Ms. Pinki Baig, had already been to other pizza stores, but none of them would open before 11 a.m. which would, of course, be too late to satisfy 'those pregnant cravings'.

Sujoy spoke to the store manager (Rahul Datta) and told the customer that they would serve her within half an hour. He expedited the pre-opening procedures, got the make-line ready, pre-heated the oven, even as he chopped the toppings. The order was delivered to the hospital in time for the customer's sister to enjoy her breakfast.



## ■ PERSONALIZED PIZZA'S

### PRANITA RAJPUT, DOMINOS, RAIPUR

Pranita Rajput had always had an outgoing personality, a service 'natural', most comfortable in handling customer interactions. On June 16th 2013, her colleagues were a bit surprised to see her head for the make-line (the assembly line for pizza's in the kitchen) to prepare an order, since this process was usually handled by a different person.

The pizzas she created were different too. She had used the vegetables and the various toppings to inscribe a birthday wish on the pizza-cake.

On finding out, that the customer – Mr Himan – was there to celebrate and treat his friends, Pranita personalized the pizza with the birthday wishes, and then got all the other customers in the restaurant, to sing for him as he cut his 'cake'.

Small touches, which helped create an enduring memory for the customer.



## ■ WATCH OUT

### AMLAN BANNERJEE, SHOPPERS STOP LTD, KOLKATA

In August 2013, a customer approached the customer service desk to return a TISSOT watch purchased at the Bangalore airport store of Shoppers Stop. The watch was a gift for the customer's first wedding anniversary in October. Amlan Bannerjee, the Customer Care Associate, gave the customer a credit note, but could not find another watch in the store which suited his requirements – he wanted a specific make of one of the branded, Swiss watches.

Over the next few weeks, Amlan tried other stores within Shoppers Stop to locate the model the customer wanted. She also coordinated with the customer's father and kept him updated. Finally, one piece was found, but it turned out to be defective. After nearly a month and a half, Amlan located the same model that the customer wanted, in a store outside Shopper Stop, and got it delivered. She also found out, the location in Chennai, where the customer was celebrating his first anniversary, and arranged to have the watch delivered on the morning of the wedding anniversary, with a bouquet and the store manager's compliments.



“ I'D LOST HOPE THAT I WOULD BE ABLE TO GIFT MY WIFE THE WATCH SHE WANTED, ON OUR FIRST ANNIVERSARY ”

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## NATIONAL CATEGORY WINNERS

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### ■ DELIVERING HUMANITY

#### AMIT GUPTA, DOMINOS, RONGPO

*[The Being Human award was given posthumously to Amit Gupta, who passed away early November 2014]*

One rainy night, when Amit was returning from a delivery at Rangpo (Sikkim), he came upon the scene of an accident.

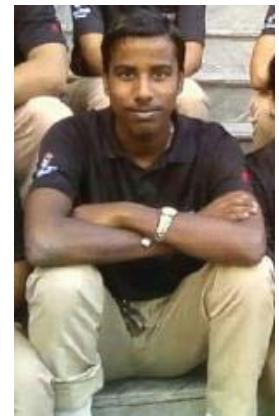
At a hair-pin bend, a car had skidded across the road. The front of the car was off-road, with the rear lodged in the brush at the side of the road. Passers-by halted, but nobody had approached the car for fear of that it would topple off the side of the hill, into the valley below.

Amit approached the car and found a 7 year old in the back seat. The driver was her father – his foot was lodged under the handbrake, and he could not move. The wife was unconscious – in the back seat.

Amit was able to balance his weight and rescue the child by pulling her out legs first. The act of going to her aid galvanized the other bystanders into action. They called for help. At the same time, one of the cars had a rope available, which they were able to use to pull the car back to the shoulder of the road.

The family was transported to the hospital where they recovered.

“ AMIT IS OUR SAVIOR.  
WE HAVE BEEN GIVEN A SECOND LIFE  
BECAUSE OF HIM ”



## ■ PEOPLE WITH [THIS] ABILITY

### BABLU NAYAK, KFC, KOLKATA

Bablu Nayak is a speech and hearing impaired person. Perhaps that is why he is able to see what others don't.

On a crowded day at the KFC outlet in New Market, Kolkata, Bablu noticed a couple waiting for a table. The store was crowded and overflowing, tables were hard to come by. The woman was pregnant and in some physical distress and nausea.

Bablu helped the couple find a table, and got them seated. The husband was worried and said that they would leave as his wife was unwell. Nature took matters into her hand, when the lady threw up on the table.

While the husband was dealing with the shock and embarrassment Bablu sprang into action. Gesturing to the couple to relax, he cleaned the table and the surrounding area, got their order packed, and assisted them to a taxi. He also helped customers around the table by changing their orders where needed.

It was only then that the husband realized that Bablu was physically challenged.

“ IN TODAY'S COMPETITIVE WORLD PEOPLE RARELY REACH OUT AND HELP EACH OTHER. I FEEL PROUD TO WITNESS AN INDIVIDUAL, WITH PHYSICAL CHALLENGES, HELPING OTHER PEOPLE ABOVE AND BEYOND THE CALL OF DUTY.”



## ■ HONESTY KNOWS NO PRICE

### SAYALI PARAB, SHOPPERS STOP LTD, MUMBAI

On September 6 2014, a customer forgot her iPhone in the trial room at Shoppers Stop. The phone was discovered by housekeeping staff, Sayali Parab and lodged with the 'lost and found' team.

The customer returned after an hour, worried and hoping against hope that the phone would be present in the trial room. At the customer service desk, she was directed to the lost and found team. After establishing ownership, the phone was handed over.

You can't put a price on simple integrity – but you can recognize it when you see it.

“ YOU CAN'T PUT A PRICE ON INTEGRITY – BUT YOU CAN RECOGNIZE IT WHEN YOU SEE IT.”



# Thank You

for helping us make a difference

We would like to extend our warmest gratitude to all our donors, partners, regional & national jury members, participating organizations, Head of Jury - R Sriram & various volunteers for their wonderful support, contributions and generosity to the TRRAN RETAIL AWARDS, 2014.



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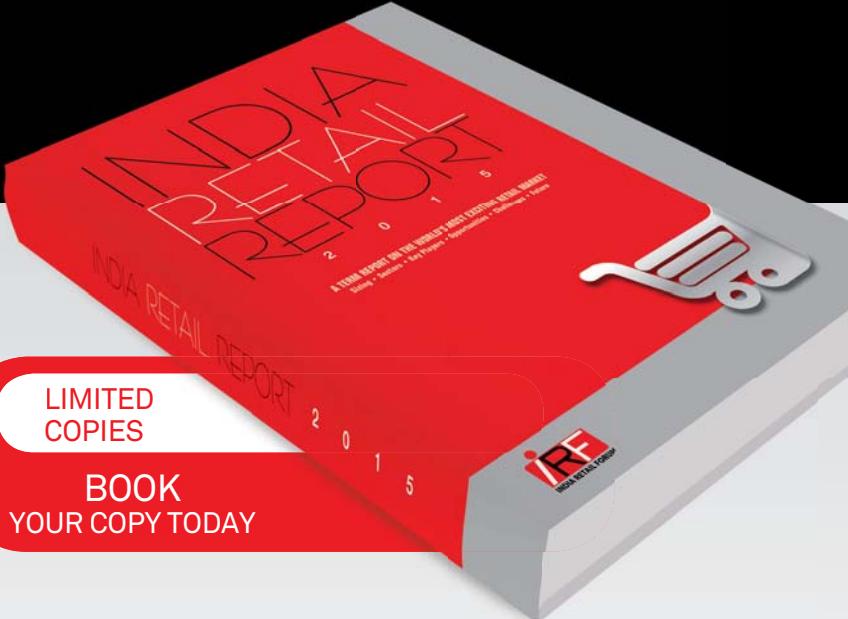
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# INDIA RETAIL REPORT

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## THE POTENTIAL OF THE WORLD'S MOST EXCITING RETAIL MARKET

India Retail Forum is pleased to announce the release of the 'India Retail Report 2015'. Published once in two years, this is the most sought after report that maps the key figures on Indian Retail – it sets benchmark figures for Indian Retail – sizing up the entire market with its key segments, scope and performance of key players across categories and formats. The report also carries insightful contributions from global research, consulting and thought leaders, on aspects critical to the understanding of Indian Retail. It is indeed the most sought after report for the retail industry, media and policy makers, and serves as the most comprehensive guide to Indian retail.

### The India Retail Report Highlights:

- ▶ Sizing the Indian Retail Market
- ▶ Sizing for first time ever 16 Key Sectors
- ▶ Large Indian Corporate Houses in Retail
- ▶ Profiling the Key Players
- ▶ The Biggest Opportunities & The Main Challenges
- ▶ Emerging Formats & Sectors, Store & Non Store Formats
- ▶ Special perspective on E-Commerce



Today the economic sentiment is upbeat and the domestic and the foreign businesses are beginning to view prospects in India much more favourably than they had done in the past few years.

India is the fastest growing, most exciting and challenging retail market for the world today...I believe that, in addition to **large scale national chains**, opportunities to create **speciality and regional retail concepts** are also immense. Localised models operated **with global best-in-class systems** can be highly lucrative in practically every part of the country.

The 2015 edition of the INDIA RETAIL REPORT comes at the cusp of the economy looking up. I expect that in coming years the growth in the Indian retail sector would **supplement and complement the growth in Indian manufacturing** in a very significant manner.

**Smt. Nirmala Sitharaman**  
Minister of State  
(Independent Charge)  
Commerce & Industry, India

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