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EMPLOYEES'
DAY** DEC
12

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DECEMBER 2017**



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<< FOREWORD >>



Purpose driven organisations work with zeal and unlimited energy and always achieve their goals. If not desired goals, then they do create an impact in the community and in people's lives. Similarly, TRRAIN and the retail community has driven the purpose of thanking retail employees and celebrating December 12, as Retail Employees' Day (RED) with millions of employees around the world.

TRRAIN is proud to have IMAGES as a partner in bringing out this supplement on Retail Employees' Day 2017. In Amitabh Taneja and the IMAGES team, I have seen a group of dedicated people, who are purpose driven and committed to relationships. I have known them for the past 25 years and we share a genuine love and respect for each other. Retail Employees' Day was one such initiative conceptualised by TRRAIN in 2011 with a vision to make life better for all retail employees and spread happiness. A mission like this requires partners and I am happy that IMAGES has joined hands to bring out the RED 2017 supplement once again this year. This supplement is an outcome of the purpose and the relationship.

Retail Employees' Day is looking bigger with UAE and its retailers participating in a big way. Turkey continues to celebrate as Shopkeepers Day on 12/12 every year. This year, I had the opportunity to present the concept in MAPIC at Cannes and got an overwhelming response. I hope many more global organisations will join hands to take this forward in the future.

As retail industry is becoming bigger, better and more competitive in India, the need for us to recognise and respect our associates is also increasing. Whether it is online, offline or Omnichannel, the way to retail will change but people serving and helping customers shop will remain the same. Retail Employees' Day is a day dedicated to thanking and appreciating the work of associates in our industry. In partnership with RAI and through our association with Images, I am confident that the whole country will celebrate Retail Employees' Day and bring smiles to the millions of retail employees.

A handwritten signature in black ink, appearing to read 'B S Nagesh'.

B S Nagesh
Founder | TRRAIN
(Trust for Retailers & 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 >>



Every company has assets – property, equipment – but there is one asset which is irreplaceable, which puts the soul into your business and without which, there would not be any business. That is the employee. And while they work to forward your business every day, sometimes it's just the employer's turn to say thank you! Every year, December 12 is celebrated as the Retail Employees' Day, a great time to show your team how much you appreciate them, all their hard work and their loyalty.

I firmly believe that employee recognition and appreciation should be an on-going part of every leadership style because I understand that employee recognition is strongly correlated with productivity. Making your employee feel special and valued at the work place will only add to their output and efficiency.

Showing employees that you value their hard work is extremely important for employee morale. By increasing employee self-worth, you're also increasing job satisfaction and motivation. A positive work environment would further rope in – and help retain – talent in your company. A win-win situation for employers.

Talented and positively motivated employees further work harder to generate fantastic consumer experiences – something which we all agree is the key differentiator in retail. In this special Retail Employees' Day (RED) supplement with IMAGES Retail, we tell you what works differently at organisations whose employees are driven enough to create above average experiences for the customer.

The issue also brings you extraordinary stories of remarkable retail employees who went over and above their job description to serve consumers – a real testament to their organisation's values and objectives.

I want to take the opportunity to thank BS Nagesh and his work through TRRAIN, which has facilitated the birth of the RED in India, and this magazine. I look forward to the day when the entire retail fraternity across the world will celebrate Retail Employees' Day, appreciating the real brand ambassadors of Indian retail – retail associates.

A handwritten signature in black ink, appearing to read 'Amitabh Taneja'.

Amitabh Taneja
CMD and Editor-in-Chief
Images Group



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**RETAIL
EMPLOYEES'
DAY** DEC 12

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As Select CITYWALK completes a decade of happiness, we take this opportunity to thank all the retail staff & employees at the shopping centre for their hard work and dedication. From our smallest successes to our biggest victories - you have been an integral part of our journey.

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Sadhguru in conversation with Piyush Pandey at the TRRAIN Retail Awards 2016

INDIA NEEDS TO BUILD A SET OF **GREAT LEADERS**

There are another set of leaders in the society, who are the businessmen, bureaucrats and social leaders, who have a solid 25-30 years to make an impact, unlike the Prime Ministers and Chief Ministers who go after five years.



onsidered among India's 50 most influential people, Sadhguru is a yogi, mystic, bestselling author and a poet. Absolute clarity of perception places him in a unique space, not only in the spiritual matters but in business, environmental and international affairs, and opens a new door on all that he touches.

Sadhguru's talks have earned him the reputation of a speaker of international renown. He was also conferred with Padma Vibhushan, the highest annual civilian award. He has been a lead speaker at the UN General Assembly and a regular at the World Economic Forum, besides speaking at establishments such as the World Bank, House of Lords (UK), World Presidents' Organization, MIT and Google to name a few.

Sadhguru at TRRAIN Retail Awards 2016

Sadhguru graced the TRRAIN Retail Awards for customer service with his presence in the 2016 edition. In a conversation with event moderator Piyush Pandey, he spoke on various topics related to employees, organisation relationship and bonding such as stress, respect, and leadership. Here are excerpts from the interview:



**A SPECIAL OCCASION DESERVES
SOME SPECIAL THANKS.**

HAPPY RETAIL EMPLOYEES' DAY

12TH DECEMBER, 2017.

We believe that hard work and dedication should never go unrewarded. That's why, it's time we said thanks to the most integral part of our success – YOU. Because it's your infectious spirit and unwavering determination that makes Raymond what it is.



On Time and Stress Management

Q: We would like to know how you manage your time and what advice you would give us, so that life beyond work is a lot more meaningful?

A: Most people, in the 24 hours that we have per day, are more pre-occupied than busy. Their own thoughts and emotions are such a big issue, that most of their time is spent dealing with that. They may be working but there are experiencing tremendous struggle within themselves. If you were in sports or a creative field, you would know that even a slight amount of struggle would cause your game or painting to go somewhere else – nothing productive would happen. Or in other words, what could happen very simply, unfortunately happens with a lot of difficulty. This is mainly because they have been given this phenomenal gadget or machine, which is the human mechanism, and they are trying to operate it without reading the user's manual.

My effort is to bring this possibility into people's lives, that you can live life with ease, not with struggle. No one told them that they must work joyfully. No one told them their work should be an expression of their joy. Generally, people have been taught that they must work hard. If you work hard, life will be tedious. You will do something hard only because you do not know how to do it. If you knew how to do it, you would do it with ease. So without investing enough time in perception, if life is all about expression, then it becomes a struggle.

My fundamental work to see that at least your body and mind should work for you. No one else may work for you – that doesn't matter. At least your body and intelligence must work for you. If this one thing happens, then living blissfully, gracefully, and effectively is a natural consequence.

On Brand Loyalty

Q: A lot of people work in huge outlets today, where each counter is selling something different. How do they stick to their loyalties and beliefs?

A: It is the customer's business to be loyal to a product. A salesperson should have no loyalty to any product. They have no business doing that. They should sell whatever is in demand. Only thing that they should keep in mind while selling is to sell in the right way.

On Respect and Recognition

Q: What would you say to people who feel their efforts do not find recognition? How do they motivate themselves to say, "I don't give a damn what other people think. I have to keep doing what I'm doing."

A: These are two extremes. "I don't give a damn" is not going to work, especially if you are in retail. If you say, "I don't give a damn," you are out of business. At the same time, I think a whole lot of people feel that their efforts are not producing the

necessary results. In your assessment, you may be doing great, but someone else has to see the value in what you are doing, only then it will find recognition.

If you feel what you are doing is valuable, then don't bother about other people's recognition. If what you are doing is useful to them, they will say, "Oh, this is wonderful." Whether other people recognize you or not depends upon how useful it is at a given time. That depends on the type of job we have taken up.

If your work is an expression of your joyfulness, whether recognition or no recognition, what does it matter? You are finding an opportunity to express your joy. If you look at yourself and see, the best moments in your life are whenever you are expressing your happiness or joy. If your work is an expression of your joy, your working moments will be the best moments of your life.

On Being a Leader

Q: Any tips you would like to share about how a team is made, beyond being a great individual player?

A: Essentially, a leader means in some way you are willing to confront problems. You are willing to seek out problems and fix them before they happen. But that attitude is very rare in this country; as a result we have not been able to build great leaders. Another reason is the occupancy, we as an occupied nation, we have no time to create layers of leadership.

If a good leader comes up somewhere, everyone will start worshipping him. A leader does not need worship. He or she needs many tiers of leadership to find traction and do something meaningful. But generally, when a good leader comes up in our society, people will start building temples or doing pooja for them – all these things start happening. We have to shift from this attitude. Looking up to a leader for inspiration is good but losing all sense about them is not.

What is needed in this country is to develop many tiers of leadership. I am not talking about Prime Ministers and Chief Ministers because generally their tenure is five years and after that they are gone. There is another set of leaders in the society, who may be business leaders, bureaucratic leaders or social leaders of various kinds, and they have a solid 25-30 years to make an impact. Because if you are thinking of any kind of serious impact, you have to think of at least 25 years at a time, otherwise nothing significant can be done.

A revolution is not about "I want you to change." This is not a revolution, this is a problem. "I am willing to change" – this is a revolution. This is the revolution that we need in our country right now because everyone is stuck to their own mindsets, castes, creeds, and other things. Everyone is an activist for his or her own cause.

There is no cause good enough in this world, except human well-being. There is no other cause which is worthy of human attention. If we dedicate ourselves to that, everyone in some way will become a leader. ■

Essentially, a leader means in some way you are willing to confront problems. You are willing to seek out problems and fix them before they happen.

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“I’m Excited that RED is on Its Way to Becoming a Global Phenomenon”

– BS Nagesh

In 2011 and 2012, the Retail Employees’ Day (RED) celebration was just a round of ‘Thank You’s’. In subsequent years, the idea gathered momentum, it became widespread through social media, TV and print advertisements. The positive vibes spread, with more retailers – large and small – jumping on the bandwagon...



A simple idea can sometimes become very powerful. If the idea connects with the people, then it can turn itself into a movement. This is what retail industry stalwart, BS Nagesh, said when he launched one modest idea – Retail Employees’ Day (RED).

The idea was conceptualised in 2011, when BS Nagesh – Founder TRRAIN (Trust for Retailers & Retail Associates of India) met a few retailers and suggested they celebrate December 12 every year, saying a simple Thank You to all those who worked for them, adding soul to their businesses.

From just a few stores celebrating in 2011 to now hundreds of brands and malls celebrating December 12 as RED in India, BS Nagesh’s idea has indeed become a movement.

In 2011 and 2012, the celebration was just around of ‘thank you’. In subsequent years, the idea gathered momentum, it became widespread through social media, TV and print advertisements. The positive vibes spread, with more retailers – large and small – jumping on the bandwagon.

In an exclusive interview, the initiator of this mega-retail program says that the success has only made him more determined to forward his efforts to make retail associates feel cared for...

Retail Employees' Day is into its sixth year of success. How proud are you of what you have achieved today? What more can we look forward to?

If I look back at the last six years and the journey that we have had of just a few stores celebrating in 2011 to now hundreds of brands and malls celebrating in India, I feel very happy. Last year, a few local associations joined in the RED as well. The feather in our cap has been the Federation of Shopping Centers & Retailers (TAMPF) and UAE coming on board to celebrate the day with their retail partners. I am extremely excited that this idea is on its way to becoming a global phenomenon.

And although I am very happy with where we have reached, our dream is to witness the entire world celebrating RED in the next 15-20 years. But yes, the needle has started moving and that is important for us.

Is RED meant for only front-end store personnel? Who else is a part of this celebration?

The whole objective of this day was to create a day for retail employees/associates. I believe, every employee who works for retail – whether he is the Managing Director or an associate – is still a retail employee at the end of the day.

However, over the years, since the celebrations are planned by the management to thank the retail front-end associate, the message that has filtered down is that the event is only for them. I on the other hand, firmly believe that be it offline workers, delivery boys, warehouse staff, backend personnel, managers, associates, supervisors and or even managing directors, everyone should celebrate the day together.

My dream is to take the day global. Just as Turkey celebrates 'Shopkeepers Day', I want 'Dukaandar Diwas' (Retail Employees' Day) to be celebrated all over India one day. It is not just about the brand, but about spreading happiness amongst retailers and retail employees.

How many companies are associated with the RED celebration till now and how do you plan to get more on board?

As of last year, we have had over 350 brands and 80+ malls celebrating the day in India. Over 4 million retail employees have been part of the celebrations in India, Turkey and UAE.

I have just returned from France where many retailers were interested and are keen to celebrate in 2018. We are currently pursuing that. In my lifetime and in this journey, I will continue to talk about Retail Employees' Day to everyone, every individual, every organisation, every corporate, and every country that I visit.

If we look at the mission that we have set at TRRAIN for ourselves, we clearly believe we are a thought leader and a catalyst. Our job is to continuously encourage and motivate people to join hands such that the industry – from the lowest level to the highest level, where human beings are present – can be happy and content. We will continue to work towards achieving this.



BS Nagesh with Inglot employees celebrating RED

Just as Turkey celebrates 'Shopkeepers Day', I want 'Dukaandar Diwas' (Retail Employees' Day) to be celebrated all over India one day.



Arvind brands celebration on RED



BS Nagesh speaks at the India customer service excellence workshop

The most important element is that every employees' individual purpose and organisational purpose need to be aligned. Secondly, every organisation must imbibe customer centricity as its core value.

Tell us about TRRAIN's work in empowering grassroots-level retail staff.

When we started TRRAIN, we identified six areas of work. Each of these areas are directly connected to the way the retail employee has felt. We converted all six into a projects that has moved into execution. Some of these areas are:

- How can we create pride for all those in retail? For that we created Retail Employees' Day.
 - How do we create respect? That was done through the TRRAIN Retail Awards.
 - How do we get inclusion in retail? We launched Pankh - Wings of Destiny through which we create livelihood for persons with disabilities.
 - How do we upskill employees? Through the TRRAIN Aptech Retail Education Program
 - Can we help them to save and earn more? For that we have the TRRAIN Circle project.
- Our whole mission is to upgrade the lives of people in retail, both at work and at home.

What kinds of associations do you aim to build with retailers, industrialists, corporates and the government?

This is very simple. Whosoever is part of the value chain, and whoever has a heart that ticks, we would like them to be involved with TRRAIN so that they can excite and spread happiness for every associate he/she is involved with.

What are the key elements that are necessary for creating a good retail service environment? Explain from both the customer and the retailer point of view.

I think the most important element is that every employees individual purpose and organisational purpose need to be aligned. Secondly, every organisation must imbibe customer centricity as its core value. And lastly, the business as well as the processes must be simple so that everybody involved in the value chain is happy.

Which sector has been more receptive to your initiatives?

Till now, it has been fashion and food with electronics and jewellery playing a smaller role. For me, these four sectors along with automobiles, pharmacy and home improvement should be our target for the next three years.

What does the future of retail hold in the next 10 years?

Even if GDP grows by 7-8 percent, retail will grow because eventually, the consumption is going to grow both online and offline. We will find a shift in the roles and the skills required for the role and therefore the overall requirement of numbers will increase. For instance, the role of a backend merchandiser - which is currently a numerical skill - will get into a job that uses data analytics and Artificial Intelligence. However, the skills required to run a retail business will continue to remain the same. So, I foresee the future of retail as:

- Consumption driven growth in economy.
- Wide spread use of technology, mostly through the mobile.
- Large number of Indians working for retail in different parts of the value chain. 

Thank you

FOR BEING

you



YOUR EARNEST GREETINGS AT THE DOOR,
YOUR EAGERNESS TO HELP,
YOUR PATIENT EAR EVERY TIME,
YOUR PROBLEM-SOLVING WITH A SMILE,
YOUR FRIENDLY ADVICE,
AND YOUR WARM GOODBYES.

WE WOULDN'T BE WHO WE ARE WITHOUT YOU!

RETAIL EMPLOYEES' DAY
DECEMBER 12TH

 **BIBA**



TRUST – THE FOUNDATION TO A GREAT WORKPLACE



In a workplace, trust is built when respect, fairness, openness and credibility become the foundation for every decision and interaction in the organisation.

– By **Kabir Lumba**, MD Lifestyle International Pvt Ltd

Lifestyle International Pvt. Ltd's journey, over the last 18 years, has been heartening. We've not just built a successful business, but a vibrant and dynamic work culture as well, where people come together, collaborate and succeed. What has helped us achieve this? Looking back, what comes to the fore, are not the perks or the programs that we have instituted, but something that is universal, something that is at the heart of all human behaviour and at the core of our DNA – Trust!

This is true for any industry, and even more so for an industry like retail; it is not possible to have a great

workplace and in turn a successful business, if the people who work there do not feel trusted. In a workplace, trust is built when respect, fairness, openness and credibility become the foundation for every decision and interaction in the organisation.

Building a great workplace culture is just like building a great business, it's about getting the basics right. As a business, we ensure that we are ethical and fair, that we listen to our customers and take their inputs on our products and services, we weed out inefficiencies in our system and strive to deliver more seamlessly, we brace for change and plan growth accordingly. Similarly, as a

great workplace, we must be fair to our employees, allow them to speak and listen to their opinions, respect their work and display trust in their judgment, encourage camaraderie and teamwork, provide development and equip them to deal with change. These requirements are basic and yet, they are often forgotten by leaders who concentrate too heavily on the business.

So, how does one embark on this journey of building a great workplace? At Lifestyle International, it all started with measurement. As an organisation, it's important to understand and analyse areas of improvement – areas in which the organisation falls short in delivering a

great employee experience. More importantly, it is to take the feedback received and transform it into necessary actions that will help create a more caring workplace. This does not happen overnight, however, with a concentrated effort and focused approach, it's possible to rebuild and re-engineer workplace culture.

Our success story at Lifestyle International Pvt Ltd., began with leaders understanding the importance of building a great workplace. The realisation was that having engaged employees had a direct bearing on superior customer experience. As business leaders, while we were comfortable with profit and loss, innovation and improving processes, through conscious efforts and focused interventions, we have supported employees through change, invested in their development, and ensured they were inspired by their work, their colleagues and their management. When people take pride in the work they do and are respected for their performance, they're willing to go beyond expectations – they approach their work with positivity and enthusiasm. Such a workplace would just not be a happy and invigorating place to work, it will be a business that is successful. As a retailer, the equation is very simple, when we have happy faces welcoming our customers, they enjoy shopping with us – they have a great experience just like our employees.

To put it simply, building a great workplace, is just that – it's simple. It's about devising policies and encouraging the basic qualities with which we all want to be treated as individuals – trust, respect, fairness and credibility. **IR**



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HOW COMPANIES CELEBRATED RETAIL EMPLOYEES' DAY 2016

Retail Employees's Day (RED) has found widespread acceptance across retailers and brands of all sizes and across geographies. Planning for the event starts over 1.5 months in advance leading to buzz being created one week before the day.

The contribution of shop floor employees among retail employees is undeniable as they are essentially the 'face' of the business – they hold the relationship with the customer, and the effective engagement of these employees is a fundamental part of successful workforce management. It is in this spirit that Retail Employees' Day (RED) was started; a day to thank the retail employees for their untiring efforts all year around.

RED has found widespread acceptance across retailers and brands of all sizes and across geographies. Planning for the event starts over 1.5 months in advance leading to buzz being created one week before the day. Most companies have a separate budget crafted to carry out activities on this day. Top management blocks their calendars every year for Retail Employees' Day and visits stores. It has become an occasion for employees from HOs and stores of different brands to celebrate together.

In India, as many as 350+ organizations and over 80 malls across India celebrated the day last year by organizing various employee recognition and engagement activities such as cultural programmes, free make-overs, team lunches, and outings with family. The celebrations included messages from brand ambassadors, celebrities from the Indian film industry and the Prime Minister's Office showing its support to India's second largest industry – Retail.

The feather in the cap for TRRAIN last year was the association with Paytm and the Business Excellence Department in the Department of Economic Development, UAE joining hands to celebrate Retail Employees' Day. Digital wallet brand Paytm also gave a fillip to the efforts by asking its users to add ₹5 to their payments through the wallet. The amount was matched by Paytm and later was donated in improving the lives of people working in retail.

A short film was also shot and released to encourage customers to realise the importance of retail associates. The film had a combined social media reach of about 5.4 million users.

RED 2016 also saw active participation from other partners in retail such as Capillary and ShopX.

The simple act of saying 'Thank You' also reached over 10 million people across India, Turkey, UAE and parts of Singapore. Year on year, brands strive to make the celebration bigger and better.

Here's how some of the leading brands celebrated the occasion and reflected the spirit of their organisations.

SHOPPERS STOP

Each year, the entire team at Shoppers Stop gears up for the celebrations across all their stores pan India. They decided to take the celebration one step further by doing some façade branding in five of their stores, with a message meant specially for the associates and world at large.

Across some of the stores in Mumbai, they arranged for a group of 20 people, who walked into the store at a designated time, clapped and appreciated the customer care associates. The idea was to get the attention and ensure that the other customers also knew about the importance of December 12, the Retail employees' Day. The response to this was something the associates would happily remember. The responses were:

- Getting senior staff members to take over the billing counter / FCC desk for an hour giving the cashiers a break. They also volunteered to give people a random 15 minutes break on the floor throughout the day.
- Experimental Video - An experimental video was carried out which asked the customers to shop in the store on their own. The shoppers roamed freely without the aid of any associate, security, housekeeping or any other staff and the camera captured their shopping experience without any hassle.
- Selfie Star - A message was sent to the 'First Citizen' customer to click a selfie with any associate and post the image on social media, either on Facebook or Twitter.

Apart from this, some stores also did a red carpet welcome for the associates and programs like free yoga sessions, makeovers, spa services etc were offered.



VODAFONE

Vodafone celebrated RED with a lot of enthusiasm and fun. Kavita Nair, EVP Retail & Digital along with Suvamoy Roy Choudhury, Director HR addressed, acknowledged and thanked more than 10000 retail employees across the country through a webcast.

At the store level, multiple employee engagement activities like musical welcome, the conversation starter cards 'I collect Customer Smiles,' personalised mugs, pens and hand written 'Thank You' notes were given to the associates.

Vodafone also invited families of the employees to their respective stores and offices. Interaction sessions were conducted to make the family members aware about the Vodafone health-safety and well being programs.

@HOME-NILKAMAL



The team at @home celebrated Retail Employees Day, December 12, by thanking their employees for their contribution and efforts in giving their customers the best shopping experience.

Every store employee was asked to invite one family member (spouse/mother/father) for the celebration. Stores were closed by 7.00pm. A dinner was arranged along with games for the employees and their family to participate. Employees were asked to come forward and share a story on 'My Happiest Memory as a Retail Employee with @home.' A special backdrop was put up at every store to celebrate the occasion.



RELAXO FOOTWEAR



Relaxo celebrated Retail Employees' Day on December 12, 2016 at their respective outlets and offices. They circulated "Thank You" messages and also cut a cake. Rewards and recognition were also given to the best employees of the second quarter.

LULU MALL

As a token of appreciation, LuLu Mall celebrated and wished their retail employees on the Retail Employees' Day with a cake cutting ceremony where they invited all their employees and celebrated the moment.



EVOK

Retail Employees' Day was celebrated with great enthusiasm and fervour at all the 14 stores at EVOK. The celebrations included store managers appreciating the team and talking to them about the history and significance of Retail Employees' Day celebration.

Each employee was given a rose and words of appreciation for his/her contribution to the team was mentioned. Employees also shared their experience with the organisation one by one.

Games like musical chairs, ball throw in the box, and other entertaining activities were conducted. A cake cutting ceremony was conducted at the end of the day.

A small bowl of chocolates was kept at the cash counter and customers were asked to give chocolates to the store managers as a token of appreciation for their dedication and contribution to the retail industry.



Padmavati

Music & Direction By Sanjay Leela Bhansali



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INORBIT MALL

Inorbit malls across India celebrated Retail Employees' Day in a lively way. They kickstarted the morning session with a red-carpet welcome for all the retail staffs at the main entrance followed by:

- Thank you note to your favourite employees, thank you note by customers.
- Zumba and yoga workshop for the retailers.
- Flash mob to say 'Thank You' to all retailers present in the mall.
- Distributed certificate to the best employee.
- Cake cutting.

Further they also tied-up with their retail staff to get special offerings for all retail employees within the mall premises in Cyberabad. Special discounts were given to the retail staff on food and services

- Special meal offers at the McDonalds.
- 25 percent discount on food at Swaadh.
- Special prices offerings at the Baskin Robbins outlets.
- 30 percent discounts on selected services at Envi salon.
- Bounce offering 25 percent on all services.



ORION MALL



Orion Mall celebrated Retail Employees' Day by acknowledging and thanking their retail staff by giving them a small token of appreciation along with a 'Thank You' card personally.

VIVIANA MALL



Viviana mall, Thane celebrated Retail Employees' Day with retailers as well as their employees. For retailers, Viviana hosted a cultural event where employees of retail brands performed cultural dance. Teams from Lifestyle, Pantaloons and Splash took part in the cultural dance program.

A professional emcee entertained the audience through spot quizzes and interesting narrative. Winners of spot quizzes got attractive shopping vouchers. This was followed by cake cutting with teams of all retailers.

The management team at the Viviana Malls believed that the event gave employees a chance to participate in the games, sing songs and demonstrate their hidden talents over an informal lunch. The event also proved to be a part of employee engagement platform, which helps in bonding, rejuvenating and interacting amongst the retail community.



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TRENT



The Trent family like every year came together to celebrate Retail Employees' Day (RED) on December 12 with a bash to make it special. 4000+ employees across India joined hands to mark the occasion. The objective was to thank each individual for their commitment and dedication towards the organisation.

Various activities were conducted at all the 102 stores across India, corporate- Head Office (BKC), backend Fiora office and distribution centers.

STORES:

- A surprise 'Thank You' sms was sent to every employee.
- Staff meeting was conducted before the opening hours of the store in presence of the store managers, external staff including brand Staff, housekeeping and security).
- A gratitude video from Philip Auld, the Managing Director, was broadcasted on the staff-room TV screens during this gathering.

KEY MESSAGE IN THE VIDEO:

- 'Thank you' on behalf of the Board and Head Office.
- The reason we are excited about our future is because of what you do everyday
- You make this business what it is -you are Westside, you are Zudio, you are Landmark - you make our brand what it is
- Take this moment to appreciate your colleagues who help you everyday
- A 'Thank You' card along with a chocolate was given by the store manager to each of the store staff
- Cake cutting ceremony was held at each store to mark the occasion
- Games and other fun oriented activities were held at the stores.
- Personal 'Thank you' emails were sent by Philip Auld to all the stores employees.



- Personal 'Thank You' mails dedicating the day to each staff at store were sent by Bryan Da'Silva, Operation Head.
- Staff who contributed to the 'Tata Volunteering Week' were given appreciation certificates
- A printed 'Feedback Card' was shared with all Department Managers at each store. The manager approached customers and explained them the concept of 'Retail Employees' Day' and requested them to write few words of appreciation for the staff.
- The feedback was put up on the notice board for the employees to read the customers feedback next day.

CORPORATE

- A 'Thank You' sms was sent to every employee
- Link of a gratitude video from Philip Auld, was shared with all corporate staff via email
- A surprise 'Thank You' card along with a chocolate was kept on the desk of each employee before the day began
- Personal 'Thank You' by emails were sent by Philip Auld to the all the employees
- Email sent by HR inviting everyone at Head Office for a cake cutting celebration at the cafeteria
- Store employees (newly promoted department managers) from all across India were present at the Head Office and were included in the celebrations at the Head office

FIORA OFFICE AND DISTRIBUTION CENTERS

- A surprise 'Thank You' sms was sent to every employee
- Link of a gratitude video from Philip Auld was shared with all the Backend staff
- A surprise 'Thank You' card along with a chocolate was kept at the desk of each employee before the day began
- Personal 'Thank You' emails from Philip Auld was sent to all employees.



PULPINDIA.COM

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It's **Retail Employees Day** and we would like to celebrate it by thanking all the retail employees across India.



CLOTHING



MRVL

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ADLABS ENTERTAINMENT

Adlabs Entertainment ensured that December 12, Retail Employees' Day would turn out to be a special day for their employees to cherish. A special RED badge was given to every employee to mark the occasion. Senior manager addressed the employees and thanked them for their contribution. Later games and other activities were organised to keep the employees engaged. The day ended with a cake cutting ceremony.



TBZ- TRIBHOVANDAS BHIMJI ZAVERI

TBZ, the jewellery store, celebrations included a grand welcome for their employees as they walked into the store followed by a round of appreciation from the senior staff. Personalised letters, a rose and a chocolate was distributed to every employee followed by a cake cutting ceremony.



MADURA FASHION & LIFESTYLE

Celebrations at Madura fashion & Lifestyle included

- Cake Cutting
- Games and other activities
- Distributed 'Thank You' keychains
- Fashion show and ramp walk

The new initiative which was launched last year was the 'Style Icon of Madura' contest. The employees were asked to wear their merchandise and click a selfie in a striking pose and send their pictures to the management. The lucky winner was given a special gift hamper.



**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.

RAYMOND

Retail Employees' Day is celebrated every year on December 12. Raymonds celebrated its fourth consecutive year celebration by organising a gala event. To celebrate the awesomeness of their frontline heroes, Raymond took various initiatives to engage and celebrate with their retailers and employees.

RAYMOND RETAIL PREMIER LEAGUE (2016):

Raymond conducted the 4th edition of Raymond Retail Premier League (RRPL). The exclusive cricket tournament for Raymond store employees was played all across the country. 42 teams from all regions participated in the tournament. The league matches were played in the regions and the finals were conducted at the Raymond office in Thane.

ColorPlus, Mumbai emerged as the RRPL 2016 Champions. The winning team was rewarded with prize money of ₹25000/- along with a trophy and a certificate of participation. Adhir Mane, the CHRO, applauded the energy and spirit of the players and their stores who made RRPL a grand success.



AV MESSAGE:

An engaging AV message was created and broadcasted across all regional offices and stores PAN India on December 12. The video had messages from the CEO & senior management, who thanked the untiring efforts of the retailers and also shared their vision with them. The video was uploaded on social media and was widely viewed and appreciated.

ENGAGEMENT AT STORES:

The engagement of their rockstars was the key and they wanted to weave wider smiles on their faces on the special day. Fun boxes to all the stores were sent which had 'Thank You' card with message from the CEO, selfie props, badges for each employee, a message tree, Thank You messages from the leaders for the message tree and many more interesting stuff.

The staff from their Corporate & regional offices management staff visited the stores and made the celebrations even more enjoyable. Cake & snacks were arranged for them



on the occasion. This entire celebration was appreciated by all employees.

SMS BLAST TO INTERNAL EMPLOYEES:

SMS with a 'bit' link to all was sent to all the Raymond employees, encouraging them to write a message for the retail employees. These messages were later collated and shared within the stores.

CELEBRATIONS AT CORPORATE OFFICE:

Message trees were kept at the entrances of the office. Employees wrote their messages on the cards and left them on the tree. These messages were later collated and shared with all employees.

LAUNCH OF ACE AWARDS:

An exclusive Reward & Recognition program – ACE Awards, was introduced for the retail employees. The program would be a powerful tool to motivate & reward their employees for their significant efforts in making Raymond a great place to work. The ACE Awards were rolled out effectively on January 1, 2017.

HYPERCITY

- Red carpet welcome was given to the employees at the entry by the store manager & store HR
- Tilak and sweet distribution
- Store manager addressed the employees with a 'Thank You' note and also explained them the significance of Retail Employees' Day
- Games and entertaining activities were conducted
- Cake cutting and snacks party
- 'Thank You' cards were distributed



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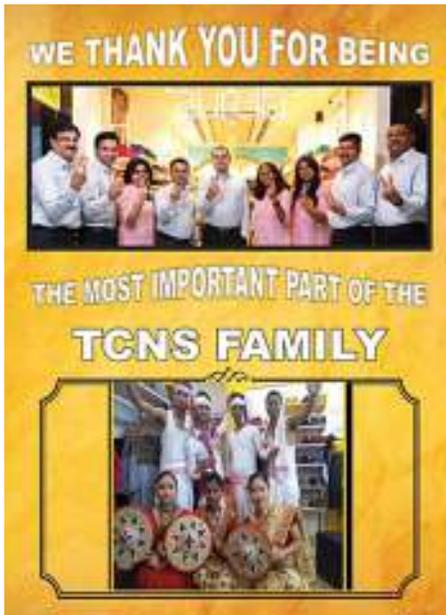
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SHOP X

ShopX, India's leading B2B commerce platform which powers retailers across the country, announced a one-year Educational Scholarship program in association with Trust for Retailers and Retail Associates of India (TRRAIN). The scholarship program was designed for ShopX retail partners to support their children who are pursuing their education from the 5th to 12th standard. Each selected student under the program would be awarded up to ₹25,000 per annum.

On the occasion of Retail Employees' Day, ShopX kicked off this initiative by selecting 9 students from different states of India including Karnataka, Andhra Pradesh, Telangana, Kerala, Chhattisgarh, Gujarat, Tamil Nadu and Mumbai. The scholarships were awarded by BS Nagesh, founder of TRRAIN, who graced the event as the Chief Guest.



TCNS CLOTHING - W & AURELIA

TCNS Clothing - W & Aurelia celebrate the day in the following manner: Special message from the CEO, as well as 'Thank You' messages from the HOD was sent to all the stores managers and employees.

Awards & certificates to

- Long Service Rewards
- Highest Like to Like growth
- Highest Average Transaction Ticket
- Highest Mystery Shopping Score

Groupie (Selfie Contest)

Master Mind - A knowledge based activity competition was launched almost a month prior in November.

- **Round 1:** City level - Competition between store teams in same city.
- **Quarter final round:** Winners of various rounds in same city competed and city winner was announced
- **Semi final round:** Winners from various cities in same region competed and regional winner was announced
- **Grand finale:** Winners from 4 regions competed against each other and the National Level Winner was declared on the Retail Employees' Day.

CROMA - INFINITI RETAIL LTD.



Croma celebrated Retail Employees' Day on December 12, 2016 across all its stores and distribution centers in India. The CEO addressed the employees and their families for the support and hard work to make Croma the brand it is today. A one on

one experience sharing session followed the speech in which the employees spoke about the journey and experience at Croma.

The store manager also distributed 'Thank You' card along with a chocolate as a gesture of appreciation. Lists of individual activities such as cake cutting, pot lunch, games were conducted at the individual stores.

CAPILLARY

Omnichannel engagement and commerce platform solution provider Capillary Technologies launched Capillary Scholar on Retail Employees' Day. The program is aimed to provide a springboard for the retail store staff to graduate and succeed in their career and also empower them to realise their dreams and aspirations.

The scholarship program aimed to fund undergraduate program BBA - Retail for 50 retail associates.





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Raymond: CELEBRATING THE TRUE AMBASSADORS OF RETAIL

Raymond says they are extremely proud of their frontend rockstars who push the envelope further every day, setting new standards and the bar really high for immaculate service...

Raymond has been celebrating Retail Employees' Day for many years now and as each year passes, the excitement around the day increases manifold.



Raymond – which has evolved as one of the largest players in integrated production of worsted suiting fabrics and has won many titles including the 'Most Respected' Textile Company in India – proudly celebrates its

employees on December 12 every year. The brand provides 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 Raymond Ready To Wear, Park Avenue, Parx, ColorPlus, Raymond Made to Measure and Nextlook & Ethnix.

It is emerging as a leading fashion and lifestyle conglomerate in India and globally at an aggressive pace.

The brand's growth story is accelerated by excellent service, delivery and relentless efforts to design stores that lures in consumers. Trained retail associates work towards retaining these consumers. Frontline Rockstars ensure every day that customers take a little bit of Raymond when they go back.

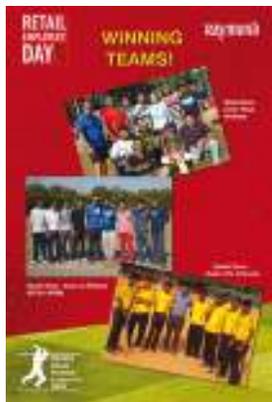
Raymond says they are extremely proud of their frontend rockstars who push the envelope every day, setting new standards and the bar really high for immaculate service.

Some of the key initiatives that Raymond has planned this year are:

Raymond Retail Premier League (RRPL): RED celebrations start with the 5th edition of this grand cricket tournament at a national level. Retail employees from all store formats participate in this mega event. The finale is celebrated at Thane. This event is the mood setter for December 12.

Let's Ply Together on RED (Engagementin Store): We PLY is an employee engagement activity in store:

- A kit containing Thank You cards and various selfie props are send across along with a cake to the stores.
- Employees from backend teams including business heads and senior leaders visit stores and celebrate with frontend retail associates.



- Message Trees are installed at various prominent places in the Raymond Campus and employees are encouraged to write messages and tie them to this tree, which is then sent to frontend employees.

Offering BBA (Retailing) Course for Undergraduates:

Raymond has decided to uplift the educational status of frontline employees by offering them an opportunity to complete their graduation. In collaboration with IGNOU and Retailers Association of India (RAI), Raymond is sponsoring 3-year Bachelors in Business Administration in Retailing (Distance Learning Program) course for deserving employees.

Launch of TRRAIN Circle App

- Raymond is also going to sponsor the TRRAIN Circle app for frontline retail associates. TRRAIN Circle is setup as a closed user group discovery platform that aims to improve the lives of retail employees (across modern and traditional retail) both at work & home by:
 - Stretching Income: Reducing expenditure and increasing savings through product offers and deals (Eg: mobiles, groceries, footwear, apparel, food and dining, recharging phones etc) Making services and knowledge more affordable and accessible (Eg: Skill development, Banking, Insurance & Investment products, Fractionalized Gold, Microfinance etc)
 - Offering support and assistance leading to an improved life (Counselling, Yoga, Retail Radio, content on health, nutrition, career, financial literacy etc.)

Raymond Retail Got Talent (RRGT):

To bring hidden talent of retail associates to the fore, Raymond has announced a very exciting Talent Contest which would enable frontliners to share latent skills - apart from their customer centricity and selling capabilities including in areas like singing, dancing, mimicry, stand-up comedy and more. The platform RRGT has been created to engage employees creatively. The buzz around it is already high and the finale will take place on December 12.

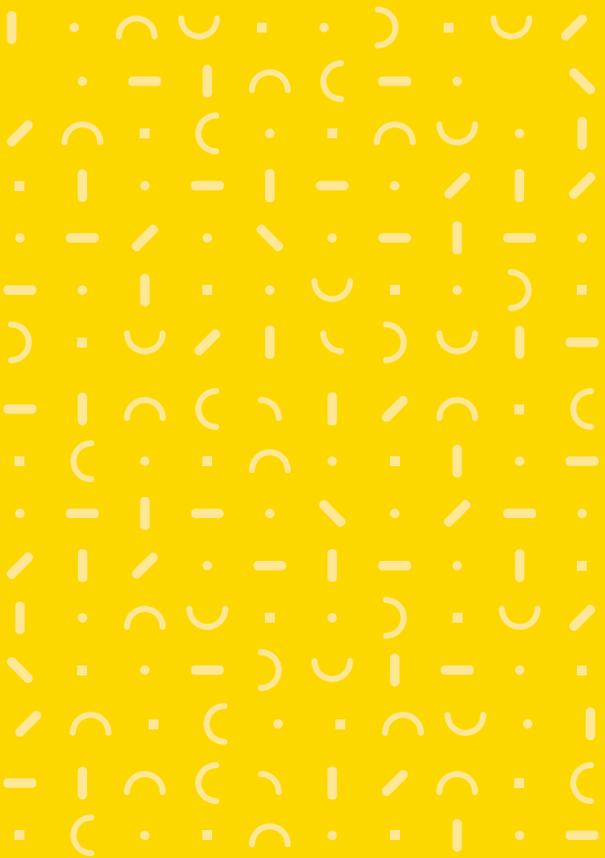


As another year comes to a close, Raymond thanks its retail employees and wish them many bright smiles.



A HAPPY ROAD TO A BRIGHTER FUTURE.

**THANK YOU TO ALL THE PEOPLE
WHO MAKE THE LANDMARK GROUP
A BETTER PLACE EVERY DAY.**



**IT'S THE EMPLOYEES
WHO ARE THE
FOUNDATION OF
EVERY COMPANY,
AND OUR SUCCESS
IS EQUALLY YOURS.
LET'S CONTINUE
THIS JOURNEY OF
HAPPINESS TOGETHER.**



Thanking our more than 20,000 employees
on Retail Employees Day.



RED CELEBRATIONS IN TURKEY

THE ‘PEOPLE’ FOCUS IN RETAIL

People play a pivotal role in retail, one of the largest industries globally. In the US, retail supports almost 42 million jobs – about one in four – and contributes \$2.6 trillion to the country’s GDP. In India, retail currently employs over 43 million people and is among the fastest growing industry sectors that has witnessed remarkable transformation over the last two decades.

The ‘people’ factor lies at the heart of retail. If your retail staff is happy, they will engage with customers and satisfy them, thereby generating better sales for your company. To be happy, they must feel valued and should be well taken care of. Only then will they create the positive ambience that builds customer loyalty.

One of TRRAIN’s flagship programmes is Retail Employees’ Day (RED), held annually on December 12 in partnership with the Retailers Association of India. An India-specific initiative that has spread to Turkey, RED celebrates the efforts of retail employees in member establishments in the participating country. The UAE joined the initiative in 2016.

Rupkatha Bhowmick spoke with the Business Excellence Department of Dubai’s Department of Economic Development (DED) about its partnership with TRRAIN to introduce RED in the UAE

“We were impressed by the way TRRAIN launched this initiative in India and Turkey. We saw this as a great opportunity to partner with TRRAIN to bring RED to the UAE,” says Shaikha Ahmad Al Bishri, director of DED’s Business Excellence Department.

“RED is not a one-day event. It’s about creating a positive and happy environment all-year-round by taking care of retail associates. If retail associates are happy, they make customers happy. If customers are happy, business grows and benefits the economy. When all of us are happy, we can achieve our goal of becoming the happiest country in the world,” she adds.

The Business Excellence Department sent messages to the 2,000 or so retailers who are members of its Dubai Service Excellence Scheme (DSES), urging them to celebrate the day and share stories of their celebrations under the hashtag #BEDforRED. The objective is to build a culture within retail organisations that appreciates the efforts of employees through the year.

“Over four million people in India and Turkey have celebrated RED until 2015. With the UAE coming on board in 2016, we have added over 35 nationalities to the initiative,” Al Bishri emphasises.

“We had little time to publicise

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RED CELEBRATIONS AT ORION MALL, INDIA

RED's message but it was heartening to see around 10-15 businesses in the UAE, representing around 40 brands, participating in the celebrations. They included Apparel Group, Majid Al Futtaim, Axiom Telecom,

UAE Exchange, Al Ansari Exchange and Aafaq Islamic Finance, among others," she continues.

"We felt the time was right to build awareness about RED among our member retail outlets," says Al Bishri. "Retail contributes a large share of Dubai's GDP and is also the leading employer in the emirates. People in retail work hard to generate business for their companies and help them retain their clientele. They engage with customers and build the loyalty that nurtures their company's consumer base. If you look after your people, they will look after your business - it's that simple."

"We would like to grow our collaboration with TRRAIN, first in the UAE and then beyond. That's well in the realm of possibility because retail groups in this region partner with the who's who in retail globally. Once the local groups begin celebrating RED, the word will spread, encouraging

other international brands to join hands with us," she feels.

"The UAE is a melting pot of cultures, with people from different nationalities coming to live and work in the emirates," observes Seema Sequeira, senior

specialist, Business Excellence Department.

"They come with different expectations so motivating them in a multicultural work environment takes a lot of creative thinking. But there are many simple things that



Shaikha Ahmad Al Bishri

Over 4 million people in India and Turkey have celebrated RED until 2015. With the UAE coming on board in 2016, we have added 35 nationalities to the initiative.

THE DSES REPORT AND AWARD

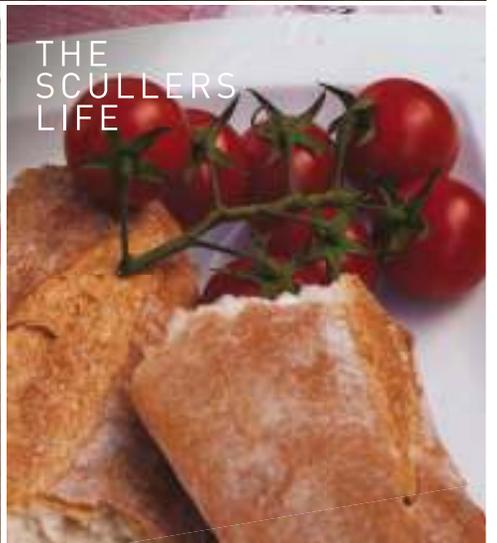
DSD's Business Excellence Department has been working under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and ruler of Dubai, for the past 22 years. It organises three awards ceremonies - the Dubai Quality Awards that focus on quality in the UAE's public and private sector; the Dubai Human Development Award that focuses on HR and how employees can be developed within an organisation; and the DSES, which, as the name suggests, focuses on building customer service by reviewing and assessing retail outlets in the UAE.

"We conduct mystery shopping at over 2,000 of our member retail outlets for the DSES award. They cover 184 brands in 90 retail companies across 18 categories such as fashion, footwear, food service, jewellery, leisure & entertainment, money exchange and travel & tourism. The number of brands and categories keeps growing. We submit a report at the end of each quarter that highlights the performance of each retail outlet and its employees. The review helps them to evaluate their performance and pinpoint areas for improvement," Al Bishri explains.

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businesses can do to make their associates feel special. It could be writing appreciation notes, cutting a cake on their birthdays, giving gift vouchers or travel tickets. Appreciation can be shown in many ways to reinforce trust in the company.”

“Commemorating RED is also a good way to make people feel special and acknowledge the value they add to business,” she adds.

“Your workforce wants appreciation, whether



Seema Sequeira

Your workforce wants appreciation, whether you're in retail or any other industry. If you appreciate their efforts, the message spreads, inspiring other businesses to do the same.

you're in retail or any other industry,” Sequeira continues. “If you appreciate their efforts, the message spreads, inspiring other businesses to do the same. If one retailer in a shopping mall commemorates RED, there will be a snowballing effect, with others also joining the celebrations. Such appreciation boosts morale and inspires associates to enter into more meaningful conversations with customers and upgrade the services they offer.”

Worker retention is high priority in an industry like



RED CELEBRATIONS AT IMAGICA, INDIA



RED CELEBRATIONS IN TURKEY

retail where worker attrition rates are high. Enhancing career advancement plans is good strategy for worker retention. This requires more learning and development opportunities, more so in the UAE's multicultural environment where the majority of workers in the private sector are expatriates.

“Both the large retail groups and the smaller ones under DSES focus on learning and development schemes. We prepare a report on these schemes, rate the units covered, then share the findings with our members every quarter. The ratings cover a range of elements that include physical appearance of the store, branding, pricing, cross

selling of products down to the vital element of offering an enjoyable customer experience and making the sale. If the ratings improve, that's great. If not, businesses get the opportunity to plug the gaps. We also have a 'Happiness Meter' to gauge the level of customer satisfaction in all the retail outlets under DSES,” Al Bishri shares.

“Training and development is a measurable input. Most retailers like the Apparel Group, Landmark Group, Majid Al Futtaim and UAE Exchange implement initiatives like shopfloor and classroom trainings. The Apparel Group even simulates a retail environment – it could be a

Nine West or Aldo store – in their training room to offer a 'real-time' experience in their classroom trainings,” Sequeira complements.

“The competition in every retail category is tremendous,” Al Bishri points out. “Given the diverse workforce – nationality, religion, culture, expectations – training and development becomes all the more challenging. The workers have to be brought on the same platform to inculcate a unified view of the company's goals and objectives. All this cannot be put down in a process manual, given the range of differences. Hence, training as well as initiatives like RED will go a long way in retaining the best talent.” **R**

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VR CHENNAI



VR SURAT



VR BENGALURU



VR PUNJAB

Virtuous Retail develops and manages community oriented retail and lifestyle centers across India. Over the last 9 years, VR has redefined the spatial retail experience for consumers by delivering innovative centers that seamlessly integrate shopping, hospitality, food, leisure and entertainment including current flagships **VR Surat**, **VR Bengaluru**, **VR Chennai** and **VR Punjab** (recently acquired North Country Mall).

Inspired by the soaring Gopurams of the temples of Chennai and the technicolor of Madras Check, VR Chennai is strategically positioned in Anna Nagar which is part of the prime growth corridor of the city. This striking contemporary addition to Chennai's rich heritage will redefine the city's landscape.

- Offering 1 million sq.ft. of high quality retail opportunities, a vibrant mix of international, national and local retail and F&B opportunities
- LEED Gold certified
- VR Chennai will give you access to a Primary Catchment of 500,000 SEC A and B shoppers, accounting for 25% of the city's population
- Key Anchors and Brands include: PVR Cinemas, Sephora, GAP, Aeropostle, Lifestyle, Home Center, Max, Forever 21, McDonald's, Simon Carter, Allen Solly, Reliance Digital, Reliance Trends, Häagen-Dazs, People, Peter England and Van Heusen



THE **GOOD** PART ABOUT **RETAIL** IS THAT ANYONE AND EVERYONE CAN **SCALE THE HEIGHTS**

The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Every retailers' greatest asset – their own employee base – can make a powerful difference when engaged in these efforts. Suresh Sadhwani, CEO, Brand Factory shares his journey in retail and the 'people focus' aspect of building his organisation...

– By **Suresh Sadhwani**, CEO Brand Factory

Give us a brief introduction of your background and your journey in retail.

I am a B. Com graduate, born and brought up in a middle-class business family. As luck would have it, I was the first one to move out of family business and get into the service. Retail was a far cry back then and was known more as a tailor and nothing much was known about it.

I got a job of sales assistant at 'The Wearhouse', one of the retail outlets in Kolkata in 1995. Though it was not a professional set up, it gave a solid base which helped me in getting a job of team leader at the Pantaloons in the same year.

At the Pantaloons Gariahat Store in Kolkata, I actually began my professional career. Slowly and steadily, I climbed up the ladder to become ADM / DM / ASM and eventually became the store manager of Pantaloons Camac in 2001. Later, I was promoted to head the eastern zone. We opened many successful Pantaloons stores in Bhubaneswar, Guwahati, Siliguri etc.

In 2010, I moved to the corporate office in Mumbai and was asked to head operations for Pantaloons. In 2013, I was leading 'Brand Factory', the only discount chain in the country. The last few years have been a journey where both Pantaloons and the customers discovered the immense proposition the format brings.

What have been the key learnings from the first few years of your career?

Retailing is trading, and it is as simple as that. It gets complex as the scale increases. For me, a combination of 'handling inventory', 'customers' and most importantly 'a good team' was the core of it then and even now.

How has that helped you in leading your current organisation?

I believe that the ground level knowledge, that comes only by experience helps in understanding and solving the problem at the stores, both from a customer and staff point of view. If one can relate to the problem, he can definitely solve it.

What would you say are the key factors in building a retail organisation as a great place to work?

If we are the ear of our teams and just listen to them with our heart, there is no issue that the problem cannot be resolved. If the communication medium is good and problems are taken care off, the team is happy and is on your side. It is a win-win situation completely, we get a great team that leads to a great feedback and service mechanism.

Retail is not a rocket science, as people are at the core of it. It should start and end with them and rest works around it.

Would you recommend retail as a career option to the young aspirants of India?

The good part about the retail is that anyone and everyone can scale the heights. All you need is dedication and common sense. Once you get that going and start loving what you do, it gets simpler and successful. Retail gave me the opportunity, despite me neither having any experience nor specialised skills of it. 

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TRRAIN RETAIL AWARDS 2016-17

‘RETAIL’ CHAMPIONS

HARSH MARIWALA, CHAIRMAN, MARICO FELICITATED THE WINNERS IN A GLITTERING EVENING ALONG WITH B S NAGESH, FOUNDER, TRRAIN.

TRRAIN organised the sixth edition of its flagship TRRAIN Retail Awards 2017 in Mumbai on Day 2 of the Retail Leadership Summit, which was in turn organised by Retailers Association of India (RAI) on February 16, 2017. The event awarded front end retail associates working across the retail sector for their exceptional customer service initiatives across categories like food, specialty stores, department stores, malls and QSRs. Persons with Disabilities (PwD's) retail associates were also recognised for demonstrating excellence in their jobs as special category winners.





National Winner- Gold



THE GIFT OF HAPPINESS

**SOMNATH WAGH | SHOPPERS STOP
| PUNE**

It was festival season and the mall was crowded with shoppers who wanted to buy gifts for the occasion. One such shopper was Patil, who wanted to buy gifts for his staff. Somnath attended Patil, showing him varieties of products that he could buy - but the customer wasn't satisfied. Somnath then suggested a combination of products that could be put together and gift wrapped beautifully. The customer was happy with this - he ordered 80 sets of those gifts to be delivered before 10 am the next day. Once the customer left, Somnath started to sort out the order. He began tracking the availability of the products in the stores at different locations. The products had to be collected from 3 different stores in the city. With the help of one other colleague, Somnath managed to source all the products by 5 pm that evening. The giftwrapping could only start around 9:30 pm. By then, everyone including the giftwrapping employee had left. Somnath and two of his colleagues stayed back and wrapped each gift individually until midnight.

At 8:30 am in the morning, the delivery van arrived, the products were loaded and the delivery was done. Patil was in the banking sector and wanted to go and deliver gifts to the employees in different banks. There was one more problem - the vehicle was too small to fit in all the presents. Somnath immediately offered that he could accompany Patil in the store vehicle. It was the last working day of the week for all the banks and the distribution had to be done before they closed at 2 pm. Somnath and his colleague went with Patil, delivering each gift with a smile on their faces. The gifts were all given on time and Patil was extremely pleased with this delightful customer service experience.



National Winner- Silver



A CARING HAND

**PURABI DAS | DOMINO'S
PIZZA | GUWAHATI**

One evening, a mother and her 4-year-old son walked into Domino's as the child wanted to eat pizza. Purabi assisted them with their order. After a while, there was a strange smell and Purabi noticed that the child had puked on the pizza. The mother was embarrassed since there were other customers all around them. Purabi acted quickly. She reassured the mom and asked her to remain calm while she cleaned the table. She even took the child to the washroom and helped him clean up. With permission from the mother, Purabi gave the child some oral rehydration solution to make him feel better. She then got them seated at another table and gave them another complimentary pizza along with a coke. The guest was speechless. She had never experienced this kind of turning around of a situation, all thanks to Purabi.



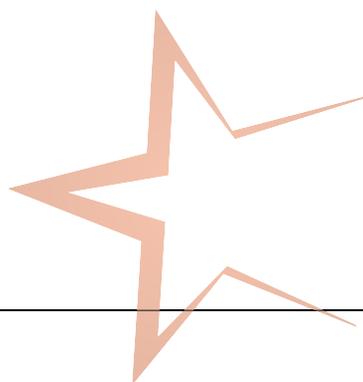
National Winner- Bronze



THE SERVICE HERO

**JITENDRA KHARVAR |
HYPERCITY | MUMBAI**

Jitendra is always eager help customers who need assistance in shopping. One day, a businessman stopped by at HyperCity to buy a few products. Jitendra offered all the help he could. By the end of his shopping trip, the customer asked for Jitendra's number in case he needed any future help. A few days later, the customer called Jitendra and asked for an urgent favour. He said that he was out of town and wanted a few things delivered at his residence as some people were coming home and his wife would require certain things. Jitendra informed him that he was on duty, but would make the delivery during his lunchtime. Jitendra had to get the billing done beforehand but he didn't have any money. He borrowed some from his colleague and bought the necessary products. It was raining heavily outside, but that didn't deter Jitendra. He got on to his cycle and made the delivery on time. Some days later, the customer asked for Jitendra's help again and messaged him a list of products. Once again, he successfully met the customer's expectations. The customer is so impressed with Jitendra's service that he has only one thing to say - "You're a hero!"



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 & traditional), at an all India level to create industry case studies and benchmarks for customer service excellence in retail in India.



JAIMIN GANDHI & VISHAL GAJJAR

NATIONAL WINNER- INTEGRITY

HONESTY & PERSEVERANCE

JAIMIN GANDHI & VISHAL GAJJAR | TITAN EYEPLUS | AHMEDABAD

The incident took place in 2009 when Patel came to the Titan Eye store to get his glasses serviced. He was in a hurry and told the staff that he would come back later and collect them. The spectacles were serviced and kept ready, but Patel didn't return. Eyewear consultant Vishal Gajjar and cashier Jaimin Gandhi called Patel's residence and were surprised to learn through the caretaker that he had left the country and would only return a few years later. They could have delivered the spectacles to his residence but there was a concern – the glasses had a 22-carat gold frame and it wouldn't be safe to leave them in the hands of anyone else. For the next four years, Jaimin and Vishal called his residence every month to check if Patel had returned. In 2013, Patel returned to the country and was pleased to know that his spectacles were safe. He told Vishal & Jaimin that we would come over and collect them. But once again, Mr. Patel had to leave the country urgently. This didn't deter Jaimin and Vishal who continued to keep in touch with Patel. Finally, in 2016, Patel was back, and the spectacles were delivered to him at his residence safely. In conversation, Jaimin and Vishal realised that Patel didn't know about the gold plating in the frames. The customer was overwhelmed because of the way these two employees had safeguarded his valuable spectacles for all these years and was amazed at the display of their integrity.

NATIONAL WINNER- PERSONS WITH DISABILITY

SHINING SILENTLY

ARVIND KADHANE | PANTALOONS | MUMBAI

Even with his visual and hearing impairment, Arvind is very passionate about his job. On a busy Sunday, a customer walked in with two children. Arvind was more than happy to assist. Having being trained to understand requirements, he quickly assessed the needs of the customer and started helping her with all her requirements. Since the mother had two children to manage, Arvind went out of his way to make the shopping experience as smooth as possible. When the customer needed a frock in a smaller size, he tracked the required size in the warehouse and brought it in. Arvind was quick and polite through the service. The customer felt so special, she made it a point to leave some feedback saying that Arvind was a gem and one of the best employees of the store.



ARVIND KADHANE

NATIONAL WINNER- BEING HUMAN

THE BRAVEHEART

SAMUNDEESWARI. S | DOMINO'S PIZZA | OOTY

One day, Sisira, a student in Ooty, walked into Domino's Pizza. Sometime during her visit, she used the washroom. She suddenly didn't feel too well and fainted on the bathroom floor. Samundeeswari, a Domino's employee noticed this and rushed to help Sisira. She quickly gave her the first aid and then sought the advice of a doctor who was at the outlet during the same time. When the doctor told Samundeeswari that it was best to take her to the hospital, she got into an auto rickshaw and took her to the nearest hospital. When Sisira settled down a little, Samundeeswari called the Principal of the hostel and informed him about the situation. She, along with her colleague Mahalakshmi, waited till the Principal came. By this time, it was already late but Samundeeswari was just glad that Sisira was in safe hands. She even reassured Sisira's father that everything was okay, while he made his way from Hyderabad to Ooty. Sisira recovered and her father paid the outlet a visit to thank the manager, the staff and the exceptional Samundeeswari, who had shown bravery, courage and kindness.



SAMUNDEESWARI. S

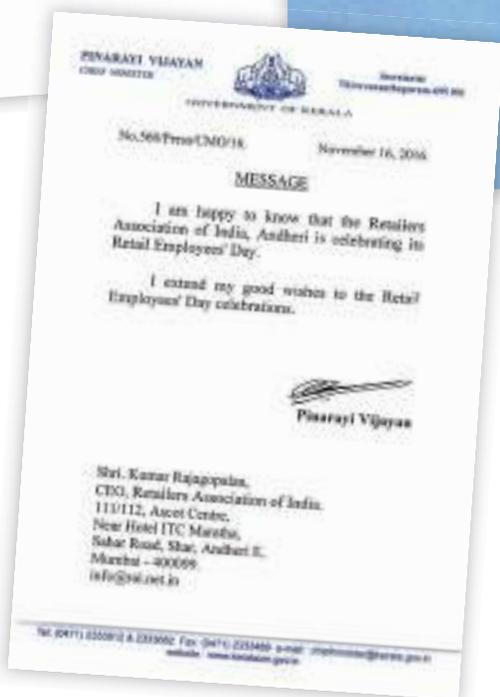
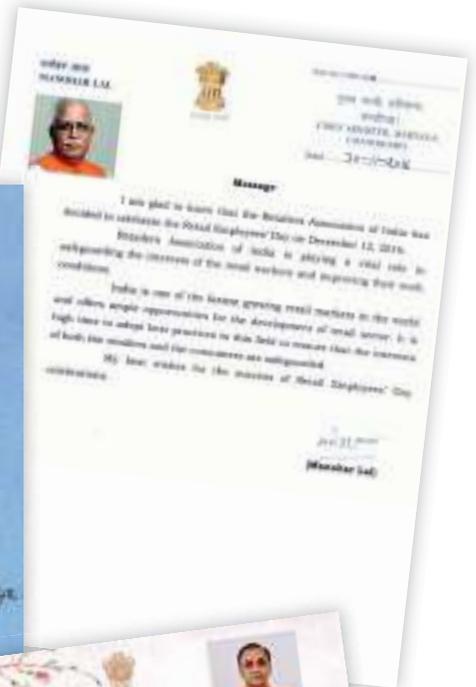
pledge

'I Pledge to Celebrate'

In a joint initiative by TRRAIN & RAI, co-founders, CEO's, HR managers and retailers alike were asked to post selfies with a placard 'I Pledge to Celebrate' to mark the Retail Employees' Day 2017 celebration.

C S Senthil Director, Sakthi Agency | B A Srinivasa , Vinay, Shankar (Team Viveks & Co) | Girish Pai, Director, Naturals Ice Cream | Deepak Aswani, Aswani Lanchmandas Group | Deepik, Director, Brocade | Hemanth, CEO, Sri Krishna Sweets | Jagadeesh, Director, PSR Silks | Kothandaraman Shetty, CMD, Viveks & CO | Muneer VV, MD, Refoc Trading Company (Focus Hyper and Greens Super Bazar) | Saravanan, Director, Rangaswamy Chettiar Sons & CO | Siyavudheen KA, MD, Grand Fresh Super Markets and Hypermarket | DiptiParab, Sr HR Manager, Skechers & Team; | Muthuswamy, Director, SreeVenco Jewelry | Prabu Sankar, Director, ABook Gallery | Sagar Daryani, Co-Founder, Wow Momos | Sandip Bhattacharya, Chief People Officer, East Future Retail | Senthil Kumar, Director, Sumangali Silvers | Praveen Chedda, Thane Association and Sushma Kadam, Head - People Connect, Enrich Salons took part in the initiative.

LETTERS OF APPRECIATION FROM SENIOR MINISTERS



WORD OF PRAISE AND ENCOURAGEMENT BY **HONOURABLE PRIME MINISTER**

Honourable Prime Minister, Narendra Modi congratulated and encouraged TRRAIN. Encouraging words from him meant a lot for TRRAIN and the entire retail fraternity.



CELEBRITY SPEAK!

Congratulatory messages by famous celebrities on conclusion of RED 2016.

RETAIL EMPLOYEES' DAY:

Other Celebrations



RED 2016 also saw active participation from the other partners such as BSN, Central, Clai World, F Studio, Indigo Nation, Kirtlal Jewellers, Korum Mall, Kusum Group, Landmark Group, Lifestyle, Marks & Spencer, Meena Bazaar, Navjeevan Stores, Oberoi Mall, Oberoi Mall Red, Pantaloons, Manyavar, Scullers, Select City Walk, Skechers, Star Bazaar, V Mart, Vermoda Store, Viveks, VR Surat, and Walmart.

Some of them designed creative RED banners and posted selfies with their employees under the banner to mark the occasion, while others emailed special 'Thank You' cards. Krish Iyer, President & CEO Walmart India, addressed the associates by sending them a personal 'Thank you' email. Others gave placards to retail employees, presented by their respective management officials followed by a cake cutting ceremony.



Pizza Hut

THANK YOU

TO OUR FIELD TEAMS FOR BEING SO AWESOME!

This Retail Employees Day,
we want you to know that your hard work and dedication
is our prized possession. We truly value your association
with us because you make us what we are.

YOU MAKE US BIG



THANK YOU
for being a part of
the DLF family

DLF
SHOPPING
MALLS

