

I JUST DID IT.

ELEVENTH EDITION / APRIL 2022



Tales of Exceptional Customer Service in Retail – THE INDIAN WAY



RETAIL AWARDS

I JUST DID IT. 2022

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We're the LARGEST retail company in India.



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MALLS



17 Malls | **Over 3000** stores | **13** Cities | **10** Million Square Feet space



IN The midst of a cyclone, heavy rainfall and the pandemic, Suraj, a delivery associate walked through waterlogged areas in thigh-deep water to complete all his deliveries in record time. Another such story is of Ravindra, a person with disability who served a customer and delighted him beyond belief, despite having difficulty travelling by bike, Ravindra travelled 100kms by public transport to personally deliver a handset to the customer and fulfilled his promise.

These and many such stories of customer delight warms a heart and this is what TRRAIN Retail Awards lauds & appreciates. Customer Service Excellence at every step delivered by our front-end retail associates despite all odds. With every year, every story, we have admired how each associate displays resilience, compassion and determination towards their jobs & customers. They are rightfully the backbone of the retail industry.

In 2020, when the pandemic took the world by storm, everything went to a halt, but the retail associates were undeterred. They were on their toes, day in and day out communicating with customers, virtually showing products to them and the bravest, the delivery associates, who were our warriors providing all the necessities while risking their own lives.

It truly ticks our hearts hearing about the lengths to which the associates go to delight a customer and serve them with a smile. Keeping this in mind, we felt that as a community we must recognise and make them feel valued. As a consequence of this, the TRRAIN Retail Awards was born. TRRAIN Retail Awards is a platform to not only honour the associates for serving customer service excellence but to also create a lifelong impact in their lives. To see the joy on their faces when they receive the award and receive a standing ovation from everyone present and their entire team is a lasting feeling. Since its inception, we have honoured hundreds of associates and our dream is to continue to honour, recognise and build respect in the lives of many more associates.

The 11th edition of I Just Did It, is an anthology of the winning stories of TRRAIN Retail Awards 2022, capturing the essence and emotions of each story. We encourage you to read these inspiring stories and share it with your team as well.

Retailers Association of India and Images Group has always been a pillar of support throughout our journey of recognising and honouring these rockstars. We are grateful to them for not only helping us in finding the best customer service stories but also giving these stories and rockstars a platform to feel respected, honoured and celebrated.

Here's to our Rockstars!

AMEESHA PRABHU

Chief Executive Officer, Trust for Retailers & Retail Associates of India (TRRAIN)

TRRAIN – JOURNEY SO FAR



Founded in 2011, by B S Nagesh, Trust for Retailers and Retail Associates of India (TRRAIN) is a public charitable trust, which works towards empowering people in retail. The organisation is dedicated to bringing about lasting changes in the lives of associates in retail, both at work and at home. Based on the pillars of pride, respect, inclusion and development, the TRRAIN Group has managed to shed light on the most important and often overlooked part of the retail industry – its associates.

Retail Employees' Day (RED), celebrated every year on December 12, is a day dedicated to the millions of retail associates. TRRAIN has reached over 100 million individuals in the digital space and has seen more than 1000 brands, 100+ malls and over 8 lakh Kirana store owners celebrate this day in India. Over the years, RED is celebrated globally across 17 countries.

The idea of TRRAIN Retail Awards is based on the pillar of respect where TRRAIN attempts to make the associates, the most important connection between brands and the customers feel respected by being recognized and encouraged for their service thereby contributing to retail at large.

With TRRAIN's livelihood programs Pankh – Wings of Destiny and TRRAINHer Ascent, TRRAIN attempts to make the retail industry more inclusive. Pankh – Wings of Destiny has opened up a new world of opportunities for more than 21,000 Persons with Disabilities (PwDs) and is on its way to becoming one of the most impactful inclusion livelihood programs in the nation. Since 2018, TRRAINHer Ascent provides retail training and employment opportunities in retail for young women. TRRAINHer Ascent has impacted the lives of 6000+ women and continues to expand and create livelihoods for many more women. Owing to the growing demand TRRAIN team has developed a technology platform – RISE which stands for Retail Inclusion and Sustainable Employment. This unique platform is used to make the process of recruiting Persons with Disabilities and women who are freshly trained and eager to join the retail industry, extremely simple.

With all the initiatives scaling greater heights, the TRRAIN team embarked on a new journey in 2017, which has seen tremendous traction from the retail community. TRRAIN Circle – Friend Ho Toh Aisa, a digital platform for employers and employees to engage together for better outcomes at work and happier life at home. It is a social enterprise with the vision of enabling better outcomes for frontline employees and businesses; it now has more than 2 lakh retail associates and retailer members who are enjoying the various features of the platform.

In 2021, TRRAIN has ventured into is – Kirana Friends, a platform bringing together the community that is creating a pathway to help the kirana stores grow in India. With this initiative, TRRAIN attempts to empower traditional retailer stores by guiding them on how to modernize their stores in order to help them sustain the rapidly changing times and increasingly more aware and varied customer profiles.

To know more about TRRAIN's initiatives visit www.trrain.org or write us to info@trrain.org.

A WORD ABOUT IMAGES GROUP



Recognised by the international retail community through its B2B Magazines, Conferences, Exhibitions, Research Volumes, and Web Portals, the IMAGES Group is India's largest retail intelligence organisation.

A strong publishing portfolio comprising print and online media brands serves the retail industry across various verticals, including Textiles, Fashion & Accessories, Food & Grocery, Beauty & Wellness, Consumer & Personal Electronics, Books, Music, Toys & Gifts, Furnitures & Fixtures, Home & Office Improvement, Retail Real Estate, Retail Technology & Support etc.

The need to connect businesses, people, knowledge and ideas associated with modern retail is served by IMAGES business exhibitions and networking meets. Conducted alongside these, the IMAGES Knowledge Forums and conferences featuring global leaders inspire not just debate and discussion, but policy decisions as well.

Other IMAGES Group initiatives in business intelligence, retail real estate research, and online community building also play important roles in further developing the retail business ecosystem in one of the world's most attractive consumer markets – India.

A TRIBUTE TO OUR HEROES

**NO MATTER WHAT
(AN EXPRESSION OF OUR GRATITUDE TO OUR HEROES/SHEROES.)**

*It was a time we had not imagined ever,
A period, we hope for and strive that will happen, never.
A virus named Corona took the world by storm without a lull.
It destroyed, shipwrecked and doomed lives sparing none at all,
But no matter what, our heroes, stood like pillar high and tall.
Then came the lockdown drowning us in a daze and haze,
Locked in our homes, old and young, now with no time to laze.
Office work, cooking, cleaning, washing, schooling, the work graph rose on
Followed by the question, how to replenish food, vegetables, fruits, medicines and so on.
Soon the retail family came forward strong and steady,
No matter what, they said we will serve you, and we are ready.
Mask on their faces, fear on their mind, but love in their heart
They opened the shops for you and me and sure it was a good start.
While the endless orders came, they packed with vigour and zest.
Wasting not a minute their hands ever busy, they did their best.
No matter what, the heroes stood noble and tall for the rest.
Coming from near and far, the young men and women dared it all
To reach their workplace in the heat, no fear of a fall or of death around all
With a smile on their lips and cheer on their face
They delivered whatever we needed on time and with what pace!
No matter what, the heroes served us with humility and grace.
So, let us cheer the heroes of our nation
And applaud their wit, and grit with elation
Wishing them good luck we will give them a standing ovation.
No matter what just join in the celebration.*

– SHAILAJA NAGESH



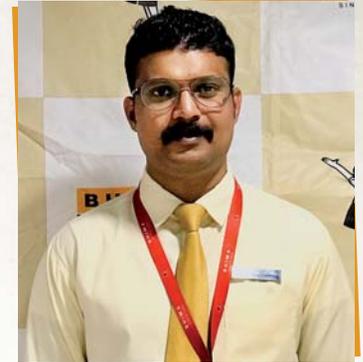
ACCESSORIES CATEGORY

★ Man with a Heart of Gold

Many love stories were put to test during the pandemic, but Sales Executive Subair Puzhakkal helped one blossom even in distance. Having been associated with Bhima Jewels since 2019, Subair was particularly known for his exemplary customer service. So last year, when a soldier posted in Palakkad on election duty, approached him with the intent of buying a chain for his beloved wife, Subair left no stone unturned to make it possible.

As per COVID-19 protocols, the store was only open twice a week, so he helped the soldier select three chains for his wife via video call sessions. A date was also finalised for him to collect his purchase from the store, but life threw another curveball his way. He was asked by his superiors to join the force in Delhi immediately. Feeling helpless, he called Subair. Unfortunately, the store was closed on his day of departure. Wasting no further time, Subair called his managers and made arrangements to get the store open only for the soldier, before his flight to Delhi.

Absolutely thrilled, the soldier lauded both Bhima Jewels and Subair for going the extra mile just to make their customers happy.



⤴ **SUBAIR PUZHAKKAL**
SALES EXECUTIVE, BHIMA
JEWELS PVT LTD, KOCHI



APPAREL CATEGORY

★ The Reigning Queen of Fabrics and Hearts

Customer loyalty cannot be achieved in a day. Yes, the foundations of those relationships are laid over particular incidents but maintaining them for years is what requires consistent hard work. And Avantara by Trends employee Shahana is a true embodiment of that. She not only caters to the store's existing client base, but also proactively takes initiatives to expand her personal clientele. Within a very short span of time, regular customers have started asking for her assistance in getting clarity on new products and services. Her in-depth knowledge of fabrics, mixed and pure, gives her the extra mileage in helping customers shop better at the right price with the right amount of information.

One such instance was when a customer required her blouse stitched on the same day, Shahana patiently explained how the tailoring services require at least 24 hours to get the job done. But when the customer informed that she had a wedding to attend the very next day, Sahana stepped in and ensured her blouse was made ready on priority. She even managed to personally deliver it at her doorstep the same day, late in the night. That customer now is one of Avantara's regular clients, all thanks to Sahana's steadfast resilience.



⤴ **SHAHANA ABDUL
RAZAK SHAIKH**

STORE ASSOCIATE - SUBJECT
MATTER EXPERTISE, AVANTRA
BY TRENDS, BELGAUM



DEPARTMENT STORES & MALLS CATEGORY

★ The Supermen of Marks & Spencer



⤴ **RATNAPAL REDDY**
STORE FINANCE



⤴ **ANKUR DUMBRE**
OPERATIONS, MARKS & SPENCER, GURGAON

Ratnapal Reddy and Ankur Dumbre showed exemplary professionalism, tenacity and aptitude when dealing with an unprecedented order placed by a customer in the Marks and Spencer store in Hyderabad.

During a regular working day, when the store was being manned by Ratnapal, a customer placed an order for 200 pieces of garments whose delivery was expected overnight. An order that would be considered quite overwhelming due to the sheer volume and specific nature of the order was tackled with unimaginable speed and efficiency by Reddy and Ankur.

By deciding to use bus service to source all possible units of the product from stores across the country, the two sacrificed personal time to fulfil the requirement of the customer, which left the latter satisfied and overwhelmed with gratitude for their service.



ELECTRONICS CATEGORY

★ The Woman Who Fears None

When no rain or storm can stop a truly dedicated person like Imagine employee Pallavi to put the needs of the customer first, she risked herself against bad weather and odd hours and emerged victoriously.

During the pandemic, when customer a customer needed his iPhone 11 delivered at his doorstep Kasturi Nagar, nobody was willing to take up this task as it was late in the evening, and it had already started to rain. Without any hesitation, Pallavi stepped in and accepted the assignment. She not only delivered the phone to the customer's place with all necessary precautions but did so fearlessly, despite being drenched completely in the heavy rain.

To make matters worse, the customer's card wasn't working so Pallavi had to wait patiently for more than an hour for the payment to get cleared. Her single-minded focus and drive did not deter her from her task, despite the discomfort. Her sheer dedication ensured such a hassle-free experience for the customer, that as an appreciation for being such a wonderful person, he offered to clean her scooter before she left for home. For him, Pallavi's commitment and truly selfless service was a very heartening and deeply motivating experience.



⤴ **PALLAVI T**
EXECUTIVE RETAIL SALES,
IMAGINE, BENGALURU



FOOD (SUPERMARKETS & HYPERMARKETS) CATEGORY

★ When the Heart is Without Fear

When the entire country was reeling under the brutal clasp of the second wave of the global pandemic, 24Seven assistant store manager Ranjan Kumar was going above and beyond to make lives easier for the home-isolating people of Noida.

On one such day, Ranjan received a home delivery order from a lady, but upon reaching the location he found himself standing at the threshold of a moral dilemma. He realised that there were in fact two ladies in the house and both had tested Covid positive. They requested Ranjan to get some medicines as they had no one to help them, given the tumultuous situation around. Moved by their plight, despite the restrictions imposed by the Government and the prevalent scarcity of medical supplies across the city, Ranjan visited more than five stores and chemists for those women in need. Living up to the saying 'where there is a will, there is a way', he somehow managed to source all the medicines for them and deliver them to their doorstep.

This selfless gesture of Ranjan Kumar to put society first by helping a couple of strangers in need is a true example of dedication and pure compassion.



⤴ **RANJAN KUMAR**
ASSISTANT STORE MANAGER,
24SEVEN, NOIDA



RESTAURANT(QSR) CATEGORY

★ Customer Centricity is the Key



⤴ **ARJUN LOGANATHAN**
TEAM MEMBER, KFC
(SAPPHIRE FOODS),
THANJAVUR



Arjun, a team member at KFC put the customer before himself on one rainy evening. One day in December, when Arjun was out with an order, there were unexpected heavy rains. As he had not carried a raincoat, Arjun was quite drenched, and the KFC bag was also slightly wet. Arjun was well aware that if he delivered the order the way it was, no one would question him, as it was an extraordinary situation and an understandable consequence. This way he would be able to deliver the food on time as well and would hit his KPI for incentives. However, he also knew that the customer's experience with the product would not be amazing, as it would be cold.

Instead of handing over the cold product to the customer, Arjun called him and politely explained to him that he was not comfortable handing over a below-par order to the customer and requested for some additional time.

Arjun returned to the store, had a fresh order prepared and delivered a hot meal to the customer. He was more concerned about ensuring that he provided a delightful experience to the customer. The customer was extremely pleased with Arjun and KFC for training such customer-focused employees.

RETAIL SERVICES - ONLINE & OFFLINE CATEGORY

★ Man with an Iron Will



⤴ **SURAJ MONDAL**
CUSTOMER EXPERIENCE
EXECUTIVE, BIGBASKET, KOLKATA



During the pandemic, when most of us were isolating in the comfort of our homes, there were executives like Suraj, who were putting their lives at risk to deliver daily necessities to our doorstep via Bigbasket.

In just a matter of eight months, Suraj has become a model of hard work, sincerity and dedication among his peers and superiors. His average customer rating for the last quarter says it all: 4.9/5. In 2021, when the devastating cyclone Yaas hit the state of West Bengal, the country was already battling the deadly second wave of Covid-19. The consequent waterlogging made deliveries extremely challenging, but undeterred Suraj not only waded through thigh-deep waters carrying the heavy crates but also completed all his deliveries within the stipulated time.

With his iron will and unabashed drive towards his job, Suraj Mondal is truly the epitome of customer-centricity, making him an asset not just at Bigbasket, but also for its customers.

SPECIALTY STORES CATEGORY

★ Not Just a Duty

The biggest takeaway from the pandemic-induced lockdown has been the power of kindness. So, when Eyeplus store optometrist Deepak Kumar Chaubey got a distressed call from an old customer whose lenses had fallen off the frame, he knew he had to find a way to help him out.

The customer was particularly worried because all the physical stores were shut, and he was currently working in an International Airport and had essential meetings to attend, which was impossible without his glasses. Despite the unavailability of technicians, Deepak managed to find one in the locality, picked him up and took him directly to the store. Meanwhile, he asked the customer to reach the store with his glasses.

Then came another hiccup. Upon checking, the technician said the glasses could not be fixed without some special tools that were not present in the store now. But Deepak wasn't one to be dissuaded by challenges, so he immediately set out on his scooter, looking for any optical store that was even partially open. He found one with the required equipment and was able to get the frame repaired in time for the customer to attend to his duties. The customer was relieved and delighted by Deepak's kind gesture, which he humbly believes is a part of his duty.



⤴ **DEEPAK KUMAR**
CHAUBEY, OPTOMETRIST
TITAN EYEPLUS, BENGALURU

TITAN EYE+

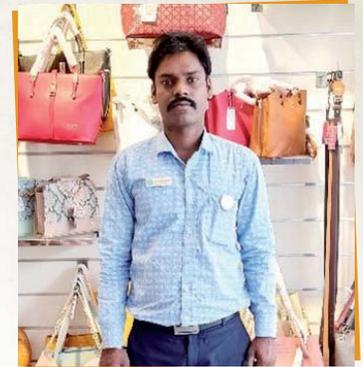
2022 CUSTOMER SERVICE CATEGORY WINNERS

ACCESSORIES CATEGORY

★ Never Give Up

Perseverance and patience are like two peas in a pod when it comes to customer service. But there are people like Hemant who have unknowingly redefined the very meaning of it. Stores often complain about losing customers when they either aren't given enough attention or when they choose to look around on their own. One such customer visited the Bilaspur Mochi store, where he was greeted by Hemant, who welcomed him and enquired about his needs. The customer politely responded saying he was only looking around and had no intentions of purchasing. Hemant was not one to give up easily. Without losing hope, he started conversing with the customer, to try and gauge his preferences. The customer eventually gave into the conversation but still wasn't willing to buy. Hemant assured him that he could simply try and test the feel of the new designs, absolutely without pressure.

As it turns out, the customer did end up liking a pair, but unfortunately, he did not have his card on him. Taking the leap of faith, Hemant promised to personally look into the delivery of his shoes at his doorstep, despite the location being remotely located. Coordinating with all the available bus route operators and personally tracking the delivery, Hemant did what no retailer, online or offline, could ever do. He earned Mochi a loyal customer for life.



△ **HEMANT KURRE**
SALESMAN, METRO BRANDS,
CHENNAI

metro
BRANDS

ACCESSORIES CATEGORY

★ Simple Acts of Kindness



△ **MANIKANDAN V**
SALES ASSOCIATE, FOSSIL
INDIA PVT LTD, CHENNAI

FOSSIL
GROUP

Customer service is the service extended to the customer. But intuitive customer service is one that goes a step beyond and Manikandan stands as a living embodiment of it. When an old customer visited the store with his little kid, Manikandan greeted them with the warmest welcome. But what struck him was the kid's teary eyes. While Manikandan showed his father around the store, the kid kept crying and fussing over something. Manikandan even tried to coax him into accepting his favourite chocolate, but he refused vehemently. Upon asking his father, he found that he had lost his toy earlier in the day.

Manikandan did not think twice before stepping out and buying him a new toy to play with. Almost instantly, the kid's face lit up with new-found happiness and fulfillment. The overwhelmed father was so touched by Manikandan's gesture, that he ended up purchasing a duffel bag, a backpack and some jewellery to gift his loving wife on her birthday. As promised, Manikandan got the jewellery delivered on-time to the man's doorstep, despite his location being on the outskirts of the city. Manikandan's simple act of kindness made not just his customer, but also his little one's day.

APPAREL CATEGORY

★ A Man of His Words



⤴ **PRAKASH SINGH RAWAT**
STYLIST, LEVI'S, MOHALI



The pandemic has made us come face-to-face with many new scenarios. From stores being completely shut to being partially open, people have been put in situations they had never been in before. One such thing happened with stylist Prakash Singh Rawat last April.

The store closing timing was 7 PM, and at 6:50pm, a customer walked to the cash register with two pairs of denims. After clearing his payment, he requested a quick alteration. But unfortunately, the store did not have an in-house tailor. The customer added that he had a flight to catch the next morning from Mohali airport and he wanted to wear the pants for an event the next day.

This is where Prakash steps in. He promised the customer to deliver the altered denims at his doorstep before 5:00 AM the following day, well in time for his flight. Prakash then bicycled to a tailor 6 km away from the store, got it altered in his presence and reached home at 10pm. As it was too late, he woke up at the break of dawn and bicycled for 8kms to live up to his words. Moved by Prakash's dedication and efforts, the customer thanked with a bar of chocolate, after Prakash refused to take any money for the service.

As a stylist, Prakash's extraordinary commitment to the customer is truly an inspiration for many.

APPAREL CATEGORY

★ On a Personal Note

Bringing people back to the store post the pandemic trauma, making them feel safe and special has been a priority among all the employees, but placing customer centricity to the forefront has always been a personal goal for Prem Prakash. One such small gesture of appreciation was surprising the loyal customers by celebrating their birthday at the store itself.

So when Prem called a Bank Manager on his birthday, he was delighted by the good wishes and mentioned that he will be visiting the store on the coming weekend. The customer did visit the store, but while he was busy shopping, Prem got him a birthday cake and all the employees wished him in unison. The child-like glee on the customer's face said it all. He was delightfully surprised by the whole effort. He expressed with gratitude and appreciated the personal touch that he had never experienced before with any other brand.

By this gesture, Prem Prakash not only forged a personal bond for a lifetime, but also rightfully earned that customer as a loyal customer forever.



⤴ **PREM PRAKASH**
STORE MANAGER, SPYKAR,
SIKAR



2022 CUSTOMER SERVICE CATEGORY WINNERS

DEPARTMENT STORES & MALLS CATEGORY

★ Delivering a Truly Wow Experience

One late evening in 2020, a customer named Mrs. Khan called Himmat Singh and was in a rush. She informed him that she had done some urgent shopping for her husband, who was leaving for Bangladesh, next day by an early morning flight (post special permissions). The merchandise she bought for her husband was too big in size.

She requested him if he could do something in this regard. Himmat told her that he would check and get back but to not get her hopes up. Himmat called up the store manager and other people who he thought could help with opening the store however everyone declined. Finally, he called his area manager and narrated him the scenario and assured him. Initially, he too declined but Himmat was able to convince him to open the stores and guaranteed that all safety protocols would be followed.

Himmat then informed the consumer to reach the mall and with reassurance that the products would be exchanged, simultaneously he spoke to security personally and request permission to enter. After all the efforts he lastly spoke to Security Supervisor and convinced him narrating the gravity of the situation. Finally, Mrs. Khan was able to get her merchandise exchanged and was very gratified with the gesture and all the exertions that Himmat took to provide the solution.



△ HIMMAT SINGH
RETAIL OPERATIONS
MANAGER, SHOPPERS STOP,
JAIPUR

SHOPPERS STOP

ELECTRONICS CATEGORY

★ Unmatchable Consumer Service and Experience

Sheer will and determination hold the power to make the seemingly impossible possible. Customer care centre engineer Dipankar Mahato from Reliance Digital simply showed everyone how.

In 2021, a customer purchased a refrigerator from the store, expecting it to be delivered in the next two days. Dipankar was assigned to install the refrigerator at his house. But the October weather played a spoilsport. Due to heavy rainfall, Dipankar was unable to reach on time and the deteriorating weather conditions made it even more tricky to install. Adding to his stress, the refrigerator turned out to be too big to pass through his front door.

Dipankar acted on his feet despite being completely drenched. Without any further ado, he gathered a team to assist him in dismantling the refrigerator. They then slipped the pieces through the door and started reassembling the whole refrigerator in the customer's kitchen. With this gesture, Dipankar demonstrated unmatched exemplary customer service. The customer was both delighted and amazed at Dipankar's quick wit and presence of mind. The fact that he finally managed to install the refrigerator, despite the series of obstacles that came his way, is what the customer will remember forever.



△ DIPANKAR MAHATO
CUSTOMER CARE CENTRE
ENGINEER, RELIANCE DIGITAL,
DURGAPUR



2022 CUSTOMER SERVICE CATEGORY WINNERS

ELECTRONICS CATEGORY

★ When Strangers Come to Your Rescue First



⤴ RUSTAM DASS

SALES ASSOCIATE, MY JIO STORE - RELIANCE DIGITAL, FIROZPUR



We don't have control on the things that happen to us, but we do have control on how we deal with those situations. Rustam Dass is a firm believer of this ideology.

It was a regular day at the My Jio Store, when a lady walked in all shaken and disturbed. Store Associate, Rustam rushed to her aid, only to find out that her personal handbag was snatched by a thief. So she neither had the money nor her phone to reach out to her husband for help. Rustam consoled her and then informed her family about the mishap and her current location. He not only helped her pick a new phone and a new sim, but also helped retrieve all her contacts from the past backups.

Rustam demonstrated the wide range of products so well to her, that she felt empowered to make the right decision of buying a new phone for herself. Unknowingly, Rustam was making someone's day and how. The lady who had walked in with utter distress on her face, left with a face full of joy, and a heart full of gratitude for Rustam Dass. She could not thank him enough for helping her sail smoothly through the rough tide of a morning she had.

FOOD (SUPERMARKETS & HYPERMARKETS) CATEGORY

★ A Gem of a Man

Ratnadeep employees are trained to set a benchmark in customer satisfaction, but what sets J Kalyan apart from the other employees is his sense of concern and empathy.

In September 2021, Kalyan, a Customer Service Representative at Ratnadeep, was assisting a customer looking for some baby essentials, while carrying a 2-year-old in her arms. She clearly looked like she was in a rush. Kalyan jumped in to understand her requirements and quickly got her basket ready for billing. The lady told him that she did not hail from Hyderabad and was heading back to her hometown because of an emergency. Her cab was waiting right outside.

She couldn't thank Kalyan enough for helping her complete her shopping much faster than expected. But unfortunately, she didn't have enough cash to pay and had one debit card, the pin to which she kept dialling incorrectly, perturbed by the crying baby. The head cashier intervened and got the situation fixed. Kalyan even carried her bags to the cab that would take her to the airport. Upon returning, he realised that the lady had left behind her card. Kalyan immediately hopped on his bike and rode over 2kms to finally catch up with the cab and hand over the card to her. Kalyan's drive and dedication rendered the woman speechless and his colleagues highly motivated.



⤴ KALYAN J

CUSTOMER SALES ASSOCIATE, RATNADEEP RETAIL PRIVATE LIMITED, HYDERABAD

2022 CUSTOMER SERVICE CATEGORY WINNERS

FOOD (SUPERMARKETS & HYPERMARKETS) FOOD (SUPERMARKETS & HYPERMARKETS) CATEGORY

★ A True Star in the Making

In a world where merely living and surviving is a herculean task, kindness is all that we can offer to one another to make life a little easier. That is what Star Bazaar Customer Service Desk specialist Sushant Nayak chooses to believe in.

On 28 December 2021, Shreyas Nair had to fly out of Surat with his aged mother, on very short notice. It was already quite late when he realised that he had to carry food with him as it was a long haul flight. Like most grocery shops in the area, Star Bazaar was also closed, but the employees were still inside, closing the register. Almost hopelessly, Shreyas approached Sushant and explained his predicament. To his utter surprise, Sushant understood the situation and jumped in to help, after seeking necessary approvals from his superiors. He not only reopened the cash register for the customer, but also promised to personally deliver his order to his doorstep, giving him ample time to finish packing.

Sushant set a fine example of going far and beyond in achieving the highest standard of not just customer service, but customer convenience. In fact, Shreyas was so emotionally touched with the entire gesture that he wrote an appreciation mail to the company's customer care service, heartily praising Sushant's generosity and kindness.



▲ **SUSHANT NAYAK**
CUSTOMER SERVICE DESK
SPECIALIST, STAR BAZAAR,
SURAT

A TATA Enterprise



RETAIL SERVICES CATEGORY

★ A Rose Goes a Long Way



▲ **NANDINI TEJAWATH**
SENIOR FASHION ADVISOR,
ZIVAME, HYDERABAD

zivame

On International Women's Day, when fashion adviser Nandini Tejawath greeted a customer with a red rose, she was pleasantly surprised by the gesture. Nandini then went on to ask about her requirements, but the lady politely replied saying she simply wanted to browse through.

Undeterred, Nandini actively started conversing about the brand's history, their different product categories and the innovations they were known for. Up until then, Rajlaxmi was blissfully unaware of the functionality and utility of the most basic aspect of her clothing- the bra, which even now is a subject of discomfort for many. But Nandini helped her blossom into an aware buyer. The same evening, Rajlaxmi came back to the store, only this with a bunch of roses for Nandini.

Ever since, Rajlaxmi has been a loyal L&T customer. In October 2021, she even visited the store with her family and ended up placing an in-store-online order of 38 items for her sister who was travelling to the United States. Unfortunately, the order got stuck in transit and the customer had her flight that very night. So Nandini travelled 55kms on her bike to personally collect the order from the courier warehouse and deliver it at Rajlaxmi's doorstep. This is what real womanhood looks like.

2022 CUSTOMER SERVICE CATEGORY WINNERS

RETAIL SERVICES FOOD (SUPERMARKETS & HYPERMARKETS) CATEGORY



⤴ **PRATHAP S**
DRIVER, WONDERLA,
BENGALURU



★ The Wonderman of Wonderla

It's true, the universe often puts us in tough situations, but it also sends people like Prathap to restore our faith in humanity.

In November 2021, when a group of tourists returning home from Wonderla Amusement Park were left stranded on the road after their vehicle broke down, no one stopped to help. They asked several people for help, but everyone denied it. It was a complicated repair job, so they also reached out to a few mechanics for assistance, but none were available in or around their current location.

Wonderla, driver, Prathap was returning to the office after dropping off the employees when one of his superiors told him about this tourist group in distress. Without any ado, Prathap rushed to their location. The people around kept suggesting they stay the night at a nearby hotel but due to unavoidable personal reasons, they had to travel back to Tamilnadu that night itself. Prathap not only identified the cause of the breakdown, but also stayed back after his duty hours to get it fixed. All thanks to his generosity and commitment, the family was able to reach home on time. Prathap's kind gesture won him the Wonderla Employee of the Month award, along with the hearts of many.



2022 CUSTOMER SERVICE CATEGORY WINNERS

SPECIALTY STORE CATEGORY

★ A friend, a Confidant and More

Julius Gomes is known among his peers for his exceptional and inspirational customer service efforts. 12 July 2021 was no different.

Julius received a call from his customer complaining about some major skin issues like scars and bruises she was developing due to a skin reaction, owing to her hypersensitive skin. Upon checking her pictures over a virtual consultation, Julius recommended a few changes in her skincare regime and suggested Clinique products suitable for her sensitive skin. The customer started using those products recommended by Julius, after getting approval from her dermatologist.

In just two weeks, she saw a remarkable change in her skin and seemed rather thrilled and more confident. Completely relying on his ingenious and honest opinion, the customer even went on to purchase more of Julius's recommendations. The customer then shared her transformation video with Julius, along with a beautiful message highlighting how she believed in him more than she believed in the brand. In Julius, the customer found a true associate, someone whom she could even trust with her life.



⤴ **JULIUS GOMES**
SKINCARE CONSULTANT,
SHOPPERS STOP ELCA, THANE

SHOPPERS STOP

SPECIALTY STORE CATEGORY

★ A Virtual Memory of a Lifetime

Jewellery shopping has always been a very personal, hands-on experience for people. But with everything going online as a result of the pandemic, the geographical distance between clients and businesses has reduced to practically none. So last August when Reliance Jewels employee, Mahak received a call from a customer in Australia, she knew she had to make it count.

The customer expressed her interest in buying lightweight jewellery as a gift for her mother residing in Haldwani. She also insisted upon seeing pictures before buying. Politely reminding her of the store policy of not sharing pictures, Mahak suggested a video call to help her choose the perfect design for her mother.

Although the customer's initial intent was to buy a simple piece, Mahak assisted her to try out even better diamond necklaces, especially the ones at Reliance Jewels. To showcase the jewellery even better, Mahak even requested one of the customer service associates at the store to wear the shortlisted diamond necklace. Using a virtual platform, Mahak did everything to make the customer's shopping experience with Reliance Jewels memorable. In the end, she did change her mind. Extremely delighted and impressed by Mahak's zeal, she even promised to meet Mahak in person the next time she visits India.



⤴ **MAHAK LALWANI**
SR CUSTOMER SALES
ASSOCIATE, RELIANCE
JEWELS, NAINITAL

Reliance Jewels
BE THE MOMENT



⤴ **RAVINDRA RAMRAJYA**
SALES ASSOCIATE, MY JIO
STORES, NAVSARI



PERSONS WITH DISABILITY WINNER

★ The Unbridled Power of Determination

Our entire being is a miracle of the universe. The things we are capable of are often beyond our own understanding. One such person is Ravindra Ramrajya, a specially-abled man who proved what sheer determination and will power can manifest into. When a lady came to the store looking for a specific Samsung handset model, store associate Ravindra attended to her to patiently understand her requirements. Upon checking the availability of the particular model, he realised that it was not currently available at the store, but was available at their Surat branch, located roughly at a distance of 100kms. Owing to his physical challenges, Ravindra can not ride a bike. All the other store associates were also busy assisting other customers. But Ravindra did not want to let go of his customer. So without hesitation, he asked the customer for her house address and contact details and promised to personally deliver the product to her by late evening. Ravinder then took a public transport to Surat to collect the handset and make the delivery, as promised. The customer was overwhelmed by Ravindra's selfless gesture that went way beyond his call of duty. She simply couldn't thank him enough.

2022 SPECIAL CATEGORY AWARD

BEING HUMAN WINNER

★ Finding a Friend and a Family

Customer service relationships aren't always restricted to the four walls of the store. Some even go far and beyond what our closest friends or family wouldn't do.

One day, Darpan Vyasha received a call from one of his old customers. With a heavy heart, she informed that her husband had passed away due to COVID-19 and that no one was there to perform his last rites at the cremation ground. Darpan couldn't believe his ears. He immediately rushed to the location to console and morally support her.

He waited for her sons to arrive and complete the rituals and then returned to the showroom. The very next day, Darpan's day started with another devastating call, only this time it was from the customer's sons frantically looking for a ventilator for their mother, who had also started showing COVID-19 symptoms. With the pandemic around, ventilators weren't easily available so Darpan got in touch with another TBZ regular customer who owned a hospital. After making numerous calls to the hospital, Darpan finally succeeded in getting a ventilator for the customer. After getting her admitted, Darpan and his colleague visited her regularly, till she recovered and returned home safely. After a few months, when she visited the TBZ showroom, she couldn't control her tears. She couldn't thank Darpan enough for being the family she never had.



△ **DARPAN VYASHA**
CUSTOMER RELATIONSHIP
EXECUTIVE,
TRIBHOVANDASBHIMJI
ZAVERI, LUCKNOW



INTEGRITY WINNER

★ The Pride of Dahod



△ **PRITESH SOLANKI**
CUSTOMER EXPERIENCE
EXECUTIVE, BIGBASKET,
AHMEDABAD



Hailing from the remote city of Dahod, Gujarat, Pritesh Solanki worked as a construction worker, alongside his father, till the age of 16, to pursue his graduation and support his family. But life had other plans in store for him.

In his early 20s, Pritesh had let go of his further education plans to move out of Dahod in search of work. That is how he joined Bigbasket in 2019 as a delivery partner. Ever since, Pritesh has exhibited sincerity and accountability towards his work, achieving 99% delivery efficiency, without any consumer complaints. Today, as a Customer Experience Executive in the B2B sector, Pritesh delivers approximately 20 orders every day to kirana shop owners, handling up to 1.5-2 lakhs in cash every day.

In April 2021, when Pritesh completed his second delivery of the day at a store, he received the payment of 10,000 rupees in cash. But, while tallying his orders at the end of the day, he realised that the customer had mistakenly paid twice for the order- once online, and in cash. Pritesh immediately informed his superiors and the customer about it. Knowing the value of hard-earned money, he travelled 10kms on the same day to return the amount to the customer. Not just that, he also provided tips on how to avoid such situations in future.

Pritesh's display of integrity and honesty, not only helped reinforce the customer's trust in Bigbasket, but also in humanity in general.

SPECIAL RECOGNITION

ACCESORIES CATEGORY: **SKECHERS**

HASHIP IQBAL, BENGALURU

The logo for Skechers, featuring the brand name in a bold, italicized, sans-serif font.

APPAREL CATEGORY: **CELIO FUTURE FASHION PVT LTD**

ANIKT WAGHMARE, BENGALURU

The logo for Celio, featuring the brand name in a lowercase, sans-serif font with a red asterisk to the right.

APPAREL CATEGORY: **KOSKI**

MOHAMMED SAIFULLA, CHENNAI

The logo for Koski, featuring a red floral emblem above the brand name in a lowercase, sans-serif font, with the tagline "Wear an Occasion" below it.

APPAREL CATEGORY: **INDIAN TERRAIN FASHION LIMITED**

ARVIND SHANKAR, TUTICORIN

The logo for Indian Terrain, featuring a stylized black silhouette of a person walking above the brand name in a serif font.

RETAIL SERVICE ONLINE & OFFLINE CATEGORY: **JUST DOGS**

MICHAEL TERRANCE PAUL, CHENNAI

The logo for Just Dogs, featuring a black and white illustration of a dog's head next to the brand name in a bold, sans-serif font.

APPAREL CATEGORY: **RAYMOND MADE TO MEASURE**

SHAIKH IMRAN A, RAMMATULLA, MA YASIR ABDULLAH, RICHA RANADE, NAVEEN A BENGALURU

The logo for Raymond Made to Measure, featuring the brand name in a bold, serif font above the tagline "Made to Measure" in a cursive script.

BEST HR INITIATIVE OF THE YEAR 2021-2022



★ INORBIT MALLS ★



★ SPENCER'S ★



★ BIG BASKET ★



BEST INCLUSIVE WORKPLACE OF THE YEAR 2021-2022



★ BIG BASKET ★



★ RATNADEEP RETAIL PVT LTD ★



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CHECK OUT THE 2021 HIGHLIGHTS



—Mall Partner—



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Apprenticeship Embedded Degree Programme (AEDP)

Pioneered by RASCI in 2019, curated by Academia-Industry, launched by the Hon'ble Ministers of Skill Development & Entrepreneurship (MoSDE) and Human Resource Development (MHRD), ahead of the New Education Policy (NEP) 2020

Aligned with the **New Education Policy (NEP)** and **UGC Guidelines**, this **3 Year Degree Program** is formalized vide a tri-partite MOU between

ACADEMIA – INDUSTRY – RASCI

For **guaranteed stipend-based Apprenticeship to begin with & employment at the Supervisory Level**, post successful course completion.

RASCI, with support from Ministry, Industry, NSDC & Academia

No.1 ranked in apprenticeship contracts under optional trades

1 lakh+ apprentices across Retail

36 Cr+ incentives facilitated under NAPS to Industry for apprentice engagement

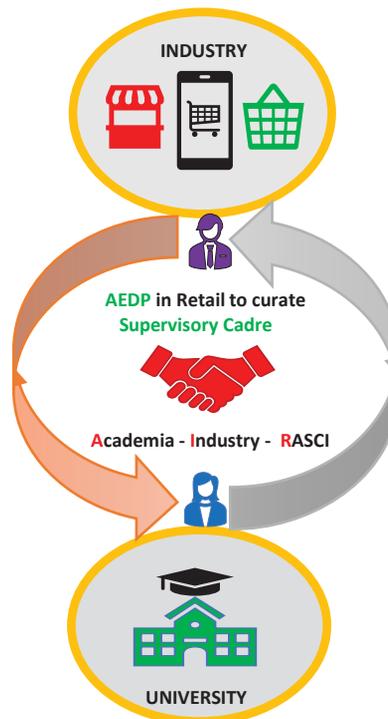
5.6 lakh+ RASCI certified candidates employed across our Retail Industry

"Medallion of Excellence" for VM in World Skill Competition 2019, Russia; this year competing at China

Benefits of AEDP

Industry

- Compliance to The Apprenticeship Act
- Pre-screened local youth for local jobs
- No increase in headcount/ statutory cost
- Perennial supply of workforce
- Transitioning apprentices to supervisors
- Wage bill optimization
- Low lateral hiring cost/ high loyalty
- Retention & NAPS benefits for 3 years



University

- High success with pre-shared hiring criteria
- Early economic independence of youth
- Fast tracked career for aspiring youth
- Enhanced reputation due to guaranteed job
- Low dropouts: Stipend based apprenticeship
- Zero/ minimal capex for lab set-up
- Increased student admissions year-on-year
- Joint Certification & University Degree

For more information on Apprenticeship & AEDP; Contact r.subramanian@rasci.in (9167775544)

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