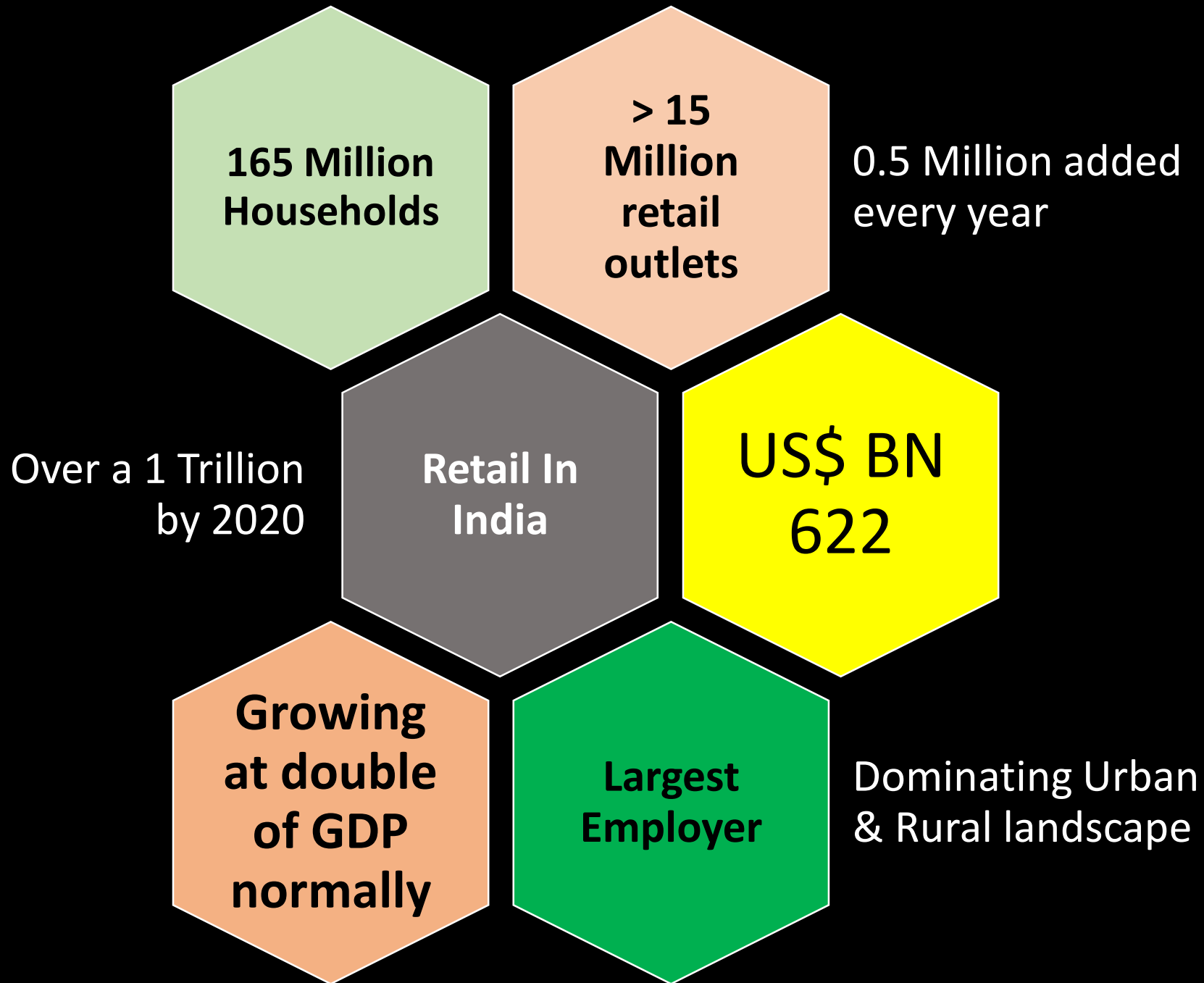


Retail Marketing

an introduction – Ajay Aggarwal



Traditional Sector

Steady growth of over 10%

Will continue to lead

Highly customer driven

Lacks modern marketing practices

Modern Retail

Will only be 15%+ despite of growing at 21% for the next 5 years

Cost of operations is the key

E-Commerce

US\$ BL 20+ in 2015

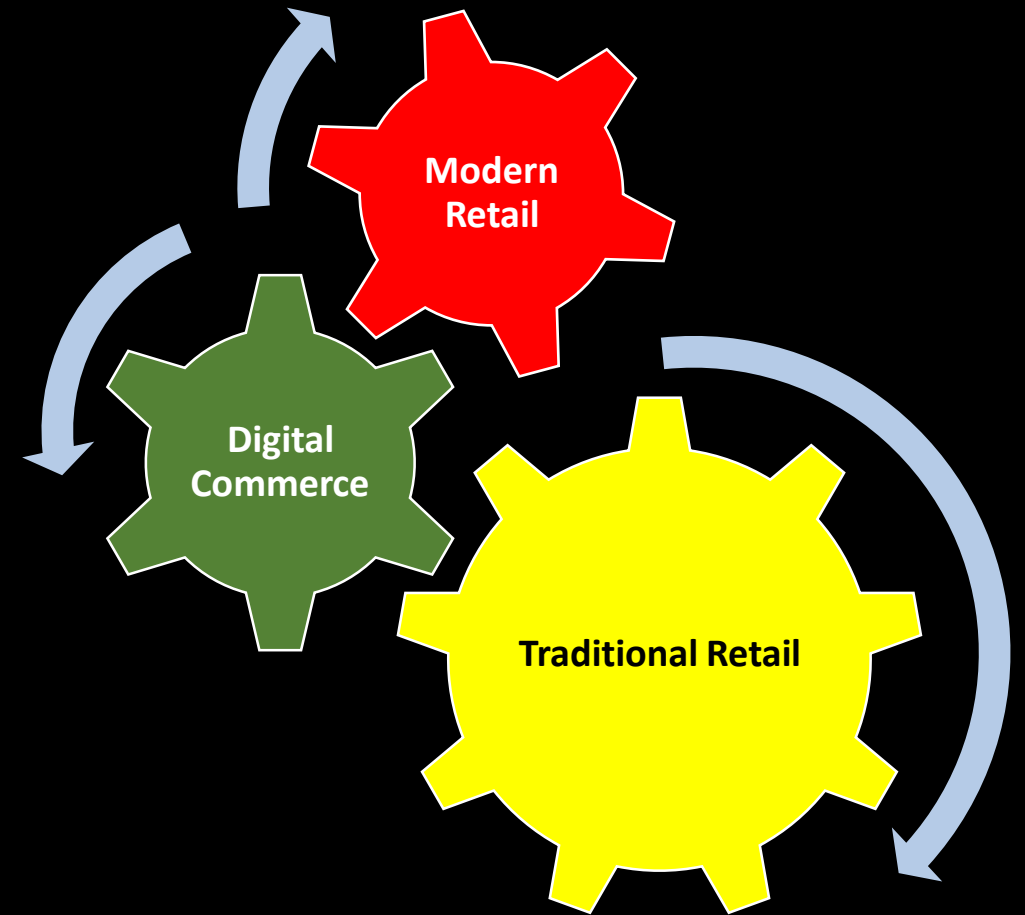
Expected to cross over US\$ BL 70 by 2019

Over 30% growth

Capability and capacity issues

What will impact the future?

- Over a billion internet users by 2020
- Digital and financial inclusion of aspirational class
- Cost of real estate and operations
- Rising expectations of the consumers
- Shortage of trained manpower



Key Challenges

- Continuous knowledge of consumer needs.
- Building new product categories specially for emerging market segments
- Emerging need to develop private labels development across all categories.
- Fill rate and availability across all channels
- A robust technology layers to support all stake holders

- What is Retail in India?
- Who is the key stake holder?



Retail Marketing

- Shopping experience
- Reduced purchase risk
- Varied buying options
- Personalized service
- Competitive pricing



- Traditional Retail
- Modern Retail
- Digital Channels
- Other channels

Do we need to understand the customers
first?