# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>3</td>
</tr>
<tr>
<td>Advantage India</td>
<td>5</td>
</tr>
<tr>
<td>Market Overview and Trends</td>
<td>7</td>
</tr>
<tr>
<td>Strategies</td>
<td>15</td>
</tr>
<tr>
<td>Growth Drivers</td>
<td>19</td>
</tr>
<tr>
<td>Opportunities</td>
<td>27</td>
</tr>
<tr>
<td>Key Industry Contacts</td>
<td>30</td>
</tr>
<tr>
<td>Appendix</td>
<td>32</td>
</tr>
</tbody>
</table>
Executive summary (1/2)

Retail market in India market in 2025F: US$ 1,000 billion

Increase in consumer spending in 2021: ~9.1%

Global destination rank in the retail space: Rank of India: 5

World Bank’s Doing Business 2020: Rank of India: 63

India’s direct selling industry by 2021: US$ 2.14 billion

Notes: CAGR - Compound Annual Growth Rate, F - Forecast, E - Estimated
Executive summary (2/2)

- FMCG sector is the fourth-largest sector in the Indian economy, with household and personal care accounting for 50% of FMCG sales.
- After an unprecedented decline of 19% in the January-March 2020 quarter, the FMCG industry displayed signs of recovery in the July-September 2020 quarter with a y-o-y growth of 1.6%. The growth witnessed in the fast-moving consumer goods (FMCG) sector was also a reflection of positivity recorded in the overall macroeconomic scenario amid opening of the economy and easing of lockdown restrictions.
- Increasing participation from foreign and private players will boost retail infrastructure.

Notes: CAGR - Compound Annual Growth Rate, F- Forecast
Source: Ernst and Young, Price Waterhouse Cooper, Economic Times, MRRSIndia.com and Assocham - The Associated Chambers of Commerce and Industry of India, Trading Economics, World Bank
According to the Retailers Association of India (RAI), the retail industry achieved 93% of pre-COVID-19 sales in February 2021; consumer durables and quick service restaurants (QSR) increased by 15% and 18% respectively.

Increasing purchasing power has led to growing demand.

Collective efforts of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit.

Foreign retailers entering the Indian market.

Cumulative FDI inflows stood at US$ 3.47 billion between April 2000 and March 2021.

India’s retail sector attracted US$ 6.2 billion from private equity and venture capital funds in 2020.

~51% FDI in multi-brand retail.

100% FDI in single-brand retail under the automatic route.

Goods and Service Tax was introduced for single unified tax system.

To provide a level-playing field to stakeholders, the Government is preparing policies of retail, FMCG and E-commerce within a single policy framework.

The Minister of MSME announced inclusion of retail and wholesale trades as MSMEs. Retail and wholesale trade will now get the benefit of priority sector lending under the RBI guidelines.

Note: FY - Indian Financial Year (April-March), NMDP - National Maritime Development Programme, FDI - Foreign Direct Investment, MMT - Million Metric Tonnes,

Market Overview and Trends
Evolution of retail in India

**Pre 1990s**
- Manufacturers opened their own outlets

**1990-2005**
- Pure-play retailers realised the potential of this market
- Majority in the apparel segment

**2005-2010**
- Substantial investment commitment from large Indian corporates
- Entry in food and general merchandise category
- Pan-India expansion to top 100 cities
- Repositioning by existing players

**2010 onwards**
- Cumulative FDI inflows stood at US$ 3.47 billion between April 2000 and March 2021.
- Retail 2020: Retrospect, Reinvent, Rewrite
- Movement to smaller cities and rural areas
- More than 5-6 players with revenue over US$ 1 trillion by 2020
- Large-scale entry of international brands
- Approval of FDI limit in multi-brand retail up to 51%
- Sourcing and investment rules for supermarkets relaxed
- 100% FDI in single-brand retail under the automatic route

*Source: Technopak Advisors Pvt Ltd, BCG, News Articles, DPIIT*
Retail formats in India

**MONO/EXCLUSIVE BRANDED RETAIL SHOPS**
- Exclusive showrooms owned or franchised out by a manufacturer
- Complete range available for a given brand; certified product quality

**MULTI-BRANDED RETAIL SHOPS**
- Focus on particular product categories and carry most of the brands available
- Customers spoilt for choice with so many brands on display

**CONVERGENCE RETAIL OUTLETS**
- Display most of convergence as well as consumer/electronic products, including communication and IT group
- One-stop shop for customers; many product lines of different brands on display

**E-RETAILERS**
- Online shopping facility for buying and selling products and services; widely used for electronics, health and wellness
- Highly convenient - provides 24X7 access, saves time and ensures secure transaction

*Note: IT - Information Technology
Source: Sutherland Research*
Competitive landscape in Indian retail sector

1. Departmental stores
   - Pantaloons has 342 stores in 78 towns/cities
   - Westside operates 169 stores across 88 cities
   - Shoppers Stop has 83 stores & Lifestyle operates across 40 stores in India
   - Reliance Retail operates 670 fashion concept stores across 350 cities in India

2. Hypermarkets
   - Big Bazar, Spencer Easy Day and Reliance are some major players present in the market
   - Aditya Birla Retail (More Hypermarket) - 20 stores
   - Trent has 10 stores under retail chain Star
   - Big Bazaar operates 295 stores
   - Spencer Hyper has 37 stores across the country

3. Supermarkets/ convenience stores
   - Aditya Birla Retail- More Supermarket (645 stores)
   - Spencer’s Daily (120 stores)
   - Reliance Fresh (621 stores)
   - REI 6Ten (350 stores)
   - HyperCITY (20 stores)
   - Dmart (234)

4. Specialty stores
   - Titan Industries is a large player, with 496 World of Titan, 262 Tanishq and 509 Titan Eye+ shops
   - Vijay Sales, Croma and E-Zone in consumer electronics
   - Landmark and Crossword in books and gifts segment

5. Cash and carry stores
   - Metro started the cash and carry model in India - operate 27 stores across Mumbai, Kolkata, Delhi, Punjab, Hyderabad and Bengaluru
   - Reliance Retail operates 52 cash and carry stores called ‘Reliance Market’, as of FY20

Source: Company website, Press Release
Strong growth in the Indian retail industry

- The retail sector in India is emerging as one of the largest sectors in the economy. It contributes 10% to GDP and 8% to employment.

- As per Forrester Research, in 2020, India's retail sector was estimated at US$ 883 billion, with grocery retail accounting for US$ 608 billion. The market is projected to reach ~US$ 1.3 trillion by 2024.

- India will become a favourable market for fashion retailers on the back of a large young adult consumer base, increasing disposable income and relaxed FDI norms.

- Revenue of India’s offline retailers, also known as brick and mortar (B&M) retailers, was expected to increase by Rs. 10,000-12,000 crore (US$ 1.39-2.77 billion)* in FY20.

- According to data released by the Ministry of Statistics & Programme Implementation (MoSPI), India’s Consumer Price Index (CPI) based retail inflation increased to 6.30% in May 2021, up from 4.2% in April 2021 as both food and fuel inflation outpaced expectations. This raises the inflation forecast by 0.3 percentage points to 5.5% for India in FY22, while keeping the forecast for FY23 at 4.8%.

- According to the Ground Zero Series findings of the consulting firm RedSeer, the retail sector is expected to recover ~80% of pre-Covid revenue (amounting to US$ 780 billion) by end-2020.

- Business activity among micro-retailers is reaching near normal levels, as they are adopting digital business tools to drive efficiency and growth. The micro-retail players are increasingly taking up digital book-keeping solutions, as it makes this task simpler and there is a demand coming from small towns and hinterlands.

Note: *CAGR up to 2018, F - Forecast, ^as per CRISIL
Source: indiaretailing.com, BMI Research, Consumer Leads report by FICCI and Deloitte - October 2018, News Articles
Organised retail in nascent stage

In FY19, traditional retail, organised retail and E-commerce segments accounted for 88%, 9% and 3% of the market, respectively.

The organised retail market in India is growing at a CAGR of 20-25% per year.

The unorganised retail sector in India has a huge untapped potential for adopting digital mode of payments as 63% of the retailers are interested in using digital payments like mobile and card payments.

Many fintech companies are competing for their presence in local stores. In May 2020, Paytm announced a US$ 1 billion loyalty programme and launched online ledger services for kirana stores in India. Other fintech companies such as PayNearby, Phonepe, BharatPe and Mswipe introduced different services for small shop owners, enabling better digital payments and delivery options at these stores.

For example, Amazon partnered with local stores to provide a platform for many small shops and merchants on its Amazon marketplace. While, Walmart has its own network of 28 ‘best-priced’ stores serving local stores across the country.

In March 2021, Big Bazaar announced expansion into the instant home delivery service, aiming to offer 2-hour delivery guarantee service; it has started the service in Delhi NCR, Mumbai and Bengaluru.

Note: F - Forecast, * - e-commerce market here refers to sale of products and services through electronic transactions, home shopping is considered a part of e-commerce

Source: BCG, KPMG- indiaretailing.com, Deloitte Report, Winning in India’s Retail Sector, Centre for Digital Financial Inclusion (CDFI) report, Crisil
Sector’s high growth potential is attracting investors

- India has occupied a remarkable position in global retail rankings. The country has high market potential, low economic risk and moderate political risk.
- India’s high growth potential compared to global peers has made it a highly favourable destination. According to a study by Boston Consulting Group, India is expected to become the world’s third largest consumer economy by reaching US$ 400 billion in consumption by 2025.
- In FDI Confidence Index, India ranked 15th (after US, Canada, Germany, UK, China, Japan, France, Australia, Switzerland and Italy).
- According to Prime Database, shareholding of retail investors in 1,605 listed companies hit an 11-year high of 7.01% and witnessed ~3.4 million new ‘Demat’ accounts from July 2020 to September 2020.
- In July 2021, DP Retail, a subsidiary of Darwin Platform Group of Companies (DPGC), entered the retail space with the launch of its first megastore in Andheri, Mumbai. The company would be opening other self-owned exclusive stores at five locations in Mumbai.
  - The launch signifies the DPGC’s ambitious plan to leverage potential of the Indian retail space. DP Retail plans to invest Rs. 1,000 crore (US$ 134.43 million) in FY21 to expand in other cities and allocated Rs. 100 crore (US$ 13 million) towards market penetration across the omnichannel retail business (including an innovative franchise model).
- In July 2021, Dyson announced to increase its retail presence to 12 stores.
- Tanishq, Shoppers Stop and Bestseller India (sells fashion brands Vero Moda, ONLY and Jack & Jones) plan to add 10-35 stores in FY22.
- In 2021, Lenskart received US$ 315 million funding from Falcon Edge Capital, Temasek Holdings, KKR. The company plans to use the proceeds to expand its retail footprint in Southern India.

**Note:** FDI - Foreign Direct Investment  
**Source:** AT Kearney 2019 FDI Confidence Index, Prime Database
Rising prominence of online retail

- Online retail market is estimated to reach US$ 60 billion by 2020 from US$ 32 billion in 2018. It is projected to reach US$ 73.00 billion by 2022F.
- India’s e-commerce market is estimated to record sales worth US$ 55 billion during 2021 with the addition of 40 million new online shoppers. The number of online shoppers for 2021 is estimated to reach 190 million compared with 150 million last year and is estimated to reach 300 million shoppers in the next five years.
- As per the RedSeer report, India is set to become the third-largest online retail market by 2030 after the US and China with an annual Gross Merchandise value (GMV) of ~US$ 350 billion. The new-age logistics players are expected to deliver 2.5 billion Direct-to-Consumer (D2C) shipments by 2030. Online used car transaction penetration is expected to grow by 9x in the next 10 years.
- During the festival period in 2020, Amazon, Flipkart and various vertical players sold goods worth US$ 9 billion despite the pandemic onslaught.
- The Government plans to allow 100% FDI in E-commerce under the arrangement that the products sold must be manufactured in India to gain from the liberalised regime.
- Online retailers now deliver to 15,000-20,000 pin codes out of nearly 100,000 pin codes in the country.
- By 2024, India's e-commerce industry is expected to increase by 84% to US$ 111 billion, driven by mobile shopping, which is projected to grow at 21% annually over the next four years. In 2020, the most common payment methods online were digital wallets (40%), followed by credit cards (15%) and debit cards (15%). Online penetration of retail is expected to reach 10.7% by 2024 versus 4.7% in 2019.
- In April 2020, Amazon India announced to invest Rs.10 crore (US$ 1.3 billion) to strengthen its pilot ‘Local Shop on Amazon’ programme, which added >5,000 local shops and retailers on the platform from >100 cities.

Notes: APMEA - Asia/Pacific, Middle East and Africa, F- Forecast
Strategies

RECENT TRENDS AND STRATEGIES
1

**Strong distribution and logistic network**
- It is imperative for a retailer to have a strong distribution and logistic network. Players follow a distribution network. For example, Shoppers Stop follow a “hub and spoke” model for its distribution network to increase efficiency and productivity network to increase efficiency and productivity.
- In November 2020, Mahindra Logistics Ltd. developed a ‘Built-to-Suit’ warehousing capacity in Tamil Nadu. This workspace will cater to two key customers in e-commerce and auto-engineering industries.

2

**Expansion**
- In March 2021, Xiaomi introduced a new initiative ‘Develop with Mi’ (GWM). GWM plans to have 30,000 touchpoints in a year and 6,000+ retail stores in the next two years.
- In March 2021, Vivo announced plan to open ~100 exclusive retail stores across India in 2021; aims to cross the 650-store mark in India by 2021.
- In March 2021, AP Group announces an expansion plan for their Italian brand – Just Cavalli in India with the launch of 200 offline stores in 2021.
- In June 2021, Reliance Retail operated 7,573 stores in >4,400 cities.
- In July 2021, DP Retail, a subsidiary of Darwin Platform Group of Companies (DPGC), plans to invest Rs. 1,000 crore (US$ 134.43 million) in FY21 to expand in India and allocated Rs. 100 crore (US$ 13 million) towards market penetration across the omnichannel retail business.

3

**Omni-channel retailing**
- Retailers are exploring multiple channels to maximise sales. Omni-channel retailing is being adopted by many retailers in India. Shoppers Stop is making efforts to be an omni-channel retailer. Ezone has launched an online platform, which has led to increase in sales. Omni-channel retailing is being adopted by companies such as Croma, Reliance Retail Ventures, Aditya Birla Fashion and Retail Limited and, OnePlus.

4

**Offering discounts**
- Most retailers have advanced off-season sales from 15 days to a month with discounts of 20-70% on certain products. Also, higher discounts and other value-added services are offered to members.

*Source: Company website, News Articles*
Offering value-added services

- Companies offer innovative value-added services like customer loyalty programmes and happy hours on shopping deals. Offers for senior citizens, contests for students and lottery gains are now very common.

Leveraging partnership

- To keep customers on shop floors for a longer time and increase conversions, retailers are now pitching to partner with manufacturers, service providers, and financial companies to create a buzz around certain product categories.
- In March 2021, Unicorn, a premium Apple reseller, announced plan to launch 4-6 new flagship stores in India by FY22.
- In February 2021, Reckitt Benckiser, a consumer health and hygiene company, in partnership with Grofers, an online grocery retailers, launched the ‘Deliver Safe Programme’. The programme includes processes and protocols to meet the highest standards of cleaning and disinfection.
- In February 2021, Panasonic India joined forces with Fortune Marketing Pvt. Ltd. to expand its presence in the Indian market. Fortune Marketing Pvt. Ltd. will be responsible for distributing Panasonic’s wide enterprise range, comprising commercial android signage display, 4K UHD commercial high brightness displays, multi-touch interactive professional displays and professional video wall range of products.

Strong supply chain

- Critical components of supply chain planning applications help retailers to maintain profit margins. Innovative solutions like performance management, frequent sales operation management, demand planning, inventory planning, production planning and lean systems can help retailers to get advantage over competitors.
- In March 2021, Mi India launched a Rs. 100-crore (US$ 13.62 million) support plan over the next two years for its retail partners.
- In May 2021, Big Bazaar announced that it has rolled out its two-hour delivery services in small cities in India such as Bhopal, Mangalore, Raipur, Ranchi, Guwahati, Kanpur, Lucknow and Varanasi, to name a few, have seen orders climb over the past week.
- Flipkart hired 23,000 individuals in India between March and May 2021 in various capacities across its supply chain, including delivery executives, to strengthen the supply chain.

Source: Company website, News Articles
Strategies adopted… (3/3)

8
Changing the perception
• Retailers are providing more assortments for private level brands to compete with other supplier brands. New product development, aggressive retail mix and everyday low pricing strategy might help to get edge over supplier brands.

9
Hyper-personalisation
• Indian retailers use hyper-personalisation models based on behavioral data, brands performance, demographic preference and pin codes as marketing strategy to boosts sales.

10
Cash-on-delivery
• Online retail segment offers cash-on-delivery and manufacturers’ warranty to boost E-retailing in consumer durables sector.
• Cash-on-delivery is the preferred payment option with over 30% buyers opting for it in India.

11
Joint Venture (JV)
• To diversify the product offerings and tab the growing luxury retail segment, retailers are forming JV with foreign luxury brands. Reliance Brands Ltd. entered a JV with Bally, a Swiss luxury brand, to exclusively market its products in India.
• In May 2019, Warburg Pincus and Runwal Group entered into a JV to form US$ 1 billion retail mall platform.

Source: Company website, News Articles
Growth Drivers
Growth drivers for retail in India

1. Favourable demographics
2. Rise in income and purchasing power
3. Change in consumer mindset
4. Brand consciousness
5. Easy consumer credit and increase in quality products
Growth drivers for retail in India

1. Consumer preference
   - India’s per capita GDP increased to Rs. 143,048 (US$ 1,982.65) in FY19 from Rs. 129,901 (US$ 1,800.43) FY18.
   - Indian consumers are now shifting more towards premium brands.

2. Brand consciousness
   - Factors like young demographic composition, increasing personal disposable income, preference towards affordable luxury and rising middle class population are developing preferences for specific brands.

3. Consumer finance opportunity
   - According to India Ratings and Research, domestic organised food and grocery retailers are expected to increase by 10% YoY in FY22, with organised retailers and e-commerce likely to benefit from the ongoing demand for essentials.

4. FDI approval
   - Department for Promotion of Industry and Internal Trade (DPIIT) approved three foreign direct investments (FDI), Mountain Trail Food, Kohler India Corporation, and Merlin Entertainments India in single-brand retail.
   - DPIIT has approved two FDI proposals worth more than Rs. 400 crore (US$ 62.45 million) within the retail sector.

5. Hybrid retail model
   - In December 2020, Flipkart’s independent value-driven platform ‘2GUD’ launched ‘2GUD Local’, which is aimed at extending the benefits of e-commerce to traditional retail businesses.

6. Investment
   - In July 2021, the Andhra Pradesh government announced retail parks policy 2021-26, anticipating targeted retail investment of Rs. 5,000 crore (US$ 674.89 million) in the next five years.
   - In July 2021, Goat Brand Labs, a platform for D2C brands, raised US$ 36 million and Lenskart raised US$ 315 million from foreign investors.
   - In December 2020, Singapore’s sovereign wealth fund, GIC Pte Ltd. and ESR Cayman Ltd. formed a JV to purchase industrial and logistics assets worth US$ 750 million in India.

Source: News Articles, Ministry of Statistics and Programme Implementation, Anarock Retail
Income growth to drive demand for organised retail

- Multiple drivers are leading to strong growth in Indian retail through a consumption boom.
- Significant growth in discretionary income and changing lifestyles are among the major growth drivers of Indian retail.
- Easy availability of credit and use of ‘plastic money’ have contributed to a strong and growing consumer culture in India.
- Acceptance and usage of E-retailers by consumers are increasing due to convenience and secured financial transactions.
- Expansion in the size of the upper middle class and advertisement has led to greater spending on luxury products and high brand consciousness.
- India’s real gross domestic product (GDP) at current prices stood at Rs. 195.86 lakh crore (US$ 2.71 trillion) in FY21, as per the second advance estimates (SAE) for 2020-21 and the per capita income at current prices was estimated at Rs. 127,768 (US$ 1,765.43) in FY21.
- The real GDP in FY 2021-22 is estimated to be Rs. 148.2 lakh crore (US$ 1,977.58 billion).
- According to Care Ratings, India’s GDP growth is likely to be 8.8-9% in FY22, driven by the agriculture and industry sectors.

Source: IMF, **- 2nd Revised Estimates, * - 1st Revised Estimates, ***- 1st Advance Estimate
FDI policy details on single and multi-brand retail in India

51% FDI in multi-brand retail Status: Policy passed

- Minimum investment cap is US$ 100 million.
- 30% procurement of manufactured or processed products must be from SMEs.
- Minimum 50% of total FDI must be invested in backend infrastructure (logistics, cold storage, soil testing labs, seed farming and agro-processing units).
- Removes middlemen and provides better price to farmers.
- Development in retail supply chain system.
- 50% jobs in retail outlet could be reserved for rural youth and a certain amount of farm produce to be procured from poor farmers.
- To ensure public distribution system (PDS) and food security system (FSS), the Government reserves the right to procure a certain amount of food grains.
- It will keep food and commodity prices under control. It will also cut agricultural waste as mega retailers would develop backend infrastructure. Consumers will receive higher quality products at lower prices and with better service.

100% FDI in single-brand retail Status: Policy passed

- Products to be sold under the same brand internationally. Sale of multi-brand goods is not allowed even if produced by the same manufacturer.
- 100% FDI allowed in single-brand retail under the automatic route.
- Single-brand retail entities (SBRT) would be permitted to set off their incremental sourcing of goods from India for global operations during the initial five years, starting from the 1st April of the year of the opening of first store, as against the compulsory sourcing requirement of 30% of purchases from India. After completion of five-year period, the SBRT entity will be required to meet the 30% sourcing norms directly towards its India's operation, on an annual basis.
- 100% FDI in retail trading of food products manufactured or produced in India.
- Liberalisation of FDI is expected to give a boost to Ease of Doing Business and Make in India.
Indian retail is set to benefit from FDI policy

Benefits of FDI in Indian retail

- **Increase in employment**
- **Removing middlemen**
- **Technological advancement**
- **Infrastructure investment**

**Sector**
- Wholesale cash and carry trading
- Single-brand product retailing
- Multi-brand, front-end retail

**Entry route**
- Automatic
- Automatic
- Foreign Investment and Promotion Board

**FDI limit**
- 100%
- 100%
- 51%

**Benefiting Indian manufacturers**
2. CASH FLOW

- Tax refunds on goods purchased for resale implies a significant reduction in the inventory cost of distribution.
- Distributors are also expected to experience cash flow from collection of GST in their sales, before remitting it to the Government at the end of the tax-filing period.

1. SUPPLY CHAIN STRUCTURE

Goods and Service Tax (GST) as a unified tax regime is expected to lead to re-evaluation of procurement and distribution arrangements. Removal of excise duty on products would result in cash flow improvements.

3. SYSTEM CHANGES AND TRANSITION MGMT

- Changes need to be made to accounting and IT systems in order to record transactions in line with GST requirements.
- Appropriate measures need to be taken to ensure smooth transition to the GST regime through employee training, compliance under GST, customer education and inventory credit tracking.

4. PRICING AND PROFITABILITY

- Elimination of tax cascading is expected to lower input costs and improve profitability.
- Application of tax at all points of supply chain is likely to require adjustments to profit margins, especially for distributors and retailers.

Source: Sutherland Research

Note: CII: Confederation of Indian Industry
## Recent M&A deals in the Indian retail sector

<table>
<thead>
<tr>
<th>Acquirer name</th>
<th>Target name</th>
<th>Year</th>
<th>Deal type</th>
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<tr>
<td>Reliance Retail</td>
<td>Just Dial</td>
<td>July 2021</td>
<td>Acquisition (41%)</td>
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<tr>
<td>V-Mart Retail</td>
<td>Arvind Lifestyle Brands (ALBL) (Stores, warehouse, inventory of unlimited brands)</td>
<td>July 2021</td>
<td>Acquisition</td>
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<tr>
<td>Amazon</td>
<td>Perpule</td>
<td>March 2021</td>
<td>Acquisition</td>
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<tr>
<td>Tata Consumer Products Ltd.</td>
<td>Kottaram Agro Foods</td>
<td>February 2021</td>
<td>Acquisition</td>
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<tr>
<td>Reliance Retail Ventures Ltd.</td>
<td>Future Group (Retail &amp; wholesale business, logistic and warehousing business)</td>
<td>November 2020</td>
<td>Acquisition</td>
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<tr>
<td>Reliance Retail Ventures Ltd.</td>
<td>Urban Ladder</td>
<td>November 2020</td>
<td>Acquisition (96%)</td>
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<tr>
<td>Flipkart</td>
<td>Scapic</td>
<td>November 2020</td>
<td>Acquisition</td>
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<tr>
<td>Flipkart</td>
<td>Aditya Birla Fashion and Retail Ltd. (ABFRL)</td>
<td>October 2020</td>
<td>Acquisition (8%)</td>
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<td>MTR Foods</td>
<td>Eastern Condiments</td>
<td>September 2020</td>
<td>Acquisition (68%)</td>
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<td>Reliance Retail Ventures Ltd.</td>
<td>Future Retail</td>
<td>August 2020</td>
<td>Acquisition</td>
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<td>Reliance Brands</td>
<td>Zivame</td>
<td>July 2020</td>
<td>Acquisition (15%)</td>
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<td>ITC</td>
<td>Sunrise Foods Private Limited</td>
<td>May 2020</td>
<td>Acquisition</td>
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<td>Hindustan Unilever Limited</td>
<td>GSK Plc (Horlicks brand)</td>
<td>April 2020</td>
<td>Acquisition</td>
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<td>Reliance Retail Ventures Ltd.</td>
<td>Shri. Kannan Departmental Store Private Ltd. (SKDS)</td>
<td>March 2020</td>
<td>Acquisition</td>
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<td>Amazon</td>
<td>Future Retail</td>
<td>August 2019</td>
<td>Acquisition (49%)</td>
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<td>Aditya Birla Fashion &amp; Retail Ltd.</td>
<td>Jaypore and TG Apparel &amp; Decor Pvt Ltd.</td>
<td>June 2019</td>
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<td>Reliance Industries Ltd.</td>
<td>Hamleys</td>
<td>May 2019</td>
<td>Acquisition</td>
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<td>Future Enterprises Ltd.</td>
<td>LivQuik Technology (India) Pvt. Ltd.</td>
<td>October 2018</td>
<td>Acquisition (55%)</td>
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<td>Amazon and Samara Capital</td>
<td>More</td>
<td>September 2018</td>
<td>Acquisition</td>
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<tr>
<td>Reliance Retail Ventures Ltd.</td>
<td>Genesis Colors Ltd., GLF Lifestyle Brands, Genesis La Mode, Genesis Luxury Fashion Pvt Ltd., GML India Fashion</td>
<td>September 2018</td>
<td>Acquisition</td>
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<tr>
<td>Walmart</td>
<td>Flipkart</td>
<td>May 2018</td>
<td>Acquisition</td>
</tr>
</tbody>
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*Source: Bloomberg and Thomson ONE Banker, News Articles*
Opportunities
Growth value proposition

Demand factors
- Higher brand consciousness
- Growing aspiration levels and appetite to experiment
- Growing young population and working women

Supply factors
- Rapid real estate and infrastructure development
- Emergence of new categories
- Development of supply chain improving efficiency

Indian retail opportunity
- Rising incomes and purchasing power
- Credit availability
- Changing consumer preferences and growing urbanisation
- Easy availability of credit
- Expansion plans of existing players
- R&D, innovation and new product development

Source: KPMG International 2011
Ample growth opportunities in Indian retail industry

LARGE NUMBER OF RETAIL OUTLETS
- India is the fifth-largest preferred retail destination globally.
- The sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in tier II and tier III cities.

PRIVATE LABEL OPPORTUNITIES
- The organised Indian retail industry has begun experiencing an increased level of activity in the private label space.
- The organised retail sector is forecast to witness strong growth in the coming years.
- The share of private label strategy in the US and UK markets is 19% and 39%, respectively, while its share in India is just 6%. Stores like Shopper Stop and Lifestyle generates 15 to 25% of their revenue from private label brands.

SOURCING BASE
- India’s price competitiveness attracts large retail players to use it as a sourcing base.
- Global retailers such as Walmart, GAP, Tesco and JC Penney are increasing their sourcing from India and are moving from third-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices.

LUXURY RETAILING
- Luxury retailing is gaining importance in India. This includes fragrances, gourmet retailing, accessories and jewellery among many others.
- The Indian luxury market is expected to grow to US$ 200 billion by 2030, from US$ 30 billion in 2020, supported by growing exposure of international brands among Indian youth and higher purchasing power of the upper class in tier II and III cities, according to ASSOCHAM.

Notes: FMCG - Fast Moving Consumer Goods
Source: Nielsen, Jefferies report
Key Industry Contacts
<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>Retailers Association of India</td>
<td>111/112, Ascot Centre, Next to Hotel Le Royal Meridien, Sahar Road, Sahar, Andheri (E), Mumbai - 400099. Tel: 91-22 28269527 - 29 Fax: 91-22 28269536 E-mail: <a href="mailto:info@rai.net.in">info@rai.net.in</a> Website: <a href="http://www.rai.net.in">www.rai.net.in</a></td>
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<tr>
<td>The Franchising Association of India</td>
<td>Address: 510/511 B-Wing Sagar Tech Plaza, Sakinaka, Mumbai- 400 072. Tel: 91- 22 - 4054 0590  E-mail: <a href="mailto:support@fai.co.in">support@fai.co.in</a> Website: <a href="http://www.fai.co.in">www.fai.co.in</a></td>
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Glossary

- FDI: Foreign Direct Investment
- FMCG: Fast Moving Consumer Goods
- FY: Indian Financial Year (April to March); So, FY10 implies April 2009 to June 2010
- IT: Information Technology
- MoU: Memorandum of Understanding
- MT: Million Tonnes
- MTPA: Million Tonnes Per Annum
- SEZ: Special Economic Zone
- US$: US Dollar
- Wherever applicable, numbers have been rounded off to the nearest whole number
## Exchange Rates

### Exchange Rates (Fiscal Year)

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<td>2020-21</td>
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### Exchange Rates (Calendar Year)

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<tr>
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</table>

**Note:** As of August 2021  
**Source:** Reserve Bank of India, Average for the year
India Brand Equity Foundation (IBEF) engaged Sutherland Global Services Private Limited to prepare/update this presentation.

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