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EXECUTIVE SUMMARY

- Indian retail one of the fastest growing markets in the world due to economic growth
- Retail market in India is projected to grow from an estimated US$ 672 billion in 2017 to US$ 1,200 billion in 2021F.
- Retail industry reached to US$ 950 billion in 2018 and is expected to reach US$ 1.1 trillion by 2020.
- Consumer spending in India increased to US$ 245.16 billion in the third quarter of 2020 from US$ 192.94 billion in the second quarter of 2020.
- India is the world’s fifth largest global destination in the retail space and ranked 63rd in World Bank’s Doing Business 2019.
- According to a report from Cushman & Wakefield, Delhi’s upscale Khan Market has become the world’s 20th most expensive retail location.
- Rising income and demand for quality products will boost consumer expenditure.
- India’s direct selling industry recorded sales of US$ 2.47 billion in 2019, improving its rank to 15 from 19 a year before.

Notes: CAGR - Compound Annual Growth Rate, F - Forecast, E - Estimated
Source: Ernst and Young, Price Waterhouse Cooper, Economic Times, MRRSIndia.com and Assocham - The Associated Chambers of Commerce and Industry of India, Trading Economics
The FMCG market in India is expected to grow at a CAGR of 23.15% to reach US$ 103.70 billion by FY21 from US$ 68.38 billion in FY18.

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.

Indian online grocery market is estimated to exceed sales of about Rs. 22,500 crore (US$ 3.19 billion) in 2020, witnessing a significant jump of 76% over the previous year.

Increasing participation from foreign and private players will boost retail infrastructure.

Notes: CAGR - Compound Annual Growth Rate, F - forecast, All the years denote calendar year
Source: indiaretailing.com, eMarketer, Nielsen India
Healthy economic growth, changing demographic profile, increasing disposable income, changing consumer taste and preferences are driving growth in the organised retail market in India.

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 are continuously entering the Indian market.

Cumulative FDI inflow in retail between stood at US$ 2.17 billion April 2000 and June 2020.

India’s retail sector attracted US$ 970 million from various private equity (PE) funds in 2019.

About 51% FDI in multi-brand retail.

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

Goods and Service Tax (GST) was introduced as a form of single unified tax system.

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

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>- Manufacturers opened their own outlets</td>
<td>- Pure-play retailers realised the potential of this market</td>
<td>- Substantial investment commitment from large Indian corporates</td>
<td>- Cumulative FDI inflow from April 2000 to June 2020 in the retail sector reached US$ 2.17 billion</td>
</tr>
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<td></td>
<td>- Majority in the apparel segment</td>
<td>- Entry in food and general merchandise category</td>
<td>- Retail 2020: Retrospect, Reinvent, Rewrite</td>
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<td></td>
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<td>- Pan-India expansion to top 100 cities</td>
<td>- Movement to smaller cities and rural areas</td>
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<td>- Repositioning by existing players</td>
<td>- More than 5-6 players with revenue over US$ 1 trillion by 2020</td>
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<td>- Large-scale entry of international brands</td>
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<td>- Approval of FDI limit in multi-brand retail up to 51%</td>
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<td>- Rise in private label brands by retail players</td>
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<td>- Sourcing and investment rules for supermarkets relaxed</td>
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<td></td>
<td>- E-commerce emerged as one of the major segments</td>
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<td></td>
<td>- 100% FDI in single-brand retail under the automatic route</td>
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</table>

**Source:** Technopak Advisors Pvt Ltd, BCG
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: TechSci Research*
COMPETITIVE LANDSCAPE IN INDIAN RETAIL SECTOR

**Departmental stores**
- Pantaloons has 342 stores in >155 towns
- Westside operates 158 stores across 82 cities
- Shoppers Stop has 90 stores across India, as of 2020
- Lifestyle operates across 77 stores in India
- Reliance Retail operates 670 fashion concept (under ‘Trends’ brand name) stores across 350 cities in India

**Hypermartks**
- 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

**Supermarkets/convenience stores**
- Aditya Birla Retail-More Supermarket (523 stores)
- Spencer’s Daily (120 stores)
- Reliance Fresh (621 stores)
- REI 6Ten (350 stores)
- HyperCITY (20 stores)

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

**Cash and carry stores**
- Metro started the cash and carry model in India - operates 27 stores across Mumbai, Kolkata, Delhi, Punjab, Hyderabad and Bengaluru
- Reliance Retail operates 52 cash and carry stores called ‘Reliance Market’ as of FY19

*Source: Company website, Press Release*
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.

The total market size of Indian retail industry stood at US$ 950 billion in 2018 and is forecast to reach US$ 1,200 billion by 2021 and US$ 1,750 billion by 2026.

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.

Experiential retail draws the concentration to a customer driven approach where the client can interact with products or brands rather than being a passive participant.

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, E - Estimated, ^as per CRISIL
Source: indiaretailing.com, BMI Research, Consumer Leads report by FICCI and Deloitte - October 2018, News Article
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.

It is projected that by FY21, traditional retail will hold 75% of the total retail market, followed by organised retail at 18% and E-commerce retail at 7%.

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.

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 15 (after US, Canada, Germany, UK, China, Japan, France, Australia, Switzerland and Italy).
- India ranked first in the Global Retail Development Index 2017 based on rising middle class and rapidly growing consumer spending.
- Retail investors boosted their shareholdings in Indian companies to an 11-year high in September 2020, with first-time investors continuing to add more money into equities. 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.

Note: FDI - Foreign Direct Investment
Source: AT Kearney 2019 FDI Confidence Index, Prime Database
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.

During the online festive sale in October 2020, the Indian e-commerce firms—Flipkart, Amazon, Myntra and Snapdeal—together sold goods worth US$ 3.1 billion.

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.

India’s E-commerce business will reach US$ 99 billion by 2024, growing at a CAGR of 27% over 2019.

Online penetration of retail is expected to reach 10.7% by 2024 versus 4.7% in 2019.

Notes: APMEA - Asia/ Pacific, Middle East and Africa, F- Forecast
STRATEGIES ADOPTED
### STRATEGIES ADOPTED

| Strong distribution and logistic network | - It is imperative for a retailer to have a strong distribution and logistic network to succeed in this sector. Players follow a distribution network that suits them the best. For example, Shoppers Stop follow a “hub and spoke” model for its distribution network to increase efficiency and productivity.  

- In October 2020, Flipkart acquired 140 acres of land at Rs. 432 crore (US$ 58.87 million) to establish their largest fulfillment centre in India (Manesar, Gurgaon) in a bid to scale their fulfilment infrastructure to cater to increased demand post COVID-19. |

| Expansion | - In February 2019, Future Consumer partnered with T Choithram & Sons to start offering products in the Middle East.  

- Huawei signed a partnership with Micromax to expand its retail presence in India.  

- As of November 2019, Xiaomi had the largest retail network in India with 2500 stores and presence across 790 cities. |

| 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.  

- On August 18, 2020, Reliance Retail Ventures, Reliance Industries Limited’s (RIL) retail unit, has acquired a majority equity stake in online pharma company Netmeds for around Rs. 620 crore (US$ 87.96 million).  

- On October 23, 2020, Aditya Birla Fashion and Retail Limited approved issuance of equity shares worth Rs. 1,500 crore (US$ 203.66 million) on a preferential basis to Flipkart Investments Private Limited. The company has also entered into a commercial agreement for the sale and distribution of its various brands.  

- In November 2020, OnePlus, the Chinese smartphone maker, launched ‘OnePlus Nizam Palace’ in Hyderabad, touted as its largest experience store worldwide that is spread across 16,000 sq. ft.. The company also announced plans to invest Rs. 100 crore (US$ 13.51 million) towards market penetration across the omnichannel retail business, including extension of offline experience beyond metro cities with new retail partnerships. |

| Lowering prices | - Certain retailers adopt ‘first price right’ approach. Retailers do not offer discounts under this strategy, they directly compete on the selling price by offering best price without any markdowns. |

| 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*
<table>
<thead>
<tr>
<th>STRATEGIES ADOPTED</th>
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<tr>
<td><strong>Offering value-added services</strong></td>
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<tr>
<td>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.</td>
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<td><strong>Leveraging partnership</strong></td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Strong supply chain</strong></td>
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<tr>
<td>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.</td>
</tr>
<tr>
<td><strong>Joint Venture (JV)</strong></td>
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</table>
| To diversify the product offerings and tap 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. |
| **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. |
| **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. |
| **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. |

*Source: News Articles*
GROWTH DRIVERS
GROWTH DRIVERS FOR RETAIL IN INDIA

Growth Drivers

- Easy consumer credit and increase in quality products
- Favourable demographics
- Brand consciousness
- Rise in income and purchasing power
- Change in consumer mindset
## GROWTH DRIVERS FOR RETAIL IN INDIA

### 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 by paying more for value and service.

### 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.

### Consumer finance opportunity
- Consumers have become more comfortable using online services due to demonetisation.
- Online retail segment provides various credit and payment options driven by increasing internet penetration, 24*7 accessibility, convenience and secured transactions.

### 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.

### Investment
- As of November 2019, IKEA planned to open 3 stores in India with an investment of Rs. 117.96 billion (US$ 1.69 billion).
- As of November 2019, Kohler India planned to double its retail network in the country in the next three years.
- In September 2020, US private equity firm Silver Lake announced plan to invest Rs. 7,500 crore (US$ 1.00 billion) in Reliance Retail, which marks the second billion-dollar investment by Silver Lake in a Reliance Industries subsidiary after the US$ 1.35 billion investment in Jio Platforms earlier in 2020.
- In November 2020, Saudi Arabia’s sovereign Public Investment Fund (PIF) announced plans to invest Rs. 9,555 crore (US$ 1.3 billion) in Reliance Retail Ventures Ltd. for 2.04% stake.
- In November 2020, FreshToHome, a Bengaluru-based online fresh fish and meat retailer, raised US$ 121 million in Series C funding, led by Investment Corporation of Dubai (ICD), the principal investment arm of the Government of Dubai.

*Source: News Articles, Ministry of Statistics and Programme Implementation, Anarock 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.
- In FY20***, GDP at current prices was US$ 2,891.87 billion and GDP per capita at current prices was US$ 2,156.50.

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**

1. **Increase in employment**
   - Wholesale cash and carry trading
   - Single-brand product retailing
   - Multi-brand, front-end retail

2. **Removing middlemen**
   - Automatic

3. **Technological advancement**
   - Foreign Investment and Promotion Board

4. **Infrastructure investment**

5. **Benefiting Indian manufacturers**
   - 100%
   - 100%
   - 51%
NEW GOODS AND SERVICE TAX (GST) WOULD SIMPLIFY TAX 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.

- 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.

- 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.

- 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.

Note: CII: Confederation of Indian Industry
Source: TechSci Research
# 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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<tbody>
<tr>
<td>Flipkart</td>
<td>Scapic</td>
<td>November 2020</td>
<td>Acquisition</td>
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<tr>
<td>Reliance Retail Ventures Ltd (RRVL)</td>
<td>Future Retail</td>
<td>August 2020</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Reliance Retail Ventures Ltd (RRVL)</td>
<td>Mr. Kannan Departmental Store Private Ltd (SKDS)</td>
<td>March 2020</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Amazon</td>
<td>Future Retail</td>
<td>August 2019</td>
<td>Acquisition (49%)</td>
</tr>
<tr>
<td>Aditya Birla Fashion and Retail Ltd (ABFRL)</td>
<td>Jaypore and TG Apparel &amp; Decor Pvt Ltd</td>
<td>June 2019</td>
<td>Acquisition</td>
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<tr>
<td>Reliance Industries Ltd (RIL)</td>
<td>Hamleys</td>
<td>May 2019</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Future Enterprises Ltd</td>
<td>LivQuik Technology (India) Pvt. Ltd</td>
<td>October 2018</td>
<td>Acquisition (55%)</td>
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<tr>
<td>Amazon and Samara Capital</td>
<td>More</td>
<td>September 2018</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Reliance Retail Ventures Ltd (RRVL)</td>
<td>Genesis Colors Ltd (GCL), GLF Lifestyle Brands, Genesis La Mode, Genesis Luxury Fashion Pvt Ltd, GML India Fashion and GLB Body Care</td>
<td>September 2018</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Walmart</td>
<td>Flipkart</td>
<td>May 2018</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Future Group</td>
<td>HyperCity</td>
<td>October 2017</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Berger Paints</td>
<td>Chugoku Marine Paints</td>
<td>April 2017</td>
<td>Collaboration</td>
</tr>
<tr>
<td>Myntra</td>
<td>InLogg</td>
<td>April 2017</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Flipkart owned Myntra</td>
<td>HRX</td>
<td>August 2016</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Myntra</td>
<td>MotoGP</td>
<td>August 2016</td>
<td>Collaboration</td>
</tr>
<tr>
<td>Aditya Birla Fashion and Retail</td>
<td>Forever 21 (India Business)</td>
<td>May 2016</td>
<td>Acquisition</td>
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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.  
- Luxury market of India is expected to grow to US$ 30 billion by the end of 2020 from US$ 23.8 billion in 2017, 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*
<table>
<thead>
<tr>
<th>Retailers Association of India</th>
<th>The Franchising Association of India</th>
</tr>
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<tbody>
<tr>
<td>Address: 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>
<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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</tbody>
</table>
USEFUL INFORMATION
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)

<table>
<thead>
<tr>
<th>Year</th>
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### Exchange Rates (Calendar Year)

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**Source:** Reserve Bank of India, Average for the year
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