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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

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**Consumer expenditure in India (US$ billion)**

- 2020Q3: 245.16
- 2020Q4: 289.65

**Retail market in India (US$ billion)**

- 2020: 883
- 2025F: 1,000

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**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.
- Online retail market in India is projected to reach US$ 350 billion by 2030 from an estimated US$ 55 billion in 2021, due to rising online shoppers in the country.

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 96% of pre-COVID-19 sales in September 2021, driven by the rising demand from consumers.

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$ 3.61 billion between April 2000 and June 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.

In November 2021, DPIIT* announced that it is working on a regulatory compliance portal to minimise burdensome compliance processes between industries and the government.

Note: FY - Indian Financial Year (April-March), NMDP - National Maritime Development Programme, FDI - Foreign Direct Investment, DPIIT - Department for Promotion of Industry and Internal Trade
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 - operates 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.
- 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.
- In October 2021, retailers in India increased by 14% compared with last year.
- As per Kearney Research, India’s retail industry is projected to rise at a slower pace of 9% between 2019 and 2030, from US$ 779 billion in 2019 to US$ 1,407 billion by 2026 and more than US$ 1.8 trillion by 2030.
- 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. However, the retail inflation eased to 5.3% in August 2021.
- 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.
- Since the onset of COVID-19, a growing number of value-conscious online shoppers are reshaping India’s e-commerce retailing landscape and the trend is here to stay.

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
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 October 2021, Flipkart announced plan to connect 5,000+ offline brand stores from >300 cities across the country on its platform to accelerate digital adoption for small retailers.

*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’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.

- Retail tech companies supporting the retail sector with services such as digital ledgers, inventory management, payments solutions, and tools for logistics and fulfillment are taking off in India.
  - In the first nine months of 2021, investors pumped in US$ 843 million into 200 small and midsized retail technology companies, which is an additional 260% of capital compared with the entire 2020.
  - In September 2021, the New Delhi-based e-commerce enablement start-up GoKwik raised US$ 5.5 million through Matrix Partners India. Dukaan, another start-up that helps businesses digitise operations, received a US$ 11 million investment led by 640 Oxford Ventures.
  - 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
E-retail has been a boon during the pandemic and according to a report by Bain & Company, in association with Flipkart, ‘How India Shops Online 2021’, the e-retail market is expected to reach US$ 120-140 billion by FY26, increasing at ~25-30% annually over the next five years.

India has the third-highest number of e-retail shoppers (only behind China, the US). 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.

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.

During the festival period in 2020, Amazon, Flipkart and various vertical players sold goods worth US$ 9 billion despite the pandemic onslaught.

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
Strategies adopted… (1/3)

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 November 2021, JSW Group announced its plans to invest Rs. 250 crore (US$ 33.3 million) in JSW One Platforms, an e-commerce store in India.
   - In November 2021, BigBasket announced that it will launch express delivery services in December 2021.
   - In November 2021, Ingka Group announced that it will open its shopping centre in Gurugram, India, with an investment of Rs. 3,300 crore (US$ 439.5 million).
   - In November 2021, fashion brand, Guess, announced that it plans to open 50 stores across India.
   - In October 2021, Realme launched 100 new exclusive stores across India to expand and strengthen its footprint in the country.
   - In October 2021, Reliance Retail introduced Freshpik, a new experiential gourmet food store in India, to expand its grocery segment in the ultra-premium category.
   - In October 2021, Plum, the direct-to-consumer beauty & personal care brand, announced plan to launch >50 offline stores across India (by 2023) to expand its customer base.

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.

*Source: Company website, News Articles*
## Strategies adopted… (2/3)

### 4

**‘Direct-to-customer’ retail strategy**
- In October 2021, Mercedes-Benz invested Rs. 60 crore (US$ 7.99 million) to introduce the ‘direct-to-customer’ retail strategy in India.

### 5

**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.

### 6

**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 October 2021, Sloggi announced to expand in India by leveraging a strategic partnership with Solar Group, its franchise partner. The company also announced plan to open 10 stores in India by 2022.

### 7

**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.

*Source: Company website, News Articles*
8

**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.

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.

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**Joint Venture (JV)**
- 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.

*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. Increase in digital payment methods in retail
   - In FY21, digital transactions in the total non-cash retail payments volume increased to 98.5% versus 97.0% in FY20.

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.
- In the first quarter of FY22, the Indian economy increased by 20.1%, backed by last years’ low base.
- 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
  - Benefiting Indian manufacturers

Sector

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

Entry route

- Automatic
  - 100%
  - 100%
  - 51%

FDI limit

- Foreign Investment and Promotion Board

Technological advancement

- Increasing efficiency
- Improving supply chain

Benefits

- Increased competition
- Improved product quality
- Lower prices

Entry routes

- Automatic
- 100%
- 51%
New goods and service tax (GST) would simplify tax structure

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.

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.

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.

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.

Note: CII: Confederation of Indian Industry
Source: Sutherland 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>Suumaya Industries Ltd.</td>
<td>1-India Family Mart</td>
<td>September 2021</td>
<td>Acquisition</td>
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<tr>
<td>PharmEasy</td>
<td>Aknamed</td>
<td>September 2021</td>
<td>Acquisition</td>
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<tr>
<td>Reliance Retail</td>
<td>Just Dial</td>
<td>July 2021</td>
<td>Acquisition (41%)</td>
</tr>
<tr>
<td>V-Mart Retail</td>
<td>Arvind Lifestyle Brands (ALBL)</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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<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</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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<tr>
<td>MTR Foods</td>
<td>Eastern Condiments</td>
<td>September 2020</td>
<td>Acquisition (68%)</td>
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<tr>
<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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<tr>
<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>
<td>Acquisition</td>
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<td>Reliance Industries Ltd.</td>
<td>Hamleys</td>
<td>May 2019</td>
<td>Acquisition</td>
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<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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</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
- Rising incomes and purchasing power
- Credit availability
- Changing consumer preferences and growing urbanisation

**Indian retail opportunity**

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

1. **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.
   - In October 2021, Reliance announced plan to launch 7-Eleven Inc.’s convenience stores in India.

2. **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.

3. **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.

4. **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
### 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>
</tr>
<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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</table>
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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<th>Year</th>
<th>Rs. Equivalent of one US$</th>
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<td>2019-20</td>
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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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<tr>
<td>2021*</td>
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</table>

**Note:** As of October 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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