

UNIFIED VOICE OF INDIAN RETAILERS



rai

RETAILERS ASSOCIATION OF INDIA

PARTNERSHIP BROCHURE





About RAI

Retailers Association of India (RAI) is the unified voice of Indian retailers. RAI is a not for profit organization (registered under section 25 of Companies Act, 1956), works with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. RAI is the body that encourages, develops, facilitates and supports retailers to become modern and adopt best practices that will delight customers. RAI has a three charter aim of Retail Development, Facilitation and Propagation.

Retailers Association of India (RAI) always strives to bring best practices to the retail industry and it's stakeholders. RAI's efforts center around advocacy and government representations, bringing best practices to the industry, fostering retail learning and training, creating a reservoir of information through retail research, disseminating communication through magazines, newsletter, website etc. for the benefit of it's members and the industry.

➤ Vision

To develop, facilitate and propagate practices and processes that will grow the Indian retail industry, leading to increased consumption and growth of the economy.

➤ Mission

Growth of modern retail

- To establish growth of modern retail in India, (and increase its share) knowledge and information
- To support retailers by providing the required knowledge and information

Establishment and operations of retailing in India

- To lobby and liaise with the Government for easier establishment and operations of retailing in India

Educate and train

- To educate and train retailers to adopt modern retail practices in India

Customer delight

- To work for customer delight by helping retailers create the right retail environment

Right values

- To encourage adoption of the right values, transparency and code of conduct by retailers





RAI National Council



Ajit Joshi,
Managing Director and
CEO,
Infiniti Retail Ltd.



Atul Chand,
Chief Executive,
ITC - LRBD



B.A. Kodandarama Setty,
Chairman &
Managing Director,
Vivek Limited



Bhaskar Bhat,
Managing Director,
Titan Industries Ltd.



Bijou Kurien,



B S Nagesh,
CCA & Vice Chairman,
Shoppers Stop Ltd
and Chairman,RAI



Gibson G Vedamani,
Chief Executive Officer,
Sharon Wayne, Mumbai



Govind Shrikhande,
CCA & Managing Director,
Shoppers Stop Ltd.



Jamshed Daboo,
Chief Executive Officer,
Trent Hypermarket Ltd.



Kabir Lumba,
Managing Director,
Lifestyle International
Pvt. Ltd.



Kishore Biyani,
Group CEO,
Future Group



Noel Tata,
Vice Chairman,
Trent Limited



Pinakiranjan Mishra,
Partner & National Leader,
Retail & Consumer
Products Advisory Services,
Ernst & Young Pvt. Ltd.



Rafique Malik ,
Chairman and
Managing Director,
Metro Shoes Ltd



Rahul Mehta,
Managing Director,
Creative Garments Pvt. Ltd.



Rakesh Biyani,
Joint Managing Director,
Pantaloon Retail India Ltd.



Shubhramshu Pani,
Joint Managing Director-
Retail, Jones Lang LaSalle



Sumantra Banerjee,
President Retail Sector,
President & Chief Executive
Power Setor -
RPG Enterprises



Vikram Bakshi,



Vinay Nadkarni,
Managing Director,
Globus Stores Pvt. Ltd.





RAI Focus

Advocacy	Talent Development	Industry creation Activities
Government & Semi Government bodies	Development of learning programs across the lifecycle of retail employees	Events
Media: Internal (STOrai + replenish) and external	Sector Skill Council through RASCI under NSDC	Members Networking Meetings
Collaboration with communities & international organizations	Research and advisory services including probing recruitment help	Service provider database and related services

Regulatory Advocacy and Government Representations

Retailers Association of India (RAI) actively interacts on policy issues with Central as well as the State Governments in the identified areas for the development of the retailers, with an objective to improve the retail environment in India.

Over the year, RAI took significant efforts towards building confidence to the retailers by its various legal and advocacy initiatives. RAI submits the Budget Expectations for the Retail Sector to the Government of India every year.

Key Advocacy initiatives:

- Service tax on renting of immovable property
- Legal Metrology Act (Weights & Measures Standards)
- Plastic carry bags / Paper bags
- Food Safety and Standard Act.
- Shops & Establishment Act
- Representation to various state government for stores to operate 365 days of the year.
- Representation to Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBEC) for various direct and indirect taxation matter
- Foreign Direct Investment (FDI) in Multi Brand Retail
- Representation on Agriculture Produce Market Committee (APMC) act
- Representation on Goods and Service Tax (GST)

RAI organizes a series of workshops and seminars in different parts of country, to augment retailers understanding on prevailing rules and regulations. These workshops allow participants to interact with the industry experts and the policy regulators and thus help them in implementation of various rules and regulations in their organization.





Retail Learning & Development: Workshops Offered By RAI

- Excellence in Store Operations (ESOps)
- Retail Strategy and Resource Management (RSRM)
- Effective Visual Merchandising for Superior Customer Experience and Sales
- Workshop on Buying and Merchandising:
- Increasing Retail Profits through Excellence in Merchandise Planning
- Workshop on Negotiation & Influencing Skills for Merchandise Management
- Fundamentals of Retail Supply Chain.
- Fashion Research and Forecasting for Buyers:
- Workshop on Delivering Signature Customer Experience
- Retail Trainer Certification Program



Retail HR Industry Creation

Manning Modern Retailing (MMR)

Manning Modern Retailing (MMR) focused on developing ideas and resource capabilities to understand the retail industry's most pressing issues around people and the business process. It is also the most effective platform for convergence between Retail Education Institutes, various skill development efforts of government and the Industry.

rai.timesjobs.com

RAI has an exclusive tie-up with Timesjobs.com, one of the leading job portals in India. The objective of this portal is to make sure both employers and jobseekers from the retail sector can fulfill their recruitment needs and benefit with the growing challenges of retail manpower.



Retailers Association's Skill Council of India (RASCI)

National Skill Development Corporation (NSDC) has been mandated by Indian Govt. to “catalyse” (advocate, create, fund, facilitate and incentivize) skill development in India.



RAI, through their partnership with NSDC has been entrusted to set up RASCI as the apex skill development council for the retail industry in India, with a mandate to skill eight million people in retail by 2022.

RASCI's mandate is to create an “Ecosystem” for skill development whilst integrating all stakeholders to manage the current and future skill requirements of the retail industry.





Industry Creation Activities

RAI always strives to bring best practices to the retail industry and its stakeholders. RAI organises various events, seminars, conclaves, conferences and roundtables with the objective of knowledge dissemination across various verticals of the retail sector. Some of the annual events conducted by RAI are:

Annual Events

- Retail Leadership Summit (RLS)
- Retail Technology Conclave (ReTechCon)
- Manning Modern Retailing (MMR)
- Food and Entertainment Summit (FES)
- Supply Chain Summit (SCS)
- Retail CFOs Summit



Regional Events

- Chennai Retail Summit (CRS)
- Delhi Retail Summit (DRS)



Members Networking Meet

- Mumbai • Delhi • Chennai
- Bangalore • Pune



ET Retail Awards



RAI in association with The Economic Times (ET) presents the annual 'ET Retail Awards', an ultimate celebration of excellence in the retail sector, a benchmark for the highest standards of performance in this field.

At ET Retail Awards, we felicitate those that have dedicated themselves to providing customer and employee satisfaction as well sustaining operational efficiencies. We also look into other criteria such as attaining proficiency in in-store management and contributing substantially to the growth of the retail sector.



Mark Ashman,
CEO,
Hypercity Retail
(India) Ltd.

We have been part of RAI since inception and RAI continues to help retailers in India address the key issues faced by the industry today. RAI has always been instrumental and pro-active about addressing those issues which positively support the growth and development of the retail sector in India.

RAI's constant endeavour to create learning activities has helped grow the talent pool for the Industry. Various events organised by RAI are a great platform to network with industry peers and discuss key issues faced by industry.



STOrai Magazine

STOrai is a views & solutions magazine for the retail sector. STOrai disseminates retail happenings and updates retailers of all activities of RAI and is the print media contact for knowledge sharing for stakeholders of retail.



e-Newsletter - replenish

RAI also sends out a fortnightly e-newsletter replenish giving information about RAI's activities and happenings.

Alliances and Affiliations

RAI has been awarded membership to the Forum for International Retail Association Executives (FIRAE) of NRF, United States of America. This serves as window for learning and enabling the transfer of international standards, best practices and benchmarks into our retail sector. It promotes the free exchange of information among national retail trade associations around the world.



FIRAE Member Associations include:

- Brazilian Franchise Association
- Retailers Association of India
- China General Chamber of Commerce
- Consumer Goods Council of South Africa
- Euro Commerce
- EHI Retail Institute
- Federation of Finnish Commerce
- FENALCO - Foreign Trade Association
- Japan Retailers Association
- National Retail Association
- National Retail Federation
- New Zealand Retailers Association
- Federation of Norwegian Commercial and Service Enterprises
- POPAI Italia
- Retail Council of Canada
- Swedish Trade Federation
- Turkish Council of Shopping Centers and Retailers





Research Report and Publication

RAI - Nielsen: IT in Retail: Trends and Potential

This study is planned to understand a number of areas where IT impacts the retail industry. The study objective was on emerging trends among retailers pertaining to IT Retailer spends in IT and also to evaluate the future of IT in the retail business.



RAI - Deloitte 'Best Practices Survey'

The RAI-Deloitte 'Best Practices Survey' is a study undertaken to understand sector specific benchmarking initiative for the retail industry. It is a platform to understand and transform key impact areas of the retail industry. Human Capital practices of participating companies will be studied and benchmarked as part of the survey.

RAI - PriceWaterhouseCoopers - Strategic Issues for Retail CEOs: Perspectives on Operating in India's Retail Sector

This report is based on interviews with Chief Executive Officers of retail businesses, it does give a high level view of what companies are doing to maximize market potential. It also disseminates information about the various initiatives taken by retail companies in the country to tackle challenges of retail sector.

RAI Booz Study on Successful Innovations in Indian Retail

This is a "First of A Kind" study on Retail Innovation in India. It surveyed the innovation practices of 410 retailers and details the top 40 retail innovation in India.



RAI TCS study on Indian Retail Operations Benchmarking & Excellence Survey 2013

This is a survey of 25 retailers in India with quantitative benchmarks across metrics for customer service, merchandising, people management across three segments of Retail - Department stores, Fashion and Value retailing.



RAI - E&Y Report: Indian Single Brand Retail - Poised for growth

This report aims to provide a board overview of India's Foreign Direct Investment (FDI) policy for single-brand retailing and the associated market opportunity for foreign brand/retailers across relevant categories.



Sumantra Banerjee,
President (retail),
Spencer's Retail
Limited

Spencer's is a founding member of RAI. Having been a part of RAI ecosystem since inception has helped us, our fellow retailers, our vendor partners, developers and millions of consumers in addressing common issues with the ultimate goal of making it easier, delightful and more affordable for the Indian shopper to shop.





Why Partner







	Events	Print	Web	Social
<p>Showcase Thought Leadership (Position yourself as a thought leader through RAI)</p> <p>Loyalty One: Global leader in the design and implementation of coalition loyalty programs, customer analytics and custom loyalty services. A Key note session and focussed panel discussion on Customer loyalty with Retailers on “Leveraging the “CUSTOMER” asset base” and a workshop on “Turning footfalls into gains” was presented by Loyalty One global leader Caroline Papadatos, Senior Vice-President of International, LoyaltyOne. To Download the presentation please logon to our website www.rls.net.in</p>				
<p>Reach (Reach out to the Retailers pan India) Regional Access (Gain easy access to Retailers)</p> <p>Forum Mall (CapitaMall): Marketing of malls launched in Hyderabad and Mangalore mall. Their objective to get access to the regional retailers and reach out to the national retailer was met by hosting a Special lunch during Chennai Retail Summit'13. The Menu and theme was based on Hyderabad and Mangalorean cuisine giving them an bespoke networking opportunity with the Retailers.</p>				
<p>Brand positioning & Building (Gain brand recognition) PEPSICO: Partnership objective: Strategic relations with retailers to compliment traditional tactical relationships. Create Strategic alliance. Top of mind recall for the Retailers.</p>				
<p>Enrich Relationship (Our Bespoke Networking will keep you always on top of mind)</p>				
<p>Product introduction/Service Marketing (Direct approach by marketing you product/service for those who matter)</p> <p>Jet Airways: Your on air co-passenger is.. “ a crate of fruit” – Jet airways Prototype “Cargo on seats” design and model was introduced at Retail Leadership Summit'2013. If successful, The concept was well accepted by the Industry and many Retailers agreed to do a pilot project.</p>				
<p>Position Domain Capabilites</p>				
<p>Create Strategic Alliances and be Top of mind all the time</p>				
<p>Create Aspirational value (Aspiration push for the Audience to acquire your brand)</p> <p>AUDI: A leading brand in Luxury travel. Audi used RAIs platform to showcase their Cars in the Expo area during RLS'2013 and ReTechCon'13. Their objective was to create an aspirational value through physical brand presence where the audience can touch and feel their Luxury car. Our platform provides the right audience for a Luxury Brand to drive in an aspirational value.</p>				
<p>Idea Development</p> <p>Zicom Saas: Introduced Security as a solution. Zicom was a product company selling CCTV camers & security systems. Zicom positioned themselves as solution provider company offering end to end solution through various RAIs forums. reach out to retailers and successfully converted about 300 retailers on Zicom platform.</p>				

** Please inform us on your organisation objectives for us to offer you relevant Partnership Opportunity*









Events Profile

Partnership Medium	Attendee profile	Focus	Audience	Month	Conference & Exhibit
Retail Leadership Summit 	CEO, Top Retail Management, Department heads	Create vision for modern retail in India	900+	5th-6th Feb'14	Yes
Retail Technology Conclave 	CIOs, CTOs, CEOs, IT - Heads	Technology in Retail	650+	June'14	Yes
CFO Summit 	CFOs, Finance Head	To share best practices in field of finance	250+	March'14	Yes
Supply Chain Summit 	Logistics head	From supply chain to value chain	250+	December '13	Yes
Food and Entertainment Summit 	Hypermarkets, Supermarkets, Food retailers, Food chains and restaurants	To gain exposure to new strategic concept in the Food and entertainment Industry	400+	Jan'14	Yes
Manning Modern Retail 	CPOs, HR Heads, HR employees, Trainers	To understand issues around people and business processes	400+	20th Sept'13	Yes





Events Profile

Delhi Retail Summit 	CEOs, MD, Department head	Development of Regional Retail Industry	200+	April'14	Yes
Chennai Retail Summit 	CEOs, MD, Department head	Development of Regional Retail Industry	300+	July'14	YES
Networking meet - Delhi/ Bangalore/ Chennai	Member Company CEOs	Networking with RAI Members	150+	Oct-Nov'13	YES
Print: STOrai 	CEO, Department heads	Industry connect covering articles, Editorial, interviews	15000	Bi Monthly	
Web: Replenish 	Covers all verticals of Retail	To keep the Retail industry updates with current affairs	92000	Daily	Web Banners/Jackets
eDM - electronic mailers	Covers all verticals of Retail	Targeted Marketing	85000	On Demand	Mailers





Contact Us



The RAI website facilitates immediate global access of RAI besides being the electronic medium of communication. The website helps share knowledge and learning through an exclusive password protected member access. www.rai.net.in



Corporate Office:

Retailers Association of India (RAI)

111/112, Ascot Centre, Near Hotel ITC Maratha, Sahar Road, Sahar, Andheri (E), Mumbai - 400099. Tel : +91 22 28269527 - 29
Fax : +91 22 28269536 | Email: info@rai.net.in

Bhavesh Pitroda, Director - Marketing and Events
Cell: +91 9867355551, Email: bhavesh@rai.net.in

Lawrence Fernandes, Director - Retail Learning
Cell: +91 9029089915, Email: lawrence@rai.net.in

Gautam Jain, Head - Finance & Advocacy
Cell: +91 9819725992, Email: gautam@rai.net.in

Heena Panchal, Director - Membership & Corporate Communication
Cell: +91 9769646747, Email: heena@rai.net.in

Southern Regional Office:

A. Christopher, Manager - Southern Region (Tamilnadu and Kerala)
Cell: +91 8015222646, Email: christopher@rai.net.in

Raghavendra Majji, Manager-Southern Region (Andhra Pradesh and Karnadaka)
Cell: + 91 9742402666, Email: raghavendra@rai.net.in

Northern and Eastern Region:

Suranjana Basu, Manager-Northern Region
Cell: + 91 9811920939, Email: suranjana@rai.net.in

