

# MODERN RETAIL IN INDIA ' & ' OPPORTUNITIES

WHY INDIA

Population 1.18+ billion people  
 Lowest Median age of population in the world = 25 years  
 53% of Indian population is under 24 years of age  
 70 % is less than 35 years of age

THIS TRANSLATES INTO A HUGE SPENDING POPULATION

## RETAIL MARKET SIZE

	USD\$ bn	Modern Retail Share	CDIT \$BN
2007	342	4%	17.1
2012	530	16%	26.5
2017	800	25%	40.8

5% share of total retail

## IMPACT

- Immediate short term demand as new stores open
- Creation of large retail brands
- Price Deflation / reduction in several categories
- Pressure on suppliers to upgrade service levels & improve supply chain
- Deployment of best practises
- Indian consumer becomes brand conscious
- Entry of smaller private labels

## TOP CONTRIBUTORS TO RETAIL

Apparel	20%
Food & Grocery	17%
Restaurant	9%
Footwear	9%
<b>CDIT</b>	<b>9%</b>

## FORMAT-WISE INVESTMENTS EXPECTED IN NEXT 6-7 YEARS

Supermarkets	33%
Hypermarkets	33%
Cash n Carry	6%
Department Stores	2%
Others	26%

## CATEGORY SHARE FROM MODERN RETAIL TO CHANGE

Food & Grocery	48%
Apparel	13%
<b>CDIT</b>	<b>13%</b>

Source: Technopak Analysis

Pankaj Mirchandani

Rhythm Corner Alaknanda (RCA)

276A (GF) Masjid Moth, South Ex II, New Delhi - 110049 INDIA

Phone Numbers : 91-11-41642330 / 26269712 | Fax : 91-11-41642331 | Handfone : +91 981000 4376

email: rca@airtelmail.in | www.rcaindia.info

## A PEEP INTO ORGANISED RETAIL IN INDIA

OPPORTUNITIES IN CONSUMER ELECTRONICS, IT & ENTERTAINMENT SECTORS

RETAILER NAME / ( PROMOTERS)	FORMAT
Croma	CE, IT, Telecom
IMAGINE	Apple Premium Store
iStore	Apple Premium Store
Jumbo Electronics	CE, IT, Telecom
P3	Stationary, IT, Telecom
Reliance Digital	CE, IT, Telecom
Spice Retail	Mobile & IT
Staples	Stationary, IT, Telecom
The Mobile Store	Mobile
Time Out	Books & Music
Wal-Mart	Hypermarket
Reliance Market	B2B
Hypercity	Hypermarket
Office Depot	Stationary, IT, Telecom
Tescos / Star Bazaar	Hypermarket
Axiom Mobile	Mobile Chain
Big Bazaar	Hypermarket
Carrefour	B2B
Crossword	Books & Music
Ezone	CE, IT, Telecom
Landmark	Books & Music
Metro Cash n Carry	B2B
MORE	Hypermarket
MusicWorld	Music
Next	CE, IT, Telecom
Odyssey	Books & Music
Planet M	Music
Shopper's Stop	Dept. Store
SPAR	Hypermarket
Spencers	Hypermarket
The Electronic Store	CE, IT, Telecom
TMC	CE Speciality
Vijay Sales	CE, IT, Telecom
Vishal Megamart	Dept. Store
Viveks	CE, IT, Telecom

Compiled by RCA as on January 2011

# RCA IN MODERN RETAIL

## WHY RCA

Reading the rapidly emerging retail scenario in India, RCA has been quick to register & service some of the best names in the Industry & is constantly pursuing this direction with new chains.

### MACRO

- Efficient Market access & lower distribution costs
- Nationwide spread of new products from one central location
- Centralised buying & settlements
- Opportunities for Private labels & Co Branding
- Overall increase in consumption

### MICRO

- Range selection is scientifically done purely based on retail feedback & market gaps.
- Speed to market is of the essence.
- Upgradation of our Internal processes & constant re-learning
- Access to & Sourcing of quality products
- Developing the nascent Accessories Market

## RCA IS AN EARLY MOVER IN THE AV ACCESSORIES MARKET IN INDIA.

### IMPORTS

RCA imports its own line of **AV Accessories** for modern retail in addition to the branded accessories they distribute. These include

Cleaning Kits for Laptops, LCDs, Cameras, Phones, Fax & Printers | Emergency Chargers | Laptop Tables

RCA also workd in conjunction with the chains to develop **Private Labels**.

### EXCLUSIVE IMPORTS & DISTRIBUTION

**prolink**

AV Cables

**ULTRON**  
X L N S

Cleaning Accessories

### ASSOCIATE DISTRIBUTION

**PHILIPS**

Go Gear MP3 players  
Digital Photo Frames  
Music Accessories

**Panasonic**

AV Accessories

### ASSOCIATE DISTRIBUTION

**CAPDASE™**

**Ed Hardy**  
By Christian Audigier ICING®

**GRIFFIN**

With our diverse portfolio of products we reach over 200 different retailers in New Delhi

CE Shops | Books & Music Stores | Gift & Stationery Shops | Mobile Shops | Photo Goods Shops

### CONSULTING

RCA provides consulting solutions in the Consumer Electronics & Music space as a culmination of 40 years of presence in the Entertainment Industry. We provide sound market research based on qualitative & quantitative reporting. We devise business plans & strategies for brands looking at the Indian market. A Customised approach to client needs, commitment to deadlines, in depth knowledge about the commercial laws, best business practises, field experience & a sound distribution back ground have won us the following projects :

KLM Royal Dutch Airlines - Supported the Loyalty program for its channel partners

Matsushita Electric Works - Supported the launch of their Panasonic Personal Care Product Division

National Panasonic India - Market research & launch of Panasonic AV Accessories

Nokia - Through worldwide partner Frukt Music, assisted in the launch of the Music Recommender Service worldwide

Bandridge Europe N.V - Consulted & launched the connectivity brand in India.