

The logo for FDDI, consisting of the letters 'FDDI' in a bold, white, sans-serif font. The 'F' and 'D's are connected, and the 'I' is a simple vertical bar.

School of Retail & Fashion Merchandise

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**RETAIL मंथन**

**NOVEMBER EDITION 8.1**



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## Retail News

### **To woo urban millennials, Shoppers Stop turns to premium stores**

The retailer with 84 departmental stores across 40 cities will add another half-a-dozen premium formats in the top metros over the next few years, to draw millennial shoppers seeking the latest in fashion. Shoppers Stop's recently opened 50,000- sq.ft outlet in Gurugram will sell recent additions in its premium offerings.



Source: LiveMint (1/11/2019)

### **PVR makes foray into Sri Lanka, opens 9-screen multiplex**

Film exhibition firm PVR on Friday announced its foray into the Sri Lankan market with the opening of its first theatre in collaboration with Shangri La Group. PVR Lanka at One Galle Face Mall is a nine-screen property with a premium luxury format besides a dedicated auditorium for young ones and families. He further said the company's vision has been to introduce new concepts and make regional content more accessible for the audience in Sri Lanka.



Source: retail (08/11/2019)

### **WhatsApp adds shopping catalog feature, courting e-commerce**

Facebook Inc on Thursday launched a catalog feature for its WhatsApp messaging app. The move comes after Facebook added a shopping feature to Instagram in March that lets users click a "checkout" option on items tagged for sale and pay for them directly within the app. WhatsApp's catalog feature is available for users in Brazil, Germany, India, Indonesia, Mexico, Britain, and the United States and will be rolled out around the world in the next few weeks.



Source: Et Retail 08/11/2019)

### **Reebok to unify under one logo**

Sportswear brand Reebok on Thursday announced that it will unify under one brand logo and wordmark, beginning next year. It said that it will leverage its most recognizable and distinguished assets - the Vector logo and 'drop-R' wordmark. The wordmark and logo will be fully integrated across all Reebok sports and lifestyle products, including footwear and apparel. This evolution shines a spotlight on Reebok's proud heritage, connecting its rich legacy to its exciting future.



Source: Et Retail (07/11/2019)

### Haldiram's goes to US with Amazon

Indian snack and sweet brand, Haldiram's has ventured into the US e-commerce market through Amazon's Global Selling Program, a move that will help it to expand and increase its penetration into the US market- their biggest market globally which accounts for 40% of their annual revenues from offline exports.



Source: Et Retail (05/11/2019)

### Ferrari to launch fashion collaboration with Armani

Sportscar maker Ferrari on Monday announced a fashion collaboration with Giorgio Armani as part of its long-promised strategy to squeeze more value out of the storied company's allure. Besides the apparel line to be produced in Italy through a long-term deal with Armani, Ferrari will expand its entertainment offerings, which currently comprise theme parks in Abu Dhabi and Barcelona.



Source: Et Retail (05/11/2019)

### Google to buy FITBIT for \$2.1 BN in Cash

Google parent company Alphabet is buying Fitbit. The acquisition pits Alphabet against fellow tech giant Apple in the wearable fitness tracking space. The acquisition is Google's second major purchase this year after it agreed to pay \$2.6 BN for cloud software provider Looker in June.



Source: Hindustan Times(2/11/2019)

### Patanjali to collaborate with MNCs

Patanjali Ayurved, which has constantly positioned itself as a 'swadeshi' alternative to multinational products, is open to deals with global companies. Patanjali refused to name any multinational that has approached. However, Patanjali has been losing ground in recent times. Data by researcher Nielsen shows that the company has lost market shares across its core categories such as detergents, hair care, soaps and noodles in July 2018-19.



Nikhil Ginodia (BBA RFM-14)

## CAMPUS KHABAR

### CONVOCATION CEREMONY

"What lies behind us and what lies before us are small matters compared to what lies within us. So, hope that your dreams take you to the corners of your smiles, to the highest of your hopes, to the windows of your opportunities, and to the most special places your heart has ever known."

Convocation day is the beginning of a journey to self-discovery as the students unravel what it is that they want to accomplish in their lives and take their next step towards it.



On the 5th of November'19, the Convocation ceremony (Deekshaant Samaaroh) was organized for 2018-19 batches at FDDI, Noida. The Union Minister of State for Commerce and Industry, Hon'ble ShriSomPrakash was invited as the chief guest for the ceremony.

The ceremony took off with the lighting of the lamp. Later, our respected chief guest enlightened everyone the words of wisdom and conferred the degrees to the respective students. Delectable snacks and appetizing lunch were also arranged for all the students. The environment of the campus was filled with merriment. The sight of the event was all about happiness, hugs and some tears of joy. All in all, the ceremony was a great hit.



Mohita Datta (BBA RFM-14)

## SEMINAR ON COMMON HEALTH ISSUES IN YOUNGSTERS



On 8<sup>th</sup> November 2019, FDDI Noida organized a seminar for students regarding the common health issues faced by youngsters these days. We were obliged to have Dr. Aabha Singh, Psychologist from Shri Ram Singh Hospital who explained to use how health is not only about staying physically fit, but it's a state of complete mental, physical, emotional & social wellbeing. She delivered a range of different evidence-based counseling treatments, including but not limited

to cognitive behavioral therapy, acceptance & commitment therapy. It was a very informative session for each one of us. She elucidated the situation which leads to self-harm & violence and what can we do to prevent/protect us. She also addressed the queries raised by the audience regarding how to lose weight, health problems like iron deficiency, vitamin B12 deficiency, etc. Necessary medical advice & precautionary measures were given to the students.



With the seminar, college organized a free health checkups camp for teachers as well as students by Shri Ram Singh Hospital. Camp included weight measurement, Blood Pressure Check & Random Blood Sugar test. It was very fruitful for each one of us. The camp was successfully organized & everyone was impressed by the professionalism shown by them. We appreciate & thank them for their valuable services.

**Soumya Sibani Das (MBA RFM-14)**

## COMPANY SNAPSHOT



Chumbak began in 2010 with the simple idea of creating a fun range of souvenirs – mainly magnets (as their name suggests). But then, their little souvenir business attracted the big guys, and in a few years, they found themselves in many multi-brand outlets. They felt legit, and took the next step, taking on their independent stores, filled with what we see today that is cool apparel, home décor, furniture. They are an India-inspired, design-led, lifestyle brand. People love their sassy style, original take on colors, prints and patterns, which come together to create never-seen-before products.

Bangalore is the place where they started as a small brand, looking to create cool souvenirs for travelers. Lifestyle Company Chumbak Design has raised ₹70 crore in series D fund-raising from investors led by home-grown private equity fund Gaja Capital. The funds raised in this round will be used for expanding the company's presence in more tier 2 cities and increasing the number of its stores along with entry into new categories such as beauty and personal care. Since its last round of fundraising, the company has increased the number of its stores to 50 from 17. It plans to expand into 20 cities with 100 stores by the end of this financial year.

Sources: [www.chumbak.com](http://www.chumbak.com)

Vanshika Gupta (B.Des RFM-13)

## HOTSHOT



**Peyush Bansal**

CEO and Founder of [Lenskart.com](http://Lenskart.com)

Peyush Bansal is the founder and CEO of [lenskart.com](http://lenskart.com), which is India's fastest growing eyewear company and also the largest eyewear company online. He was born in Delhi, India and accomplished his schooling from Don Bosco School, New Delhi. He then went to Canada for his higher studies and completed his graduation in electrical engineering from McGill University. Bansal also holds a post-graduate diploma in entrepreneurship from the Indian Institute of Management, Bangalore.

He worked for a few years with Microsoft in the USA as a program manager and quit to return to India. In 2007, he decided to start a search portal called “My Campus.com”. He ran this website for three years and in 2008, he founded Valyoo Technologies and started selling eyewear online in the USA.

To achieve supremacy in the changing e-commerce landscape of India, he decided to launch four websites known as [Lenskart.com](http://Lenskart.com), [Jewelry.com](http://Jewelry.com), [WatchKart.com](http://WatchKart.com), and [Bags.com](http://Bags.com) for the online sale of eyewear, jewelry, watches, and bags respectively.

He won many awards and recognitions, emerging entrepreneur of the year in Indian e-tail Awards 2012 and was recognized in India’s Hottest Business Leaders under 40 by Economic Times, to name a few. With changing times, Peyush gave the maximum of his focus on [Lenskart.com](http://Lenskart.com) and succeeded to present it as the biggest online optical shop in the country.

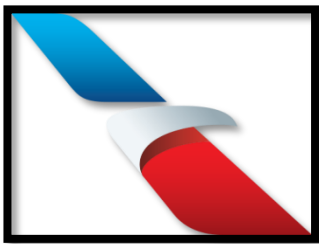
*Image source: [Mensxp.com](http://Mensxp.com)*

**Shreya Jain (BBA RFM-14)**

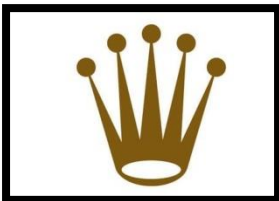


## RETAIL QUIZ

1. Which brand has a tagline “Impossible is nothing”?
2. Which company has Katrina Kaif tied up to launch her brand of cosmetics named Kay Beauty?
3. Who is the brand ambassador of Lloyd?
4. Which brand has a tagline “Simplifying home and life”?
5. Which company has started an e-mobility service in Mumbai using electric cars booked by an app named Glyd?
6. Which Airline has this logo?



7. Who is the brand ambassador of Melange?
8. Which e-commerce company recently announced to eliminate single-use plastic from its packaging by June 2020?
9. Which company has a tagline “Incredible Me”?
10. Which brand has this logo?



### **Answers of Retail Quiz 7.2**

1. Marvel
2. Hero Motocorp
3. Aditya Birla group
4. Lipton tea
5. Van Heusen
6. Godrej
7. Hitachi
8. McKinsey & Company
9. Infosys
10. Athleisure

Please send answers to [manthanretail19@gmail.com](mailto:manthanretail19@gmail.com).  
Answers of this Retail Quiz would be published in the next edition.

### **Winner for the Retail Manthan October Edition 7.2**

Sharad Yadav (MBA RFM-14)  
Tanisha Jain (MBA RFM- 14)  
Prashansa Mehrotra (MBA RFM 2014) (FDDI Rohtak)  
Badal Harchandani (BBA RFM- 14)  
Vanshika Gupta (B.des RFM- 13)



**Yukti Mehrotra (BBA RFM 14)**

## RETAIL LINGO

1. **Silent Seller**- signages at stores that indicate and signify different classifications and information.
2. **Points of Parity (POP)**- are usually the attributes or functionalities or benefits or any other marketing mix elements that are not unique to the brand and might be shared by some or all the competitors, as they mostly include the basic necessities for a brand to be considered in a particular category.
3. **Below the Line**- BTL marketing includes direct marketing strategies directed to specific target groups and focused on conversions rather than building the brand.
4. **Above the Line**- ATL marketing includes mass marketing strategies that are largely untargeted and are focused on building the brand.
5. **Through the Line**- Through the marketing involves marketers to create marketing campaigns which include both ATL & BTL strategies. It refers to 360-degree advertising where campaigns are developed with the vision of the brand-building as well as conversions.



Shalini Tripathi (MBA RFM-14)

## ALUMNI CONNECT



Suyog Saxena a former student of FDDI Noida, U.G batch(RFM) 2011-2014. He started his career as a management trainee visual merchandiser at JACK & JONES, area visual merchandiser at BURBERRY, regional visual merchandizer at FUTURE GROUP, head visual merchandiser at SUPERDRY, at present Manager- Visual Merchandising at ( American Eagle) Aditya Birla Fashion & Retail Limited.

**As reported by Tejas Jerath, Ayushi Gupta, Soumya Sibani Das, and Anugya Rai. This is a re-evaluation of the meeting conducted at Costa Coffee, Mall of India, Noida, UP.**

### 1. How did your journey start in the Retail Industry??

**Suyog:** “Journey started with the best seller as a Management Trainee just after my college. One of my mentors was Aastha Ma’am as she guided me through the company and the further companies. In 5 years I have shifted 5 companies that have actually turned out to be very good as I had exposure in the first 5 years. A significant turn in my life was when I left Burberry and joined Big Bazar. Since I wasn’t having any creative freedom in Burberry, I wanted to have that and to learn much more about the critical things & it was one of the largest industries in India so I joined. In big bazar, I have learned about fashion, staple, home furnishing, technology, etc. in 1 year. After I left Big Bazar, I was selected as a PAN India position in Superdry. I was doing very well there. After 1 year I shifted to American eagle”.

### 2. It's been said that the first 5 years are very crucial to set the Career. What's your opinion regarding this??

**Suyog:** “ I made myself a complete package in the first five years.We shouldn’t be stressed about it. One should do a good start in these 5 years as these 5 years is a trial period in terms of the next 40 years if you have chosen this as your career path. You always need to make decisions according to yourself, regarding switching any company. In India name sells alot so first I grabbed the name by doing an internship in Giorgio Armani due to which it was easy for me to grab a job in Armani & Burberry like Luxury brands”.

### 3. Was V.M your field of interest?

**Suyog:** “I was very much inspired by Shweta Ma’am when she used to share her experiences related to traveling during work, it was really very fascinating. And secondly, out of all the profiles it was very interesting as you will be doing a different thing every day. The windows the designs that you make are quite fascinating. People come inside the store because of that, its one of the proud moment. Here I have contributed to the brand. During my college time, I was giving my 100% input in V.M & for this teachers were also appreciating me”.

**4. What are the key skills one should have to enter into V.M?**

**Suyog:** “First skill would be confidence, as when you are designing something every single person in the world will have a different perception about the design and at that time you need to stand by your design and explain them & justify it. Apart from that creative, communication are also important as you need to deal with customer, back-end operations, staff everyone”.

**5. What are the key responsibilities of store VM and as you go higher, how does it changes?**

**Suyog:** “It’s very complicated. Every time I change my job for the first 6 months I struggle a lot. It’s the period where the team will make a perception about you. Every time I need to visit a new store located in a different city. For me, it’s just a different store but for them, it’s the first time they would be meeting me. So I need to maintain the same energy that a little difficult but then you learn with time”.

**6. How is the current economic condition affecting retail industries?**

**Suyog:** “People need everything in front of them, they need a popup. So rather than focusing on newspaper Ads & television Ads, we are focusing on social media more, it's economical & affordable, moreover, it caters to the exact market what the brand is for”.

**7. How is the Collaboration between AEO & ABFRL as a parent company in India?**

**Suyog:** “The collaboration is quite difficult I would say. I have worked with many European companies. European people are ok with what we do, how we work but Americans are very difficult. They are very specific about their guidelines & brand. So I would say Aditya Birla is actually the company which can handle such brands in India”.

**8. What are your expectations from FDDIans? What skill should they focus more on during their college life?**

**Suyog:** “A person should never sit idle, he/she must be up to something. You should everyday learn something or the other about Retail. You can do internships, training, etc as practical exposure is very much important. Front end operation as we as backend all are equally important. Everything internally is connected. Nothing is an individual department, we work as a whole. Now I’m looking after V.M as well as merchandising so I need to have knowledge about both. And I’m still learning many other things simultaneously”.

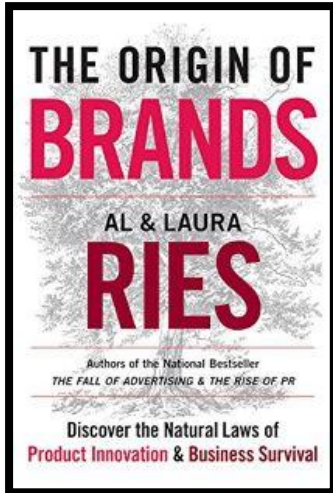


**Tejas Jerath, Ayushi Gupta (MBA RFM-13), Anugya Rai and Soumya Sibani Das (MBA RFM-14)**

## Book Review

### “THE ORIGIN OF BRANDS”

*-Al and Laura Ries*



Al Ries and Laura Ries are the founders of Atlanta based consultancy firm *Ries & Ries*. The father-daughter pair have written numerous marketing-based books together such as *The Fall of Advertising and the Rise of PR* and *The Origin of Brands*.

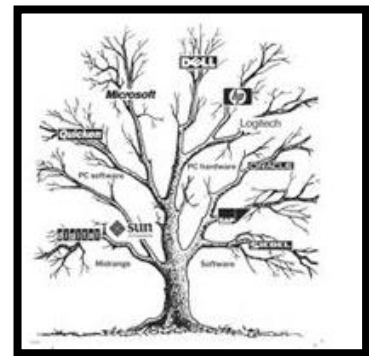
The Rieses, in their book *The origin of Brands*, give readers a unique view on Charles Darwin’s theory of evolution; using it to explain the process of branding and helping us, in their words, ‘Discover the Natural Laws of Product Innovation and Business Survival.’”

The book, written in an easy to understand way, is divided into 17 chapters each focusing on different aspects of an effective strategy needed to find success in the “high-stakes world of branding”. With intriguing chapter titles such as ‘The Curse of the Clock Radio’ or ‘The Mystery of the Missing Link’ emphasize, the authors keep their audience engaged till the very last page.

The *Origin of Brand* teaches you to plan cleverly to set up your very own successful brand. Using examples of well-known brands such as Dell, Starbucks, Ford, and others, the book is both encouraging and practical. It reminds you of the cut-throat competition in the world of business by citing examples like Ralph Lauren overtaking Calvin Klein only to lose prestige to Tommy Hilfiger.

The authors also keep the readers entertained by the various illustrations that mark the beginning of each chapter. They tend to range from amusing to informative and, more often than not, make it easier to understand the various points of chapters.

The Rieses end the book with *E Unum Plurbis*, a play on the Latin phrase *E Pluribus Unum* (Out of many, one), to emphasize their point that Brands evolve, and Categories Diverge.



All in all, *The Origin of Brands*, uniquely dedicated to “Divergence,” *The Least Understood, Most Powerful Force in the Universe*, makes for an engaging and informative read. Kudos to the authors for an excellent book.

**Aparajita Ghosh (BBA RFM-14)**

**CREATIVE CORNER****IT'S WHO I AM**

I spent my whole life, fighting against it,  
 It took tooth and nail to stand, where I ran uphill.  
 It wasn't gracious,  
 Neither was I, a contemporary misfit.

Still, I've won every battle, where you were killed.  
 I ran uphill when you went downhill,  
 Still, you outranked me, in the race of will.  
 Whereas, I am considered, a second-rate bidder,  
 a misfit, a sub twit, and a sneaky halfwit.

Still, I am compared to my greatest misery,  
 My history became my catastrophe.  
 You still hate me, for what I didn't do,  
 You still think of me in red and blue.

The judge wasn't fair, justice is spare,  
 The game not clear, I was choked on my fear.  
 The game just began, when you span,  
 The lies of your truth, the mighty godhood,  
 The money you owned, the god's bestowed,  
 The life, I hate, your mercy you spat.

You think yourself smart, gracious and dart  
 Yet, you disgrace my name, with a craze, and yet I am amazed.  
 And still, you think of me, as not a winner.

A sublime, sleek sub rider, a person less clear,  
 You think I am crazed,  
 Still stunned by your daze.

You're called upon, worshipped and kissed,  
 My poor soul rudely dismissed.  
 I stood in subscript,  
 Split crick, sub twit, and a sneaky halfwit.

But still, I stand,  
 Because it's who I am  
 Because its who I am.

## JOB OPENING

### **1.Vacancy for cluster VM with Trends - reliance retail.**

Details are as below :

Location - Jharkhand

Role - cluster VM

Min exp - 3 - 4 yrs.

Contact details - share resume at [abhishek6.anand@ril.com](mailto:abhishek6.anand@ril.com)

### **2.Vacancy for fashion consultant with Iconic- Samarth lifestyle**

Location- Bellandur, Bangalore

Min exp - 1 - 3 Years

JOB DESCRIPTION:-

- Provide a delightful shopping experience to customers.
- Must have experience in the footwear department.
- Maintaining replenishment, Visual Merchandising
- Candidate must have good communication skills with pleasant personality.

To apply visit this link-<http://jobs.iconicindia.com/job-listings-Fashion-Consultant-Bellandur-Bangalore-Iconic-Fashion-Retailing-Pvt-Ltd-Bengaluru-Bangalore-1-to-3-years-071119003192?xp=1>

### **3.Vacancy for AVM with Peter England**

Details as below:

Location- NORTH EAST (Gauhati)

Role AVM

Min exp- 2-3 years

Salary- Best in the market

Contact details- [khanahmad1321@gmail.com](mailto:khanahmad1321@gmail.com)

9671284953(Whatsapp only)

### **4. Vacancy for part-time VM**

Details as below :

Location- Pune

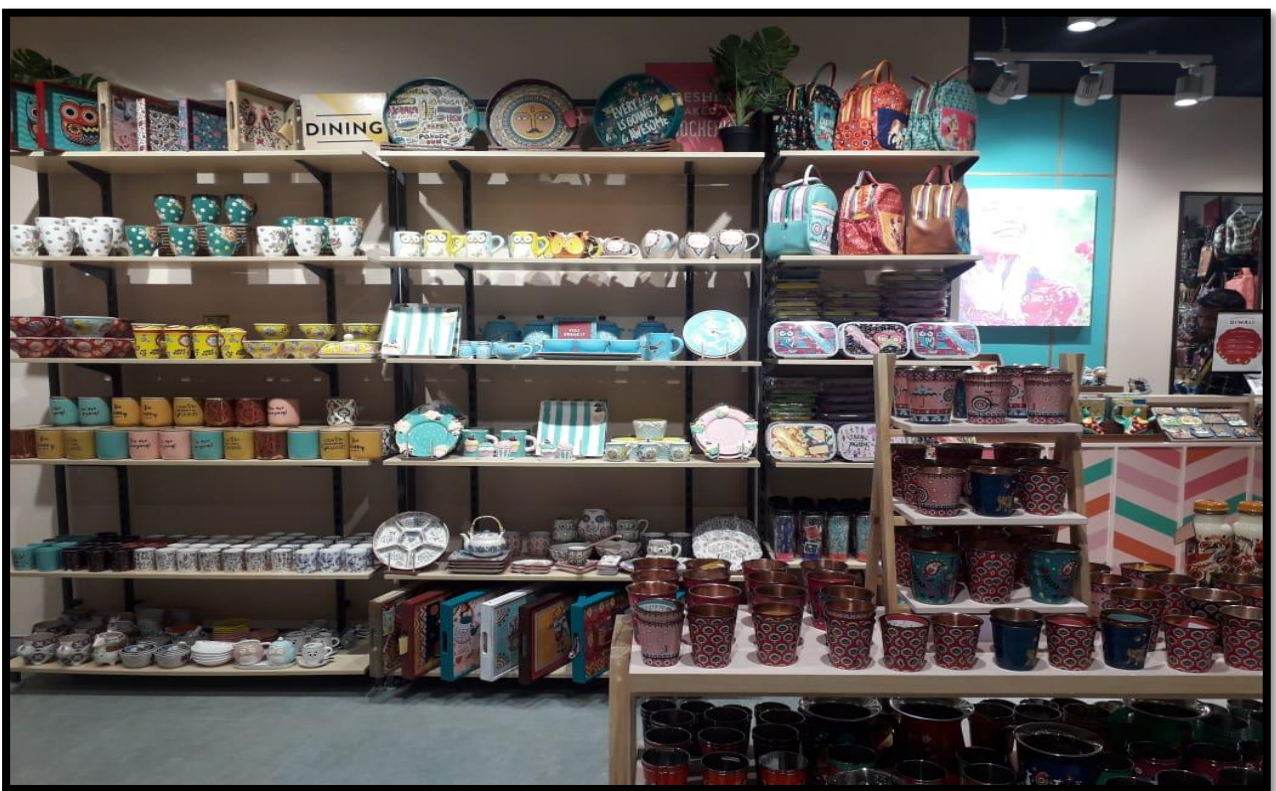
Role- visual merchandiser

Contact details: 7796105231 Sanchit Pratap

**Disclaimer** –Readers are advised to verify the authenticity of the offer and take all necessary precautions before applying for or accepting the offer from the sources quoted above.



## VISUAL TREAT



SOURCE: LOGIX CITY CENTER, NOIDA

Anmol Hada ( B.Des RFM-13)



## School of Retail & Fashion Merchandise

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