

Who Moved My Cheese?

2nd Mega Panel Discussion on Retail and e-Commerce on Beyond Trade Fairs and Exports



Panelists at the 2nd Mega Panel Discussion on Retail and e-Commerce: (L to R) Mr. Subhash Kawatra, COA member, EPCH; Mr. Lekhranj Maheshwari, Past Chairman, EPCH; Ms. Nitima Sood Mittal from Shakti Exports; Mr. Karan Jethwani, member exporter from Mumbai region and Moderator Coordinator Domestic Retail and Promotions at EPCH; Mr. D Kumar, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. C.K Nair, Customer Care Associate & Chief Operating Officer, Home Stop; Mr. Alok Kumar, DC (Handlooms); Mr. Kumar Rajagopalan, CEO, RAI; Mr. Sai Sudershan, CEO, Om Ved Lifestyle Pvt. Ltd.; Mr. Ravi Sharan of Artefacts India; Mr. Devesh Rai, Founder & CEO at WYDR; and Mr. Nitin Jain, MD, J. Nitin Merchandising & INV Home.

In continuation to its first Mega Panel Discussion on Retail and e-Commerce in February this year (in course of IHGF Delhi Fair-Spring), EPCH organized the 2nd "Mega Panel Discussion" on 16th April, 2016, at the India Expo Centre at an opportune time of Home Expo India- a Mart exclusive Buyer Seller Meet. With focus on "Beyond Trade Fairs and Exports", this

Optimum Sourcing Begins Here



When we had considered opening to volume domestic buying two years ago, there were very few exporters

looking at the domestic market. Even today, many are unable to gauge the potential of our own market, specially the e-commerce segment. That said, in this show there were nearly a thousand exhibitors open to talk business to domestic market buyers, and many from Jodhpur are already doing sizable business through domestic retail and e-commerce market. Moradabad and some other clusters are also slowly joining the band wagon.

Rakesh Kumar, Executive Director, EPCH

Right now, the market is in a transitional phase



The Indian market is in a transitional phase - from manufacturers catering only to foreign market to attention towards the domestic market too. I congratulate EPCH for its initiatives and feel that in order for both to grow, the govt. has to come up with more policies to promote "Make in India."

Kumar Rajagopalan, CEO, Retailers Association of India

brought together among panelists, Mr. Alok Kumar, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India; Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India; Mr. C. K. Nair, Customer Care Associate & Chief Operating Officer, Home Stop; Mr. Devesh Rai, Founder & CEO at wydr.in; Mr. Sai Sudershan, CEO, Om Ved Lifestyle Pvt. Ltd.; Mr. Nitin Jain, MD, J. Nitin Merchandising & INV Home; exporters and Mart owners at India Expo Mart - Mr. Ravi Sharan of Artefacts India

and Ms. Nitima Sood Mittal from Shakti Exports; Mr. D Kumar, Chairman, EPCH; and Mr. Karan Jethwani, member exporter from Mumbai region and Moderator Coordinator-Domestic Retail Promotions at EPCH and Mr. Rakesh Kumar, Executive Director, EPCH. The panel discussion aimed to facilitate interaction of exporters with eminent people in the domestic retail industry, to guide them on exploring the possibility of business, joint ventures and alliances to tap opportunities in the Indian Retail Market. The panel discussion aimed to provide the exporters an insight into the market size of online and retail sector in India and present a wider perspective of India's retail stature as well as potential of handicraft exporters to escalate the Indian economy while helping the country earn forex. This was attended by members from the handicrafts export industry, representatives of the organized and e-retail market, EPCH officials and member exporters.

Mr. Rakesh Kumar, Executive Director, EPCH welcomed the delegates and initiated the panel discussion. Emphasizing that change is constant and business relevance changes drastically over a period of time, he reflected back to the beginning of EPCH's internationally renowned show - IHGF, which started with just 80 exhibitors in one hall of Pragati Maidan. IHGF was conceptualised to bring Indian handicraft exporters to a b2b trade platform where they could connect with overseas

Access unique products with "India Handloom Brand"



I urge retailers to use the "India Handloom Brand" products. They can come forward to access these

unique products that are assuredly made of natural fibre, use safe colours, are colour fast, with no child labour involved and of course, are authentic handloom. The certified products are carefully chosen and tested before endorsement.

Alok Kumar
DC (Handlooms), Ministry of Textiles,
Govt. of India

Open Marts benefit both sides



If all Marts open it would be a big opportunity for buyers to visit anytime as per their travel

itineraries and convenience. The resultant benefit would be mutual.

D Kumar, Chairman, EPCH

buyers and this was prompted by refusal of Messe Frankfurt, for participation of Indian handicraft exporters in their shows in Germany. Ironically today, for Ambiente and Heimtextil, their largest flagship shows, Messe Frankfurt have partnered exclusively with EPCH in India. Mr. Kumar explained, in today's trade scenario, "export business is no longer about income tax exemptions so why not consider retail also?" Speaking about India Expo Centre & Mart, he said, IEML was a concept to provide buyers from world over to visit as per their convenience and travel itineraries, to meet India's leading exporters and source

multitude of products from a single sourcing hub.

Similarly, the Expo Mart is a marketing platform for exporters from various regions of India to find buyer traffic throughout the year. But somewhere the fervor diluted with the unanswered moot question - "*Pehle Bazaar Khulega ya Pehle Grahak Ayega?*" He touched upon the many infrastructure issues that have been addressed to kick-start the

business at the Mart with better illumination in isles, buying houses and buying agents opening temporary offices in Marts and many value added services as well as facilities to make a visit to the Marts, a pleasure. If the Marts open 24x7 e-Commerce and retail markets, right from bulk orders to ready stock purchasing, the soon to begin Metro Rail connectivity would make access even easier. So we must work towards our new mantra for Marts - "Optimum Sourcing Begins Here".

Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India, mentioned that India's retail size of \$600 billion (just larger than Walmart) is likely to grow to a trillion dollars by 2020. "The absence of brands in many product lines spells a huge potential to create brands in India," he remarked. He believes that the handicrafts industry has a renowned market and therefore indigenous products should be sold in the domestic market in addition to exports.

'Retail' is all about 'Detail'



Branding is very important today for noticeability as "retail is all about detail".

Exporters catering to the retail market in India have three issues to address - one is the longer payment cycle, second is goods return or replacements needed and the third being need for varied quantities.

C K Nair
Customer Care Associate & Chief
Operating Officer, Home Stop

Brands are all about trust, integrity and quality



Iconic brands like Nike, Mercedes and Apple are testimony to the strength of

branding. Brands are all about trust, integrity and quality which are offered with effective price packaging and promotions. For instance, Baba Ramdev and his Patanjali are examples of potential of brands in India that can become big challengers.

Sai Sudershan, CEO, Om Ved Lifestyle Pvt. Ltd.

Comfort zones are like wastelands



Comfort zones are like wastelands, nothing ever grows there. Exporters who

are ignoring retail are like people failing to see an elephant in the same room as they are in. The e-Commerce market in India may likely be closer to 75 billion by 2020 than the last projected 43 billion so one needs to see the opportunity and use it to advantage.

Devesh Rai
Founder & CEO, wydr.in

compliance. He urged retailers to come forward to access these unique products under the brand that are assuredly of natural fibre, use safe colours, are colour fast, do not involve child labour and of course are authentic handloom. He assured that the certified products are carefully chosen and tested before brand endorsement.

Mr. Sai Sudershan, CEO, Om Ved Lifestyle Pvt. Ltd gave examples of iconic brands like Nike, Mercedes and Apple

Mr. C K Nair,
Customer Care Associate
& Chief Operating Officer,
Home Stop, reiterated the effect and importance of brands and said, "Retail is all about detail". Exporters catering to the retail market in India have three issues to address- one is the longer payment cycle, second is goods return or replacements needed and the third being need for varied quantities.

Mr. Alok Kumar,
Development
Commissioner
(Handlooms), Ministry of
Textiles, Govt. of India
spoke about the "India
Handloom Brand" newly
launched by the Indian
PM on August 7th, 2015-
the first National
Handloom Day, to endorse
the quality of handloom
products in terms of raw
material, processing,
embellishment, weaving,
design and other
parameters besides
social and
environment

Amazon helps brands from being B2B to B2C



Amazon offers many opportunities to manufacturers of diverse

products and helps them reach out to many end-consumers. Amazon not only helps brands establish themselves but also helps them from being B2B to B2C.

Shashank Pant
Amazon India

Products with a soul



Indian products are the soul of a store anywhere in the world and India too

must have access to such best of Indian products. This will happen when manufacturer exporters rise to the retail opportunity.

Nitin Jain, MD, J. Nitin Merchandising & INV Home

last projected 43 billion so one needs to see the opportunity and use it to advantage.

Mr. Shashank Pant from Amazon India spoke about



that are testimony to the strength of branding. "Brands are all about trust, integrity and quality which are offered with effective price packaging and promotions", he exclaimed and added that Baba Ramdev and his Patanjali are examples of potential of brands in India that can become big challengers.

Mr. Devesh Rai,
Founder & CEO, wydr.in,
who comes from an IT
background and has seen
diverse industries said, that
comfort zones are like
wastelands, nothing ever
grows there and
emphasised, exporters who
are ignoring retail are like
people failing to see an
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Amazon's opportunity for establishing brands and growing from being b2b to b2c in the international market using the Amazon platform which offers all logistics support like warehousing, etc. Mr. Nitin Jain, MD, J. Nitin Merchandising & INV Home, said, Indian products are the soul of a store anywhere in the world and India too must have access to such best of Indian products.

The panel discussion also presented the Mart owners' thoughts. Mr. Ravi Sharan of Artefacts India spoke of success stories of grit and determination and shared stories of American entrepreneurship and of some within the Indian entrepreneurs' community as well. He urged Mart owners to actively uplift themselves to beat the 80-20 rule where 80% of business goes to only 20% of the people. Mr. D Kumar, Chairman, EPCH, emphasised, if all Marts open it would be a big opportunity for buyers to visit anytime as per their travel itineraries and convenience. The resultant benefit would be mutual. Ms. Nitima Sood Mittal from Shakti Exports said, the export business is just like any other business that sees survival of the fittest. This is because,

Beat the 80-20 rule



In a time of varied prospects, Mart owners must actively uplift themselves to

beat the 80-20 rule where 80% of business goes to only 20% of the people. The others can benefit too but need to recognize the opportunity.

Ravi Sharan, Artefacts India

From "Whats new?" to "Wow!"



Even if many manufacturers are dealing in similar kinds of products one has to be

different to have an exclusivity and edge. Design and visual mechanizing play a big role in beautiful presentation and it is imperative to recognize it. A buyer comes to a Mart and asks, "What's new?'. We can change that expression to "Wow!"

Nitima Sood Mittal
Shakti Exports

Immense opportunities



Marts at the India Expo Centre offer many opportunities. They spell

business beyond trade shows. Marts are not just about 9 days of IHGF but about 365 days in a year. **Karan Jethwani**, Co ordinator - Domestic Retail Promotions at EPCH

besides global competition there is competition from within, that is among exporters. She emphasised, even if players are dealing in similar kinds of products one has to be different to have an exclusivity and edge. Design and visual mechanizing play a big role in beautiful presentation. A buyer comes to a Mart and asks, "What's new?'. We can change that expression to "Wow!"

As moderator of the discussion, Mr. Karan Jethwani, Co ordinator - Domestic Retail Promotions at EPCH, spoke about the opportunity and importance of Marts. He said, "Marts are not just about 9 days of IHGF but about 365 days in a year." He put questions to all panelists to give an insight into what ought to follow in the times ahead and also encouraged the exporting community present, to ask questions to panelists and participate in open forum. The session concluded with interaction between participants and panelists. ■

ATTENTION MEMBERS Renewal of Annual Membership Subscription for 2016-17

Payable on 1st April, 2016
Last Date : 30th June, 2016

Annual Membership of the Council for the year 2015-16 expired on 31st March 2016. The Annual Membership subscription for the year 2016-17 became payable on 1st April 2016. (Last date for renewal of membership is 30th June, 2016). You are therefore requested to renew your Membership for the year 2016-17 by remitting the Renewal Amount of Rs.2,862/- (Rupees two thousand eight hundred sixty two only) including service tax 14.5%, by a Cheque/ Demand Draft/ Banker's Cheque/RTGS in favour of "Export Promotion Council for Handicrafts" payable at New Delhi. Also forward your Export Performance for the last 3 years.