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**Star
Retailer**
6th AWARDS FOR EXCELLENCE IN RETAILING

DECEMBER 3, 2011
HOTEL ASHOK, NEW DELHI, INDIA

Co-organised by

Retailer &  **Indian Franchise Association**
India's first retail opportunity magazine



“ As the sixth edition of the STAR RETAILER AWARDS gets ready to unfold for 2011, the saga takes on epic proportions. The Awards 2011 will felicitate India's top retail companies, professionals and their concepts in grand style. ”

Message from our **President**

The Retail sector has been going great guns in recent years and the Star Retailer Awards are the industry's prime platform to share with the world the pride in your stores, your staff and your standards of excellence in spearheading innovation, creativity and value to customers across the depth & breadth of the country in modern retailing.

This year's Retail finalists will be the cream of the crop when it comes to Indian retailing. They are retail businesses that have responded to the challenges that are currently being faced by Retailers in upping their game significantly, particularly in Tier 2 & 3 circuit, where other than logistic challenges, dilemma of consumer response necessitates perseverance and consistency. Despite the obvious problems, the level of investment that retailers and the service their employees are putting into the stores is commendable, proving that India's retail industry is in good hands.

These Awards have become an annual fixture in the diaries of board-level retailers seeking to celebrate the success of this industry's outstanding organizations and its dynamic individuals. Bigger and broader in coverage, influence and attendance, it is an opportunity to meet with your peers and also to gauge the dramatic pace of change in Indian retail, fast becoming one of the world's most commanding retail economies.

Finally, I can say that testimonials from past winners are a tribute to what the Star Retailer Awards and Franchise India have achieved over the years. Let us come together on this grand occasion to celebrate the spirit of the Retail industry.

Business Advisor, Entrepreneur & Author
Gaurav Marya, President, Franchise India





STAR RETAILER AWARDS 2011

Celebrating Excellence in Indian Retail

Celebrating the best in Indian retailing, now entering their 6th year, the Star Retailer Awards remain the only awards of the kind where the whole industry gets together to celebrate ; everyone from the independent entrepreneurial retailers to the largest supermarket groups. The Gala Awards Night attracts the most senior figures from across the industry to celebrate excellence and outstanding achievements across the retail fraternity. The Retail Awards facilitate Retailers to gain the prestige of public acknowledgement as being the leader in their specific sector from the extensive exposure and publicity, which takes place before and after the awards ceremony.

The award is one of the trade's biggest highlights. Not only is our judging process one of the most rigorous and thorough in the business, but we are also unique in covering the entire breadth of the take-home market and strive to reflect excellence in as many areas of the trade as possible.

As demonstrated by the 2010 Awards, this event attracts entries from among the greatest names in retailing around the world, representing world-class case studies of retail innovation.

How It Will Benefit You

Star Retailer Awards 2011 are the most prestigious awards that recognize excellence in Retailing and Retail Supply. The winners will be awarded a trophy or a plaque. The jury can also recommend merit awards to deserving companies. The award winners will receive extensive media coverage in group publications Retailer & The Franchising World and online medium Indianretailer.com and also through our other media partners all year round. Winning the Star Retailer Awards is undoubtedly an indication of the recipients' success in Retailing that attracts recognition by the industry for the same. Such an achievement & recognition have, according to our Award recipients, translated into further success in their business.

Last Date of Entries **NOVEMBER 20, 2011**



Eligibility Criteria

If you have been in the business of retailing for at least one fiscal year then we welcome your nomination for the Star Retailer Awards. Our proceedings, thereafter, will provide sufficient information to the judges to assess your achievements. To nominate yourself, you just need to complete the entry form enclosed herewith.

THE AWARDS

There will be three sets of awards, namely Star Awards, Special Awards and Best in Category Awards. The Awards categories are mentioned below.

STAR AWARDS | For the best overall entry in any category.

SPECIAL AWARDS | Recognizing individual areas of excellence.

BEST IN CATEGORY AWARDS

Retailer of the year - In a particular category of business for the best overall entry of retailer in a particular industry.

AWARD OBJECTIVES

The objectives of the Star Retailer Awards are:

- To celebrate excellence in the retail business
- To promote and motivate organised retail
- To add value to retail businesses in India
- To set parameters for consistency in performance

OPERATION OF THE AWARDS PROGRAMME

Entries Open/ Close

Entries open on October 15, 2011 and will close on November 20, 2011. Late entries will not be accepted.

Entry Forms

Each entry will include an entry form and an entry fee. (If you enter 10 companies you need to send 10 forms along with the requisite fees). Entry forms must be signed by the entrant and include the contact name and phone numbers.

Acknowledgment of entry

On receipt of the completed form(s) and requisite fees, Franchise India Holdings Limited will send the entrants an acknowledgment of their entry together with a checklist of the documents that the Award Committee Executive will scrutinize when he/ she visits the entrant's establishment. Judging will commence by mid-October and will be completed by mid-November.

Entry Fees

Fees will be charged as follows:

Retailer - Rs 11,030* per entry

Retail Suppliers - Rs 11,030* per entry

Individual Awards - Rs 11,030* per entry

Shopping Mall - Rs 11,030* per entry

(*included taxes)

Photos

If you are selected as an Award finalist, you will be required to arrange for quality photographs of your establishment for promotional purposes. These should give a good insight into your business.

Press Articles

The Awards media partners and the public relations consultant may approach Award recipients. Entrants are required to make themselves available to the press.

Awards Presentation Dinner

A gala dinner will be held in New Delhi on 3rd December, 2011.

Invitations will be sent to all entrants, and retail industry participants. Award recipients will be required to attend the function. Their Award will be awarded to the next place entry if they do not attend the function in person.

Nomination & Evaluation Process

- 1 Each organisation would be required to fill in a Self Nomination Form for each retail format. (e.g. One group might have two different formats - Hypermarket and Department Store. The forms need to be filled for each format). Entries would be eligible only on receiving completed Self Nomination Forms for each retail format.
- 2 Each retail format can be self nominated for multiple categories of awards. Please fill all details in the nomination form, and mark all the categories, which you would like to self nominate your retail format for, on the Award Categories page.
- 3 Completed self nomination forms should be sent to Sonal Srivastava, Star Retailer '11, Stage 411-415, 4th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad – 122009.. Please superscribe the envelope: Star Retailer '11. The last date for receiving completed self nomination forms is November 20, 2011.
- 4 Based on the evaluation of the self nomination forms, nominees would be short listed for each award category. In the next step we would meet with consumers in or on the exit of one or two stores of each of the short-listed nominees to get a direct feedback from the consumers. The stores for consumer research & mystery shopping would be chosen from the three stores mentioned by the participants in the self nomination form.
- 5 For the "Mall of the Year" Award Category, RETAILER would also speak to five different brands present in the mall for a better judgement about the mall performance, in the second phase of the process
- 6 The Awards night for celebrating and rewarding the winners would be organised on December 3rd , 2011 in New Delhi.
- 7 Complete confidentiality would be maintained with all information shared in the self nomination process. Only the core team at Franchise India would be privy to the information.
- 8 Please contact **Sonal Srivastava** at **09310055559** or **awards@franchiseindia.com** for any queries/ clarifications.

What awardees have to say



At HPCL, we are committed to providing correct Quality & right Quantity products to our customers. The recognition as the Forecourt Retailer of the Year at the Start Retailer Awards is testimonial to the high standards of customer services & conveniences being provided to customers at our Club HP e-fuel stations and inspires us to implement Standard Operating Practices at our retail outlets for delivering superior customer experience.

– **HPCL**

It is a real honor for all of the Kimaya Fashions team to be recognized for our efforts. It feels immense pleasure to receive an award for the brand which has not only excelled but has been successful in refining and setting new standards of excellence and innovation in retailing.

– **Kimaya Fashions**

It was a great honour to be awarded the best in category for a third year running. Accolades such as these really motivates our team to outperform and exceed expectations.

– **Subway**

Star Retailer Award been instrumental in creating a drive to excel amongst various retail brands which is very healthy for retail business as a whole. Franchise India is by far the best platform which not only helps recognize retail opportunities but also adds a global perspective to franchising business. This gives a huge thrust to SMEs wherein they can think global and act local. Keep the great show going!!

- Pawan Gadia, **Ferns 'N' Petals**

We are honoured to receive the Award for the 'Lifestyle - Retail' category and thank Franchise India Holdings Ltd., for the same. Titan has been spearheading a retail revolution for many years in the Lifestyle category and this Award will encourage the team at Titan to do better in the times to come as Customers expectations rise. I would also like to congratulate Franchise India Holdings for conducting an extremely successful conference in Delhi and creating an excellent platform for exchange of ideas on Retailing & Franchising.

- Ravi Kant, **Titan Eyewear**

It was indeed a great moment for us to be there in a dazzling award function. Kudos to the organization & the people behind it.

- **Indian Retail School STAR RETAILER**

I feel highly honored and happy to receive this prestigious award at the Star Retailer Awards. This award has recognized the efforts put in by the entire team of The Mobile Store. It has also honored the efforts which we have taken to change the face of the telecom retail industry

- Rajiv Agarwal, **The Mobile Store**

We are honored to win an award that focuses on what we believe is EWDPL's most important asset Treasure. The timing of the award is just perfect. It's the third award on the occasion of third anniversary of the mall.

- Manish Kalani, **Entertainment World Developers Pvt. Ltd.**

We, at Cinemax are overwhelmed by the recognition. It has worked as a great motivator for us and the team- Cinemax is more charged and is raring to go. We thank you for all your support. Keep up the good work! Thanks again...

- Devang Sampat, **Cinemax**



Winners of the last year

| | | | |
|--|------------------------------------|--------------------------------------|--------------------------------------|
| Fashion Retailer of the Year | Madura Fashion and Lifestyle Ltd | Forecourt Retailer of the Year | HPCL |
| Food and Grocery Retailer of the Year | Food Bazaar | Debutant Retailer of the Year | Fashion & you |
| Food Services Retailer of the Year | KFC | Mall of the Year | Inorbit |
| Health and Beauty Retailer of the Year | VLCC | Retail Supplier of the Year | Safexpress Private Limited |
| Consumer Durables Retailer of the Year | Croma - Infiniti Retail Limited | Regional Retailer of the Year | Mehrasons Jewellers |
| Home & Lifestyle Retailer of the Year | Rosebys | Most Innovative Retailer of the Year | Home Shop 18 |
| Department Store of the Year | Shoppers Stop Limited | Retail Professional of the Year | Mr. Ajay Kaul |
| Value Retailer of the Year | Big Bazaar | Lifetime Achievement Award | Mr. Yusuf Ali M A |
| E Retailer of the Year | Ferns n petals | Licensors of the Year | The Murjani Group for Tommy Hilfiger |
| Jewellery Retailer of the Year | Gitanjali Jewellery Retail Pvt Ltd | Licensee of the Year | Spencers Retail Limited |
| Luxury Retailer of the Year | Kimaya | Retailer of the Year | Croma |



Last Date of Nomination: **20th November, 2011**

For further information & sponsorship opportunities
please contact: Awards Coordinator: **Neha Gadi**

Show Hotline: **09310055559**

write to **Star Retailer Awards,**
a division of **Franchise India Holdings Limited**

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Website: **www.franchiseindia.com/fi2011**



If you don't like it, Quit it!

Quitters is a social movement powered by Franchise India. Quitting is a want, it's an attitude, but more over it's the moment that changes one's life. It's a movement to start your Entrepreneurial journey following the simple ideology of either you like it or you quit it. Learn to Quit not the things you love, but the things that stop you from loving. Be a Quitter, Be the change, take charge of your life.



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Organised by
FRANCHISE INDIA
Empowering Change Since 1999

Co-organised by
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START YOUR OWN BUSINESS WORLD

Process Advisor
ENTREPRENEUR INDIA
ADVISORS

Media Partner
Bloomberg | UTV
BLUNT. AND SHARP.

Magazine Partner
RETAILER
INDIA'S FIRST RETAIL OPPORTUNITY MAGAZINE
EstateWorld
INDIA'S REAL ESTATE BUSINESS MAGAZINE

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