

IMAGES RETAIL AWARDS 2011

Proposed Award Categories -- Nomenclature & Eligibility

Awards 1 to 16 are open to the retailers operating in India who have retail presence in at least three regions of India and with minimum 12 months of operation. Eligibility for all categories includes mono-brand and multi-brand retailers whose primary offering is within that category.

Period of Assessment 1st April 2010 to 31st March 2011

- 1. Most Admired Retailer of the Year – Fashion**
Retailer of fashion clothing and/ or footwear.
- 2. Most Admired Retailer of the Year – Fashion Accessories**
Retailer with a core offering in accessories that supplement and complement fashion.
- 3. Most Admired Retailer of the Year – Food & Grocery**
Retailer providing fresh food/ packaged food and grocery/ FMCG product lines.
- 4. Most Admired Retailer of the Year – Foodservice**
Retailer with a chain of foodservice outlets (includes cafes, restaurants, bars etc).
- 5. Most Admired Retailer of the Year – Consumer Electronics**
Retailer of consumer electronics/ IT equipment and accessories.
- 6. Most Admired Retailer of the Year – Leisure**
Retailer of Gifts/ Music/ Books/ Stationery/ Toys.
- 7. Most Admired Retailer of the Year – Mobile & Telecom**
Retailer of telecommunication products and services.
- 8. Most Admired Retailer of the Year – Health & Beauty Services**
Retailer of health & beauty services such as salons, fitness centres, gyms, spas, etc. May also retail related products.
- 9. Most Admired Retailer of the Year – Health & Wellness Products**
Retailer of OTC and prescription medicines/ health, beauty, wellness products.
- 10. Most Admired Retailer of the Year – Home Products**
Retailer of products for home improvement, office and luggage.
- 11. Most Admired Retailer of the Year – Non-store Retail**
Retailer offering various product lines through non-store retail points such as shopping web-sites, electronic media channels, catalogues etc.
- 12. Most Admired Retailer of the Year – Luxury**
Retailer of high-end luxury products in one or more categories.

13. Most Admired Retailer of the Year – Department Store

Retailer with minimum retail area of 25,000 sq ft per store offering a wide range of personal and home products organised into at least five distinct departments such as apparel, footwear, home appliances, furniture, jewellery, toys, cosmetics, sports goods, luggage etc.

14. Most Admired Retailer of the Year -- Hypermarket

Retailer with minimum retail area of 25,000 sq ft per store offering a range of consumer products including food & grocery, FMCG, fashion and general merchandise. Food/ FMCG form a large chunk of sales.

15. Most Admired Retailer of the Year – Entertainment

Operators of multiplexes and gaming/ sports centres, play areas and other recreational concepts.

16. Most Admired Retailer of the Year – Discount Retail

Retailer offering merchandise at discounted prices (on MRPs).

17. Most Admired Retail Launch of the Year

A high-publicity retailer launch drawing significant media and consumer attention.

18. Most Admired Innovative Retail Concept of the Year

Retailer with a unique/ speciality concept with clear differentiation in merchandise/ service mix and/or in-store presentation.

19. Most Admired Retail Professional of the Year

An industry professional with significant achievements as mentor/ leader of a retail enterprise, and who represents Indian retail at domestic/ international forums as a public spokesperson of the industry.

20. Most Admired Retail Group (or Organisation) of the Year

A business group or organisation which operates multiple retail formats across verticals and channels, and whose overall growth in the year is based on performance on multiple fronts.

Note:

- *Award categories and titles are subject to change*
- *For categories 13 and 14, minimum store sizes have been deliberately pegged at the lower end keeping in mind the current Indian market situation.*
- *For jury consideration, an award category must have at least 4 valid nominations. Going forward, if there are fewer than 4 possible nominees in any category, that category will be dropped from final awards' list.*

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