

IMAGES RETAIL AWARDS 2010

Proposed Award Categories -- Nomenclature & Eligibility

Awards 1 to 15 are open to pan-India retailers with widespread geographical presence across India or Indian players with international alliances targeting national presence.

1. Most Admired Retailer of The Year – Department Store

Retailer with a large retail store organized into at least four distinct departments like apparel, footwear, cosmetics, offering a variety of fashion & lifestyle merchandise

2. Most Admired Retailer of The Year- Hypermarket

Retailer with minimum 20,000 sq.ft per store area offering enormous range of consumer products, including full lines of grocery and general merchandise.

3. Most Admired Retailer of The Year – Fashion & Lifestyle

Retailer -- both mono-brand and multi-brand -- offering one or more Fashion & Lifestyle product categories.

4. Most Admired Retailer of The Year – Rural Retailing

Retailer with store format offering merchandise and services specifically targeting rural consumers.

5. Most Admired Retailer of The Year – Foodservices

Retailer providing catering services in the form of coffee shops, dine-in restaurants, QSRs...

6. Most Admired Retailer of The Year – Food & Grocery

Retailer providing daily requirements of Food & Grocery and FMCG product lines.

7. Most Admired Retailer of The Year – Leisure

Retailer offering multiple categories under Gifts, Music, Books, Stationery, Toys and so on.

8. Most Admired Retailer of The Year – Consumer Electronics

Retailer -- both mono-brand and multi-brand -- providing multiple product categories in consumer electronics and equipment.

9. Most Admired Retailer of The Year – Multiplex

Operators of multiplex chains.

10. Most Admired Retailer of The Year – Gaming

Retailers in gaming zones consisting of bowling allies, video games, slot machines, pool tables etc.

11. Most Admired Retailer of The Year – Pharmacy and Healthcare

Retailer offering OTC and prescription medicines along with select lines in personal care.

12. Most Admired Retailer of The Year – Beauty & Wellness

Retailer offering personal care & beauty care products, and/or wellness services such as fitness centers, spas etc.

13. Most Admired Retailer of The Year – Home & Interiors

Retailer offering multiple categories and ranges in home improvement products.

14. Most Admired Retailer of The Year – Mobile & Telecom

Retailer -- both mono-brand and multi-brand -- with a core product and service offering in telecommunications.

15. Most Admired Retailer of The Year – Luxury

Retailer -- mono-brand and multi-brand -- providing high-end luxury goods in one or more product categories.

16. Most Admired Regional Retailer of The Year – (East / West / North / South)

Retailer across verticals and formats with strong regional presence offering various product categories

JURY AWARDS

17. Most Admired Retailer of The Year – Innovative Retail Concept

Retailer with a unique, specialty concept with at least 12 months of successful operation and measurable scalability.

18. Most Admired Retail Launch of The Year

A Retailer with impacting launch, drawing significant media & consumer attention

19. Most Admired Retailer of the Year: Customer Relationship Management

Retailers who have effectively implemented and managed a customer relationship programme

LEADERSHIP AWARDS

20. Most Admired Retail Company Of The Year

Retail Company which operates multiple formats across verticals and channels, and one whose overall growth in the year is based on performance on all fronts.

21. Most Admired Retail Face Of The Year

This award recognizes that individual whose entrepreneurial spirits, new ideas & long term ambitions has made an immense impact on retailing in India

Note:

- *Award categories and titles are subject to change*
- *For jury consideration, an award category must have at least 5 valid nominations.*

PLEASE CHECK THAT FOLLOWING FORMS ARE ATTACHED WITH IRA - 2010 COVER NOTE

FORM A: Various Retail Categories

Form A - Addendum

- Retail Marketing Campaign
- Effective Technology Application
- Retail Design and VM
- Effective Supply Chain & Logistics
- Employee Satisfaction
- Socially Responsible

FORM B: Innovative Concept (Form A also needs to be filled along with)

FORM C: Most Admired Retail Group of the Year

FORM D: Most Admired Retail Face of the Year

FORM E: Most Admired New Retail Launch (2009-2010) (Form A also needs to be filled along with)

FORM F: Best Customer Relationship Management (Form A also needs to be filled along with)

Note

- Please send in completed forms at below mentioned address latest by **3rd September 2010**.

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