

Retail Excellence Programme (REP) at IIM Calcutta

Introduction to Indian Retail Sector: Indian retail sector is one of the fastest growing ones globally, and at around USD 1 trillion, is among the top 5 retail markets in the world, growing at almost 10% CAGR. Modern retail is also growing, and currently occupies a sizable portion of the total retail. The e-commerce is also slated to cross USD 100 billion soon. Omni-channel retail experiences continue to prove challenge for marketers, as almost two-third of Indian consumers prefer an integrated shopping experience, as per KPMG estimates. Deloitte's study suggests that a large chunk of retail sector growth in next few years would come from Tier-2 and Tier-3 towns. There is also a challenge of increasing clutter of new international brands. In the past decade, more than 300 international brands have entered Indian market, and many more are expected to do so in the next few years. This will make several retail markets in India very challenging to compete in. The MDP is designed in the above backdrop.

Programme Date: April 25th -26th, 2025

Duration: 2 days at the IIM Calcutta campus

Course Fees: 65,000 + 18% GST per participant.

Eligibility: Managers working in Retail Industry with minimum of 5 years' experience

Venue: IIM Calcutta campus. The programme would be fully residential. Participants would **check in on April 24th evening**, and **check out on April 27th morning**. All sessions would be conducted face to face on IIMC campus.

Objective and Programme Content: The MDP is designed to cover the roadmap for achieving retail excellence. In this two-day proposed programme, we would highlight three pillars for success in retailing:

Programme Topics & Learning Outcomes

- **Customer Centricity:**
 - ✓ How to hone customer-centric approach through appropriate planning methods
 - ✓ Marketing to customers through effective targeting
- **Operational Excellence:**
 - ✓ Leverage the key sources of data, including customer data (e.g., demographics, psychographics etc), sales data (e.g., transaction data), market data (e.g., market trends), as well as operational data (e.g., inventory and supply chain related) to extract more business value through operational excellence.
- **Marketing and Planning:**
 - ✓ Marketing Planning using data driven approaches to retailing
 - ✓ How to gain new customer insights
 - ✓ How to optimize product assortments, leverage pricing and promotions

✓ Optimize operations using useful tools:

- Data analytics platforms: Google Analytics, can help retailers collect, analyse, and visualize data.
- Artificial intelligence (AI) and machine learning (ML) algorithms: AI and ML can help retailers analyse large datasets, identify patterns, and make predictions.

Faculty

- Prof Ramendra Singh, IIM Calcutta
- Prof Saravana Jaikumar, IIM Calcutta

Certificate of successful completion of the programme will be awarded by IIM Calcutta to all successful participants after completion of the programme.

About IIM Calcutta:

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for post-graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculties formed part of its nucleus, including Jagdish Sheth, J. K. Sengupta, among others. Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continually evolving to meet its goals in an ever- changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India – a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The residential experience is a foundation of the IIMC culture, which includes teamwork and the building of lifelong relationships. Students and partners live on or near campus, making social events and shared activities a way of life. From our core curriculum of general management skills to advanced electives and seminars, our students have exceptional access to a preeminent faculty of thought leaders, all of whom teach in the MBA program.

To our students, we offer intellectual depth, abundant resources, and individual attention. To our alumni, we provide a lifelong connection to excellence. To the world, we have a commitment to ethical and responsible leadership.

For more information, you may visit: <https://www.iimcal.ac.in/>

About RAI:

Retailers Association of India (RAI) is the unified voice of retailers in India. A not-for-profit organization, RAI works with all stakeholders for creating the right environment for the growth of modern retail industry in India. We encourage, develop, facilitate and support retailers to modernize and adopt best practices that will delight customers.

What We Do

RAI is a strong advocate for retailing in India and works with all levels of government and stakeholders. Our charter is to support employment growth and career opportunities in retail, to promote and sustain retail investments in communities from coast-to-coast, and to enhance consumer choice and industry competitiveness. RAI also provides its members with a full range of services and programs including education and training, benchmarking and best practices, networking, Policy advocacy, and industry information.

Thus, RAI is the lead trade association representing an entire gamut of retailers, from chain store retailers and department stores through to independent emerging retailers, selling a wide selection of products across cities, towns, rural and virtual stores.

RAI provides:

- **Advocacy support** – we aggregate and represent the “Voice of Industry” to policy makers and the government.
- **Networking and Events** – We provide regional and national events for members to network with each other and with the larger Retail Fraternity.
- **Learning & Development** – We provide a range of workshops and seminars for members to skill up as they scale up.
- **Knowledge & Research** – We work with a number of Knowledge Partners to deliver authoritative, insightful industry reports.