

The background of the image is a light-colored surface covered with numerous 3D, red, block letters spelling out the word "SALE". The letters are scattered across the frame, some in sharp focus in the foreground and others blurred in the background, creating a sense of depth and repetition. The lighting is bright, casting soft shadows from the letters onto the surface.

Emdee Newsletter
Feb '14

Editorial

It was the EOSS season all January for all our brands at Emdee Apparels Pvt Ltd. Commendable performance by all.

Stupendous performance by Reebok with 97% like-to-like growth. Staff from Reebok Kammanahalli merit an applaud, all three highest WOW bills were from their store. Impressive growth records by Commercial St and HSR stores.

It was a joyous occasion for Syed Imran, Levis Op-Head, as he celebrated his nuptial vows. We can only wish this marriage brings great joy, love and passion in his life.

We earnestly request all the staff members, readers, patrons to share their knowledge through this Newsletter. Hope the good times continue.

Request you all to send your feedback regarding this newsletter at editorial@emdeeapparels.com

TOP 10 Stores of EMDEE – Dec'13



Standing	Brand	Store	Target	Achieved	% Achieved
1	Reebok	URS Mysore	12 lacs	16.67 lacs	139%
2	Reebok	Hubli	6 lacs	8.01 lacs	133%
3	Levis	RMM	13.5 lacs	17.98 lacs	133%
4	Levis	Phoenix	30 lacs	36.68 lacs	122%
5	Levis	HSR	13 lacs	15.68 lacs	120%
6	Reebok	Commercial St	24 lacs	27.82 lacs	116%
7	Levis	Jayanagar	30 lacs	34.29 lacs	114%
8	Reebok	JP Nagar	14 lacs	15.18 lacs	108%
9	UCB	RMM	16 Lacs	15.66 lacs	98%
-	Hayaa	-	13 lacs	10.47 lacs	-

Managers Speak



I want to congratulate my team. It's a remarkable achievement considering our past. All this has been possible because we worked as a team. Meanwhile we got corporate orders & stock what we required, and we put in our minds in advertising & grabbing customer attention towards Reebok. We were aware of the challenges we face in our sales activities. Accordingly training programs and skill building activities were done in the morning briefing. What we emphasize on is, the crucial relationship we build with our customers & looked for better and creative ways to sell our product to the customers.

Md. Sufwan, Reebok URS Mysore.

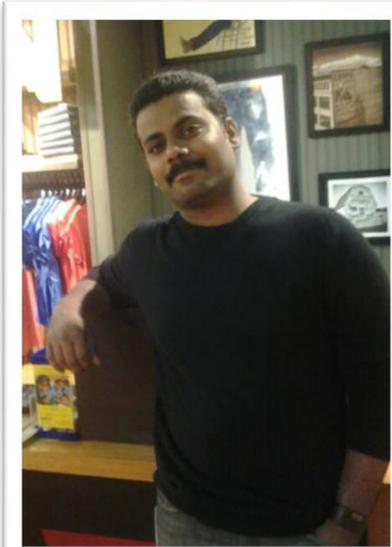
Team work is needed to achieve any target and my team is very supportive and skilled. Setting up the daily targets and briefing the staff really helped us to achieve the targets. Category wise focus on stock (cross -selling) helped us to increase our basket size. Never say die attitude is the motivational factor which keeps us up.

Asif Khan, UCB RMM.



I thank Allah for the strength he gives me to break all the odds and achieve the targets". Administrative role comes with great responsibility and my team has been very supportive to me. There is no hard and fast rule to victory, winning is all about high spirits, greater vision and perseverance. Keep loving me to see more achievements on the charts

Tabrez, Levis RMM.



Top Stores Of The Month



UNITED COLORS
OF BENETTON.

RMM



RMM



URS Mysore
Reebok 



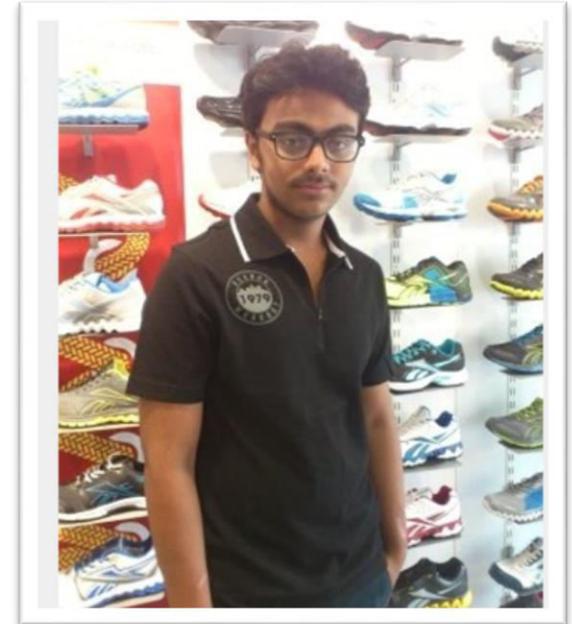
Top Fashion Consultants



Vishalini
Levis RMM
153%



John
UCB RMM
134%



Hussain
Reebok URS Mysore
198%

Best Stores in terms of KPI's

L2L

- Phoenix with 98% growth
- 2012- 16 Lacs, 2013- 31 Lacs

RPS

- Phoenix with RPS of 3311
- Total Store Area- 750 sq ft

ATV

- HSR Layout
- ATV of 4339

UPT

- HSR Layout
- UPT of 2.46



L2L

- RMM 101% Growth
- 2012-7.77Lacs, 2013-15.66 Lac

RPS

- RMM with RPS of 1842
- Total Store Area- 850 sq ft

ATV

- Indiranagar
- ATV of 2796

UPT

- Indiranagar
- UPT of 2.6

UNITED COLORS OF BENETTON.

L2L

- HSR Layout with 356% Growth
- 2013- 2.34 Lacks, 2014- 10.67 Lacks

RPS

- City Center RPS of 2116
- Total Store Area- 500 sq ft

ATV

- Indiranagar
- ATV of 3147

UPT

- Indiranagar
- UPT of 2.2

WOW Bills at Emdee Stores

Reebok 

Shouib from
Kamannahalli
for Rs.
86,528/-

Javeed from
Kamannahalli
for Rs.50,066/-

Shouib from
Kamannahalli
for Rs.35,310/-

UNITED COLORS
OF BENETTON.

Ramu from
Indiranagar, for
Rs. 32,783/-

Jacy from
Indiranagar for
Rs. 31,088/-

John from
RMM for Rs
30,800/-

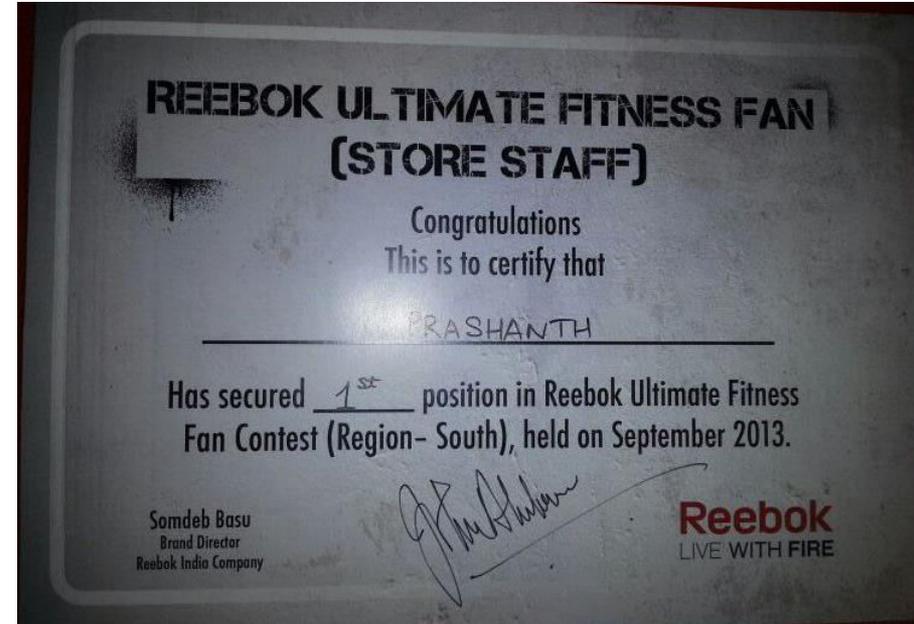
Levi's 

Veena from
Banashankri for
Rs. 38,202/-

Karthik from
Jayanagar for
Rs. 33,368/-

Ramya from
Banashankri for
Rs. 29,693/-

AWARDS



Prashanth - AOSM

Gets the award for securing the 1st place in Ultimate Fitness Fan Contest for Employees Category (South India) and also got a chance to work out with John Abraham.

EOSS

Levi's®

SALE

FLAT **40%** OFF

+ OTHER OFFERS IN STORES NOW
*VAT EXTRA

LEVI.IN *CONDITIONS APPLY

Reebok 



FLAT 40% OFF **GEAR UP TO GET FIT. REEBOK WINTER SALE.**

© 2011 Reebok

UNITED COLORS OF BENETTON.

UP TO **50%**

*Conditions apply

New Product- Hayaa



EMDEE BOOK OF RECORDS



Nine out of twelve stores have crossed 100% of the target. Making it the winner of brand war.



Reebok has Grown by '97%', which is all time highest growth for Emdee Group.

Out of 19 stores- 2 stores have grown by more than '300%', One store has grown by more than '200%', 12 stores have grown by more than '100%'.

Reebok HSR Layout and Reebok Commercial street have set a new bench mark for all the stores by creating a new record by growing '356%' and '330%'. JP.nagar also growing by '214%'.

On the last day of EOSS(2nd Feb) eleven stores managed to achieve more than 'One-lakh figure'.

EVENTS



Levis took out all Emdee Levis store managers for a sumptuous lunch at Barbeque Factory for their outstanding performance during the eoss.



EVENTS



Levis store managers at Syed Imran's wedding day.



Imran with his better half,
Musheera Tasneem.

IN THE NEWS

RETAILERS SEE BETTER TIMES AHEAD

India retail getting into second innings, at least ten Rs. 500-crore brands will emerge in the next 3-4 years

Things are changing and we are also changing as a society and that is leading to creation of new categories of consumption which would drive the retail growth," Future Group CEO Kishore Biyani said on margins of the annual retail summit organized by Retail Association of India (RAI) here today. RAI Chairman B S Nagesh said for many of us who started in the 1990s, it is going to be second innings.

Nagesh, a retail industry veteran, said things would start looking positive once again. "The next five years are going to be fantastic" he said, adding FY1 2015 definitely looks like a better year (than last two years). Hindustan Unilever CEO and Managing Director Sanjiv Mehta said e-tailing could also be one of the growth drivers for the sector. "E-tailing could be one of the big changes; it is the steam engine of retailing"

But Biyani said it will be an Omni-channel model that will work better in India. "Technology will play a role but I see an omni-channel strategy emerging. Omni-channel requires developing IT systems and processes to support customers shopping in stores and online.



After being hit hard in the last two years due to economic slowdown, India's retail sector is entering its "second innings" and is poised for good times again, according to industry experts

IN THE NEWS

On the fashion category, Biyani said it has evolved and the industry would see more Rs 500-crore brands in the next few years. Fashion as a category has evolved. We are buying and consuming more fashion than we did earlier. Brands are playing an important role and they are off for a much bigger leap.

"We are going to see Rs 1,000-crore brands now. We are going to see at least ten Rs 500-crore brands in the next 3-4 years. Fashion, as an industry, is getting into shape."

"Last quarter wasn't as good as we expected but this quarter had been much better till now than what we expected. This quarter, we believe the same-store sales growth will be in double digit," Biyani said. Nagesh said the same-store sales are likely to be in double digit in the next five years.