



# INNOVATING WORLD OF RETAIL

10  
March, 2021

JW MARRIOTT, AEROCITY  
NEW DELHI

## 2021MIRA8: MAPIC India Most Admired Retailer Of The Year: Customer Relationship Management (CRM) Program.

Food/Fashion/Lifestyle/Specialty Retailer or Retail Company running and managing its own Customer Relationship Management Program

### ESSENTIAL CONDITIONS

Kindly go through all the essential conditions before proceeding to next step of filling nomination details & more.

**DEFINITION:** Food/Fashion/Lifestyle/Specialty Retailer or Retail Company running and managing its own Customer Relationship Management Program

**ASSESSMENT PERIOD:** 1st April 2019 – 31st March 2020

#### ELIGIBILITY:

- **Applicant:** Retailer or Retail Company of Indian or foreign origin; operational earlier than 1st April 2018; and, should be a legally registered and taxpaying entity
- **Retail Operation:** Applicant must be operating one or more retail formats within Indian territory through single / standalone retail store or chain of retail stores under single / multiple brand names

#### DOCUMENTS REQUIRED:

- Please fill up all fields in the Nomination Form.
- Please fill up the Declaration at the end of the Form.
- Please upload your logo in high resolution in the space provided.
- Please share a short video clipping and/or high resolution visuals relevant to the award category as required. **Please NOTE: Only links of video clips will be accepted. Please upload in youtube, vimeo, or other platform and share the link. No "wettransfer" link will be accepted.**
- Please furnish photocopies of any testimonials / media clippings (only if they are relevant to this award category) or any other documentation in support of your claim for the award. **Please NOTE: All documents to be uploaded should be a maximum 20 MB size. Documents or files larger than 20MB is restricted and will not be accepted.**

#### NOMINATION PROCESS:

- The Nomination Forms are to be submitted only via this online form.
- The Nomination Forms will be duly scrutinised and checked by an internal assessment team for correctness of relevant information provided by the nominees. In case any clarifications are required, the nominees shall be required to provide the same with due supporting documents.
- The assessment details and analysis for the categories shall be presented before the Jury who will decide the final nominees and the winner in each category for presentation of the awards. The decision of the Jury shall be considered as final and binding.
- Categories in which less than 3 valid nominations are received may/may not be dropped.
- The organisers and Jury reserve the right to change or alter the award categories.
- The last date of receiving the completed Nomination Forms is 1st March, 2021.

#### Judging Criteria:

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| Judging by         | Audit Agency | Jury | Voting |
|--------------------|--------------|------|--------|
| Weightage allotted | 30%          | 30%  | 40%    |

## VOTING CRITERIA:-

- Voting carries a 40% weightage in all nomination process.
- The nominee will be eligible for receiving votes in 24-48 hours after the nomination form has been submitted. Voting Lines will be live post 1st February 2021.
- Every nomination category has a separate voting form. Voting form can be accessed from the main website.
- Every nominee is responsible for collecting their own votes and pushing the required & eligible voters.

VOTERS' CRITERIA : Manager level & above from the retail industry/ Brands & products/ service provider/ shopping centers connected directly to the nominee.

## IMPORTANT:-

No nomination will be considered for final award until & unless the nomination fee has been received.

In case of any difficulty please contact :-

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[jatin.nehra@reedexpo.co.uk](mailto:jatin.nehra@reedexpo.co.uk)

I hereby confirm that I have read all the instructions and want to proceed to fill up the Nomination Form \*

## COMPANY INFORMATION

1. Name of Company / Retailer \*

2. Name of Retail brand \*

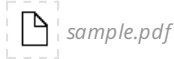
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### 3. Upload high resolution logo of the company/brand



### 4. Upload a high resolution picture that best represents your brand



### 5. Terms and Conditions for Logo uploaded \*

The logo uploaded & shared by the concerned person filling the form may or may not be used for the following purposes:-

Display in MAPIC India website as applicable for advertisement under the list of nominees for MAPIC India Retail Awards/ India Retail Tech Awards.

Publications in Post show report, India Retail Report or any other publications under Reed Exhibitions India.

In case the concerned nominee is under final nominations the Logo will be used for display in dedicated catalog, Nominations Video, Standee, Backdrop as applicable.

I accept the Terms and Conditions and agree that the logo attached is best to my knowledge and can be used as mentioned in terms & conditions.

### 6. Company Head office Address \*

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country

### 7. Official Landline Number

### 8. Official Contact Person \*

First

Last

Will be used to contact if required.

### 9. Designation \*

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## 10. Mobile Phone Number \*

## 11. Email ID \*

## KEY PERFORMANCE INDICATOR (KPIs)

QUANTITATIVE PERFORMANCE

## 12. Total Retail Sale (Rs Crore)

Including shut down stores, if any

### 12.a: 1st April 2018 – 31st March 2019 \*

 INR

### 12.b: 1st April 2019 – 31st March 2020 \*

 INR

## 13. Retail Sale by Loyalty Club Members (Rs Crore)

Including shut down stores, if any

### 13.a: 1st April 2018 – 31st March 2019 \*

### 13.b: 1st April 2019 – 31st March 2020 \*

## 14. Total number of Loyalty Club Members

### 14.a: 1st April 2018 – 31st March 2019 \*

### 14.b: 1st April 2019 – 31st March 2020 \*

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### 15. Total Number of transactions by Loyalty Club Members

Including shut down stores, if any

**15.a: 1st April 2018 – 31st March 2019 \***

**15.b: 1st April 2019 – 31st March 2020 \***

### 16. Annual CRM Expense (Rs Crore)

From all stores including shut down

**16.a: 1st April 2018 – 31st March 2019 \***

**16.b: 1st April 2019 – 31st March 2020 \***

### QUALITATIVE PERFORMANCE (1st April 2019 – 31st March 2020)

Please mention special efforts or achievements in the following areas (in not more than 300 words), upload the supporting wherever needed:

**17. Name & key features of your CRM Program: \***

**17. Do you wish to upload any supporting document or attach any video link?**

NO  Upload Document  Video Link

**18. Efforts to increase Loyalty Membership : \***

**18. Do you wish to upload any supporting document or attach any video link?**

NO  Upload Document  Video Link

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## 19. Business advantages derived from CRM Program: \*

## 19. Do you wish to upload any supporting document or attach any video link?

NO  Upload Document  Video Link

## DECLARATION:

I hereby agree:

- That the facts and figures stated in this Nomination together with the accompanying information is true and correct to the best of my knowledge. \*
- To allow the organisers to retain the information provided by us. \*
- To abide by the rules and regulations of the Awards. \*
- To abide by the decision of the Jury, which will be final and conclusive. \*

## Name of person submitting form \*

First

Last

## Designation \*

## Official email address \*

*A copy of the form will be sent to this email id.*

## Mobile Number \*

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## Signature of person submitting form. \*

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### Billing Details

#### Offline Payment (Cheque/ NEFT/RTGS/ Others):-

The Nomination Fees may be paid by:

#Cheque drawn in favour of "RELX IND PL – REED EXHIBITIONS ACC"

#Online transfer to our bank a/c:

A/c Name: RELX IND PL – REED EXHIBITIONS ACC

Bank Name: Citibank, First Floor, DLF Capitol Point, Kharak Singh Marg, New Delhi 110001

Current a/c No: 0007050119

SWIFT Code: CITIINBXIBD

IFSC Code: CITI0000002

#### Please Note:-

- The nomination will not be considered complete without the receipt of payment.
- The nomination will be further considered for evaluation & assessment once the nomination fee has been received and confirmed.

I agree with terms and conditions related to payment of nomination fee. \*

#### How will you be paying the nomination fee. \*

Cheque

NEFT/RTGS

### Billing & Invoice Details:

#### Company Name \*

#### Name of the concerned person to whom bill should be raised to:- \*

First

Last

#### GSTIN No. \*

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**Bill to:- \***

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country

Shipping Address same as above:-

**Ship to:- \***

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country