



The month that was...	VPC Sectors
<p><b>COUNTRY, FINANCE, MACROECONOMY, POLICY AND POLITICS</b></p>	<p><i>Lifestyle - Fashion</i></p> <ul style="list-style-type: none"> <li>Salvatore Ferragamo has signed a long term partnership with Reliance Brands owned Genesis Luxury. Under the collaboration, Genesis will have exclusivity to sell Salvatore Ferragamo products across distribution channels.</li> <li>Athleisure is the fastest growing segment across the fashion space. Athleisure segment is witnessing a growth rate of 20% - 25% annually.</li> <li>Saakshi, the silver fashion jewellery brand, has opened its new store, spanning across 318 sq.ft at Forum Esplanade Mall, Odisha. The brand has 14 stores and is planning to open 5 more stores in 2019.</li> <li>Beauty and fashion products are driving growth at the Indian unit of Miniso, the Japanese low-cost retail chain that launched its first store in August 2017. Miniso currently houses between 2,000 and 4,000 stock-keeping units (SKUs) in 12 categories at its 67 stores in India.</li> <li>Indian denim brand Mufti has announced its expansion into the footwear category. The company's expansion into the footwear segment results from rising demand for trendy footwear in the casual segment for men.</li> <li>Italian brand Lambretta will showcase the prototype of its global electric scooter at the Auto Expo 2020 in New Delhi. It has tied up with the Delhi-based Lohia Auto and Bird Group to sell the products in India, and will set up an assembly unit in the Mumbai area.</li> <li>Virat Kohli's athleisure brand One8, a collaboration with German sportswear retailer Puma, has clocked sales of Euro 12.5 million within the first year of its launch.</li> <li>Taneria, the ethnic wear brand from Titan, will open 40-50 stores in the next five years across 20 major cities of India.</li> <li>Arvind Ltd. and JCB India announced a partnership to introduce protective, smart, comfortable ready-to-wear industrial uniforms.</li> <li>RP- Sanjiv Goenka group's private label apparel line 2Bme launched its second exclusive brand outlet at Acropolis Mall, Kolkata. The brand has already crossed the mark of Euro 12.5 million within one-and-a-half-years of its launch.</li> </ul> <p><i>Retail Online-Offline</i></p> <ul style="list-style-type: none"> <li>V-Mart, the department store chain, has launched its 200th store in Mughalsarai, Uttar Pradesh. The 200th store is a key milestone for V-Mart, because the brand added the last 100 stores in three years, while it took 12 years for the first 100.</li> <li>The fastest homegrown kids retail chain, Toonz Retail, has further expanded its presence in Delhi-NCR, by launching a store in Dwarka. The new store is spread over an area of 1,500 sq.ft.</li> <li>Snapdeal has added over 50,000 new sellers, most of them focused on the value segment. A majority of these new sellers specialise in fashion, home accessories and small appliances.</li> <li>Amazon India has launched social e-commerce platform Spark, which offers users a personalized, interest-based community experience. It lets users share images, videos, and articles while also offering an option to make purchases within the app.</li> <li>Instagram users in India could shop for products within the app itself from next year, beginning with an affiliate model. Instagram will have a 'buy' button, which will redirect users to the product page based on a cost per sale model.</li> <li>Grofers, online grocery start-up focused on building out its private label business over the next year.</li> </ul> <p><i>Food Services</i></p> <ul style="list-style-type: none"> <li>Pizza hut opened its 500th store in Delhi and plans to expand footprint in the coming years by opening over 200 more outlets in India by 2022. It also plans to invest significantly on technology up-gradation to improve consumer experience.</li> <li>Coffee chain Barista is planning to open 200 new outlets in the next three years, from that 50 outlets will be opened primarily through the franchise route by March next year. The Company is also planning to fray into the restaurants segment via a new multi cuisine chain.</li> <li>Future Group's premium lifestyle and food superstore, Foodhall, has launched its sprawling second outlet in Mumbai spread across 25,000 sq. ft. It is designed to offer an exclusive and unmatched experience through its four levels offering novelties from across the globe.</li> <li>Unplugged Courtyard opened its second outlet in Gurugram. Spread across 15,000 sq.ft, the restaurant is divided into 3 different settings: terrace area, a secret garden and a quirky bus.</li> <li>UK-based international entertainment brand Toy Room has opened its first outlet in Aerocity, New Delhi. The location will deliver an upscale nightclub experience with a focus on delivering premium hospitality.</li> <li>Yellow Tie Hospitality, India's leading restaurant franchise management company has launched Dubai's most popular Lebanese food brand 'Just Falafel' in India and is planning to open 100 Just Falafel restaurants across India by 2024.</li> <li>Ola-backed online food aggregator Foodpanda now counts coverage in 100 cities as it also plans to double the number of registered restaurants on its platform from the existing count of 60,000.</li> <li>Food &amp; Beverage Company Keventer is exploring the possibility of setting up a unit in Assam to manufacture some of its products. The company has 12 units spread across the country.</li> <li>Swiggy, India's largest food delivery platform has raised up \$1 billion in funding, taking its valuation to \$3.3 billion within 5 years of starting its operations.</li> </ul>
<p>India remained the world's fastest growing large economy withstanding several ups and downs. India improved ranking on the World Bank's 'ease of doing business' report, jumping 23 places to the 77th position on the back of reforms related to insolvency, taxation and other areas.</p>	
<p>The reverse repo rate under the liquidity adjustment facility (LAF) remains at 6.25% and the marginal standing facility (MSF) rate and the Bank Rate at 6.75%. FDI flows could also increase with the improving prospects of the external sector. GDP growth for 2018-19 has been projected at 7.4% (7.2-7.3% in H2) as in the October policy, and for H1 FY19-20 at 7.5%.</p>	
<p>India's trade deficit narrowed on a monthly basis in November on the back of softer crude oil prices. The gap between exports and imports reached Euro 14.7 bn. in the month, compared with Euro15 bn. in October.</p>	
<p>The GST Council decided to cut tax rates on 23 goods and services (to 18% from 28%), including movie tickets, TV and monitor screens and power banks and exempted frozen and preserved vegetables from the levy.</p>	