

# The hyper-local consumption tra

With the clamour for convenience and support for local brands on the rise, consumers, kirana stores, and brands are redrawing the terms of engagement

T E NARASIMHAN &  
ARUNDHUTI DASGUPTA  
Chennai/Mumbai, 8 July

Home-bound consumers are driving an overhaul of the brand-retail landscape, one that is likely to deeply impact the entire purchase ecosystem well beyond the pandemic. Convenience, support for local brands and a new lifestyle are driving change, rattling age-old supply networks and forcing the traditional neighbourhood store—the kirana or local all-in-one grocery stop—to rethink operations and relationships, with consumers and brands.

According to a report released late last month by EY (*Sentiments of India – pulse of the country, Kiranas; Humans in a pandemic series*), the post-pandemic relationship between brands and consumers will be mapped to a hyper-local trail that will pivot around a refurbished kirana store. Pinakiranjan Mishra, partner and national leader, Consumer Products and Retail, EY India said, “Hyper-localisation is here to stay for now and retailers need to take cognisance of its implications for the future.”

The kirana stores are already reflecting the times as they tune in to a digital payment ecosystem and expand their list of supplies, to meet growing demand and the surge in new customers. However the big challenge they said is striking the right partnerships (with payment apps and digital retailers) at the right price.

The report said that there is positive movement towards the adoption of technology among

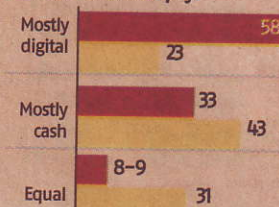


## KIRANA CONNECT

### GOING DIGITAL

In non-metros, cash dominates the transactional relationship but things are changing. In metros, digitisation has borne fruit

How do customers pay?



### GOING LOCAL

There has been a shift in customers, across local brands and retailers

Are there new customers at the store?



kirana stores, with 40 per cent respondents stating they want to partner with online delivery and supply platforms. Also the empowered kirana store is emerging as a big influencer in customer choices and for forging brand loyalties—at least 69 per cent kiranas in the non-metros said they were able to sell alternative brands to their customers.

It is not just the kirana stores that are influencing customer choices, the reverse is true too, which according to market researchers is what marks the emergence of a pow-

erful homebody economy. According to a report by Nielsen, “As China began to ease its lockdown, first noticed the development of a ‘homebody economy’ driven by consumers to increasingly live, entertain at home even as restrictions ease. Then, we’ve seen evidence of this trend spreading to markets, and it will likely continue to be the defining months to come.”

In India, the kirana report that they are a changing to account

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Infosys Limited

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## NOTICE

Notice is hereby given that a meeting of the Board of Directors of the Company will be held on Tuesday and Wednesday, July 14 and 15, 2020 to consider inter alia;

1. The audited consolidated financial results of the Company and its subsidiaries as per Indian Accounting Standards (INDAS) for the quarter ending June 30, 2020;
2. The audited standalone financial results of the Company as per INDAS for the quarter ending June 30, 2020;
3. The audited consolidated financial results of the Company and its subsidiaries as per IFRS for the quarter ending June 30, 2020.

The financial results will be presented to the Board of Directors on July 15, 2020 for their approval.

The details will be made available on the website of the Company- [www.infosys.com](http://www.infosys.com)

For Infosys

July 08, 2020  
Bengaluru, India

A.G.S. Mani  
Company Secretary

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CIN: L51109WB1981PLC034212

## NOTICE

Notice is hereby given that pursuant to Regulation 29 and Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015 (“Listing Regulations”), that the meeting of the Board of Directors of the Company is now scheduled to be held on Friday, 10th July, 2020 at the Registered Office of the Company at White House, 119, Park Street, 3rd Floor, Kolkata-700016 to inter alia, consider and approve the Audited Standalone and Consolidated Financial Results of the Company for the 4th quarter and Financial year ended 31st March, 2020

By order of the Board  
For BMW Industries Limited  
Sd/-

Arbind Kumar Jain  
Company Secretary  
ACS No.: A23017

Date: 8th July, 2020  
Place: Kolkata

## UNAUDITED THE QUARTER

### Particulars

Total income from operations
Net Profit/(Loss) from operations
Net Profit/(Loss) for the period
Equity Share Capital
Reserves (excluding in the Balance Sheet)
Earnings Per Share Basic
Diluted
Earnings Per Share Basic
Diluted

\* Quarterly numbers are unaudited.  
Note: The above is as per Regulation 33 of the SEBI financial results are available on Bank's website: <http://www.bankofbaroda.co.in>

Place: Thrissur  
Date: July 08, 2020

**Shanthi Gears**  
SHANTHI GEARS LIMITED