

TIMES RETAIL ICONS

An OMS Initiative



SUCCESS IN THE SURVEY AND BEYOND

The objective of this research was to arrive at a list of top retailers in Tamil Nadu. The research had 3 major modules i.e. Desk research /

expert discussion, factual data collection & perceptual rating survey followed by scientifically developed analysis & ranking process

CATEGORIES	WINNERS
Times Retail Icon for Jewellery for Mass	GRT Jewellers
Times Retail Icon for Best Family Jeweller	Vummidi Bangaru Jewellers (VBJ)
Times Retail Icon for Best Bridal Jeweller	NAC Jewellers
Times Retail Icon for Jewellery - Trust & Tradition	Prince Jewellery
Times Retail Icon for Best Diamond Jeweller	N Gopaldaas Jewellers
Times Retail Icon for Silks - Trust & Tradition	Sri Kumar Stores
Times Retail Icon for Legends in Silks	Nalli Silks
Times Retail Icon for Silks For the Masses	Kancheepuram S.M. Silks
Times Retail Icon for Best Craftsmanship in Silks	Shreenivas Silks and Sarees
Times Retail Icon for Best Family Store	Style One Retail (P) Ltd.
Times Retail Icon for Best Uniforms For Corporates & Schools	Sugan Uniforms
Times Retail Icon for Best Intimate Wear	Naidu Hall
Times Retail Icon for Best Premium Mall	Phoenix MarketCity
Times Retail Icon for Popular Brand in Furniture	Woodpecker Furniture
Times Retail Icon for Best Consumer Electronics Store	Vasanth & Co
Times Retail Icon for Best Mobile Retailer	Poorvika Mobiles
Times Retail Icon for Best in Kitchen Appliances	Elgi Ultra Industries Ltd.
Times Retail Icon for Best Savoury Outlet	Ambika Appalam
Times Retail Icon for Best Gourmet Store	Brown Tree Retail (P) Ltd
Times Retail Icon for Best Affordable Optician	Specsmakers
Times Retail Icon for Best Bicycle Store	Just Buy cycles
Times Retail Icon for Best Boutique Hotel	Grand by GRT
Times Retail Icon for Best Interior Designer	Neeras Design Studio
Times Retail Icon for Best Wellness Center	Shakshii Wellnness
Times Retail Icon for Best Health Retail Outlet	Aayushmaan
Times Retail Icon for Best Concept Store	Sanskrriti
Times Retail Icon for Best Gifts & Recognition Store	Kesar Gift Mart (P) Ltd.

Top Retail Icons of Tamil Nadu 2016

Research Methodology

The objective of this research was to arrive at Top Retail Icons of Tamilnadu in their respective categories. The survey had three major modules to arrive at the analysis & final ranking i.e. Desk Secondary Research / Expert Discussions, Factual Survey (Participatory Survey) & Perceptual Rating Survey.

In the module 1, a comprehensive list of business entities – Products & services were generated with the help of internet, magazines and other publications (also in discussion with industry experts). In Module 2, more than 600 business entities were sent the factual data questionnaire and then rigorously followed up through telephonically. And in the perceptual survey module, 500 structured interviews were

conducted for 6 weeks, starting from 4th week of July 2016. The final score for each entity were weighted to average of Factual and Perceptual Score. Based on the final score, rankings were drawn in respective categories.

Some caveats/assumptions:

- Best efforts were made to reach maximum business entities in the respective categories in Tamilnadu; Any entity which expressly stated that it did not wish to participate in the survey was excluded from the survey
- Only those business entities were considered who have submitted their participatory factual sheet
- Only top ranked entity in their respective categories were featured in this survey edition



Note: Present survey has been conducted by an independent Research Agency named i3 Research Consultants using stated methodology for arriving at given rankings