

EMPOWERING PEOPLE

Annual Report 2012-2013



TRRAIN

FOUNDATION OF RETAIL



B. S. Nagesh
Founder, TRRAIN

The journey of TRRAIN has reached the third year and it gives me great pleasure to bring you our second annual report.

We started with a clean slate, with none of us having any background in the social sector. Our resolve was that we will create impact for people employed in retail, both at work and home, with a not-for-profit objective. We wanted TRRAIN to be a thought leader and a catalyst. As naïvely optimistic as the idea seemed in the beginning, the outcome has been overwhelming for all of us.

I believe employees of TRRAIN have to be excited about their purpose and the purpose of the organization. It is early days but we were overwhelmed with joy when we got 2,000+ stories for our second TRRAIN Retail Awards. We could hardly believe our ears when we realized that more than 6,00,000 employees in retail had celebrated Retail Employees Day on the 12th of December 2012. Every disabled youth who we are able to place in a retail job gladdens our hearts and further strengthens our conviction and resolve. After having completed 25,000 hours of training youth in retail, we believe we will finally find a way to scale up our 1-US dollar-a-class education program. Our journey is becoming more & more exciting day by day.

For helping the small team at TRRAIN to achieve so many things in less than 18 months, I must thank all our advisory board members, our trustees, as well as the team itself. We would not have achieved any of these without support from our sponsors, donors and supporters within the retail industry and outside. They all have contributed in their own ways without asking anything in return. My heartfelt "Thanks!" to them.

The journey of TRRAIN has just begun and I am sure we will be able to carry forward this mission to make Retail a great place to work- and working in Retail a matter of pride for every employee and the society at large.

PROJECT WITH PEOPLE WITH DISABILITY

Our People with Disabilities ((PWD) program in partnership with Youth 4 Jobs saw tremendous success and response from the retail industry this year. During this year, we have been able to successfully upgrade our training competency to include the People with Speech & Hearing Impairment besides Orthopedic disability.

We have trained 189 PwD during the year through Youth 4 Jobs training centers in Hyderabad and Tirupati. All the youths have been successfully employed in Hyderabad, Bangalore and Chennai in various retail formats.

TRRAIN also supported Youth 4 Jobs for conducting training for beneficiaries of Alamba Charitable Trust, Bangalore. 25 youths were successfully trained in the premises of Alamba Charitable Trust and employed in retail jobs.



Youths at activity at the training center



Youths in a classroom session



In class role play for the Speech & Hearing Impaired Youths



Youths celebrate various festivals during their residential training

Type of Disability	Number
Orthopedic	137
Hearing Impaired	50
Others	2
TOTAL	189

Role	Number	Average gross salary (P.A)	Average gross salary (P.M)
Cashier	47	71765	5980
Crew Members	28	66329	5527
Customer Service Associates	62	73722	6144
Tele callers	2	72000	6000
Sales	3	96680	8057
Trainee/ Team Member	47	76261	6355
	189	76126	6344

Retail Format / Roles	Cashier	Customer Service Associate	Sales Executive	Tele caller	Trainee/ Team Member	Crew member	TOTAL
Departmental Store	6	3					9
Hypermarket	40	38			11		89
Quick Service Restaurants		8		2	33	29	72
Specialty stores		6	2				8
Single store		2	1				3
Supermarket		2					2
Multiplex		3					3
Others				3			3
TOTAL	46	62	3	5	44	29	189

PROJECT WITH ACCENTURE

During the year, TRRAIN and Accenture teams worked together to design a scalable and sustainable operating model for People with Disabilities in Retail initiative to achieve target impact of 3,600 in next 3 years while ensuring lean organization structure. Accenture has also provided an implementation roadmap for phasing of initiatives over a course of 2 years.

With the help of implementation roadmap, TRRAIN will be able to expand into 4 states – Karnataka, Gujarat, Tamil Nadu and Maharashtra through NGO partners, standardize its processes for partner selection, due diligence, training program, business development, monitoring & feedback mechanism and ensure extensive sensitization at industry, retailer and employee level to achieve its target impact.

This 90 days project by Accenture was on Probono basis.

TRRAIN RETAIL AWARDS

We received 2000 entries of customer service excellence from over 85 cities across India for participation. The entries were collected through private intranet platform, WOOQER. 18 winners were shortlisted through various rounds of regional jury from which 3 national winners; a Bravery award winner and an Integrity winner were finally awarded.

All the winners were felicitated at an extravagant award ceremony held at held at Chancery Pavilion, Bengaluru. The event was very well attended by almost 250 guests that included top leaders from retail industry, associate industry and real estate developers.







RETAIL EMPLOYEES' DAY

TRRAIN strongly believes that an efficient front-line team helps strengthen business. They play a critical role in building the brand and its experience. They are the critical last mile connect and play a crucial role in a customer's decision on whether they should remain loyal to our brand or not. It is they who ultimately impact a happy versus an annoying shopping experience and therefore impact the business as well. But natural, it is imperative that they get their due importance. Recognizing and realizing the need for this TRRAIN initiated an annual property – the Retail Employees' Day in 2011

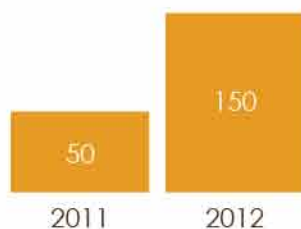
Retail Employees' Day as a concept is aimed at paying homage to the efforts of front end retail staff in India. The theme was born from the need to recognize the fact that retail in India has boomed in the last 15 years to the efforts of the 30 million front line staff in retail – the shopfloor assistants, the customer care associates and the “Chottu's” and “Thambi's” and “Baccha's” who faithfully delivers when the customer calls.

Retail is the second largest employer in the country – with a labor force of 38 million. Front line associates perform yeoman service – “We act as fashion consultants to help you choose garments, comparators who can accurately describe technical specifications of competing brands of consumer durables, secretaries who remind you of items you have missed in your monthly grocery shopping, and life-savers when we deliver that one strip of a pain-killer, one loaf of bread or that one bottle of soda at 11 pm at night without complaint” – says one of the associates who took part in RETAIL EMPLOYEES' DAY.

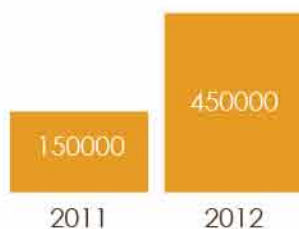
RETAIL EMPLOYEES' DAY was introduced in 2011 and in its first year – 150,000 “thank you's” were said. Industry feedback was positive and retailers wanted the initiative to be formalized. In 2012, the industry associations partnered with TRRAIN to champion the cause of building awareness among customers and the lay public of the need to say a “thank you” to front line retail employees.

As a result, the scale and size of RETAIL EMPLOYEES' DAY has increased manifold – thanks to the efforts of the industry associations – Retailers Association of India (RAI), Gems & Jewelry Federation (GJF) and the Clothing Manufacturers Association of India (CMAI) & National Restaurant Association of India (NRAI). Another dimension was the press and publicity generated for the initiative – from inserts in prominent business and mainstream dailies to spots on TV and radio.

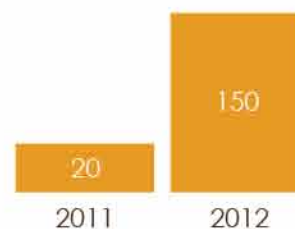
NO OF COMPANIES PARTICIPATING(MODERN TRADE)



FRONT LINE STAFF IMPACT



PRESS & PUBLICITY MENTIONS



Retailers chose to celebrate this day in their own unique and creative ways. What is interesting that the key thought behind all the celebrations was singular and a reflection of what the associates have always wanted.

What does the future hold? RETAIL EMPLOYEES' DAY is a concept which is unique globally – no other country has a day dedicated to saying “Thank you” for customer service. In future, the retail industry would like to see the idea grow in breadth and depth – by being adopted by the traditional kiranawala as well as by retailers in other countries.

CELEBRATIONS ON DECEMBER 12, 2012

PAN INDIA REWARDS AND RECOGNITION PROGRAMS

- Personalized 'Certificates of Appreciation' from customers
- Creating connect – between the corporate head office and the in-store, front line staff.
- Celebrations which included the family and staff and customers of stores.
- Creating development and training opportunities for staff who were nominated by customers / peers as being beacons of good service.



SPECIAL AND INNOVATIVE WAYS OF GREETING EMPLOYEES

- A customized greeting card / badge / ribbon for each and every front-end associate.
- Changing the desktop wall paper the previous night, in order to have a bright happy wish for their employees on Retail Employees' Day.
- A personal meet and greet (including in some cases with “Tilak” and garlands) for each staff by the store head / leadership team



SUPPLEMENTS

ENCOURAGING THE CONSUMER TO SAY THANK YOU

Stores put up posters encouraging customers to acknowledge the person who served them well with a 'Signed Thank you' card. Employees who got most cards would be recognized and rewarded by the Management.



CEO WALK

LUCKY DRAWS, BUMPER PRIZES AND CONTESTS

Story writing competitions on "My happiest memory as a retail employee" lucky draws and bumper prizes enabled employees to take home TVs, cash and much more.

HIGHLIGHTS OF ACTIVITIES CARRIED FORWARD BY SOME OF THE RETAILERS

MAHINDRA RETAIL LTD.

- Personalized thank you notes signed by the CEO to each employee
- Break fast for employees and family
- Badges to all customers to give to their favorite staff.

HYPERCITY RETAIL (I) LTD.

- Standees, posters, desktop images changed to the theme of RETAIL EMPLOYEES' DAY.
- Games and Gift Vouchers Scrap book competitions
- Customized and personalized momentos.

THE NATURES CO

- Special "RED" dress code – with a contest for the best dressed employee in RED
- Personalized mementos and in - store competitions Team Lunch.

THE MOBILE STORE

- Certificate of Appreciation from senior team and customers
- Video messages from the senior staff
- Celebratory events with games & refreshments

MADURA FASHION & LIFESTYLE

- Themed as 12 / 12 / 12 12 challenges were given to store employees in 12 hours, and at the end of the day the top 12 stores will received Rs. 12000 worth gifts.

GODREJ NATURES BASKET LTD

- Felicitation ceremony in partnership with Radio-mirchi.
- Senior employees donated 1 day salary – towards an NGO impacting 300 children.

THE BOMBAY STORE

- Meet and Greet in-store by the senior staff from Head Office
- Thank you cards to staff
- Customer acknowledgements
- Rewards and recognition for staff garnering multiple "thank you's"

KORUM MALL

- Themed as "Thank you Bola Kya"
- Games with a "Minute to Win it" theme.
- Distribution of roses to all employees by a senior team of CEO's from the industry.
- Competitions among store employees
- Cake cutting ceremonies

TITAN INDUSTRIES

- Biggest countrywide, integrated program across all store categories (Fastrack, Helios, World of Titan, Tanishq, Gold Plus & Eye Plus)
- Themed as "Impressions"
- Internal "Awards" ceremony with 30 categories of awards.
- Development training, games and motivational speeches for all selected staff.

FUTURE GROUP

- Themed as "Sevak Diwas"
- Special handmade cards/badges were given to employees
- Personalized momentos and videos created
- Story Writing competition around "My Happiest Memory as a Retail Employee"
- Red carpet welcome with a "Tilak" ceremony
- Feedback session with family

LANDMARK GROUP



- Themed as “Thank you Bola Kya?”
- Leadership team visits in each store.
“Nurturing the culture tree” - all employees got to tag their unique reason to love working with
- Landmark Group which forms the leaves of the tree.
“I love Landmark” skits.
- Personalized momentos and cards

BRAND MARKETING INDIA (BMI)

- Cake cutting and refreshments
- Visits by senior staff
- Bollywood Hollywood theme - Employees were dressed up like their favorite Bollywood – Hollywood stars.
- On 12th December, i.e. on Retail Employees Day,
- Employees were given up to 50 per cent employee discount on Shopping

CELIO FUTURE FASHIONS LTD



- Sticker: A sticker of appreciation (I AM THE PILLAR OF SUCCESS FOR CELIO*)
- Certificate of Appreciation: signed by CEO
- Special Gifts: There was an internal competition running for operations staff with prizes such as a Plasma TV, iPads, international holiday trips, lunch with senior team.

RELIANCE – LIFESTYLE



- Thank you message from the CEO
RED Cake cutting
- Meet and Greet – by the head office staff at all stores.
“I make a difference” badges distributed
- Parties in each store at the end of the day with a team dinner.
- ‘THANK YOU BOLA KYA “posters to create Customers awareness

AND DESIGNS INDIA LTD.



- A personalized letter signed by the Managing Director
- Special felicitations for the long standing employees
- Cash rewards for best in class service.

MOCHA (IMPRESARIO ENTERTAINMENT & HOSPITALITY PVT LTD)



- Celebrations across all 19 outlets
- Decorations in each restaurant - with flowers, balloons and festoons.
- Each team member (kitchen, service, bar, cashiers, house-keeping, valet, security guard, store keeper) welcomed with garlands and flowers.
- Games - musical chair, dumb charades, ball in the bucket, etc
- Dancing competitions
- Senior staff visits to thank the entire team.
- Cake cutting of a “Thank You” cake
- Breakfast for all employees.

TRRAIN FOUNDATION EDUCATION PROGRAM

In 2012-13, we built on the success of the TRRAIN Foundation Education Program in association with Aptech Ltd. Positive feedback both from retailers and the associates we trained, reinforced our belief in our offering.

A total of 527 frontline employees from retail and associated services like housekeeping and security benefited from our training initiative this year. 22,512 student-hours of training were imparted since the inception of the program. Retailers from a diverse cross-section of the industry engaged us as their learning and development partners.

Our Spoken English for Retail program, one of its kind and developed specifically to empower retail associates to conduct everyday conversation with customers in English, saw strong demand from retailers this year. Towards the end of the year, there was also a marked trend towards integrated programs covering all areas of training we offer. The content strategy for the forthcoming year is to focus on these programs, whilst simultaneously upgrading the offering with new course launches, additional content and innovations in pedagogy.

Here are some of the retailers we worked with for the first time this year and who have expressed satisfaction with the results of the training:

Wellness Forever (Chemist and supermarket chain)

Comprehensive Retail Excellence program for 80 retail associates and home delivery associates in Mumbai so far

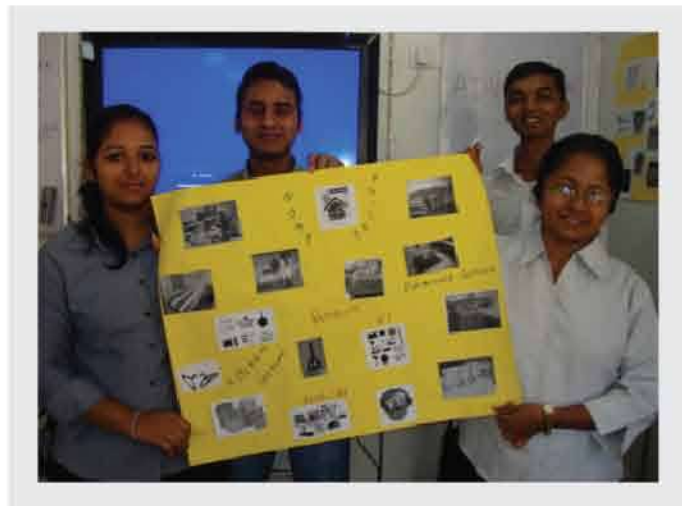


Panda Travel Mart (Bags, travel luggage and accessories)

Spoken English, Personality Development and Retail Selling Skills program for 31 retail associates, Team Leaders and Floor Managers in Bhubaneswar

Me & Moms (Child and mother care)

Spoken English, Personality Development and Retail Selling Skills program for 31 retail associates, Team Leaders and Floor Managers in Bhubaneswar



Akbarallys (Department store)

Spoken English and Personality Development program for retail associates and Team Leaders of the flagship store at Fort, Mumbai

One of the key highlights of the year was an award for Best Innovation in Vocational Education and Skills Training at the World Education Awards 2012 in New Delhi. TRRAIN's Mobile Education Centre was deemed by the jury to be a worthy innovation that has positively impacted the life of retail associates.

A few voices of encouragement from retailers who opted for our training programs.



I feel the morale of the staff has come up after the training. There is more confidence when talking to the customer.



HUZEFA KHORAKIWALA
AKBARALLYS

“

It is our great pleasure to thank you for the effort and cooperation you have extended for making the program a great success. We realized that this entire program was in fact a great achievement for us. We are confident that our people will come out with positive attitude and will be outspoken. The idea that TRRAIN has brought is great...the trainer was perfect. She knows how to train people and make them well fit for a modern retail store and motivated for their own development.

”

MR. SHIBA PRASAD PANDA
PANDA TRAVEL MART



“

The overall training session was informative and well received by the participants. It helped in building their confidence to a great level and I am sure they would benefit positively from this training session. We look forward to having more sessions with TRRAIN for the rest of our team.

”

MRS. MAMTA KHATAR-TIWARI
ME & MOMS

Mom & pop stores upgrade staff

Nagpur Anand • *enquiries*

Mumbai: Mom & pop stores, those family-run neighbourhood outlets for everything under the sun, are adding value to their staff in order to stand up to organised retail giants. Training courses for staff like sales associates are in. Besides retail selling skills, the grooming process covers basic English and personality development.

B S Nagesh, founder of Trrain, a retail staff training firm, says such initiatives have become imperative as organised retail and bigger brands have well-trained staff and mom & pop stores cannot afford to lag in this regard.

"Requests for training are coming from even smaller towns and cities where big brands and mod-

ern retail have emerged only in the last few years," says Nagesh.

For instance, Panda Travel Mart, a luggage chain store in Bhamburda, had decided to train its staff as part of its modernisation. Shiba Prasad Panda, Panda's MD, says, "The training process has helped instil confidence in our sales associates. They have been able to use their retail skills effectively which eventually will translate into higher sales for us."

These are other benefits. Value-added staff are giving a new touch to upgradation works at neighbourhood stores and unorganised retailers. Apart from reamp, several stores have changed their formats by opting for open shelves. This gives better display for combo offers and discounts during festive



The Wal-Mart drill

The grooming process covers basic English and personality development.

Requests for training are coming from even smaller towns and cities.

Value-added staff are giving a new touch to upgradation works at neighbourhood stores and unorganised retailers.

seasons, just like at modern retail chains.

Nagesh says that producing a conducive retail environment with trained staff can go a long way in improving sales.

Proof of that: is Me n Moms, a

Mumbai-based retail chain that sells mother- and baby-care products. Nagesh Khantia, its CEO, says training undertaken six months back has helped produce a more conducive retail atmosphere which is now gradually increasing footfalls.

That staff training is gaining wide recognition is evident from the tremendous response to Trrain's programmes, says Arneeta Prabhakar, its CEO. Several small shops and retail associations from different localities in Mumbai are showing interest in undertaking staff training, she says.

But the biggest challenge for the retail sector, including mom & pop stores, is the high rate of attrition.

A survey done in February by Tata Consultancy Services and the Retailers Association of India revealed that about 33% of the respondents faced an attrition rate of about 100% every year.

Such a high rate is coming in way of many retailers signing up for staff training programmes.

A NEW APPROACH

Retail outlets begin hiring differently-abled

Priyanka Pani

Mumbai, Oct 20

Celebrity hair stylist Jawed Habib is launching a new format salon, Hair'Yoga, this Diwali but with a difference. The hair and head massage salon will only employ persons with different abilities.

Hair Yoga has tied up with the New Delhi-based non-governmental organisation Sarthak Education Trust, which works towards providing education and employment to differently-abled people.

"We already have about 5-6 differently-abled persons working for us in our Jawed

Habib salons. With Hair Yoga, the numbers are bound to go up. We need to identify their talent and train them accordingly," Habib said.

With the retail sector getting organised, the need for trained workforce is rising. Currently, the sector employs about 31 million people and is likely to add a similar figure over the next decade, according to industry experts. However, retailers are facing a severe challenge in getting good talent, and are zeroing in on persons with different abilities.

Retailers such as Shoppers Stop, Costa Coffee, Cafe Coffee Day (CCD), McDonald's and KFC have



Retailers need to get more proactive towards hiring persons with disabilities. — I. Picturama

already inducted persons with different abilities. "Hearing and speech-impaired people have strong olfactory (smell) sense and make good brew masters and coffee makers. We just need to put the right

effort and time to train them so to how to face customers. We also sensitise other employees to be more receptive towards them," said Vijay Kar, Senior Manager (West), CCD. B. S. Nagesh, former

Chairman of Shoppers Stop and founder of Trrain (Trust for Retailers and Retail Associates of India), said that retailers have to get proactive towards such people. At Trrain, Nagesh said, 130-odd jobs such as cleaning, vegetable chopping, jewellery assembling and handling cash have been identified where such people can be accommodated after providing them with 75 days of training. He added that retailers should make it mandatory to induct at least two differently-abled people in a store.

Hyderabad-based NGO Youth4Jobs along with Trrain has been able to place around

102 people with disabilities in retail outlets across Bangalore, Chennai and Hyderabad. Meera Sreenivas, Founder-CEO, Youth4Jobs, said though traditionally the sector has been ignorant towards such people, it has now become receptive towards employing them and giving them an equal status in society.

"Organised players are trying to make their retail outlets or malls disabled-friendly. Most malls are 100 percent wheel-chair accessible and have special restrooms for them," said Barakat Charania, CEO, Beyond Talent Management.

Priyanka.pani@thehindu.co.in

कस्टमर सर्विस माटे अहमूत कामगीरीस उदाहरण पुरु पाडता सुरतना मोडमद

ग्राहकां प्रत्येनी प्रतिभक्ता करीजे तो अेक ग्राहकां अने जवाबदारीने निभावीने मोबाईल टेलिकोमम श्रेष्ठ तथा असांनिय कामगीरी खोन्च बघेदा अेक थं भटवल सुरतना अे अेम पुरीप्यो वतनी अ मोबाईल टेलिकोमना रीटेल टेलिकोम सर्विस प्रोवा असांनिय मोडमद भशिर उच्च प्दाना ही अ ट्रस्ट कोर रीटेलर्स अेन्ड आय्यो वतनी परंतु रीटेल अेसांसिनेटस अेक वतनेनी खूब सर्विस ठंडिया अेटेल के ट्रेडिंग द्वारा आर्गिनेटिड अेवोर्ड साधे रीजनल विनर बन्या दारा श्री खूब सर्विस पध छे. ग्राहकोने श्रेष्ठ सर्विस पुरी देवाई वतनी. दरमिय पाडता मोडमद भशिर ग्राहको साहेरनी आहार छ अने टेलिकोम कंपनीओ वच्चे मोडमद भशिरनी संघ अेक सुभेगलभयो संबंध जणवीने आ मुद्दे मदद मांउ राषीने सराडनिय कामगीरी त्यारआद मोडमद भजवी छे. मोडमद भशिर ग्राहकां साधे मजबूत संबंध आहकां घरेची जर ग्राहकां साधे विश्वास मुक्ततामां सहजता हांसल करी छतने अने ग्राहकोने प्या छे अने साध साधे मोडमद हती के तेनी सर्विस १ भशिर ग्राहकां नाचाथी मांठी बालु खई जशे अ मोटा हरेक प्रस्नोनी संतोषकारक मोडमद आया छे. आवा ता ग्राहकोने पधरवार अ अनेक प्रस्नो मोडमद भशिर साधे कोई पध मुश्के छल कथां छे, ताजेतरनीवात अनेकरीवीटीमां रची रा

अपंगांना नोकऱ्या देण्यात रिटेल क्षेत्र आघाडीवर

मुंबई, दि. ३ : अपंग किंवा शारिरीकदृष्ट्या व्यंग असलेल्या व्यक्तींना रोजगाराच्या संधी मिळत नाही असे, चित्र देशात दिसत असले तरी रिटेल क्षेत्र मात्र त्यास अपवाद आहे. ट्रस्ट फॉर रिटेलर्स अॅण्ड रिटेल असोसिएशन अर्थात ट्रेन या संस्थेने रिटेल क्षेत्रात अपंगांना काम करण्यासाठी कायम प्रोत्साहन दिले आहे. तसेच त्यांना कौशल्य शिकवण्याचीही सोय केली आहे. रिटेल क्षेत्रातील ११० कामांपैकी ३७ कामे अपंग करू शकतात. यामध्ये स्वच्छता राखणे, भाज्या कापणे, द्रागिन्यांची जुळव-जुळव करणे आदी कामांचा समावेश आहे. यासारखी ३७ कामे करण्यासाठी अपंगांना प्रशिक्षणाची गरज भासते. ट्रेन संस्थेतील साध-रणपणे ४५ दिवसांच्या प्रशिक्षणाने अपंगांची

रोजगाराची संधी देता येते. या प्रशिक्षणांमध्ये इंग्रजी, संगणक कौशल्य, समुद्रपदेश यासारख्या विषयांचा समावेश आहे. प्रशिक्षणानंतर ३५ दिवसांचे रिटेलचे गणित, ग्राहक सेवा सांभाळणे यासारखे प्रशिक्षण दिले जाते. त्यानंतर त्यांना १० दिवसांचा कामाचा प्रत्यक्ष अनुभव दिता जातो. आतापर्यंत या संस्थेमध्ये प्रशिक्षण घेत-लेले विद्यार्थी मॅकडोनाल्ड, कॉफे कॉफी डे, सब वे, हायपरसिटीसारख्या मोठ्या मॉल्समध्ये बंगळूर, चेन्नई यासारख्या ठिकाणी काम करत आहे. मॅक्स हायपर मार्केटने १० कर्मचारींना बॅकहॅण्ड असोसिएट म्हणून रोजगाराची संधी दिली आहे. अपंगांना त्यांची क्षमता ओळखून दिल्यास ते घडघाकट माणसांप्रमाणे काम करू शकतात.

Pizza Delivery Boy saves a Life

Retail Industry applauds his service on Retail Employees' Day

Bhilai, Feb 05: Prakash Patel, a Domino's Pizza employee at Bhilai outlet, was recently felicitated as a Regional Winner at the TRRAIN Retail Awards for stepping over and above his call of duty to save a life of his customer. When he went to deliver a pizza at a home, the customer fell off the staircase while coming to collect the parcel. Prakash immediately took him to a doctor for first aid treatment and even paid the fees. He then dropped him to his house and waited for his brother to arrive before he left for his work.



The customer's brother was overwhelmed with this act of humanity and thanked Prakash for his efforts in treating his brother on time. Prakash was grateful that he could be of help. At the TRRAIN Retail Awards Ceremony, he

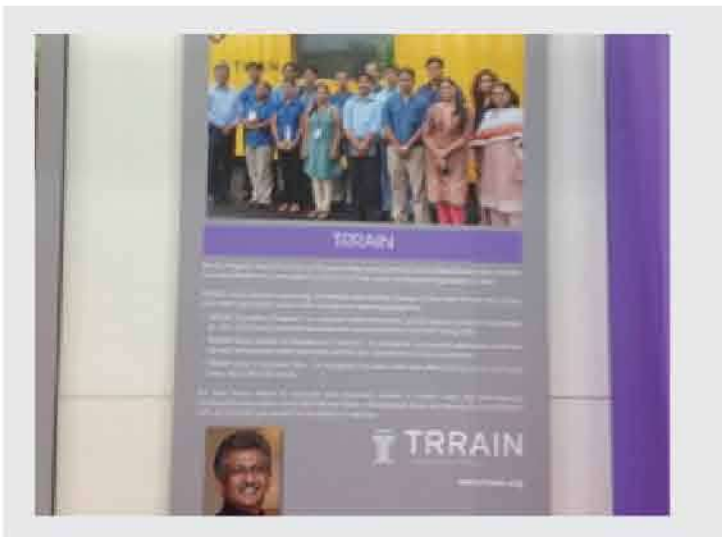
was in tears at being recognized and had just four words to say, 'I just did it.' It is this customer service excellence that TRRAIN (Trust for Retailers and Retail Associates of India) applauds every year at the TRRAIN Retail Awards on Dec 12th, which is also instituted as Retail Employees' Day. The awards were given to 18 employees from all over the country who went out of their way to assist their customers.

AWARDS

TRRAIN Foundation and Aptech Ltd won the award for the BEST INNOVATION IN VOCATIONAL EDUCATION AND SKILLS TRAINING at the WORLD EDUCATION SUMMIT 2012, for our collaborative initiative on training associates in retail industry. Our Mobile Education Center, a shipping container converted into a fully equipped 20-seater classroom, was recognized as the best innovation in the category.



TRRAIN was presented a very special honorary GIA award, 2012-13. The International Housewares Association and Global Innovation Award (GIA) honored TRRAIN on March 3, 2013 in Chicago with the award for our vision of empowering people in Indian retail.



AUDITED
ANNUAL
STATEMENTS



J. D. BHAGCHANDANI & CO.
C H A R T E R E D A C C O U N T A N T S

J. D. BHAGCHANDANI & CO.
C H A R T E R E D A C C O U N T A N T S

AUDITOR'S REPORT

**REPORT OF THE AUDITORS TO THE TRUSTEES OF TRUST FOR
RETAILERS AND RETAIL ASSOCIATION OF INDIA**

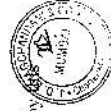
1. We have audited the attached Balance Sheet of **TRUST FOR RETAILERS AND RETAIL ASSOCIATION OF INDIA** as at March 31, 2013, and also the Income and Expenditure for the year ended as on that date, annexed thereto. These financial statements are the responsibility of the Company's Management. Our responsibility is to express an opinion on these financial statements based on our audit.

2. We conducted our audit in accordance with the auditing standards generally accepted in India. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

3. Further to our comments in the Annexure referred to in paragraphs 1 and 2 above, we report that:

- A. We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of our audit;
- B. In our opinion, proper books of account as required by law have been kept by the Company so far as appears from our examination of those books and as stated above, the basis of preparation of the Financial Statements;
- C. The Balance Sheet and Income and Expenditure Account dealt with by Report are in agreement with the books of account;

B-3, Ashok, The Gururajalal Society, Hanuman Road, Vile Parda (East), Mumbai - 400 057, India.
Telephone : +91 9967543633 ; +91 22 28321862. Telefax : +91 22 26138039. E-mail : jbhagchandani@hotmail.com



D. In our opinion and to the best of our information and according to the explanations given to us, the said accounts read together with the Notes thereon, give a true and fair view in conformity with the accounting principles generally accepted in India:

- a. In the case of the Balance Sheet, of the state of affairs of the Company as at March 31, 2013, and
- b. In the case of Income and Expenditure Account, of the Surplus of the Trust for the year ended on that date.

For J.D. Bhagchandani & Co.
Chartered Accountants
Firm Registration No. 101105W

Jyeshth D. Bhagchandani
Membership No.: 41913

Place: Mumbai
Date: 20.03.2013

B-3, Ashok, The Gururajalal Society, Hanuman Road, Vile Parda (East), Mumbai - 400 057, India.
Telephone : +91 9967543633 ; +91 22 28321862. Telefax : +91 22 26138039. E-mail : jbhagchandani@hotmail.com

BALANCE SHEET FOR TRRAIN

Name of the Trust: TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA
Balance Sheet As At 31ST MARCH, 2013

FUNDS & LIABILITIES		PROPERTY AND ASSETS	
Rs.	Rs.	Rs.	Rs.
Trusts Funds or Corpus:-		Immovable Properties:- (At Cost)	
Trust Fund	10,000	Investments:-	
Corpus Fund	1,05,12,550	FD with Bank	55,00,000
(Net of Contributions appropriated towards Objects of the Trust - Annexure 1)		IDFC NCD	50,00,000
		Furniture & Fixtures:-	1,05,00,000
Other Earmarked Funds:		Loans (Secured or Unsecured): Good/doubtful	
(Created under the provisions of the trust)		Loans Scholarships	-
Sinking Fund	-	Other Loans	-
Reserve Fund	-	TDS receivable	2,44,792
Any other Fund	-	Current Assets , Loan and Advances	
Major Medical Facilities Fund	-	Receivables	10,467
Opening Balance	-	Interest Accrued on Bank Deposit	
Add : Transferred from Income and Expenditure	-	Accrued till last year : FD : 75618	75,618
		NCD : Nil	
Loans (Secured or Unsecured):-		Accrued during the year : FD : 37185	37,185
		NCD : 81123	
Liabilities:-		Cash and Bank Balances:-	
For Expenses	13,64,236	(a) In Current Account	6,85,053
For Advances	-	Cash in Hand	1,068
For TDS Payable	1,38,022	(b) With the Trustee	-
For Sundry Credit Balances	-	(c) With the manager	-
		Income and Expenditure Account:-	
		Balance as per Balance Sheet	12,14,918
		Less: Appropriation, if any	-
		Add: Surplus for the Current Year 12-13	-8,35,415
Total Rs...	1,20,14,808	Total Rs...	1,20,14,808

As per our report of even date

The above Balance Sheet to the best of my/our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

For J.D.Bhagchandani & Co.
Chartered Accountants
FRN No: 101105W

For IL & FS Trust Company Limited
Trustee of Trust for Retailers and Retail Associates of India



J.D. Bhagchandani
J.D. Bhagchandani
Proprietor
M. No 41913

[Signature]
Authorised Signatory

Dated at 20.03.2013

Dated at

**INCOME
EXPENDITURE
FOR
TRRAIN**

Name of the Trust: **TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA**
Income & Expenditure Account for the year ended 31ST MARCH, 2013

EXPENDITURE		INCOME	
	Rs.	Rs.	Rs.
To Expenditure in respect of properties:-			
Rates, Taxes, Cesses	-	By Interest (realised)	1,54,705
Repairs and maintenance	-	Interest on Fixed Deposit	89,236
Salaries	-	On Securities	-
Insurance	-	On Loans	-
Depreciation (by way of provision of adjustments)	-	On Bank Account	2,43,941
Other Expenses	-		
To Establishment Expenses		By Other Misc. Income	26
To Remuneration to Trustees		By Donations/Income in Cash or Kind	
To Remuneration (in the case of a math) to the head of the math, including his household expenditure if any		Donation Others:-	
		Donation for People with Disabilities with Retail	7,50,000
		Donation TRRAIN Retails Awards	5,00,000
		Sponsorship - Retail Award	54,01,020
		Sponsorship - Retail Employee Day	8,00,000
To Legal Expenses		By Grants	74,51,020
To Audit Fees			
To Contribution and Fees		By Income from other sources	
		(in details as far as possible)	
To Amount written off:		By Transfer from Reserve	
(a) Bad Debts			
(b) Other items			
To Miscellaneous Expenses			
(a) Travelling Expenses	5,69,951		
(b) Miscellaneous Expenses	1,15,738		
To Depreciation			
To Amount transferred to Reserve or Specific Funds			
To Expenditure on Objects of the Trust			
(a) People with Disabilities with Retail Project	7,50,000		
(b) Educational	7,928		
(c) Sustainability	-		
(d) HealthCare & Welfare	-		
(e) Expenses for Retails Award Event and Retail Day	48,31,683		
To Surplus carried over to Balance Sheet		By Deficit carried over to Balance Sheet	
Total Rs...	76,34,987	Total Rs...	76,34,987

As per our report of even date
For J.D.Bhagchandani & Co.
Chartered Accountants
FRN No: 101105W

J.D. Bhagchandani
Jyeshth D. Bhagchandani
Proprietor
M. No 41913



For IL & FS Trust Company Limited
Trustee of Trust for Retailers and Retail Associates of India

J.K. G
Authorized Signatory



Opinion

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- (a) in the case of the Balance Sheet, of the state of affairs of the Company as at 31st March, 2013;
- (b) in the case of the Statement of Profit and Loss, of the Loss of the Company for the year ended on that date; and

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2003 ("the Order") issued by the Central Government in terms of Section 227(4A) of the Act, we give in the Annexure a statement on the matters specified in paragraphs 4 and 5 of the Order.
2. As required by Section 227(3) of the Act, we report that:
 - (a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - (c) The Balance Sheet, the Statement of Profit and Loss, and the dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the Balance Sheet and the Statement of Profit and Loss comply with the Accounting Standards referred to in Section 211(3C) of the Act.
 - (e) On the basis of the written representations received from the directors as on 31st March, 2013 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2013 from being appointed as a director in terms of Section 274(1)(g) of the Act.

**TO THE MEMBERS OF
TTRAIN FOUNDATION**

Report on the Financial Statements

We have audited the accompanying financial statements of **TTRAIN FOUNDATION**, which comprise the Balance Sheet as at 31st March, 2013, the Statement of Profit and Loss for the year then ended, and a summary of the significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements


The Company's Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position, financial performance of the Company in accordance with the Accounting Standards referred to in Section 211(3C) of the Companies Act, 1956 ("the Act"). This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



For M.H.DALAL & ASSOCIATES
Chartered Accountants
(Firm Registration No.-112449W)

Signature
(Devang M. Dabai)
(Partner)
(Membership No. 109049)



MUMBAI

BALANCE SHEET FOR TRRAIN FOUNDATION

TRRAIN FOUNDATION
Balance Sheet as at 31st March, 2013

(in Rs.)

Particulars	Note No.	2012-13	2011-12
1	2	3	4
I. EQUITY AND LIABILITIES			
1 Shareholders' funds			
(a) Share capital		-	-
(b) Reserves and surplus	1	(8,287,212)	(2,406,578)
(c) Money received against share warrants		-	-
2 Share application money pending allotment			
3 Non-current liabilities			
(a) Long-term borrowings		-	-
(b) Deferred tax liabilities (Net)		-	-
(c) Other long term liabilities		-	-
(d) Long-term provisions		-	-
4 Current liabilities			
(a) Short-term borrowings	2	8,083,162	2,833,816
(b) Trade payables		424,634	298,111
(c) Other current liabilities	3	57,500	30,300
(d) Short-term provisions	4	1,074,598	23,767
TOTAL		1,312,782	779,366
II. ASSETS			
Non-current assets			
1 (a) Fixed assets			
(i) Tangible assets		-	-
(ii) Intangible assets		-	-
(iii) Capital work-in-progress		-	-
(iv) Intangible assets under development		-	-
(b) Non-current investments		-	-
(c) Deferred tax assets (net)		-	-
(d) Long-term loans and advances	5	156,587	-
(e) Other non-current assets		-	-
2 Current assets			
(a) Current investments		-	-
(b) Inventories		-	-
(c) Trade receivables	6	363,887	131,449
(d) Cash and cash equivalents	7	550,389	451,177
(e) Short-term loans and advances	8	22,090	10,000
(f) Other current assets	9	150,104	78,419
3 Miscellaneous Expenditure (to the extent not W/off)	(to	69,624	78,327
TOTAL		1,312,782	779,366

(0)

For M H Dalal & Associates
Chartered Accountants
Firm Reg. No.: 112449W

Devang M Dalal

Devang M Dalal
Partner

Membership No: 109049

Place: Mumbai
Date: 31/05/2013



For TRRAIN FOUNDATION

Deepak P.S

Director
(B.S. Nagesh)

Place: Mumbai

Date: 31/05/2013

Rahul Mehta

Director
(Rahul Mehta)

PROFIT & LOSS STATEMENT FOR TRRAIN FOUNDATION

TRRAIN FOUNDATION
Profit and loss statement for the year ended 31st March, 2013

		[In Rs.]	
Particulars	Refer Note No.	2012-13	2011-12
I Revenue from operations	10	1,416,453	352,647
II Other income	11	121,214	94,932
III. Total Revenue (I + II)		1,537,667	457,579
IV Expenses:			
Cost of materials consumed		-	-
Purchases of Stock-in-Trade		-	-
Changes in inventories of finished goods work-in-progress and Stock-in-Trade		-	-
Employee benefits expense	12	5,761,606	1,377,694
Finance costs		-	-
Depreciation and amortization expense		-	-
Other expenses	13	1,716,946	1,486,208
Total expenses		7,418,552	2,863,902
Profit before exceptional and extraordinary items and tax (III-IV)		(5,880,885)	(2,406,328)
VI Exceptional items		-	-
VII. Profit before extraordinary items and tax (V - VI)		(5,880,885)	(2,406,328)
VIII Extraordinary Items		-	-
IX. Profit before tax (VII- VIII)		(5,880,885)	(2,406,328)
X Tax expense:			
(1) Current tax		-	-
(2) Deferred tax		-	-
Profit (Loss) for the period from continuing operations (VII- XI VIII)		(5,880,885)	(2,406,328)
XII Profit/(loss) from discontinuing operations		-	-
XIII Tax expense of discontinuing operations		-	-
Profit/(loss) from Discontinuing operations (after tax) (XII- XIV XIII)		(5,880,885)	(2,406,328)
XV Profit (Loss) for the period (XI + XIV)		(5,880,885)	(2,406,328)

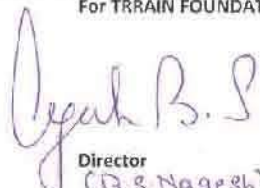
For M H Dalal & Associates
Chartered Accountants
Firm Reg. No.: 112449W

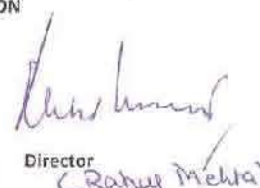

Devang M Dalal
Partner
Membership No: 109049



Place: Mumbai
Date: 31/05/2013

For TRRAIN FOUNDATION


Director
(B. S. Nagesh)
Place: Mumbai
Date: 31/05/2013


Director
(Rahul Mehta)

OUR SUPPORTERS

Accenture Consulting

Adtech Systems Pvt Ltd

Arvind Lifestyle brands Ltd

Aspen

Clothing Manufacturers Association of India

CNBC Awaaz

Connaught Plaza Restaurants Private Limited

Creative Portico

Disha Retail Fixtures Pvt Ltd

First Data India Pvt Ltd

Future Group

Gems and Jewelry Federation

GlaxoSmithKline

Images Group

Indus League

Inorbit Malls

ITP Publishing Group

K Raheja Pvt Ltd

Kewal Kiran Clothing Line

Legasis Partners

Lemon Tree Hotels Ltd

Levi Strauss India Pvt Ltd

LT Foods Ltd

Madhura Fashions and Lifestyle Ltd

Nector Loyalty Management Pvt Ltd

National Restaurants Association of India

Radio Mirchi

Retailers Association of India

Raymond Ltd

Shoppers Stop

Shopping Centre Association of India

Store Fixtures Manufacturers Association of India

Titan Industries

Tommy Hilfiger

TTK Prestige

TVS Capital Ltd

Viveks Ltd

Wooqer

OUR ADVISORY BOARD MEMBERS

IL&FS Trust Company Limited is the Corporate Trustee for TRRAIN.

TRRAIN operates under the guidance of its advisory board members

ANUJ PURI

Chairman & Country Head of Jones Lang LaSalle

BALA DESHPANDE

Senior Managing Director, New Enterprise Associates

HARIT NAGPAL

Managing Director, Tata Sky

INDU RAO

Ex-Director Organization Learning, Habitat for Humanity International, Asia & the Pacific

MEERA SHENOY

Executive Director, Andhra Pradesh Govt. Jobs mission, Rural Development department

PINAKIRANJAN MISHRA

Partner & national leader, Retail & consumer products, Ernst & Young Pvt. Ltd

ROHIT SHRIVASTAV

Head, Core Consulting, Contract Advertizing

SHALINI KAMATH

Managing Director, Corporate communications & HR, Ambit

SHIVANI MEHTA

Operations Director, Kherwadi Social Welfare Association

SUHAS TULJAPURKAR

Managing Partner, Legasis Services Pvt. Ltd.

VIDYA HARIHARAN

Director, Vidal Healthcare Pvt. Ltd