



What is DataLive?

DataLive is an on-line Retail focused Data Base portal (www.datalive.in) that gives you 'The Power of Retail at your Fingertips'. With a few deft clicks you can get a virtual contour of the entire Indian retail landscape - the way you want to see it. And then you can proceed to search even more specific information, using a powerful navigation system, and add to your fund of knowledge.

DataLive is constantly working behind the scenes to update, add and enhance the information for you.

How does DataLive work?

Based on a deep understanding of Indian retail, DataLive provides a well structured search of Indian retail that builds on publically available data and adds that obtained through proprietary research and survey.

What are the benefits of DataLive?

By subscribing to DataLive, your knowledge, plans, decisions and investments on retail get validated by current researched data. You can use it for the following:

- Overview of Indian retail landscape
- Retail chain planning
- Locating malls and markets for new stores
- Keeping a tab on competitive brands and chains
- Store and brand adjacencies
- Detailed and current information for reports, discussion and negotiations
- Contact information for malls, stores and promoters
- Opportunities for new products, categories & formats
- Key people in retail and their contacts
- Development of mailing lists for promotional messages

and for many other needs.

What is range of information offered in DataLive?

DataLive presently has three active Directories as below:

Retail Landscape of India

Detailed listing of over:

- 14,000 stores
- 480 Promoters
- 500 retail chains
- 390 malls
- 4,000 markets & arcades
- 700 cities & towns
- 500 Key People
- 2,500 visuals

All this can be viewed online in various configurations using a simple 'keyword search' or a more focused view using 'advanced search'.

Advanced Search facilities permits detailed filtering according to the following:

- Malls
- Markets
- Modern Retail Chains
- Local Stores
- Promoter
- Key People

There is a specific 'card' for each store, mall, market, city and promoter.

Retail Map of India

- Easy to use, interactive E-maps of Indian cities and towns
- Location search of malls, markets, catchments and store chains
- Simple mouse clicks to open Data Cards of city, markets & malls
- Three zoom levels from national down to locality

Upcoming Malls

This directory tracks the current status of over 200 upcoming malls in India which are yet to open. Full contact information is provided to enable more detailed enquiries. This Directory enables the planning and booking of retail stores well ahead of the competition to enable better choice and rates.

Personalization of DataLive

It is possible to personalize DataLive by using MyBookmark and MyNotes. User can bookmark and/or record store notes on-line for stores, malls, promoters and up-coming malls and access them later.

Source & Authenticity of Data

All DataLive data is obtained from official sources i.e. the corporates themselves, official directories, published reports, releases, news, etc. In addition, DataLive conducts periodic field surveys to authenticate and update the data. Visuals are obtained from DataLive's own field staff.

Directories

- Retail Landscape of India
- Retail Maps of India
- Upcoming Malls

Costs

Costs for a one year , single seat subscription is as follows:

Retail Landscape of India ₹ 15,000

Retail Maps of India ₹ 5,000

Upcoming Malls ₹ 5,000

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Total ₹ 25,000* * plus service tax

International price: US\$500 / Euro 350

Installation

On receiving subscription fees, RVG will send a 'log-in' and 'password'. This will enable the Client to access the DataLive immediately from the site: www.datalive.in

Training

On request, RVG will provide one session of free training support to the Client's staff. Out of station Clients will be charged travel costs.

Helpdesk Support

Our helpdesk department is available during office hours to answer Clients' phone calls to guide and to clarify doubts. The helpdesk can also arrange on-site technical support if necessary.

Software & Data Upgrades

Software upgrades are being undertaken regularly. Existing subscribers get the benefit of upgrades without additional costs.

About Us

DataLive has been developed by RVG NewsVision Pvt. Ltd.

RVG NewsVision Pvt Ltd, incorporated under the Companies Act, focuses on the fast growing field of e-publishing and consultancy in the niche areas of retail, fashion and luxury. The first e-Journal called the Retail e-Newsletter came out in February, 2002. The Company now has multiple journals including the following six publications:

- The Retail Report
- The Retail Week
- Fashion High Street
- Fashion Next
- Fashion Week Review
- Inside Luxury

The journals are archived on the web-portal: www.newsvision.in

The Company has developed exclusive mailing lists for each publication. Over five million contacts are made annually. The content is put together by an in-house editorial team as well as reputed writers and professionals. The Company also has its own in-house IT professionals and dedicated servers for flawless mailing.

NewsVision's founder, Vinod Kaul has over 35 years of global experience. He is a marketing post-graduate in business (PGDBA) from IIM, Ahmedabad and a graduate from St.Stephen's College, New Delhi . He has over thirty years of hands-on experience in retail, fashion and luxury. This includes senior positions in major Indian groups such as Bata, DCM Benetton, Raymond, Birla, Tata and eight years with retailing groups in Canada. Mr.Kaul was also Executive Director of India's fashion apex body, the Fashion Design Council of India (FDCI). He is a frequent speaker at various fashion and business institutions and seminars.