

Abstract: *The role of leadership communication in times of crisis is widely regarded as a crucial leader competency especially when viewed with contemporary business situation, constantly being shaped by the twin forces of global and local priorities. These challenges have become more critical, in case of the Indian retail sector which is in a state of enormous churn due to macro-economic, and social factors redefining the business. The need to communicate with clarity, power and purpose takes on a different meaning altogether during the time of crisis situations. Therefore, for leaders in this field, a high 'communication quotient' helps establish a workplace environment with not only free and fast communication flows but which also results in minimum distortion while carrying across various stakeholder groups. The leader is responsible for setting the tune and the tenor of communication for the whole organisation. Govind Shrikhande, currently Managing Director of India's largest retail market chain, 'Shoppers Stop' is credited with consciously nurturing a 'communication culture' within the organisation. While this helps Shoppers' Stop to be the reigning retailer in India, it also poses continuous challenges to him and his team. The present case depicts Govind's distinctive communication strategy that has helped the company to overcome the challenges posed during the 'Great Global Meltdown'.*

Keywords: *Leadership Communication, Crisis Management, Indian Retail Sector*

Subject Area: *HR and Strategy*