

# Shopping Centre **News**

JANUARY-FEBRUARY 2011

DEVELOPING RETAIL IN INDIA

VOL. 4 NO. 1 ₹100

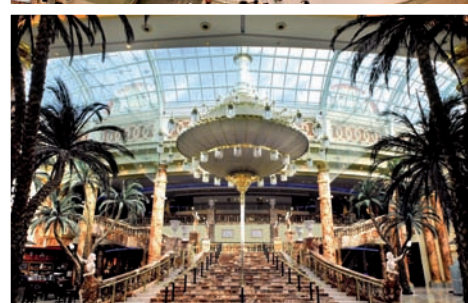
# 2011

## Blockbusters in the making

check out the cover story for an exclusive preview of the year's most promising new shopping centre releases...



Perfect **10** iconic international retail real estate destinations



**iff**<sub>11</sub>  
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# Shopping Centre News

JANUARY-FEBRUARY 2011

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VOL.4 NO.1

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**2011** presents yet another wonderful opportunity to turn a new corner and put our best plans into action. As stakeholders of this dynamic real estate asset class, we are all dedicated to the development of retail real estate in India. Now, it's time to dream big.

For this very young industry in India, the global economic slowdown has washed away the irrational exuberance in mall building and sown new seeds of a scientific approach to sustainable development. Let's resolve to create destinations that are simply irresistible to not only shoppers but also retailers across the world.

India's fledgling modern retail is known to demonstrate probably one of the highest growth levels in the world, which projects a bright future for the expansion of retail real estate in the country. However, activity alone does not guarantee achievement. It's mission critical to always know where you are going than to get there quickly.

At IMAGES Group, East India Retail Summit 2011, the first-of-its-kind regional retail event, marked our first step towards empowering the regional players with retail knowledge to explore bigger and better future opportunities, align with the national vision – learn, share and evolve with the masters in the business.

India Fashion Forum 2011 will maintain the momentum to facilitate industry-wide dialogue to evolve better ideas to produce much better assets, share future strategies and solutions linked to the spirit of partnership and collaboration, and interest of the sector to serve the customers and markets keeping a long-term perspective.

In the long run, while its important to correct the mistakes, it is equally important to applaud the efforts of those who have made a constructive difference and learn from the leaders who have been ahead of us in the game.

This issue celebrates the spirit of creativity and that quintessential drive for perfection. We hope you enjoy the content as much as we enjoyed putting it together.

Innovate...Inspire...Excel!



Amitabh Taneja

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check out the all important facts and figures about these noteworthy shopping centres at a glance!



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# Outlook: Retail Real Estate

By Real Estate Intelligence Services, JLL

**The year 2011 will witness the completion of shopping centres across tiers of geography and segments including value, lifestyle, speciality and luxury. However, the focal point will still be value and necessity retailing in the Tier III locations which limits the expansion of lifestyle and luxury retail to Tier I and Tier II cities. While select developers would demand a higher rent for their upcoming projects, average valuations will not appreciate in a hurry.**

**D**espite being the worst hit during the recent slowdown, the retail property market has resurged with a marked increase in retail sentiments. In 2010, retailers, both domestic and foreign, re-drafted their plans for expansion into various Indian cities. The immediate effect was felt by the increase in high street transactions as suitable space was not available in prime shopping centres. Also, this led to several shopping centre developers focusing on execution of their ongoing projects. Rents have found support at the current levels and there is low expected risk of further downside. Hence, the corrected rents provide a suitable opportunity for retailers to execute their expansion plans. Revenue sharing models have gained more traction with developers ensuring a better mall management. The polarisation of demand for certain locations was evident with select shopping centres getting operational at high occupancies while others languish.

The possibilities of 100 per cent FDI being permitted for multi-brand retailing are immense for retail real estate in India. However, due to the associated beliefs of negative effects to unorganised retail, the proposition will be tough to get accepted unanimously.

## More collaborative models such as revenue sharing to emerge in the sector

In a rigorous business environment today, collaborative competition or collaboration is the way forward for the stakeholders in the retail industry - retailers, developers, consumers and the authorities.

Some of the trends that have already emerged such as revenue sharing models are a form of collaboration between the retailers and developers, where they are sharing the successes together, while minimizing the downside risk.

In the slowdown, the retailers, concerned with the real estate costs, increased their demand for renegotiating rents. Developers were initially reluctant, which led many retailers to downsize their portfolios across shopping centres in India. However, markets turned rapidly to favour tenants, and retailers renegotiated on the rents as well as demanded revenue sharing models

(Figure 1). Such flexible revenue models are highly acceptable to the retailers as the risk is shared between the real estate owner and the retailer. Also, it makes the developer more accountable for generating footfalls and conversion rates in the shopping centre. For the developer, it reduces the risk of high vacancy in the shopping centre while counting on the probability of better revenues in future.

With their shopping centres under advanced stages of construction, developers eventually saw value in the proposition, and provided options for sharing revenue with retailers. Several malls that became operational during the slowdown opted for a combination of minimum guarantee and revenue sharing, which ensured floor earnings for the developer. The transparency in revenue recognition is expected to enhance with better mall management practices employed in the industry. This will

ensure greater confidence among developers towards innovative rental sharing arrangements with the retailers.

## Rents to remain stable except select prime locations

Rental values expanded rapidly during 2004-2Q07, followed by a year of gradual growth. However, the effect of the global slowdown had an impact on retail sentiments in the region, which led to a rental correction of 33.5 per cent since the peak recorded in 3Q08 (Figure 2). Through 2009, several retailers demanded renegotiation on rentals and preferred revenue sharing models. While the terms of revenue sharing have made the landlord accountable for generating footfalls in the mall, it rewards them by reducing the risk of near term vacancy and retaining probabilities of better revenues in the future.

Rents have found support at the current levels and there is low expected risk of further downside. Hence, the corrected rents provide a suitable opportunity for retailers to execute their expansion plans in the region. However, rents are not expected to appreciate in a hurry, except in select prime locations, where vacancy is low and the demand for retail space is high.

## Large number of malls slated to become operational

At end-3Q10, NCR-Delhi and Mumbai together constitute 70 per cent of the total retail space (contributed by shopping centres) in India, housing 127 of the 192 shopping centres currently operational in the country. Bangalore and Kolkata have a retail stock of 3.8-3.9 million sq ft each, followed by Hyderabad, Pune and Chennai. Apart from shopping centres, high streets with standalone outlets of established brands are prevalent in all these cities.

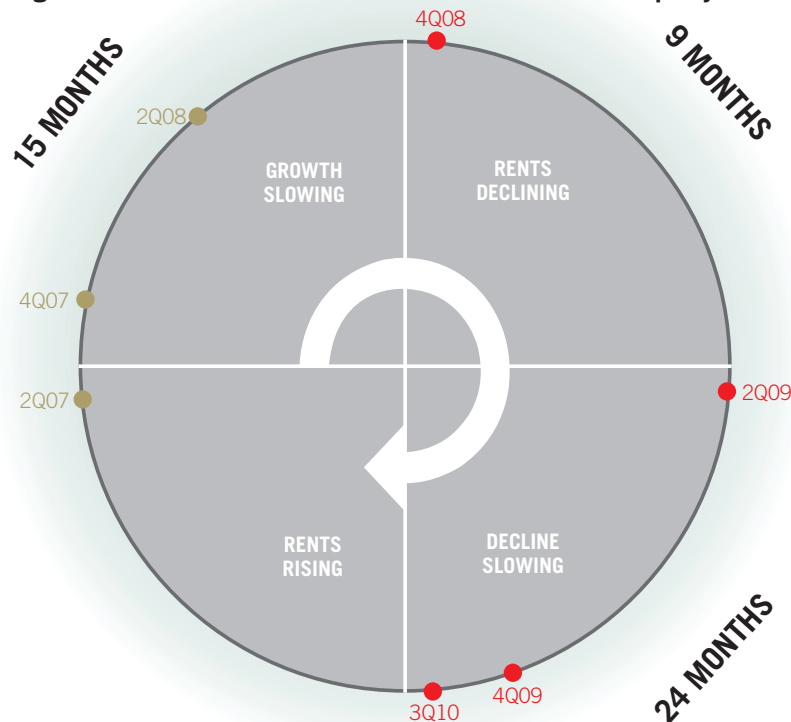
Sixty-five shopping centres encompassing a total retail space of 24 million sq ft are expected to

**Figure 1: Prevalent Revenue Share Percentages across Major Retail Categories in India**

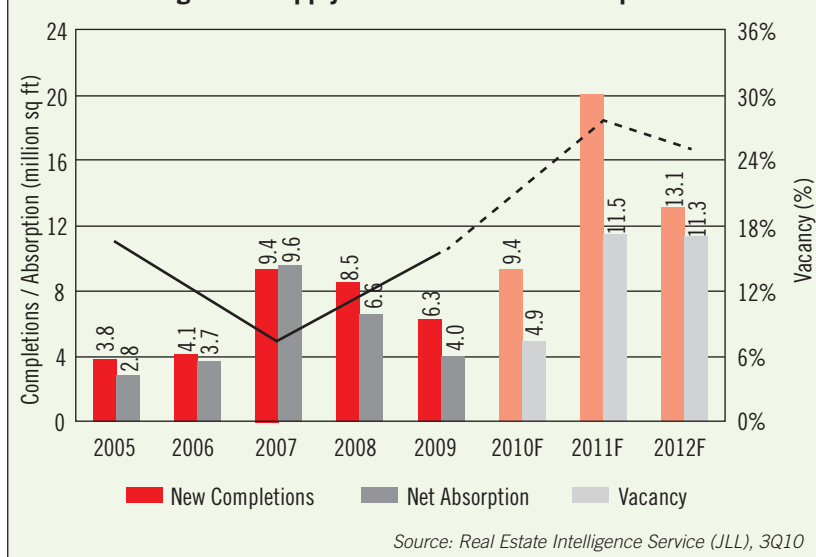
Category	Revenue share as rent (in percentage)
<b>Anchor Stores</b>	
Hyper Market	3-4
Departmental Stores	7-8
<b>Vanilla Stores</b>	
Apparel	12-18
Footwear	15-18
Jewellery	2-2.5
Health and Beauty Products	10-12
Food	15-20
Entertainment	8-10

Source: Industry Sources

**Figure 2: Movement of Indian Retail Markets on the Property Clock**



**Figure 3: Supply and Demand of Retail Space**



become operational during the next five quarters between 4Q10-2011 across the top seven metropolitan cities of India (Figure 3). The matured retail markets of Mumbai and NCR-Delhi, which constitute 70 per cent of the operational stock of retail space, account for only 51 per cent of this new supply. This is due to increased construction activity in the Tier II markets which are relatively underserved, despite having a large potential.

A significant portion of the medium term supply is under advanced stages of construction,

and has not become operational due to controlled demand from retailers. However, as demand for quality space strengthens, this supply is expected to become operational in medium term. Over 60 per cent of the supply expected to become operational during 4Q10-4Q12 has more than half of its structure ready, which minimises the construction risk for retailers planning to begin operations in near term (Figure 4). Those shopping centres which are being developed along with already functioning townships are expected

to become operational first they have a ready residential catchment to tap into.

### More international retailers to venture into India

In 2006, Government of India allowed upto 51 per cent Foreign Direct Investment (FDI) into single brand retailing, as a measure to liberalise the retail sector. The conditions included that the products sold should only be of a single brand, which is sold under the same brand internationally, and 'single brand' product-retailing would cover only products which are branded during manufacturing. In 2008, the sector was further liberalised when the government permitted 100 per cent FDI under the automatic route for wholesale or cash-and-carry trading.

Indian economy faces serious supply-side constraints, particularly in the food-related retail chains. The argument against opening of the retail sector has been that once foreign retailers open up their stores in India, it would amount to unfair competition to small domestic players. This would in turn lead to large scale exit of domestic retailers causing displacement of people employed in the retail sector. Another argument is that given the nascent stage of the Indian organised retail, the sector should be allowed to grow and consolidate before opening it to foreign investors.

However, in July 2010, the Department of Industrial Policy and Promotion (DIPP) released a discussion paper on FDI in multi-brand retailing in India. Indian government is likely to allow FDI in multi-brand retailing in the near term, albeit in a phased manner to safeguard the interests of local kirana stores and ensuring a positive impact on employment generation. The initiative for discussion by the government is a positive step towards bringing the much needed capital to the industry. Retail space in India can see significant growth of demand in the future, if the policies are indeed relaxed.

Even in the current setup, several international retailers have already ventured into partnerships with domestic retailers in the B2B

cash-and-carry format or as strategic license and franchise agreements.

### Retailers would continue to expand beyond Tier I into Tier II and III cities

The retailing landscape varies significantly across Indian markets, as cities differ greatly in size, maturity and purchasing power. Retail real estate in the Tier III cities is currently dominated by traditional high streets and is located at central business precincts, transport nodes and along the major transport corridors. The retail stores are generally located on the ground and first floors of prime properties along major roads and high streets. This type of retail space does not have standardised facilities such as parking or central air conditioning.

However, consumer preferences are changing the retail real estate landscape of the non-metro cities which are witnessing the development of malls and modern shopping centres. Lack of entertainment options and inconvenient retail environments in these cities have assisted the success of the first malls and shopping centres. Cities like Ahmedabad, Jaipur, Nagpur, Ludhiana, Surat, Vadodara, Aurangabad and Kochi have witnessed growth in mall development in recent years. Although large sized malls like Treasure Island (700,000 sq ft) in Indore have been successful, smaller sized malls ranging between 200,000 sq ft and 400,000 sq ft and strategically distributed across the city are more suitable for these cities.

Store sizes vary across retail categories and Tier III markets. While revenue share models are preferred by retailers, they are less prominent in non-metro cities as these markets are relatively immature and developers/property owners do not yet have substantial understanding of these models.

The Tier III cities in India are the next destinations for retailers after the Tier I and Tier II cities due to increased consumer spending and changing consumer preferences in these cities. Many retailers are exploring this opportunity and they are cautiously expanding into the non-metro cities. Retailers are



# Mall Space in Pune

## Demand & Supply Analysis

By Asipac

This study is the fourth in a series of unsyndicated studies of Malls in India undertaken by Asipac. The first three studies on demand and supply of mall space for Bangalore, Hyderabad and Chennai were published in the November-December 2010 edition of *Shopping Centre News*. Watch out for NCR and Mumbai studies, currently underway.

**F**or the modern retail industry, and especially malls, to do well, the macro-economic theory of demand and supply comes into play. Demand for retail space anywhere in the world is obviously not unlimited, and oversupply positions, especially in large percentages, are not just unhealthy for property owners, investors, occupants, consumers and other stakeholders, but also for the industry on the whole and the economy at large.

Globally, there is broad consensus that the per capita mall space (PCMS) is in a huge oversupply position in markets such as Dubai, USA, China and Singapore. On the other hand, Japan, UK, Sweden, Netherlands, Australia and NZ are much better off, with the PCMS ranging between 3.8 square feet and 6.8 sq ft.

Obviously, in any market, there has to be some correlation between the PCMS and the population's per-capita income. So, while 3.8 or 3.9 sq ft may not be considered oversupply in Japan or UK, the

TABLE NO. 1 – EXISTING MALLS IN PUNE (as of January 2010)

Sl. No.	Name of the Mall	Location	GLA (sqft)
1	High Street Ishanya	Off Airport Road	625000
2	Centre Port Mall	Ganeshkhind Road, Next to E Square	250,000
3	Premier Plaza	Chinchwad, Near Railway Station	250,000
4	Krome	Pune - Solapur Road	175,000
5	Nucleus	Camp	160,000
6	Mariplex	Kalyani Nagar	150,000
7	KPCT	Fatima Nagar - Wanowrie	125,000
8	Fun and Shop	Fatima Nagar, Wanowrie	114,000
9	SGS Mall	Moledina Road, Camp	103,000
10	Jewel Square	Koregaon Park	100,000
	Total		2,052,000

PCMS of 3.2 sq ft in South Africa is definitely an oversupply position.

Taking into account such international comparisons and considering India's current per capita income and spending power, Asipac estimates that the ideal PCMS in India's top 20 urban centres is about 1.25 sq ft per person, but this can fluctuate from 1.0 sq ft and 1.5 sq ft in different micro markets, based on the per-capita income of that particular micro market. Over a period of time, as income levels go up, and as Indians become more comfortable with spending in malls, the PCMS multiple will also gradually go up.

### MALLS IN PUNE

Pune, formerly called Poona, combined with PCMC (Pimpri Chinchwad), is the seventh largest

TABLE NO. 2 – UPCOMING MALLS IN PUNE (as of January 2011)

Sl. No.	Name of the Mall	Location	Opening	GLA (sqft)
1	Phoenix Market City	Nagar Road, Viman Nagar	2011	1,100,000
2	Town Centre, Amanora	Hadapsar	2011	1,100,000
3	Seasons Mall, Magarpatta City	Kharadi Road	2011	650,000
4	Koregaon Park Plaza	Koregaon Park, Next to Westin Hotel	2011	411,000
5	Inorbit Mall	Nagar Road, Pune	2011	335,000
6	G:Corp Mall	Nagar Road, Near Aga Khan Palace	2011	300,000
7	Dolphin Mall	Fatima Nagar, Main Solapur Road	2011	250,000
8	Sudev Axis Mall	Wakdevadi, Next to College of Engineering.	2012	262,500
9	Synergy Mall	Kothrud, Opposite Kakade City	2012	258,000
10	Kakade City Mall	Maharshi Karve Road	2012	245,000
11	Xion Mall	Hinjewadi, next to Courtyard Marriot	2012	200,000
	Total			5111500







metropolis in India. With an estimated urban population of 7.5 million people as per current estimates, this metropolitan area can currently absorb mall space of about 10.1 million sq ft in terms of Gross Lettable Area (GLA), based on an ideal mall space ratio of 1.35 square feet per capita.

The ten operational malls in the Pune – PCMC region have a combined GLA of 2.1 million sq ft.

#### Malls on Hold / Design Stage in Pune

The malls tabulated alongside are either on hold, in the design stage or are being reconsidered by their promoters. The total retail space on hold is more than 4.0 million sq ft.

Some information (on size and date of opening) of malls on hold

**TABLE NO. 3 – MALLS ON HOLD/ IN THE DESIGN STAGE IN PUNE (as of January 2011)**

Sl. No.	Name of the Mall	Location
1	Blueridge	Hinjewadi
2	Elpro Mall	Chinchwad
3	Ganga Megapolis Mall	Sinhagad Road
4	Racold Property	Pimpri
5	Kharadi Plaza (Plaza Center)	Kharadi
6	Fun and Fair	Kalyani Nagar
7	Not Yet Named - By Panchshil	Kharadi, Near Eon Free Zone

**TABLE NO. 4 – PUNE MALL SPACE DEMAND AND SUPPLY (2011 to 2014)**

YEAR	2011	2012	2013	2014
Total Demand in Pune - PCMC	10.1	11.2	12.5	13.8
Adjusted Demand in 80% Area	8.1	9	10	11.1
New Supply during the year (Confirmed)	4.1	1	-	-
Total Supply at year end (Confirmed)	6.2	7.2	7.2	7.2
Shortfall or (Oversupply)	1.9	1.8	2.8	3.9
Shortfall %	23%	20%	28%	35%
Oversupply %	NA	NA	NA	NA

Note: All figures are in Millions of sqft

of 4.0 million sq ft are based on inputs from third parties, wherever such information was not provided by the promoter / promoter's representatives.

As per the information that Asipac's research team was able to get from reliable sources, there are 11 upcoming malls planned till 2014 in Pune (Table No.2), with a combined GLA of 5.1 million sq ft. In addition, there are seven malls on hold or in the design stage, with an approximate GLA of 4.0 million sq ft. There may still be a few more projects on the drawing boards of developers which are not yet public information. This would further affect the mall space demand-supply situation in Pune. The following is an analysis of two likely scenarios:



# 2011 ... Exclusive Preview of the Year's Forthcoming Releases

...check out the all important facts and figures about these upcoming shopping centres at a glance!

## ASANSOL SENTRUM (ASANSOL)

Signed Stores	Category	Area of store in sq ft
<b>GROUND FLOOR</b>		
Big Bazaar (G+1)	Hypermarket	30000
Reliance Trends	Fashion Anchor	14169
Reebok	Footwear	1470
Khadims	Footwear	1703
Lee	Apparel	964
Spykar	Apparel	964
Wrangler	Apparel	952
Nike	Footwear	1416
Nokia	Leisure	775
<b>FIRST FLOOR</b>		
Reliance Footprints	Footwear Anchor	8500
Lilliput World	Apparel	3300
Pantaloon Factory Outlet	Apparel	4576
Chandra & Sons	Jewellery	962
W	Apparel	952
Gini & Jony	Apparel	954
Indian Terrain	Apparel	684
The Mobile Store	Leisure	642
Prapti	Apparel	1416
<b>SECOND FLOOR</b>		
Hoffmen	Apparel	768
Moustache	Apparel	708
Kanpur Leather House	Leather Products	708
Star & Sitara	Salon	2830
<b>THIRD FLOOR</b>		
City Bazar Metro	Apparel	2938
<b>FOURTH FLOOR</b>		
Inox	Multiplex	35000

**Location:** Shristinagar / Asansol  
**Type of mall:** Lifestyle Mall  
**Date of opening:** March 15, 2011

**Developed by:** Bengal Shristi Infrastructure Development Ltd  
**Maintained & Operated:** in-house  
**Designer/ Architect:** OS2 Architects  
**Lighting by:** Sheth Techno Consultants  
**Lifts & Elevators by:** OTIS  
**Landscaping by:** Integral Designs  
**Security:** in-house  
**Parking Management:** in-house

**No. of entry & exit points:** Three entry and exit points  
**Total built up area:** 2.5 lakh sq ft  
**Total Retail GLA:** 2.5 lakh sq ft  
**Total no. of stores:** 110 (approx)  
**No. of floors/Levels:** G+4

**Anchor stores:** Big Bazaar, Reliance Trends, Reliance Footprints etc  
**Other Prominent Stores Signed:** Reebok, Nokia, Khadims, Kanpur Leather House, Pantaloon Factory Outlet, Hoffmen, Moustache, Star & Sitara, Nike, Lilliput, W, Chandra & Sons, The Mobile Store, Gini & Jony, Indian Terrain, Spykar, Lee, Wrangler, Prapti etc  
**Multiplex:** Inox, 1000 seats, 4-screens.  
**Food court:** Yet to be finalised

**Type of parking space:** Open  
**4-wheeler & 2-wheeler parking capacity:** 600 & 400  
**Loading Ratio:** 100 : 60





# THE CELEBRATION MALL (UDAIPUR)



**Location:** Bhuwana, Udaipur  
**Type of mall:** Retail Mall with multiplex  
**Date of opening:** First quarter, 2011

**Developed by:** CapitaMalls Asia and Advance India Projects Ltd  
**Maintained & Operated by:** CapitaMalls Asia  
**Designer/ Architect:** Panika  
**Lighting by:** Sterling Wilson  
**Lifts & Elevators:** Kone  
**Security by:** SLV Security Services Pvt Ltd  
**Parking Management by:** Delopt

**No. of elevators & lifts in mall:** Six Elevators (4 customer + 2 service), 21 escalators  
**No. of entry & exit points:** Seven entry and exit (3 main and 4 elevator)  
**Total built up area:** 5,54,542 sq ft  
**Total Retail:** GLA 3,90,000 sq ft  
**Total no of stores:** 136 units  
**No of floors/Levels:** LGF + GF + 5 floors

**Anchor Stores:** PVR, Reliance Trends, Easyday Market, Food Celebrations, Hungama Game Zone

**Prominent stores at the Mall:** McDonald's, Crossword, Bata, Van Heusen, Allen Solly, Louis Philippe, Provogue, Blackberrys, Peter England, Belmonte, Numero Uno, GKB Opticals, Wrangler, Flying Machine, United Colors of Benetton

**Food court:** Food Celebrations (21,000 sq ft)

**Multiplex:** PVR, 4-screen with seating capacity of 1,050

**Type of parking space:** Two level basement car park  
**4-wheeler & 2-wheeler parking capacity:** 302 & 300

**Loading Ratio:** 35 per cent

**Future Plan:** Apart from Forum Value Mall, Bangalore which is operational and The Celebration Mall, Udaipur that will be launched very soon, CapitaMalls Asia along with JV partners has planned malls in Jalandhar, Nagpur, Mangalore, Mysore, Kochi and Hyderabad.

# ...Phir bhi dil hai Hindustani

## Ethnic vs. Western Fashion in Indian Malls

By Amit Bagaria

**In recent years, much has been debated about the impact of western culture and social habits on the way Indian women dress up. No one really doubts that western wear has made an impact on Indian fashion. However, even though western wear like jeans and shirts or tops may have become favourites among the youth, ethnic wear has stood its ground through mass popularity. It must also be said that more and more brands are contemporising ethnic wear to suit changing trends.**



**A**s per a RNCOS study, the total women's apparel market in India is ₹522.9 billion (\$11.5 billion), of which, the branded apparel industry is 35 per cent. According to Technopak estimates, the market for ethnic wear (including saris) stands at roughly ₹435 billion (\$9.56 billion) and is growing at about 10 per cent per annum.

Asipac believes that the actual market size is almost double of this. India has 350 million women aged 18+. The break-up by income categories is – 3.3 million rich, 8.8 million upper middle class, 68 million middle class, 151.3 million cash constrained and 124.6 million deprived. Based on a dipstick survey of 250+ Indian women across age/ income groups spread in urban and rural areas, Asipac estimates that the rich spend at least ₹90,000 per capita per year and the upper middle class at least ₹15,000 on

ethnic wear (including saris and lehengas for special occasions), the middle class ₹3000, the cash constrained ₹900 and the deprived about poor ₹400 per annum. This translates to a market size of ₹819 billion (\$18 billion) and represents about 2.2 per cent of the estimated \$823 billion private consumption market in India, so it seems to be quite realistic.

Chennai's Saravana Stores does annual business of more than ₹450 crores from a single seven-floor store (that's more than what any single Lifestyle, Central or Shoppers Stop store does), of which about ₹175 crores comes from ethnic wear. From four stores, Saravana does over ₹1000 crores, of which about ₹390 crores comes from ethnic wear. The Chennai Silks is estimated to be doing annual business of ₹850 crores (excluding jewellery) from its eight stores, of which ₹650 crores is from ethnic wear. Pothys annual revenues are estimated at ₹550 crores from four stores, of which about ₹450 crores is from ethnic wear. Nalli has 21 stores across India and revenues crossing ₹620 crores, of which almost 95 per

cent is from ethnic clothing, as per a Nalli spokesperson. RmKV does over ₹450 crores from four stores, including a 55,000 square foot store at the Brookefields Plaza mall in Coimbatore, and almost ₹300 crores comes from ethnic, as per RmKV MD Rm K Sivakumar. He says that, in Tamil Nadu, there is wedding business for 10-11 months in a year.

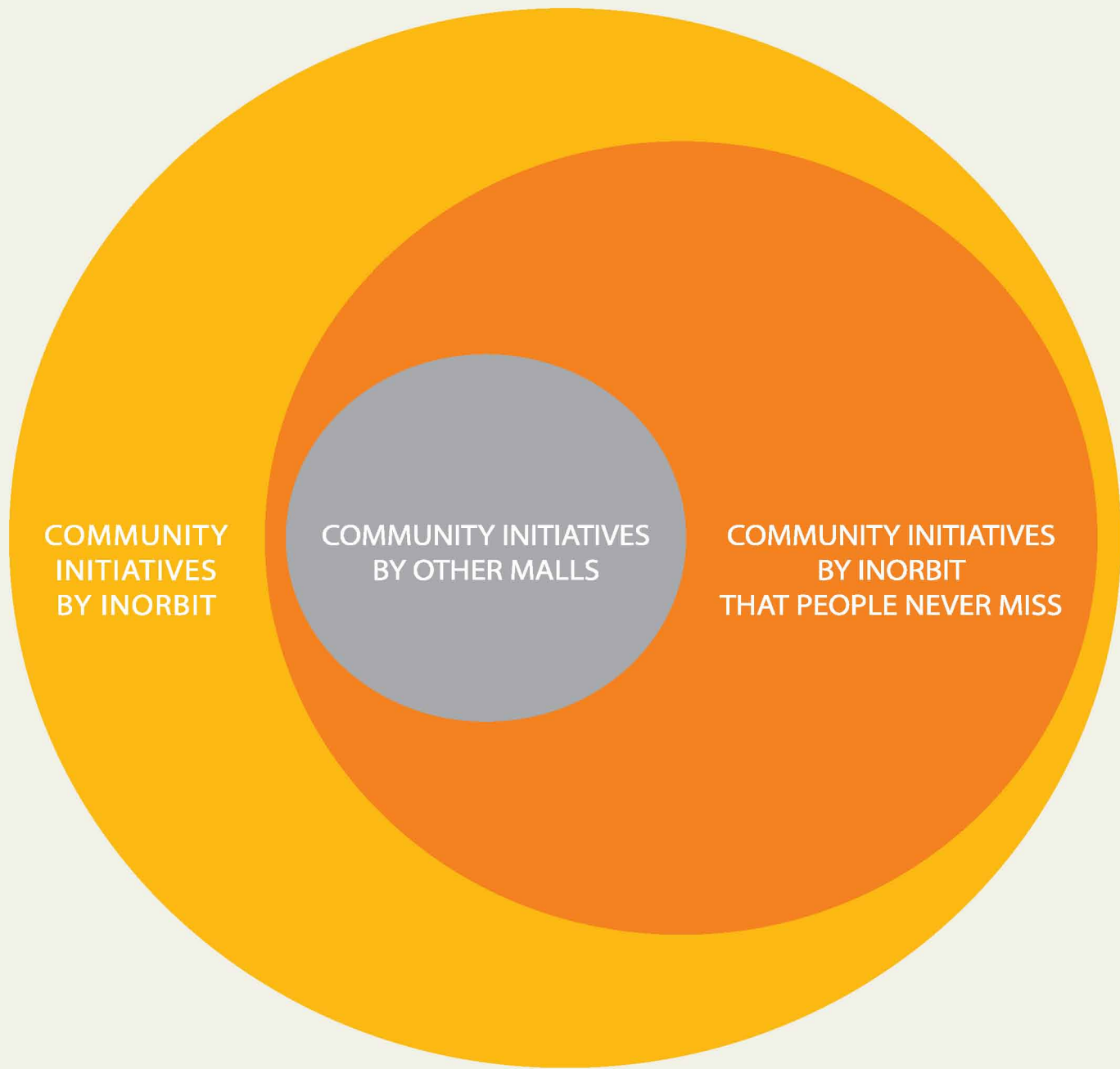
So, these five Tamil Nadu retailers alone do more than ₹2380 crores of sales of ethnic wear – surely, they cannot have a 5.5 per cent share of the entire Indian ethnic market? It is thus obvious that the RNCOS and Technopak

figures are grossly under-estimated. Promoters of the Tamil Nadu retail giants estimated that the Tamil Nadu market (for ethnic wear) alone is ₹8500 crores.

In Kerala, Kalyan Silks does business of more than ₹400 crores per annum. Others, such as Emmanuval Silks, Seematti, Emke, Jayalakshmi, etc, each do hundreds of crores every year. The Kerala ethnic wear market is estimated at more than ₹4000 crores.

I recently spent a day in Aurangabad (my first visit to that city) and counted less than 12 per cent of adult women in western





## Experience initiatives.

Since its inception in 2004, Inorbit has marked several 'firsts' and 'biggests' in the Indian retail industry. The most unique amongst them are the community initiatives like Aikya, Bodh and Live@Inorbit that aim to add value to our patrons' life and help them lead a better lifestyle. Aikya conducts free workshop on a variety of lifestyle issues such as home improvement, cooking and art & craft, amongst others. Bodh is an edutainment mall tour for kids. And Live@Inorbit showcases live performances by musical bands. Just some of our several steps to make your Inorbit experience truly rewarding.

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As part of Brigade Gateway, this lifestyle mall is being built amidst 1250 premium luxury apartments, the world Trade Centre- catering to 10,000 professionals- and the prestigious Sheraton Hotel. The mall will also feature India's largest PVR multiplex having 11 -screens, Brands like , **Anchor Tenants** : PVR cinemas, Star Bazaar, West Side, Land Mark, Debenhams, Zara

**Vanilla Stores** : Wills Lifestyle, Reebok, Rock port, Blackberry's, Magnet, Helios, Louis Philippe, Van Huesen, Allen Solly, LPV. , Soles, The Mobile Store, Chemistry, Mint, Triumph, Affinty, Body Shop, Accessorize, Guess, Nautica., Addons- Men, Bag Zone, Samsonite Black Label, Samsung, Carters, Next, Oshkosh, Nike, Jack & Jones, Sunshine India, Reid & Taylor, S. Oliver, Pepe Jeans, Levi's, Rattrap, health & glow, VIP, Esprit and IMYME.

The Orion Mall also features all the modern amenities that a state-of-the-art mall has to offer, Easily accessible from all parts of the city and right next to the upcoming metro rail station station project, the Orion Mall is an irresistible business choice.



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