

Shopping Centre News

AUGUST - SEPTEMBER 2016

DEVELOPING RETAIL SPACES IN INDIA

VOL. 9 NO. 5 ₹100



THE CHANGING DYNAMICS OF SHOPPING CENTRES

Disruption-Proof Shopping Centres
Key Components of Mall Management
Infiniti Mall: Five Years of Glory, Revolution and Legacy



TWIN POWERS
Inside
Ambience Malls'
Dynamic Environments

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The Indian retail market is booming dynamically owing to the entry of several new players. Likewise, Indian retail real estate sector has scaled unprecedented growth over last few years, largely driven by robust economic growth, rapid urbanisation and changing lifestyles of Indian patrons. Although, e-commerce is spreading its wings but scouting for quality retail spaces has not diminished; in fact, the demand has only increased.

In this issue of Shopping Centre News, the cover feature highlights the top trends that are ruling retail real estate market in India despite of growing dominance and temptations of e-commerce. The story also comprises niche retail malls which have done something extra ordinary to enhance the consumer experience. I hope this will be an interesting read for you all.

Another feature in this issue titled 'Food Court – Lifeline of a mall' throws light on how food courts are reinventing to accommodate international QSRs and improving overall mall experience for consumers.

The Article on the emerging category of Specialty malls and how they are creating a difference in shopping malls comparing regular destination malls will also intrigue the readers. At the same time, I am sure that the gist of the report by JLL India on Indian Retail Real Estate will also be able to catch your attention.

We hope that you will like this issue of Shopping Centre News magazine and in future we plan to bring more informative and educative articles for you. With this, I also take the opportunity to welcome all of you to the magnum opus retail event of our country, India Retail Forum (IRF 2016), which will take place on 21–22 September 2016, at Renaissance Hotel, Mumbai.

I hope to see all of you there.



Amitabh Taneja

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COVER STORY

THE CHANGING DYNAMICS OF MALLS AND SHOPPING CENTRES

No matter how far and deep the web of eCommerce across the globe, the allure of brick and mortar retail appears to endure. Not much, it seems, can replace the experience of shopping in a physical space. Discounts — the raison d'être of online commerce — may be tempting, but the case for human engagement offered by physical retail is compelling. We take a quick look at the major trends being witnessed by retail real estate businesses in India and elsewhere.

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THE CHANGING DYNAMICS OF MALLS AND SHOPPING CENTRES

No matter how far and deep the web of eCommerce across the globe, the allure of brick and mortar retail appears to endure. Not much, it seems, can replace the experience of shopping in a physical space. Discounts — the *raison d'être* of online commerce — may be tempting, but the case for human engagement offered by physical retail is compelling. We take a quick look at the major trends being witnessed by retail real estate businesses in India and elsewhere.

BY ZAINAB S KAZI



The world is getting smaller. Literally. No, it's not the actual or the cold wars that may be wiping away some boundaries; it's retail that is getting the world to come closer and closer, and in a good way at that. Buying and selling is happening everywhere. From the store at the corner of your street to groups on Facebook to pages on Instagram and yes, through WhatsApp groups as well, retail has made people connect far and wide. Pakistani suits are a rage for those who like dressing in salwar kameezes, while copies of premium branded merchandise bind buyers in India and the sellers from Hong Kong and China. Within one family, palates have started diverging. The little one enjoys her burger, the teenage son is a pizza fan, the wife is on diet and she needs a sub and the man of the house is craving for *chaat*. But then what is the connection of these things to shopping centres? Now think about this: where will the lady flaunt that spectacular Pakistani suit purchased on one of her WhatsApp shopping groups? And where will that starry-eyed fashionista flaunting an Armani clutch actually go and use it? How do you attend to satiating multiple cuisine preferences at one go?

The only destination that can take care of everything mentioned above is a mall. The existence or current relevance of malls is not in question; the question is, will they stay? Well, only those who reinvent themselves with time are here to stay. For the rest, there is an American portal — www.deadmalls.com — which is doing its bit to make them legends, anyway! But really, who wants that kind of achievement?



International Dynamics

Technology and social media have changed rules of consumption and expenditure behaviour, and that impacts shopping centres as well. No mall today can afford to operate in isolation and just be a 'shopping' destination. Selfie stations (whether you decide to label them that way or just call them an attraction) are a must and so is free wifi. Ensuring an online identity with names of all tenants along with the events' calendar of the mall is a given. These are just the basics for malls to follow in India and internationally. In more developed markets, however, technology is few steps ahead and offers the shopper a lot more. We jot down some of these value additions.

Living and shopping under one roof!

The trigger to this is diminishing footfalls at shopping centres, but then some things do come as blessings in disguise. In India, the concept of a township is already popular; residents can shop, go to school,

college, attend to the sick at a hospital and dine out... all within the boundaries of their residential campus. Internationally though, we hear about retail destinations being remodelled to include both residences and shopping centres. In a recent article on news.com.au, chief executive of the Real Estate Institute of Queensland Antonia Mercorella was quoted as saying that this model has been particularly successful in Queensland where a shift towards apartment living is underway. Buyers of apartments are looking for amenities and lifestyle elements. Living above retail and cafes and restaurants is already very popular. Proximity is one of the skew drivers in residential living – proximity to transport, proximity to workplaces, proximity to leisure – as shopping centres move beyond being retail-centric to become places where consumers hang out. Living close to that will certainly be attractive to a segment of property buyers. The article (news.com.au) further has an interesting take from Adjunct Professor at the Royal Melbourne Institute of Technology and practicing architect Dr. Graeme Gunn, who gives a thumbs up to this concept. He says, "The idea goes back to the 1980s when we were starting to rehabilitate warehouses for both residential and office use. In terms of sustainability, you are getting that density of mixed uses, it's absolutely something worth pursuing."

Extending the touch

It is all about touch! The touchphone means that anything that doesn't work with our touch is not for us. So, if a mall doesn't have a user-friendly touchscreen functioning as an information desk, we are not too pleased. A majority of the malls in developed markets – and the stores they house – have gone ahead to eConnect with their shoppers. For instance, YunTouch uses face recognition technology to collect and analyse customers' past purchases when they stop by a digital display terminal. In Japan, there is a store that has a robot that is fluent in eight languages, can attend to customer queries and can also follow up with them using emails and text messages.

Having an App

Having an app is mandatory for malls today. In China, a large number of shopping centres have apps that

help them connect with their shoppers, keeping them abreast with information on ongoing and forthcoming discounts, promotions and events.

Enriching Experiences

This again stems from the need to have shoppers make the best use of their time at the shopping centre. A visit to the mall has to be made into an all-day activity. From housing underwater aquariums to art galleries, malls today need to be all-encompassing. Xanadu, a mall 30 km from Madrid, for instance, features a ski slope, go karts, balloon rides, bowling and billiards. The Mall of America in Minnesota has an underwater aquarium, a theme park, and a dinosaur walk museum.

Design Dynamics

With the ubiquitous nature of online retail, shopping now can happen behind closed doors. For malls to make shopping experience more interesting, it has become imperative for them to provide open space for the customer to feel at one with nature even when he is in a commercial environment. Landscaping is an important aspect that cannot be ignored as part of mall design today. The Cabot Circus Shopping Centre in Bristol, England, has a unique shell-shaped glass roof that is the size of one and a half football fields, for instance.

Community Spaces

Shopping centres as community spaces is a given norm. From hosting art shows to music festivals and also celebrating major festivals, shopping centres across the globe are turning into community spaces and rightly so. Keeping in mind the ever increasing pressure that everyone faces when it comes to time management, it is only apt that shopping centres provide an opportunity for an individual to satiate his need for shopping and leisure all under one roof.

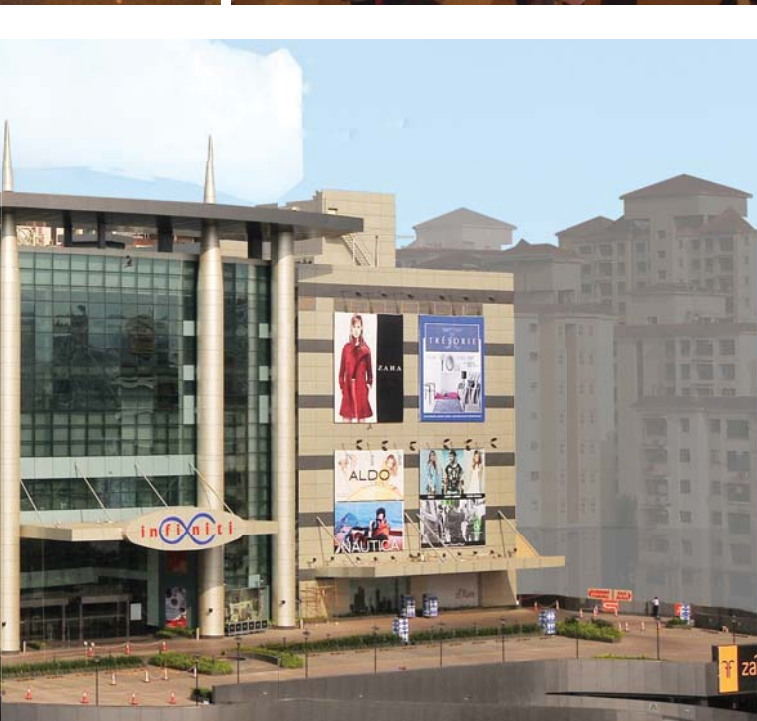
Clear Demarcation

Having everything under one roof is a good idea but then it is only wise to ensure that the shopper inside is not lost. Dedicating each section or floor to a particular category would only help the mall to generate focussed shopping from its customers.

ACHIEVEMENTS



BEAUTIFUL BEATS (MUSIC PERFORMANCE)



5 YEARS OF GLORY, REVOLUTION AND LEGACY

Infiniti Mall at Malad, Mumbai, which was established in May 2011, continues to draw impressive footfalls due to the wider retail choices available in the mall, in addition to excellent infrastructure, tenant mix, entertainment and food service options. As the shopping centre celebrates its 5th anniversary, Mukesh Kumar, Senior VP, Infiniti Mall throws light on the key milestones that it has achieved

BY SCN BUREAU

Tell us about the journey of Infiniti Malad.

Among all the top metros of our country, Mumbai offers some of the best lifestyle choices; multiple malls that house innumerable international, national and regional brands across the city are evidence of this.

For us, it has not been an easy voyage since the nature of the market is so spectacularly competitive. At least one new shopping centre is being launched every year; to handle the fierce competition with efficiency, we need to continually find innovative ways of keeping our consumers hooked to Infiniti Malad. Today, a mall needs to offer more than what it used to - a perfect balance of shopping, visual aids, entertainment and activities in order to ensure brand recall. We also have to lay out a clear plan to cater to all socio-economic-age segments specifically, because it's not just a youngster who falls within our addressable target group; it's practically anyone and everyone who has a penchant for shopping, together with a diverse range of lifestyle choices. Circling back to the point I was making at the start of this piece, the journey we have undertaken thus far with Infiniti Malad has been fruitful, as much as it has been overwhelming.

Infiniti Malad has carved a niche for itself by creating a successful amalgamation of retail, food, entertainment, visual experiences and so much more. Apart from state-of-the-art infrastructure and a myriad of versatile choices, this place is a hit amongst consumers because of the quality of services. The mall management puts their hearts into running this place immaculately, leaving no stone unturned to satisfy the patrons. Infiniti Malad has always placed customers at the top of its priorities and this has laid the foundation of the property's success.



NICKLODEAN TOON VISIT



As we continue to diversify our extensive brand portfolio, Infiniti Malad has been an influential stakeholder in our story of evolution in Mumbai. We've observed a rather consistent trend of patrons visiting Infiniti Malad from extremely far off locations in the city. It is reflective of the mall's ever growing popularity amongst the heterogeneous Mumbai population. Our best wishes to the mall management for completing five successful years.



– J Suresh, MD and CEO, Arvind Lifestyle Brands Ltd. and Arvind Retail Ltd.

These words only motivate us further to go the extra mile and deliver on every front, thereby protecting and enhancing the trust that we have managed to build as a brand, over the years.

The successful functioning of a shopping mall is similar to a well-oiled machine, a good management team being the oil in our case. From positioning the mall, to enhancing and protecting its image, to attracting new

customers and maintaining the highest standards of customer service, to looking after the infrastructural and logistical complexities that need to be tackled from time to time, and finally being a mediator facilitating a seamless relationship between the retailer base and the mall developer, Infiniti Malad has been blessed with an mall management team that has significantly contributed to our growth story.

The 5th anniversary was marked with numerous celebratory activities. Please share with us some details of the promotions, celebrity involvements, activities, and incentive/award programmes for the consumers during this period.

We executed multiple activities in month of May to celebrate the 5th anniversary. For instance, a 'Beer Fest', featuring a variety of brews from numerous breweries, was organised. 'Food Fiesta' by Living Foodz — a culinary event — involved foodies cooking and interacting with celebrity chefs Gautam Mehrishi and Ranveer Brar. Nickelodeon toon characters Motu Patlu, Ninja Hatori and Shiva replicated to entertain children. Live music performances were very popular attractions every weekend. The mall facade and interiors were also exquisitely decked up to convey the mood.

Apart from the above-mentioned, what were the kind of customer-centric activities at the anniversary celebrations?

Well, it is only fitting that we place our patrons at the heart of all our celebrations. From Food Fiestas



NICKLODEAN TOON VISIT

to musical Sundays and a weekend extravaganza in the form of The Big Binge Beer Fest, a month-long celebratory affair and the ongoing Happy Hours offer redefine the meaning of FUN, adding true value to every foot that fell during this milestone occasion.

Big Binge Beer Fest: The mall launched a bi-annual property called the THE BIG BINGE BEER FEST, the first edition of which took place May 27-29, 2016.

Food Fiesta by Living Foods: In association with Living Foods channel, Infiniti Malad hosted a



'Food Fiesta' for foodies who wanted to explore their skills in cooking.

Nickelodeon Cartoon Character Visit: Actors dressed as popular cartoon characters visited the mall and did a 'Meet and Greet' activity with children.

Beautiful Beats – Live Unplugged band performances every Saturday and Sunday in the month of June.

Taking into account the growing awareness and brand consciousness among consumers across

ACHIEVEMENTS



As a restaurant owner, Infiniti Mall is an ideal location for my formats. It attracts an ideal mix of customers to test my food innovations. The management is excellent, and the staff is friendly and professional.

– Anjan Chatterjee, MD,
Speciality Restaurants Ltd.

They say, 'Work in silence and let your success make all the noise'. These five years have marked an ideal journey of building a refined product, in our case Infiniti Mall Malad, through focused planning, hard-work, dedication, constant innovation and unconditional passion. As I am penning this down, there are hundreds of consumers, partners and staff members who would beam with pride on recollecting the incredible journey we have completed. The goodwill and satisfied smiles of our patrons triumph over everything here.

The retail sector has been an important cog in the wheel driving India's growth. From quintessential village fairs, to street hawkers and manned shops at the heart of unorganised retail, to resplendent malls housing myriad brands in the form of posh stores, the overall retail sector in India has evolved in different shapes and continues to grow from strength to strength. The concept of 'retail entertainment' has emerged to become a significant component of this industry. Looking back at our journey, we would like to believe that Infiniti Mall is a proud flag bearer of the same.

socio-economic classes in Mumbai, Infiniti Mall has successfully built upon a diverse tenant base over the course of these these years. The centre boasts of top-drawer retail brands, including the likes of Zara, Forever 21, Vero Moda, Esbeda, Westside, Pantaloons, United Colors of Benetton, La Senza, GAP, Charles & Keith, Allen Solly, Forever New, Aldo, Forever 21, Armani Jeans and more, as well as popular restaurants such as Mainland China, Zaffran and California Pizza Kitchen, among others.

Were there any promotional activities conducted beforehand to raise awareness before celebration day?

We had promoted all the events through print advertisements, radio and on digital platforms.

Which retailers participated in the celebration activities?

1. Big Bazaar GenNxt was one of the main sponsors of Beer Fest
2. Hopipola set up a food & beverage stall at the Beer Fest
3. GKB, Steve Madden, PURE Home, JCB were offering discounts to customers
4. Vivo, Games The Store, Nautica and Gant were offering gifts to customers

What was the resultant incremental footfall from the anniversary promotions?

We registered a 20-30 per cent jump in footfalls during the 5th anniversary celebration events.



We have been long term partners at Infiniti Mall, operating many of our flagship stores, including Big Bazaar GenNxt, Cover Story, eZone, etc. that redefine the shopping experience of customers through integration of technology, visual media and superior service at Infiniti Mall. We chose Infiniti Mall as it is among the best shopping centres in the country in terms of understanding and delivering on superior infrastructure, customer circulation and shopping experience. We wish them continued success in the coming years

– Kishore Biyani, Group CEO, Future Group



FOOD FIESTA

Were the tenants operational round-the-clock during the celebration?

During Beer Fest, which was organised in the podium area on the upper ground floor, all participating stalls were operational until 1 am.

What special arrangements were made to avoid potential parking chaos?

We diverted all vehicles to the mall basements and on terrace parking areas, while in the podium parking, we allowed only pick-and-drops.

Tell us about the landmarks that the mall has achieved during these five years.

- The shopping centre's growth is reflected in terms of increase in footfalls and in complete makeover of the brand mix.
- In the past five years, Infiniti Mall has won numerous prestigious awards, including the IMAGES Most Admired Shopping Centre of the Year - West (ROI) award category in 2015 and 2016, ET Retail Destination of the Year award in 2014, Franchise India – Retail Property Award in 2014 and many more. ●●



“To my mind, nothing can beat a physical connect between the product in hand and the consumer and the connect between buyer and seller. A physical visit to a shopping centre typically also engages all five senses of a human being and that in turn, creates a deep sense of belonging.”

— **Raj Singh Gehlot,**
Chairman & MD, Ambience Group

TWIN POWERS

For Ambience Group it all began with a signature integrated township comprising residential, commercial, retail, hospitality, a 9-hole pitch & putt golf greens and community facilities.

BY **SCN BUREAU**

The scale was impressive as was the mix at the intriguingly-named Ambience Island, skimming the high-traffic Delhi-Gurgaon border toll.

Raj Singh Gehlot, Chairman and Managing Director, Ambience Group had planned the development to shock and awe other emerging mixed-use developers and he succeeded. “We have and we will always deliver visionary projects of international scale and standard. It has been our continuous endeavour to raise our performance parameters to usher in true international competence in all facets of real estate development,” he said at the time.

Anchored by the 18 lakh square feet Ambience Mall, and the Leela Kempinski Hotel, Ambience Island has, since its opening in 2007, become a major, aspired-for lifestyle/ leisure destination for both south Delhi and Gurgaon residents

In addition, Gehlot also planned a strategic backward integration model that would ensure his forthcoming projects had a strong core in terms of management and servicing. Chiefly, Ambience Group created a mixed-use retail and commercial business model, besides also ensuring revenue



"WE HAVE AND WILL ALWAYS DELIVER VISIONARY PROJECTS OF INTERNATIONAL SCALE AND STANDARD. IT HAS BEEN OUR CONTINUOUS ENDEAVOUR TO RAISE OUR PERFORMANCE PARAMETERS TO USHER IN TRUE INTERNATIONAL COMPETENCE IN ALL FACETS OF REAL ESTATE DEVELOPMENT."

streams from Hospitality, Education and Property Management businesses. Land reserves in strategic locations were tied up, and crucially, a diversified team with in-house construction, marketing and property management capabilities was set up.

Nine years on, Ambience Group is a top-of-the-rung brand in retail real estate in India, with two highly successful shopping centres — in New Delhi's Vasant Kunj and Gurgaon — having developed into retail, lifestyle and entertainment destinations. (See the following pages for details on each centre)

But, with the consumer landscape having morphed into a digital universe, how are the properties — and their occupants — riding the tide? Both Ambience malls are definitely optimising this trend on social media marketing to maximise reach and recall.

"The urban consumer is definitely tech-savvy and knows how to use technology for meaningful results," Gehlot says. "Social networks help us to reach out to these consumers who are loaded with options and require readily available information to make quick and relevant choices."

"Additionally, we are also able to inform patrons about our day-to-day marketing initiatives from all aspects of the mall," he adds. Physical retailers the world over are concerned by the rise of online retail. Does Gehlot believe that intelligently tenant-mixed shopping centres — such as Ambience properties — can boost the attraction of brick and mortar retail? How does Ambience collaborate with tenants to keep drawing larger and larger footfalls and sales numbers?

AWARDS AND HONOURS RECEIVED BY AMBIENCE GROUP

- ▶ HITEC India presented India's Best 10 Industrialists Award to Raj Singh Gehlot.
- ▶ Raj Singh Gehlot honoured with a bountiful tree at Sariska Tiger Reserve on Jan 1, 2013 by Central Bank of India.
- ▶ Scroll of Honour by Master Builder Solutions bestowed on Raj Singh Gehlot, CMD, Ambience Group.
- ▶ Raj Singh Gehlot, CMD, Ambience Group honoured by Dr. Raman Singh, C.M Chattisgarh.
- ▶ Raj Singh Gehlot, CMD, Ambience Group honoured by Surajmal Memorial Education Society.
- ▶ BIB - Media, Real Estate Lifestyle Leadership Award 2011 presented to Raj Singh Gehlot by Hon'ble Sh. Kamal Nath, Union Minister for Urban Development.
- ▶ Building Industry Leadership Award to Raj Singh Gehlot from the Buildings Information Bureau in 2007.

Ambience Malls awarded:

- ▶ ISCA 2009 IMAGES Shopping Centre Awards • ISCA 2010 IMAGES Shopping Centre Awards • ISCA 2011 IMAGES Shopping Centre Awards
- ▶ ISCA 2012 IMAGES Shopping Centre Awards • ISCA 2013 IMAGES Shopping Centre Awards
- ▶ Mail Today bestowed Real Estate Awards to Ambience Mall, Gurgaon (Best mall in Gurgaon).
- ▶ Award of excellence presented to Ambience Island by Augtics Systems.
- ▶ Brick and Mortar Award (North Zone) from the Architecture and Design Spectrum Foundation in 2006.
- ▶ Maspur Indian Property Award for the Best Commercial Project (State level) from the IPA in 2007.
- ▶ Emerging Shopping Centre of the Year Award to Ambience Mall, Gurgaon at the Images Shopping Centre Awards (ISCA) in 2009.
- ▶ Today's Traveller Diamond award 2009 for excellence in luxury real estate development.
- ▶ The Award of excellence - by Augtics Systems (International Real Estate Data Bank) in 2009.
- ▶ BIB Builder Information Bureau, Building Industry Leadership Award 2009 & 2010 were given to Ambience Group at New Delhi.
- ▶ The second annual Inc. India 500 awards - Certificate of excellence presented to Ambience in recognition of exemplary growth & sustainable success. (Nov. 2010. IBEF/India)
- ▶ Ambience Cairtriona rated amongst the top 15 upcoming residential projects of North India for the year 2012, certified by Franchise India.
- ▶ Kidzooka - Special Recognition Awards to Ambience Group for supporting WCE for 05 editions.
- ▶ Estate Avenues - Certificate, Ambience Mall, Gurgaon has been ranked among 'India's best existing destination shopping mall 2013-14.
- ▶ Super Luxury Project of the Year award (North) to Ambience Cairtriona at the Realty Plus- Conclave and Excellence Awards 2015, powered by AGL.
- ▶ Residential Property of the Year award (North) to Ambience Projects & Infrastructures Pvt. Ltd. at the Realty Plus- Conclave and Excellence Awards 2015, powered by AGL.
- ▶ Best Commercial Property of the Year award to Ambience Corporate Tower-II, at the Real Estate Awards 2015-16 presented by ABP news.
- ▶ Best Residential Property of the Year award to Ambience Creacions & Ambience Tiverton at the Real Estate Awards 2015-16 presented by ABP news.
- ▶ Best Luxury Residential Project in NCR award to Ambience Tiverton at the 10th CNBC-AWAAZ Real Estate Awards 2015
- ▶ Most Admired Shopping Centre of the Year Award (Retailers' Choice) to Ambience Malls by Asia. Africa. GCC. Retail & Shopping Centre
- ▶ Most Admired Shopping Centre of the Year Award (Socially Responsible) to Ambience Malls by Asia. Africa. GCC. Retail & Shopping Centre



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VANILLA STORES

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GKB Opticals | Go Colors | Hanes | Hush Puppies | Hollywood Opticians | Indian Terrain | Jack & Jones | Just Watches | Metro | Mochi | Mufti |
Nautica | Only | Park Avenue | Provogue | Puma | Raymond RTW | Reebok | Sephora | Sree Annapoorna | Skeckers | Soch | Spykar | Sting | TCP |
The Chennai Mobiles | Twin Birds | Tissot | US Polo | Vero-Moda | Wonder Years | Woodland

THE WORLD'S FOURTH LARGEST MULTIPLEX IS NOW AT ORION EAST MALL.

Redefining the neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH*



Since its successful launch, Brigade Group's Orion East Mall has met the neighbourhood's need for a lifestyle upgrade with all that it has to offer.

Orion East Mall is located on Banaswadi Main Road, the very heart of the east side that is a confluence point for several classy localities. To meet the demands of the fashion conscious community here Orion East Mall has a smart portfolio of international and Indian brands across fashion, lifestyle, food and entertainment. Cinépolis, the world's 4th largest multiplex is now a part of Orion East Mall.

Within a month of its launch, Orion East Mall has already clinched the Retail Property of the Year award from Franchise India.

Orion East Mall is all set to redefine the neighbourhood shopping mall experience in India.

Email: feedback@orionmalls.com
Contact: Mr. Varun Khanna at +91 9980642712

Main Anchors:

Cinépolis, Shoppers Stop and Westside.

Other Brands:

Mc Donald's, Apple, Adidas, Puma, Celio, Jack & Jones, Vero Moda, Skechers, Arrow, U.S. Polo Assn., Mothercare, Soch, AND, Global Desi, Sunglass Hut, The Body Shop, Marks & Spencer, GKB Opticals, Flying Machine, Clarks, Sports Station and many more.

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