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COVER STORY

# INDIA'S BEST MALLS: THE RETAILER'S CHOICE

Malls in India have grown exponentially over the past few years. Perhaps, there would not be many markets in the world that would have seen so much excitement that Indian mall development has seen lately. Today, most malls are much evolved entities in terms of creating buzz, and there is huge hype surrounding them owing to their vast media budgets and efficient spin doctoring. But which ones stand out? Which are the ones that can be termed the 'best' in India? Images set about the task of cutting through the hype and arrived at the final verdict. The verdict that matters. The verdict of the people who know malls the best - India's leading retailers and brand owners!

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