

Shopping Centre News

EDITORIAL

UPDATES

INDIA
WORLD

STORE LAUNCH

Newly set-up stores in malls

SPOTLIGHT

A look at the newly launched malls in India

CENTREPOINT

Indian Retail Real Estate- A Journey Akin to a Hurdle Race

Indian retail real estate seems to have seen it all - from a boom to a burst but still this hasn't really intimidated the players operating in this field to step back and withdraw from developing new malls. Rather what has happened is that today developers are more cautious, which is proving to be a good sign for the overall growth of the industry.

IN FOCUS

Are You Mall Ready?

Traditional grocers are gearing up to modernise, and gain an edge over their competitors – a common sentiment expressed by grocers who are being impacted by the changing retail landscape – with many even looking mall-wards.

EVENT

A Prelude to the India-Retail Forum (IRF) 2013

Experts share their mantras on the key to scripting a profitable store in Indian retail

INTERVIEW

8 'South City Mall'- Pride of Kolkata

"Growth in Tier-I cities is having a trickle-down effect on Tier-II and III towns." Manmohan Bagree, VP, South City Projects

12
20

DEVELOPMENT

Reliance makes it BIG at Europark

26

CONCEPT

Funky Kingdom

"Looking for suitable location is quintessential for setting up FEC." Jatin Mohan, Promoter, Funky Kingdom

32

PERSPECTIVE

42 Indian retail industry going through a sunshine period

Shopping malls have evolved and have become the new destination for shopping needs. Today, a mall is an extension of one's lifestyle

TRENDS

Malls are turning out to be a new hangout joint for kids

The significance of kids' choices on shopping behaviour, especially from dual income families, is becoming crucial and gaining a lot of attention of researchers interested in retail sector. Shopping malls are coming up with the environment, which not only grabs attention of kids but also entices them for repeat visits.

48

SOCIAL MEDIA

Online Gain vs Offline Pain

Shopping Centres can use social media to drive in people and ultimately drive in sales for the retailers present at the mall.

56

HOT SHOT

Personalities who changed the face of the shopping centre

66

69

70

74

78

80

88

The State of Indian Retail Real Estate

COVER STORY 60

The Indian retail sector is in a dynamic state of re-invention, with the initial hit and-miss approach based on perceived absolutes and gung-ho 'make-money-and run' attitudes rapidly giving way to better planned malls, now located at places much more conducive to business, and based on viable business models.



The views expressed in the guest articles are those of the respective authors. The editor and publisher may not necessarily subscribe to the same.