

# Shopping Centre News

## EDITORIAL

### UPDATES

INDIA  
WORLD

### SPOTLIGHT

A look at the newly launched malls in India

### STORE LAUNCH

Newly set up stores in malls

### DEVELOPMENT

#### Vasai-Virar Development: The Way to Go

Be it residential, commercial, retail, hospitality, entertainment, the Vasai-Virar belt is emerging as a promising location to be considered for next retail project

### CONCEPT

#### MAGNETO'S UNIQUE CONCEPTS

Magneto, Raipur has also introduced retail space called 'Magneto Bellagio' in its existing property to woo the customers

### MARKETING

#### Understanding Social Media

An efficient social media strategy is much more than just communicating with customers. A detailed report

### TRENDS

#### Planning for a Mixed-Use Development of Land

Importance of real estate remains indispensable and undisputable. How much land should be dedicated to retail in mixed-use development still remains a question

6

### INTERVIEW

#### 10 Bringing Luxury to Thane

14 The articles talks about the attractive features of recently inaugurated Viviana Mall

#### 22 "Most of our projects are mixed-use developments"

Stephen Roberts of Bentel Associates International reveals that shopping centres are an integral part of modern living

28

### INNOVATION

#### 32 Making Use of Parking

To promote consumerism, mall developers are ensuring to provide enough parking space to attract footfalls

### FROM FILMS TO FUN

36 Manmohan Shetty's recently introduced Imagica, further plans to add a water park, hotel and retail outlets build on Mumbai-Pune Expressway

### ANALYSIS

#### 38 The Next Billion-Dollar Shoppertunity

The article explores how to categorise consumer shopping habits based on their income and buying behaviour

### CENTREPOINT

#### 40 Indian Real Estate: Today, Tomorrow, and the Way Forward

To become successful, mall developers should look at their shopping centres beyond just an asset class of property

### HOT SPOT

74 Personalities who changed the face of the shopping centre industry

56

60

58

72

64

66

74

# Largest Malls of India

COVER STORY 44

With the recent relaxation in FDI norms, the issue of not having enough international brands to take up space, will soon be overcome. Indian malls are to all set get bigger.

A report by ASIPAC