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50 COVER STORY

ENHANCING SUPPORT SERVICES IN SHOPPING MALLS

Though the equation between demand for malls and supply of space is disproportionate, it has not weakened the will of Indian mall developers to open huge gigantic malls across the country. Malls are coining newer and innovative ways to increase footfalls, which calls for developing and providing support service amenities to deliver an everlasting shopping experience. The story delves into the reality of support services in some of the giant malls today.

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