

# Shopping Centre News

**EDITORIAL** 6

**UPDATES**  
**INDIA** 12  
**WORLD** 24

**SPOTLIGHT** 28  
 A look at the newly launched malls in India

**STORE LAUNCH** 34  
 Newly set up stores in malls

**DESIGN** 54  
**MILLION SQUARE FEET MALLS: THE WAVE OF FUTURE**  
 Insight into the design and architecture elements that will make them destinations for shoppers and not just huge collections of stores

**DEVELOPER** 58  
**"WE KNOW THERE IS A DEMAND FOR AS MUCH AS WE ARE SUPPLYING"**  
 Amit Khaneja, VC, Collage Group, discusses the retail real estate opportunities in smaller cities and the impact of FDI on small town retailers

**CONCEPT** 64  
**ALPHAONE'S UNIQUE CONCEPT**  
 Differentiating the property from others

**DEVELOPMENT** 68  
**"CREATE THE IDENTITY OF THE MALL AND THEN POSITION IT ACCORDINGLY"**  
 Surjit Singh Rajpurohit, Director, IDEAS Consultancy & Advisory, talks about how he managed to convert the non-performing status of Neptune Magnet Mall into a successful one



**MARKETING & MANAGEMENT** 72  
**EMERGENCE OF SOCIAL MEDIA AS A HOT MARKETING TOOL**  
 Nishank Joshi throws light on the rise of social media as a new level of communication for Indian malls

**MISS K - PERSONIFYING THE KIOSK** 74  
 Vatsal Asher discusses the importance of kiosks in a mall

**CENTREPOINT** 78  
**FDI IN RETAIL: THE WAY AHEAD**  
 Real time arguments and analysis on FDI in retail by JP Biswas of L&T Realty

**FDI IN RETAIL: CASE STUDY** 82  
 Dheeraj Dogra believes that FDI in retail will get tremendous boost for shopping centre developers

**SNAPSHOT** 86  
 A glance at the events organised during Christmas and New Year in some of the most happening malls across India

**HOTSHOT** 94  
 Personalities who changed the face of the mall industry in India

**COVER STORY**  
**40**



The Future of Indian Retail Real Estate  
**MILLION SQ.FT. MALLS**  
**WILL BIGGER BE BETTER?**

With the average size of new malls in India expected to rise by 2.5 times to touch 1 million sq.ft. by 2017, let's find out what the developers of million square feet malls feel about the trend and its future

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