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INDIA SHOPPING CENTRE FORUM 2015

BEYOND SHOPPING, CREATING EXPERIENCES

Innovation and renovation are the two success mantras for the shopping centres- but is consumer the focus of all this change? With today's shopper being spoilt for choice within the comfort of their homes through E commerce, the shopping centres need to reposition themselves as social spaces with leisure and entertainment being as important as the retail component.

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The urban Indian landscape in recent years has undergone a grand transformation. Cities today are no longer only about basic amenities but more than that.	

