

Shopping Centre **News**

AUGUST - SEPTEMBER 2016

DEVELOPING RETAIL SPACES IN INDIA

VOL. 9 NO. 5 ₹100



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AUGUST - SEPTEMBER 2016

DEVELOPING RETAIL SPACES IN INDIA

VOL. 9 NO. 5 ₹100



THE CHANGING DYNAMICS OF SHOPPING CENTRES

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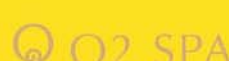


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The Indian retail market is booming dynamically owing to the entry of several new players. Likewise, Indian retail real estate sector has scaled unprecedented growth over last few years, largely driven by robust economic growth, rapid urbanisation and changing lifestyles of Indian patrons. Although, e-commerce is spreading its wings but scouting for quality retail spaces has not diminished; in fact, the demand has only increased.

In this issue of Shopping Centre News, the cover feature highlights the top trends that are ruling retail real estate market in India despite of growing dominance and temptations of e-commerce. The story also comprises niche retail malls which have done something extra ordinary to enhance the consumer experience. I hope this will be an interesting read for you all.

Another feature in this issue titled 'Food Court – Lifeline of a mall' throws light on how food courts are reinventing to accommodate international QSRs and improving overall mall experience for consumers.

The Article on the emerging category of Specialty malls and how they are creating a difference in shopping malls comparing regular destination malls will also intrigue the readers. At the same time, I am sure that the gist of the report by JLL India on Indian Retail Real Estate will also be able to catch your attention.

We hope that you will like this issue of Shopping Centre News magazine and in future we plan to bring more informative and educative articles for you. With this, I also take the opportunity to welcome all of you to the magnum opus retail event of our country, India Retail Forum (IRF 2016), which will take place on 21–22 September 2016, at Renaissance Hotel, Mumbai.

I hope to see all of you there.



Amitabh Taneja

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COVER STORY

THE CHANGING DYNAMICS OF MALLS AND SHOPPING CENTRES

No matter how far and deep the web of eCommerce across the globe, the allure of brick and mortar retail appears to endure. Not much, it seems, can replace the experience of shopping in a physical space. Discounts — the raison d'être of online commerce — may be tempting, but the case for human engagement offered by physical retail is compelling. We take a quick look at the major trends being witnessed by retail real estate businesses in India and elsewhere.

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OVER TO THE WORLD...

On the one hand, e-tailers are going 'physical, while mall developers are focussing more and more on consumer experience. One mall developer is tying up with a Broadway producer to up the bling while, on the other hand, footfall has decreased in UK malls!

BY SCN BUREAU

▶ EVERYONE IS FOCUSING MORE ON CONSUMER PREFERENCES

Everyone remembers the malls of the '80s, where teenagers congregated and where the latest names in fashion could be found in one amazingly convenient location. This phenomenon was once relevant and innovative, but innovation is fleeting by nature. How have malls changed the ways they connect with customers? From offering yoga classes in common areas and app-driven parking options to replacing outdated anchor stores with gyms or popular restaurants like The Cheesecake Factory, today's amplified brick-and-mortar experience is focused on catering to consumer preferences. Westfield Labs is rethinking the way people traditionally use malls with a project called Bespoke, which allows some space in malls for co-working, events and demonstrations.

The idea is to allow traditional online companies the chance to try out brick-and-mortar in a safe space, and it looks promising. Westfield is also in the midst of transforming the food court of yesteryear with a pilot for a web-based food ordering service that allows local residents and office workers to get deliveries from the mall. Added convenience for shoppers can be simpler than one might initially imagine. General Growth Properties includes in its app one of the most frequently called-upon services in a mall: the directory. It guides shoppers to stores with in-mall navigation and contains information about events as well as places to park before arrival and personalised parking reminders when onsite at the property. The internet is at every shopper's fingertips, so malls have to up the ante to compete. Department stores like Nordstrom have included incentives such as free shipping and free returns, positioning returns kiosks at the front of stores as an incentive to woo customers back to brick-and-mortar. In addition to being convenient, this increases the likelihood that consumers might purchase something while in the store.



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▶ OAKBROOK CENTER OF CHICAGO CONTINUES TO THRIVE AS OUTDOOR MALL



Today, when the whole world is talking about turning shopping centres into shopping communities, there is a shopping centre that has been almost silently following the 'community' concept for more than five decades.

Over 54 years after opening, Oakbrook Center continues to make changes and attract shoppers from across the Chicago area. And despite a brief consideration in the early 1980s of enclosing the mall, it remains committed to welcoming the outdoors. The mall, which has more than 160 stores, restaurants and services, underwent a major common area renovation in 2012-13. Construction is underway to open 12 luxury movie theatres in November, followed a month later by the opening of a food district and three new sit-down restaurants in early 2017. Being an open-air mall is part of the experience. While not having the climate control of an enclosed shopping centre means visitors must brave the elements when it rains, snows or is extremely cold or hot outside, not having a roof has its upside. The center's village green area, which includes a large screen on which free family movies are shown during the summer, a weekly seasonal farmer's market, the popular Adventure to Santa that has taken up residence the past two winters, a large fountain that operates year-round and lots and lots of flowers planted throughout, all make a trip to Oakbrook Center much more than about shopping. The success of this shopping centre can be cited as a very good example for upcoming shopping centres.



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▶ MORE E-TAILERS GET PHYSICAL IN MALLS



More e-tailers are outgrowing their digital footprint and seeking space in the real world. “We continue to see interest of e-tailers coming to the mall,” said General Growth Properties CEO Sandeep Mathrani, in an interview recently. He pointed to ModCloth, which recently opened a store at the firm’s Pioneer Place in Portland, Oregon, and said other new concepts, including Country Club Prep, Peloton, Aesop, E.I.f. Cosmetics and Essentia, either have opened stores or will be doing so soon in the company’s portfolio. Owners of the country’s top malls are seeing the most demand from expanding e-tailers, executives said. “E-retailers are focused on the best assets. As we understand, 60 percent of all venture capital money being raised today is focused on opening bricks-and-mortar stores,” Mathrani said. “They’re signing traditional five-year leases for the most part, and they pay market rent.”

For its part, Simon is bringing Fabletics, Birchbox, Yogasmoga and Untuckit into the brick-and-mortar fold. All of these retailers that have an Internet presence understand that a brick-and-mortar presence in an essential part of their strategy as in physical retail, the customer acquisition is frankly cheaper. But it’s not just stores that e-tailers are seeking. Innovative marketing events and ‘phygital’ kiosks that combine e-commerce and in-store merchandising are other ways landlords can cash in on e-tailers’ need to get physical. For example, Macerich opened modular common area stores in some of its properties with Omni-channel shopping concept WithMe, which allows shoppers to browse goods in person and order related products or out-of-stock items for home delivery. Sales aren’t always the primary driver for e-tailers seeking physical space. For example, Combatant Gentleman, which opened a shop at Macerich’s Santa Monica (California) Place in July, has 300,000 online customers after being in business for three years, and isn’t measuring its success at the center by sales, said Macerich Chairman and CEO Arthur Coppola. “They are seeing that store as being more of a customer acquisition vehicle and a brand awareness vehicle,” he said. “More than a few of the digitally native retailers view brick-and-mortar as being as much about brand awareness as sales productivity.”



▶ AMERICAN SHOPPING MALLS’ NEW PRODUCT: FUN

Many U.S. malls are experimenting with entertainment-focused tenants. Go-kart racing, indoor rope climbing and laser tag aren’t activities typically associated with back-to-school shopping, but that is what some shoppers at a Syracuse, New York, mall are doing. Entertainment offerings at malls have generally been limited to dining and maybe a multiscreen movie theater alongside the main draw of traditional retailers. But many U.S. malls, like Syracuse’s Destiny USA, are experimenting with entertainment-focused tenants more likely to be found in an amusement park than a shopping center. Among the newcomers: high-tech golf driving ranges, skydiving simulators and ‘escape rooms,’ in which players are locked and challenged to find a way out by looking for clues and solving riddles. These attractions are keeping people in malls longer, landlords say. “Guests stay here for over six hours,” said Marc Strang in an interview, Corporate Marketing Director at Pyramid Management Group, which owns and operates 15 malls in addition to Destiny USA. They are also spending more money. Destiny USA sells day passes ranging from \$38 to \$48 for access to a number of its attractions which include laser tag, immersive adventures, glow-in-the-dark miniature golf and an outlet of the Build-a-Bear chain. Food and entertainment currently account for 22.1% of the space leased in malls, compared with 19.2% in 2012, according to data from CoStar Group Inc. This year, Pyramid has 49 entertainment tenants which account for 9.6% of leasable area in its portfolio, up from 16 tenants and 4.3% of its portfolio in 2010. Malls’ reinvention as entertainment hubs is partly a response to the increasing competition online shopping poses to their traditional tenants, many of whom are scaling back. Macy’s Inc. said in August it is planning to close 100 stores, or about 15% of its locations, amid sliding sales. At the same time, investors are betting on the entertainment trend, with some of them showing decent profits. ●●

▶ FOOTFALL AT MALLS DIPS THROUGHOUT UK

Footfall declined by 1% across UK retail destinations in the last week of August. Shopping centres recorded a decline of -4.4% and retail parks saw a fall in activity of -2.3%. Footfall in high streets however, rose by +1.2%. The poor results in shopping centres and retail parks were not a consequence of adverse performance of a particular geography, but a drop in footfall in virtually all areas of the UK. The only parts of the UK in which footfall in shopping centres rose were in the South East (by +1%); in retail parks increases were limited to +1.9% in Scotland and +0.7% in Wales. Indeed, in all parts of the UK apart from in Scotland (where footfall dropped by -1.7%), declines in footfall in shopping centres were in excess of -5%, reaching -7.7% in Wales and -7.2% in the West Midlands. Contrastingly, high street footfall rose in six areas and averaged



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+2.9%, with just four areas recording drops which averaged -2.1%. To some degree the overall result for high streets belies their strong performance, as in five of the six areas in which footfall rose, the uplift was greater than +3%, reaching +4.5% in Northern Ireland.

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MALLS IN ACTION

Many Indian malls are beginning to be recognised on the global stage, while some are pushing the envelope on the CSR front. A quick round-up of the newsmakers follows...

BY SCN BUREAU



▶ PACIFIC MALL PARTNERS WITH TIHAR JAIL TO PROMOTE TJ'S

Pacific Mall entered into an association with Tihar Jail to sell products manufactured by in-house prisoners, at Pacific Mall, Tagore Garden during 16th to 19th August, 2016. Under an exhibition themed 'Redefining Life Behind Bars', brand TJ's offered a wide range of products manufactured by prison inmates, including rakhis to bakery and confectionery items, handicrafts, designer candles and lamps, recycled hand-made paper products, handlooms, etc., all of which were on display at the Salt Food Court in Pacific Mall.

Commenting on the initiative, Salim Roopani, Centre Director, Pacific Mall said, "TJ's is a great initiative and we are proud to support the cause and be associated with it. This initiative is a part of our effort to give back to the society by encouraging and promoting this initiative by Tihar aimed at creating a positive environment for the inmates and channelising their energies to learn and create products that will be helpful to them later on in life."

Pacific Mall regularly supports similar initiatives as a part of their CSR initiatives, frequently inviting NGOs and other voluntary organisations to put up stalls and exhibitions that help them promote their cause and spread awareness.



▶ DLF PLACE, SAKET SIGNS UP WITH AN ARRAY OF HIGH STREET, LIFESTYLE AND FOOD BRANDS



DLF Place, Saket has further strengthened its tenant mix with the opening of 14 new brand outlets at the mall. Starting this summer, adidas Originals, FCUK, Pepe Jeans, Kazo, Pink Island, Poney, Punjabi By Nature, Rolls King, Pop'n'Fry, Heatwave, Creyate, Ice Pan Creamery, American Tourister and Kipling have a new retail address in Delhi – at DLF Place, Saket. With an aim of providing ultimate retail and gastronomical experiences, the opening of these stores reinforces the mall's premium label.

Travel in style with new American Tourister's travel friendly bags and suitcases available at the brand store located on the mall's first floor. Expanding its kids zone, the mall has included popular kids brand – Poney – retailing its extensive range of modern and classic kidswear.

Providing an indulging ice cream experience in the form of rolls, the Ice Pan

Creamery outlet is a new dessert destination for all the sweet-toothed.

Punjabi By Nature, Pop n Fry and Rolls King, the city's famous food outlets, have also opened up to further expand the foodservice mix at the mall.

Commented on the openings, Benu Sehgal, Senior Vice President, Mall Management at DLF Place, Saket said, "We have always aimed at serving the best of fashion to our customers and expanding our brand range is just the right step towards achieving this goal. Being a premium lifestyle destination in the city, it is our constant endeavour to keep working on our brand mix to provide state-of-the-art services to our customers. We are the new address for the finest of international and Indian brands."

► **VIVIANA MALL
MAKES THE
AUSPICIOUS FESTIVAL
OF GANESHA ECO-
FRIENDLY**



To spread awareness and promote an environment-friendly Ganesha festival, Viviana Mall, arranged a workshop for all Ganesha devotees to visit and make eco-friendly Ganesha idols with their own hands.

School students, college students and professionals swarmed into Viviana Mall to make 'eco friendly Ganeshas' on August 27 and 28, 2016.

The activity generated tremendous response, as evidenced by the huge footfall. Rima Pradhan, Head of Marketing, Viviana Mall said, "Every year we undertake an initiative to worship eco-friendly Ganesha idols at our mall. To take the initiative a level above, we decided to show our customers how they can themselves make eco-friendly Ganesha idols. The idea was to spread the message across that making eco-friendly Ganesha idol is not a difficult task."

► **PUSHPA BECTOR IS PROMOTED AS EXECUTIVE VP AND HEAD PREMIUM MALLS, DLF UTILITIES LTD.**

DLF Ltd, the largest commercial developer in India, recently announced the promotion of Pushpa Bector, as the Executive VP and Head Premium Malls at DLF Utilities Ltd. Bector is responsible for creating India's first destination mall, DLF Mall of India. which spreads across two million sq. ft. in. Mall of India has become an important destination for the Delhi NCR region since its launch. In her new role, apart from Mall of India, Bector will also be heading the premium malls portfolio, including DLF Place - Saket, Cyber Hub - Gurgaon and City Centre - Chandigarh and DLF Promenade. She will be taking charge of P&L, Marketing and Leasing, among other things, for all the malls under her portfolio. She has been responsible for leasing over three million sq. ft. of retail space at DLF malls. In the 10 years of association with DLF, she has headed DLF Promenade and also set up the F & B division for DLF malls. Bector has over two decades of extensive experience and is renowned name in the retail and mall business domain. She has also been recognised as the Most Admired Shopping Centre Professional of the Year (North) at IMAGES Shopping Centre Awards 2016 and has received the International Women Leadership Award for Excellence in the Retail Industry organised by CMO Asia in 2013.



► **LODHA XPERIA MALL OPENS
IN MAHARASTRA**



Lodha Xperia Mall, located at Lodha World School, Palava, Maharashtra, has opened to the public. The shopping centre has been developed by Lodha Group, and is maintained and operated by Palava Dwellers. Catering to a catchment of mid to premium segment consumers, the mall features two guest elevators, 15 escalators and two travelators. The anchors include PVR, Big Bazaar, Central, Pantaloons, Reliance Trends, Home Town, eZone, Reliance Digital and Timezone.

The entertainment mix at the mall includes a six-screen PVR multiplex spread across 36,000 sq.ft. and a food court spread across 26,488 sq.ft with six restaurants and a seating capacity of 658. The mall offers covered as well as open parking, along with town centre parking.

► **LULU GROUP TO INVEST
RS 2,000 CR IN 19--ACRE
MIXED-USE PROJECT**

Abu Dhabi-based international retailer Lulu Group is developing a second LuLu shopping mall, hotel and international convention centre in Kerala's capital city of Thiruvananthapuram. The group is planning on investing ₹2,000 crore in the development of the mall.

The complex will cover 19 acres of land, located at the National Highway in Akkulam, making it the second biggest shopping mall in the country, the company claimed.

Kerala Chief Minister Pinarayi Vijayan laid the foundation stone for the mixed use project on August 20, a company release said.

Managing Director of Lulu Group, M A Yusuff Ali, said the mall, slated to open by early 2019, will house Lulu Hypermarket as the anchor store and will house some of the best brands in the world in fashion, cosmetics, home furnishing, jewellery and will also feature an amusement centre and a multiplex.

► **WESTEND MALL OPENS IN PUNE**



Developed by Chitralli Properties Pvt. Ltd. Westend Mall has begun operations in Western Pune. As

of now, the mall is 69 per cent operational, and expected to be fully operational by the end of 2016. It is

a mixed-use property, including an IT Park, office space, high street retail, residences and a shopping centre. The mall will be housing several top retailers as its tenants, including Shoppers Stop, Cinepolis, Max, Globus, H&M, Being Human, Tommy Hilfiger, CKJ, Burger King, KFC, Subway, Kareems, Cafe Goodluck, Wadeshwar and others. Altogether the mall has a healthy mix of 22 international, national, regional and local food brands.

The entertainment mix of the mall includes an 8-screen Cinepolis multiplex with a seating capacity of 1400, plus an IMAX theatre. The entertainment area also includes a 'live entertainment destination' (LED), including gaming aone with latest gaming rides and a play area.

The mall is expecting footfalls of 15,000 on Weekdays and 30,000 on weekends. ●●

STORE ARRIVALS

H&M OPENS IN HEART OF DELHI, CONNAUGHT PLACE

Swedish fashion retailer H&M has opened its latest Indian store at Connaught Place, New Delhi. Set in the capital's most vibrant retail district, the new store is situated in a heritage building in the inner circle of Connaught Place. The store is designed envisioning the vicinity's colonial character and glorious history. It spans 28,000 sq.ft and is spread over two levels to offer customers a distinct combination of heritage, fashion and design.

"I am extremely proud that we are opening our first high street location at such a landmark destination in Delhi. The city centre and iconic buildings of Connaught Place will serve as an exciting environment for customers to explore H&M's offering of fashion and quality at the best price in a sustainable way," said Janne Einola, Country Manager, H&M India.

After a spectacular opening in Mumbai at High Street Phoenix, H&M will shortly be opening at other new locations including Phoenix Market City Kurla, Phoenix Marketcity Pune and Express Avenue mall in Chennai later this year.



DEAL JEANS LAUNCHES NEW STORE AT LOKHANDWALA, MUMBAI

Fashion retailer Deal Jeans has marked 2016 with successful launches of exclusive stores in Nagpur and Amritsar while recently extending its footprint in Mumbai by launching its exclusive store in Lokhandwala.

The Lokhandwala outlet showcases its season's trendsetter ripped/right styles crafted pertaining to the international trends. Deal stands apart with its designer denims ruling their collections. In addition, they have introduced a twist to their collection with Dresses and Tunics. Be it an essential pair of denims or peppy dungarees, exquisite tops to sleep joggings, Deal has it all!



SPORTS STATION COMES UP WITH TWO NEW STORES AT PANIPAT, JAMMU

SSIPL, a well-known name in the footwear manufacturing and retailing industry, has launched two new stores of the Sports Station format at Raghunath Bazaar, Jammu and Panipat, Haryana.

The Raghunath Bazaar store is the second Sports Station outlet in Jammu; the first is located in Wave Mall, Jammu. With these two outlets, the multibrand sportswear chain has crossed the 60+ stores landmark.

Sports Station offers a plethora of international sports brands, offering an assortment of options in sports shoes, accessories and equipment, under one roof. Its portfolio includes renowned sportswear brands like Nike, Asics, adidas, Reebok, Puma, Sketchers, Converse, Crocs, Solomon and Lotto, along with its in-house brand Mmojah. Sports Station also showcases merchandise from speciality brands such as Speedo and Wildcraft at its stores.

Pooja K Sood, Business Head, Sports Station, says, "Sports Station is positioned as a Sports Specialty Brand Hub which aims towards providing an elevated service and retail experience to



our customers. The signature Lime Punch colour renders a unique sporty and athletic feel at the stores in line with its positioning."

"We are currently operating 60+ stores across India, with presence in most of the major territories, including Delhi-NCR, Chandigarh, Jalandhar, Amritsar, Meerut, Lucknow, Jammu, Jaipur, Gwalior, Indore, Pune and Chennai," she added.

REVLON LAUNCHES EXCLUSIVE KIOSK AT DLF MALL OF INDIA, NOIDA



Revlon has launched Revlon Exclusive at DLF Mall of India, Noida. Adding a burst of vibrancy, the brand has a chic new look with the launch of its campaign 'Love is On'.

Commenting on the campaign and launch of Revlon Exclusive, Rajiv Kumar Bobal, Director-Sales and Marketing at Modi Revlon India said, "Combining cutting edge innovation,

quality and creativity to the service of beauty, is the cornerstone of the Modi Revlon brand philosophy. With the Revlon 'Love is On' campaign, the brand has infused a new vigor, zeal and vibrancy to its brand equity and product portfolio. Right from trend setting shades and formulations, to taking the matte trend to an all new height, this campaign is in sync with the evolving and trend focused ideology of the youth. Revlon Exclusive at Mall of India represents a combination of fun and innovative packaging that the brand has always stood for since its inception".

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STORE ARRIVALS

KIDS AROUND EXPANDS ITS WINGS IN INDIA

French retailer Kids Around has entered in Indian market with its first store opening in New Delhi.

Currently, there are 10 Kids Around stores in the world. Kids Around is represented by a wheel of wind, in line with the brands under its umbrella: Hugo Boss, Billieblush, Billy Bandit, Little Marc Jacob, Carrement Beau and Karl Lagerfeld Kids.

Sakshi Arora, Director and CEO of Kids Around India said, "We are very excited about the opening of Kids Around. It is India's first premium kids fashion store. Our product range starts from ₹ 3,000 and goes upto ₹ 26,000. We are also planning to add DKNY in our brand range by September." She further said, "India is a great market for kids fashion. Parents in India have doubled their spending on kids, especially in the clothing sectors. After Delhi, we are planning to expand and will tap metropolitan cities such as Mumbai, Bangalore and Pune."

Freddy, Managing Director of Kids Around Worldwide said, "Kids Around is a real alternative to multi-brand boutiques and provides a unique shopping experience for parents and children. We are thrilled to expand in India. India is great market and the retail market for baby & child products is bigger than ever. It is a good time to enter the Indian market."

Kids Around Delhi Address: Ambience Mall, Vasant Kunj

Price Range Starts from ₹ 4,000



PVR CINEMAS LAUNCHES MULTIPLEX AT GROWEL'S 101 MALL, MUMBAI

PVR, one of the largest exhibition companies in India, has launched a 4-screen multiplex at Growel's 101 Mall, Kandivali East, Mumbai. This launch will provide the mall patrons with a PVR standard cinema experience of real 3D technology and 7.1 Digital Dolby surround sound. The theatre will run around 16 to 20 shows per day with a facility of Quick Tix machines for instant ticketing solutions to avoid long queues. The multiplex will have a seating capacity of 1267 at a time. The launch took place with two new movie releases: Rustom and Mohenjo Daro.

With the introduction of bakery food items apart from the other freshly prepared gourmet foods offered at the concession area, patrons will now have many food varieties to choose from.

On the day of launch, Gautam Dutta, CEO, PVR Cinemas said, "Post the Cinemax acquisition, the Growel cinema was one of our prime focus areas in terms of renovating it and bringing it to the PVR standards."



Urvi Vira, Sr. Marketing Head, Growel's 101 Mall expressed happiness and stated, "Growel's 101 is a renowned name in the real estate industry. The strategically located mall in the western suburbs (Kandivli) caters to an ideal mix of fashion, retail, family entertainment centers, food court that attracts a lot of footfalls."

MONTE CARLO OPENS FIRST EXCLUSIVE BRAND OUTLET IN MUMBAI



Monte Carlo, one of India's leading fashion brands, has opened its first exclusive showroom in Borivali West in Mumbai. Spread over 1,000 sq.ft., the

store is strategically located in the centre of the market in Satrapark on Shimpoli Road and will help expand the company's sales footprint in the commercial capital of India, especially among the elite and upwardly mobile sections.

"This is our first exclusive outlet in Mumbai and given its location at one of Mumbai's posh markets, it gives us a planned presence and visibility. We have worked hard for the

launch and have included the best and latest of Monte Carlo's range of fashion wear for men, women, and children," said Amit Maini, GM – Retail (North and Maharashtra Region), Monte Carlo.

Monte Carlo, which has many outlets in the country and also sells through numerous multi-brand outlets, large format stores and e-commerce websites, is aiming to establish a larger foothold and brand value through more exclusive outlets in Mumbai.

CHAI BREAK OPENS 9TH STORE IN KOLKATA

Chai Break, a venture of ALP Retail Pvt. Ltd., has opened its new outlet in Kolkata. The new store is spread across 2000 sq.ft., and is targetted at young adults and corporates. The USP of the brand is a variety of teas, Italian cuisine and shishas.

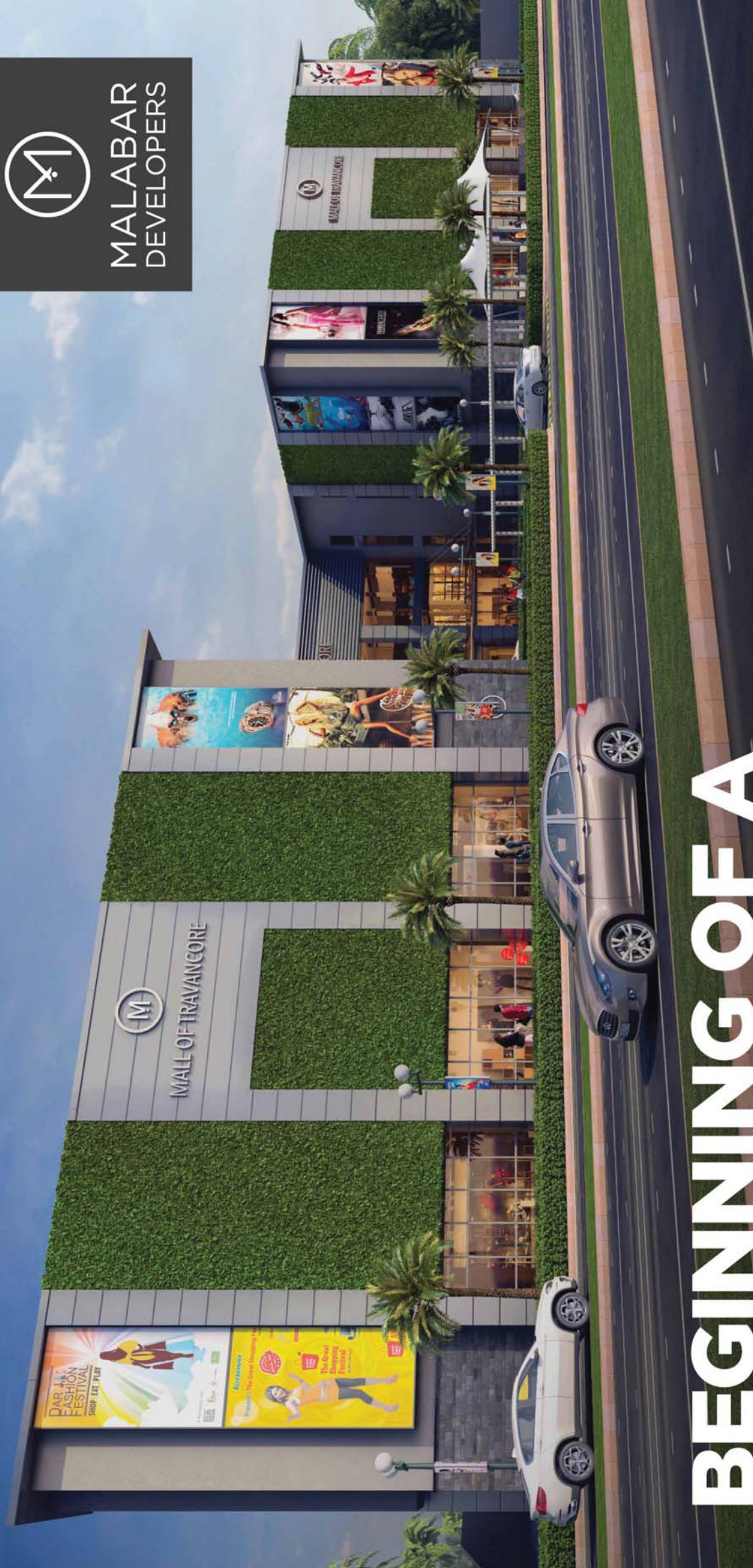
Chai Break, which started with its first store in November 2011, has eight outlets all over kolkata, and plans to open new stores in Durgapur and Bhubneswar in September. Chai Break serves Indian, Mediterranean, oriental and fusion cuisine, with a great variety of teas, other cold and hot beverages and flavoured shishas.

"We plan to make Chai Break a panIndia brand in the next couple of years. We think there is great potential in the model in which we operate as it targets all consumers who like to eat out," said Anirudh Poddar, owner, Chai Break.





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STORE ARRIVALS



LONGCHAMP LAUNCHES FIRST FLAGSHIP STORE IN INDIA

French label Longchamp has finally made its way to India, and has launched its first flagship store at DLF Emporio, New Delhi. The 1,000 sq.ft. store houses iconic pieces such as the Le Pliage Héritage, Pénélope, Roseau and the Le Pliage Cuir bags along with an assortment of accessories. The store's interiors are modern and minimal with plenty of light around the store space. One of the walls is dedicated to Le Pliage totes, which are Longchamp's most emblematic bags.

HYPERCITY LAUNCHES FOURTH STORE IN BANGALORE

HyperCITY Retail (India) Ltd., one of the largest hypermarket chains in the country, has launched its fourth store in Bangalore at Orion Mall, Brigade Gateway, Malleshwaram. With the launch of this store, HyperCITY now has a total of 20 operational stores across India.

Spread over 19500 sq. ft., the new outlet plans to give a boost to the area by providing more choice to shoppers and offering employment. Commenting on the occasion, Ramesh Menon, Chief Executive Officer at HyperCITY Retail (India) said, "We are delighted to launch our fourth store in Bangalore, one of the top three markets for us. Bangalore is vital to HyperCITY's success story and as a key market, the new store at Rajaji Nagar is an added feather in our cap. Offering variety and convenience to our customers is of paramount importance."

SEVEN DESIGNS LAUNCHES SECOND STORE IN KOLKATA

Seven Designs has launched its second store in Kolkata city. The new store is spread across 4000 sq.ft. and offers the latest trends in home décor and interior design solutions for pre-wedding shoppers, home makers, interior designers via innovative products such as sofas, chairs, centre tables, consoles, dining tables, homedecor, gift tables, show pieces and more.

"The second phase will be launched in April 2017, where we plan to start expanding the Seven Designs Furnishing franchise ; it will be a larger project at around 1500-2000 square feet. The third phase is scheduled to take off in June 2017, which will be franchising Seven Designs Home, with an area of 3000 square feet," said Nikunj Kedia, Director, Seven Designs home.

CHRISTIAN DIOR FRAGRANCES AND BEAUTY BOUTIQUE LAUNCHES IN DELHI

Christian Dior fragrances and beauty boutique has made its way to the Indian market with the launch of its first outlet here. The grand opening took place at Select CityWalk amidst much funfare. The new boutique is a grand premiere entirely devoted to Christian Dior, and his unique vision of French luxury and beauty.

The space also brings together the complete catalogue of Dior fragrances, make-up and skincare, and provides exclusive new services. For the occasion, Emmanuelle Geoffrey, international make-up artist from Peter Phillips' DiorPro team, came to share with Indian customers her love for colours.



L'OPÉRA OPENS 12TH OUTLET IN DELHI-NCR



L'Opéra, Delhi's most renowned French bakery, has opened its 12th outlet in Delhi-NCR, and its 4th in Gurgaon at Two Horizon Centre on Golf Course Road. It is one of Gurgaon's most prestigious business locations, which is part of The Horizon Center complex — a world-class corporate office tower that

offers a truly luxurious work and leisure environment. Located on the ground floor, the space is accessible and made with world-class design

Laurent Samandari, L'Opéra's founder and Managing Director, declares, "In many ways this is our most prominent project, given the scope of the corporate centre and its high status." He goes on to explain, "The design is a combination of L'Opéra's characteristically chic and elegant leitmotif and a corporate look and feel. We will be serving our traditional offering in pastry and bakery products, but also Salon de Thé (Tea Room) light meals. Catering to this sector of bustling Gurgaon is an important step for L'Opéra."





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THE CHANGING DYNAMICS OF MALLS AND SHOPPING CENTRES

No matter how far and deep the web of eCommerce across the globe, the allure of brick and mortar retail appears to endure. Not much, it seems, can replace the experience of shopping in a physical space. Discounts — the *raison d'être* of online commerce — may be tempting, but the case for human engagement offered by physical retail is compelling. We take a quick look at the major trends being witnessed by retail real estate businesses in India and elsewhere.

BY ZAINAB S KAZI



The world is getting smaller. Literally. No, it's not the actual or the cold wars that may be wiping away some boundaries; it's retail that is getting the world to come closer and closer, and in a good way at that. Buying and selling is happening everywhere. From the store at the corner of your street to groups on Facebook to pages on Instagram and yes, through WhatsApp groups as well, retail has made people connect far and wide. Pakistani suits are a rage for those who like dressing in salwar kameezes, while copies of premium branded merchandise bind buyers in India and the sellers from Hong Kong and China. Within one family, palates have started diverging. The little one enjoys her burger, the teenage son is a pizza fan, the wife is on diet and she needs a sub and the man of the house is craving for *chaat*. But then what is the connection of these things to shopping centres? Now think about this: where will the lady flaunt that spectacular Pakistani suit purchased on one of her WhatsApp shopping groups? And where will that starry-eyed fashionista flaunting an Armani clutch actually go and use it? How do you attend to satiating multiple cuisine preferences at one go?

The only destination that can take care of everything mentioned above is a mall. The existence or current relevance of malls is not in question; the question is, will they stay? Well, only those who reinvent themselves with time are here to stay. For the rest, there is an American portal — www.deadmalls.com — which is doing its bit to make them legends, anyway! But really, who wants that kind of achievement?



International Dynamics

Technology and social media have changed rules of consumption and expenditure behaviour, and that impacts shopping centres as well. No mall today can afford to operate in isolation and just be a 'shopping' destination. Selfie stations (whether you decide to label them that way or just call them an attraction) are a must and so is free wifi. Ensuring an online identity with names of all tenants along with the events' calendar of the mall is a given. These are just the basics for malls to follow in India and internationally. In more developed markets, however, technology is few steps ahead and offers the shopper a lot more. We jot down some of these value additions.

Living and shopping under one roof!

The trigger to this is diminishing footfalls at shopping centres, but then some things do come as blessings in disguise. In India, the concept of a township is already popular; residents can shop, go to school,

college, attend to the sick at a hospital and dine out... all within the boundaries of their residential campus. Internationally though, we hear about retail destinations being remodelled to include both residences and shopping centres. In a recent article on news.com.au, chief executive of the Real Estate Institute of Queensland Antonia Mercorella was quoted as saying that this model has been particularly successful in Queensland where a shift towards apartment living is underway. Buyers of apartments are looking for amenities and lifestyle elements. Living above retail and cafes and restaurants is already very popular. Proximity is one of the skew drivers in residential living – proximity to transport, proximity to workplaces, proximity to leisure – as shopping centres move beyond being retail-centric to become places where consumers hang out. Living close to that will certainly be attractive to a segment of property buyers. The article (news.com.au) further has an interesting take from Adjunct Professor at the Royal Melbourne Institute of Technology and practicing architect Dr. Graeme Gunn, who gives a thumbs up to this concept. He says, "The idea goes back to the 1980s when we were starting to rehabilitate warehouses for both residential and office use. In terms of sustainability, you are getting that density of mixed uses, it's absolutely something worth pursuing."

Extending the touch

It is all about touch! The touchphone means that anything that doesn't work with our touch is not for us. So, if a mall doesn't have a user-friendly touchscreen functioning as an information desk, we are not too pleased. A majority of the malls in developed markets – and the stores they house – have gone ahead to eConnect with their shoppers. For instance, YunTouch uses face recognition technology to collect and analyse customers' past purchases when they stop by a digital display terminal. In Japan, there is a store that has a robot that is fluent in eight languages, can attend to customer queries and can also follow up with them using emails and text messages.

Having an App

Having an app is mandatory for malls today. In China, a large number of shopping centres have apps that

help them connect with their shoppers, keeping them abreast with information on ongoing and forthcoming discounts, promotions and events.

Enriching Experiences

This again stems from the need to have shoppers make the best use of their time at the shopping centre. A visit to the mall has to be made into an all-day activity. From housing underwater aquariums to art galleries, malls today need to be all-encompassing. Xanadu, a mall 30 km from Madrid, for instance, features a ski slope, go karts, balloon rides, bowling and billiards. The Mall of America in Minnesota has an underwater aquarium, a theme park, and a dinosaur walk museum.

Design Dynamics

With the ubiquitous nature of online retail, shopping now can happen behind closed doors. For malls to make shopping experience more interesting, it has become imperative for them to provide open space for the customer to feel at one with nature even when he is in a commercial environment. Landscaping is an important aspect that cannot be ignored as part of mall design today. The Cabot Circus Shopping Centre in Bristol, England, has a unique shell-shaped glass roof that is the size of one and a half football fields, for instance.

Community Spaces

Shopping centres as community spaces is a given norm. From hosting art shows to music festivals and also celebrating major festivals, shopping centres across the globe are turning into community spaces and rightly so. Keeping in mind the ever increasing pressure that everyone faces when it comes to time management, it is only apt that shopping centres provide an opportunity for an individual to satiate his need for shopping and leisure all under one roof.

Clear Demarcation

Having everything under one roof is a good idea but then it is only wise to ensure that the shopper inside is not lost. Dedicating each section or floor to a particular category would only help the mall to generate focussed shopping from its customers.

COVER STORY

Similarly, a customer who is visiting a mall only for luxury brands, may be irked by the value brand placed next to his or her favourite tony store, and may not want to be seen on the same floor as bargain shoppers. Internationally, malls are overcoming the commoditisation problem by focusing on specific consumer segments and/or creating specific zones within the mall. In the Dubai Mall, "Fashion Avenue" is an area dedicated to luxury brands and services tailored to the upscale customer, including a separate outside entrance and parking area. Or, the 7-storey CentralWorld mall in Bangkok, where each level has a specific offering.

Launch of new shopping centres

Globally, the retail real estate industry will be witnessing the launch of many new malls and shopping centres. To take an example of the UK, a new surge of activity is expected in 2017, according to research released by Cushman and Wakefield. The development of European shopping centres is predicted to accelerate, with 9.1 million square metres due to be delivered over 2016 and 2017, according to the report. The European Shopping Centre Development Report showed that 2015 delivered one of the lowest annual volumes of the past decade, with 4.6 million sq.m of shopping centre space opened, which was a 15.8 per cent fall on 2014. However, in the year to come, shopping centre development is expected to accelerate with 9.1 million sq.m currently in the pipeline and due to be delivered over 2016 - 2017.

As reported in the www.thebig5hub.com, developer Dubai Holding will start construction on the first of four phases of the mega Mall of the World project next

year, Chief Executive Ahmad Bin Byat said. Built at a cost of nearly \$8.2bn (AED30bn), the first phase will cover 25 per cent of the total project and be finished by Expo 2020, as shared by Bin Byat during the World Government Summit in Dubai. The \$21.8bn (AED80bn) Mall of the World project was first launched as the world's largest shopping mall. But a Bloomberg report quoting Chief Operating Officer Morgan Parker said the developer now favours building three malls in stages rather than one mega mall.

To summarise the key international trends, Gaurang Agrawal, CEO - West, Pioneer Properties (India) Pvt. Ltd. shares, "We see an intervention and disruption with technology in offline retail, digital presence of offline players to become omni-channel players, new payment mechanisms becoming mainstream, like digital wallet and big data analytics; retailers will unify their online and offline data collection and hence understand customer profiles better. As far as Indian context is concerned, core differences in offline & online presence are blurring. However, there is a long way to go with respect to having significant online presence in areas of digital marketing, online customer engagement, etc." Agrawal talks about reengineering old-school loyalty solutions with disruptive start-ups and says that in the Indian context, disruption and reengineering of loyalty programs has not taken off yet. Existing retail loyalty programs have not been able to disrupt and expand as expected. Another thing he points towards is the availability of multi-tenant facilities in common locations where we would see the trend moving towards mixed-use projects that combine stores with housing, hotels, office space, restaurants and other tenants. "Some key value additions will be luxury hotels, water parks, motels,

entertainment parks etc. The multi-tenant facility has been one of our key differentiating factors," he adds.

Moving Over to India

Amaan Fakh, chief executive officer, R City Mall, Ghatkopar talks about the changing dynamics. "With the changing face of communication and media, today's shoppers expect more from brands and believe customer service is the differentiator," he notes.

Pankaj Raheja, managing director – retail services, JLL India, comments, "India is famous for its traditional markets and shopping streets that offer speciality products, entertainment and leisure interfaces. With the emergence of modern retail and shopping malls, there has been profound evolution in the Indian retail industry. Due to changing aspirations of Indian consumers and entry of international brands, malls are themselves adapting to meet the changing requirements." He further talks about the how the retail real estate industry is gradually maturing and going towards the next wave of evolution against a background of rising competition from e-tailing. "Within this process, there is a need for developing shopping centres that provide a more specialised experience to shoppers with specific needs," he states. "The speciality malls that emerged a few years ago to provide such services left a lot to be required."

According to Fakh, unlike the West which took some time to perfect and fine tune its shopping mall culture and the retail proposition, the Indian retail segment has piggybacked on those experiences and taken those learnings from the international shopping centres. Hence the learning curve in India is far more sharp, and what would have typically taken 15



“We see an intervention and disruption with technology in offline retail, digital presence of offline players to become omni-channel players, new payment mechanisms becoming mainstream, like digital wallet and big data analytics; retailers will unify their online and offline data collection and hence understand customer profiles better.

– Gaurang Agrawal,
CEO, West Pioneer Properties
(India) Pvt. Ltd.



“The rise of mobile payments has meant that merchants are now updating their old payment terminals to newer models, which will not only help retailers with compliance and security, but also enable them to accept more payment options.

– Urvi Vira,
Senior Manager – Marketing,
Growel's 101 Mall



“With the changing face of communication and media, today's shoppers expect more from brands and believe customer service is the differentiator.

– Amaan Fakh,
Chief Executive Officer,
R City Mall, Ghatkopar



One of the key trends that has been emerging from the consumer perspective is the growing aspirational value of customers in upcoming cities. With a growing number of youngsters stepping out for work or education, their exposure to bigger national and international brands and aspirational lifestyles is growing exponentially.

– Rajiv Malla,
Director, Phoenix Marketcity, Pune

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COVER STORY



years to understand, has taken us possibly just five years to accomplish. “Today our shopping centres are quite similar to those around the world. Indian developers are investing more resources (experienced human resources), technology to provide ease of access and simpler processes for consumers and also to ensure service enhancement on the ground,” he adds.

We are already witnessing a change where shopping centres are featuring more ‘open’ designs. Stores have an open front rather than a door-in approach. International brands are paving the way for malls to rethink on store fronts. Brands such as H&M and Zara have pushed mall developers to rethink design. Two-storey stores are gaining a lot of momentum, especially in the department store category. Having in-store elevators is a norm now.

F&B outlets are not restricted to the food court area any more. Each mall that one would visit today would feature food kiosks and coffee shops on each floor. The ‘I need some rest from shopping’ need is taken care of by these small food and coffee outlets. It was a refreshing change to see Phoenix MarketCity in Kurla extending generous sitting spaces in the atriums on each floor. This is a trend that other malls need to catch up with as well. To have the aged accompany the youth to the malls is not possible if there is lack of sitting space.

Selfie stations and other art decors have been coming up on vacant spaces in many malls and this is a perfect way to utilise the space to engage customers. Recreation for children is also gaining momentum with each mall having a USP of its own. From a KidZania to a Snow World, the international attractions are trending well.

The other most dynamic change we are witnessing is that of malls being open to renting out their open

spaces to local artisans / stores. This is something that was started by Select Citywalk in Delhi and a large number of malls across India are now replicating it; from Flea Markets to Pop-up Stores, innovative options are helping local retailers to experience the mall culture.

Real estate developers who are in this business are now clubbing malls with hotels and residences and this again is a trend that shall gradually be accepted throughout the country keeping in mind the need to balance the returns from different asset classes.

Another thing that has caught our attention in the wake of international brands coming in is the diminishing practice of having just one anchor store. Malls today have more than one anchor and given this fact, it is more safe to say that the concept of anchor stores is fast diminishing. A customer pulled today to a mall is not enamoured by the aura surrounding just that one brand, but by the overall package the mall offers.

Trend Dynamics - India

A visit to any of the enclosed shopping centres in India highlights the fact that the retail brand mix and the F&B offerings are more or less the same. What truly differentiates one mall from the other is the dedication it shows towards engaging its customers through events and activities.

Puneet Varma, associate vice president, marketing and corporate communications, Inorbit Malls (India) Pvt. Ltd. talks about how the customer today has become extremely savvy and the decision to buy/ consume is influenced largely through digital social mediums. “Unbranded social content is gaining popularity and is used by brands to build fans and communities, which further helps to propagate

positive word of mouth for the brand,” he says. “With rise in spending power and awareness on latest trends, consumers are upgrading more frequently and consuming more than what they were two years ago. They are also more inclined towards impulse buying of fast fashion, accessories, travel/sports gear and more.”

Commenting on the primary international trends, he adds, “International brands prefer larger and more attractive spaces that allow them to embellish their stores with world-class in-store environments and merchandise depth; we see that trend getting adopted by Indian malls today. Indian malls are creating spaces for exclusive fast fashion brands and further improve the quality of high networth individuals that visit the mall. New trends point towards larger anchor spaces, larger shopping centres, entry of more international brands, focus on experience through F&B and entertainment.”

On the top three trends that the mall / shopping centre industry is witnessing now, Urvi Vira, senior manager – marketing, Growel’s 101 Mall enlists:

- **Personalised retail/ Personalised store** experience is a trend where the retailer provides an in-store experience that is customised for each visitor.
- **Increased usage of technology:** Loyalty programs, point of sale (PoS) solutions, billing management solutions, RFID technology or inventory management solutions are all that a majority of retailers have banked upon thus far. But now, retailers need to consider technology as an enabler of providing richer experiences to their customers.
- **Smartphone:** Nowadays, retailers are utilising the power of mobile phones in the best possible ways to reach out to consumers. The data they capture is also being harnessed to learn and predict customer behaviour.
- **Relationship marketing:** With rapid evolution of technologies and changing customer behaviour, marketing has acquired an all new meaning.
- **Utilising the socially networked** consumer is the demand of the hour.

She further talks about her take on international trends. According to her, retailers are giving consumers more payment options. She says, “The rise of mobile payments has meant that merchants are now updating their old payment terminals to newer models, which will not only help retailers with compliance and security, but also enable them to accept more payment options.” She makes it a point to highlight the observation that loyalty programs are on their way out. “These days, rewards and promotions do not matter so much. The product options and convenience matter more,” she explains. “It is not that loyalty programs are not successful at all. But, in the recent past we have been seeing that simply implementing rewards isn’t enough to stay competitive. Retailers now have to offer personalised

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COVER STORY

rewards, coupled with great products and convenient buying experiences.”

Orion Mall has achieved a remarkable feat since its opening this year at one of Mumbai's far off suburbs – Panvel. Based on that experience, Mangesh Parulekar, partner, MP Group spots the top three trends being: Consumers have spent more on food and entertainment, value brands and casual attire brands are doing phenomenally well and electronics and home categories are growing tremendously.

A few years ago, no one would have thought about a mall in Kalyan, Mumbai. The place is far off from the city limits. But with real estate coming up across the length and breadth of the city, Kalyan has received a lot of attention in the couple of years. West Pioneer Properties (India) Pvt. Ltd. with its mall Metro Junction has been satiating the shopping and entertainment needs of consumers there with some amazing initiatives. On the trend dynamics, Gaurang Agrawal, CEO, West Pioneer Properties (India) Pvt. Ltd. states, “The most important trend is, ‘Availability and access to products and services online’. This has forced retail players to evolve and innovate. However, with the drying up of unrealistic online discounts, it is becoming more of a level playing field for both online and offline retailers.”

Moving forward, more and more food and entertainment options will be the mantra for all mall operators, Agrawal says. “Some key initiatives undertaken have been transformational and a lot of them are bringing incremental value

to our customers. Some of these are: entry of international brands, offline social engagements and customers moving from utility based models to value-added buying, for instance, the rise in fashion consciousness.”

Elaborating on the initiatives undertaken by Metro Junction mall, he states, “We have increased the food offerings in our mall, with international chains opening up. We are also working on a unique entertainment concept which we will be launching soon. The objective is to provide customers an experience that they have not had anywhere before. We have enabled our mall with Wi-Fi in an effort to determine whether the complimentary service would increase the amount of time visitors spend onsite, ultimately driving higher sales per customer. The Wi-Fi network was also intended to serve as a platform for adding other services to the mall.”

Highlighting the surge in aspirations of small-town India, Rajiv Malla, director, Phoenix Marketcity, Pune notes, “One of the key trends that has been emerging from the consumer perspective is the growing aspirational value of customers in upcoming cities. With a rising number of youngsters stepping out for work or education, their exposure to bigger national and international brands and aspirational lifestyles is growing exponentially. This coupled with rising income levels, greater awareness and growing urbanisation, is leading to consumers desiring a better standard of living. Driven by this awareness, national and international brands are coming closer

and setting up base in tier I and II cities. We have witnessed a steady growth in international brands setting up stores this year at Phoenix Marketcity, Pune.”

He adds his bit on the dynamics of technology playing a major role, saying, “Another key aspect is the steady emergence of e-commerce and rapidly growing smartphone users, which has definitely opened up a major shopping channel for retailers to tap into. These new channels are placing new power in consumers' hands, and they are expected to use all channels as though they are a single experience. Retailers are also aware of the fact that merely being present on all platforms will not ensure success; they will have to blend the online and offline — the digital and the physical — into one seamless, omni-channel shopping experience. This has encouraged retailers and brands to invest in creating a seamless platform with tight integration across all channels.”

On key trends in India, Arjun Gehlot, director, Ambience Mall – Gurgaon & Vasant Kunj enlists:

1. Brick and mortar making a comeback – Offline retailers aggressively looking at expanding physical presence
2. JVs/ Tie-ups between offline and online retailers
3. Acquisitions/mergers of e-commerce players
4. Embracing technology in a big way to improve the experience of customers
5. Mobile payment options offered to the customers
6. Increasing number of casual shoppers due to attractive deals and discounts

MALL INITIATIVES IN 2016

This section is dedicated to the niche initiatives undertaken by malls across the country to make 2016 more interesting for their shoppers.



Growel's 101

Growel's 101 Mall has always been loved for its diverse food choices, relaxed ambience and warm vibe. Living up to its policy of providing the happiest food experiences to its patrons, the shopping centre introduced the 'Enjoy 1 on 1' concept for gourmands. Under this, foodies could grab one dish and enjoy another one at the same price on any food item available in the food court area every Tuesday and Thursday between 3 pm to 7 pm. On the food front, the mall also came up with the concept of 'Thoosday' — a 40 per cent off was available on items in all outlets in the food court area every Tuesday. The idea sold like hot cakes and customers were found making a beeline for the mall.

Summer was dedicated to children with a whole bunch of activities under the theme 'Bachchon Ka Boom'. It was a 17-day long fun-filled fiesta where as many as 30 unique activities were planned for kids in the age group of 6-14 years. There were workshops, games and other attractions. Some of the activities that were a big hit were pottery, paper quilling workshop, fabric painting, finger painting, cupcake making and cookie decoration, among others. Apart from the workshops, the carnival also featured interesting games such as Burst the Pinata, Feed the Clown and street acts like jugglers, stilt walkers, magicians, etc. There were also quiz contests for kids.



Inorbit

The Inorbit Pink Power campaign was an initiative launched by Inorbit Malls in the year 2015 on the occasion of Women's Day. Inorbit wanted to pay a tribute to every woman who has sacrificed her dreams for her family. Pink Power was an initiative that gave an opportunity to budding women entrepreneurs for upscaling their business. Inorbit supported the most innovative ideas by offering a kiosk space for a period of six to nine months at the mall absolutely free of cost. After a successful edition in 2015, this year Pink Power was taken to Bangalore, Vadodara and Hyderabad, apart from Mumbai and Navi Mumbai. Today the campaign has become one of most popular campaigns amongst budding women entrepreneurs. Inorbit Pink Power Campaign was recognised at the DMA Asia Awards 2016 in the Gold category. The DMA Asia Awards honours innovative campaigns that have raised the bar for originality and have created marketing impacts. This is the fourth recognition received by Inorbit Pink Power. The other awards received by the campaign include Effie, ABBYs (first by any shopping centre in India) and finalist title at the Asia Pacific Shopping Centre Awards.

Quest Mall

The Quest website and mobile app were launched with the intention of providing the customers an interactive user interface. The app is managed and updated on a daily basis. This year Quest hosted the RelioQuickAuto Expo wherein the cars were displayed at the mall for three days. Nine leading automobile brands, including Volvo, BMW, Mercedes, Honda, DSK Benelli, Nissan, MINI, AUDI and Porsche, participated in the event. Over 1.25 lakh people visited Quest during the event weekend.

Metro Junction Mall

Apart from regular properties such as Metro Diwali, Metro Carnival, Metro Kids Fashion Shows, EOSS, etc. and as part of attracting youth and kids to have

a consistent engagement, the mall has introduced some unique concepts and properties this year. Some of the initiatives are as follows:

- **"Metro N Music"** is a unique concept to offer an open air concert experience, aiming to create a dedicated platform for musicians.
- **"Metro Live"** is a platform for upcoming musicians to perform live gigs at the mall on a weekly basis.
- **"Voice of Metro"** is a contest for individual singers. This year the mall had 300+ registrations and this was held over a period of two weeks.
- **"Metro Junior Chess Competition"** has been a regular event this year for kids in the age group of 7-15 years. This was being conducted in liaison with the Thane District Chess Association.
- **"Metro Summer Thrill"** is an annual event held in months of April and May, targeting kids of all age groups in KDU region.

Metro Junction mall also provides and encourages the local community of Maharashtra by encouraging and providing space for promotion/shooting of movies.

R Mall

The new initiatives include Just Joking, which is essentially a Standup Comedy Night that is held at the mall premises. The shopping centre is working towards creating a new platform through which it introduces fresh talent every week from across the city, giving an impetus to musically talented individuals to display their art in public.

The mall has also started a property called Bombay Broadway, a drama platform for theatre groups to perform for live audiences.

Ambience Mall

The launch of #IAmAmbi, a user friendly loyalty program for shoppers to provide added benefits on their shopping, has been well accepted by customers. In addition, both Ambience malls have introduced a handsfree service, which allows

customers to avail the services of a porter who carry their shopping bags while they shop at ease. The malls also offers shuttle services for customers, and also has a Mall Radio network -- all shopping and entertainment announcements are made on 93.5 Red FM.

Orion Mall

The mall has both a sewage treatment plant and a water treatment plant. A recent CSR activity encouraged customers to buy 'eco' Ganesha idols. Another major attraction was the Yoga Week.

Ishanya

The innovative launch of India's first multi-branded dream home space JOIE as an inspiration for home makers to get creative with their homes has been hugely successful.

Introduction of unique fine dining experiences, blending the indoors and the beautiful outdoors of Pune, along with culinary delights and differentiated sportainment with the launch of probably India's first world-class sports arenas, are the new initiatives that add a different flavour to shopper offerings at Ishanya.

Road Ahead

To conclude, Fakhri points out the direction the industry is seen heading towards. "Mall developers are honing their understanding of the retail space by hiring top designers, experts and consultants who have experience with various global retail formats and establishments to bring those learning's into the country," he says.

"Typically, every mall in mature markets has unique retailers and thus is able to cater to different customer profiles," Agrawal notes. "In India, retail is still in nascent stages and with FDI in retail opening up, we see lot of international retailers coming in. This will overall improve the offerings to the customers," he concludes. ●●●



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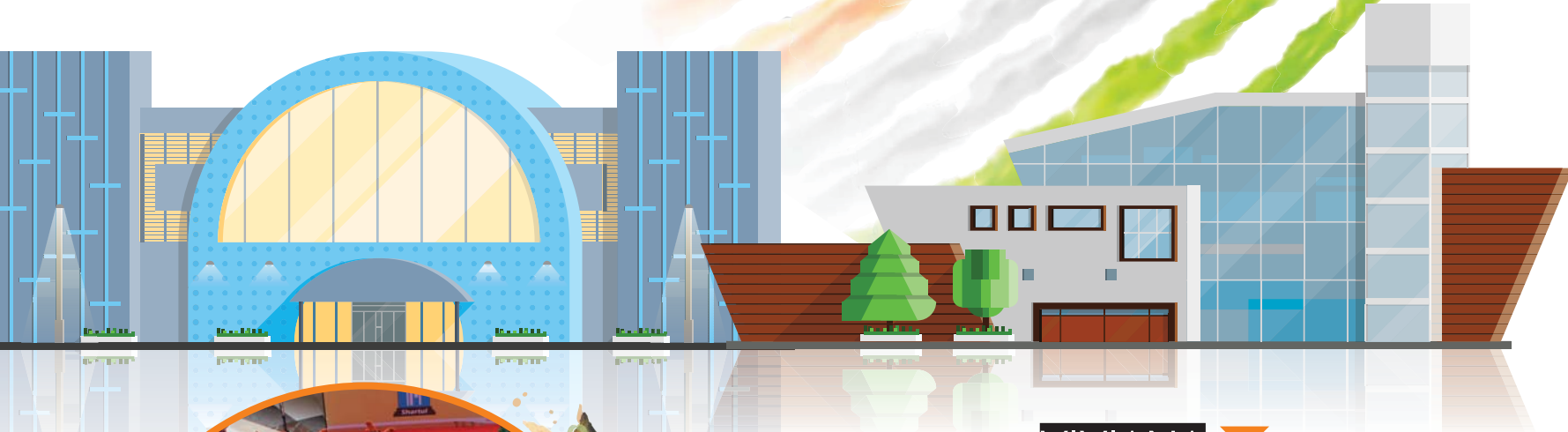


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MALLS CELEBRATING PRIDE

The month gone by was quite patriotic in temper with India celebrating its 70th Independence Day. The day was auspicious for every Indian, so how could malls be left behind? At all malls across India, a range of activities were organised to mark the day, which ultimately also helped retailers with incremental footfalls.



VIVIANA

The mall organised a blood donation camp, a cancer awareness drive and 'Paint the Wall' contests to make Independence Day more noble and expressive this year. Apart from these activities, tri-coloured nail art, tattoo and eye lashes were also offered to visitors based on their preference on Independence Day.



INORBIT MALL

Commemorating the 70th Independence Day, Inorbit Mall in association with Shartul — a foundation for children with special needs — highlighted the struggle faced by differently abled people with a dramatic performance. The act laid emphasis on equal rights for specially abled children.

VR SURAT

At V R Surat, Global Village is one of the biggest celebrations of culture from around the world where people from different countries showcase their quintessentially native practices. It's a yearly manifestation, bringing together people from various cultures and countries in order to celebrate diversity and global citizenship. More than 10 cultures are represented for two consecutive days, featuring different types of cuisines, music and stage performances. VR Surat has had an association with AIESEC for three years and in 2016 as well, the collaboration led to a joint commemoration of Independence Day. The intention to club it with this day was to bring together several countries to celebrate August 15th and make it a memorable experience for them.



ALFA G CORP

CG Square celebrated its second anniversary and the month of India's Independence with themed decorations and fun, interactive celebrations, bringing its core promise of Heart of Excitement to the fore! The month started with a joint activity with AIESEC, designed for the youth, by the youth of many different nations, bringing to life a colourful potpourri of cultures from around the world for everyone to experience. This was followed by a unique initiative together with Radio City Ahmedabad – Gig City. A talent hunt that brought some of the best upcoming artists to CG Square competing for exciting prizes being awarded to budding singers and musicians of the city. The events helped close the much celebrated summer sale at CG Square with a big bang.

DLF MALL OF INDIA

To support the 'Make in India' initiative and promote home grown products offered by national brands, DLF Mall of India paid tribute by creating a museum that highlighted the legacy and lineage of the brands. The initiative was to encourage customers to buy home grown products on the occasion of the 70th Independence Day. Pushpa Bector, Executive Vice President and Head, DLF Mall of India, said, "The idea was to promote national brands on the occasion of Independence Day. Our endeavour was to ride on the patriotic sentiment among the customers and urge them to buy products manufactured in India by brands that are born and brought up in India. This is our way of supporting our Honorable Prime Minister's Make in India campaign."





DLF PROMENADE

This year DLF Promenade in Delhi was the ultimate destination for selfie lovers as the mall united with the students of JD Institute of Fashion Technology to create an eclectic, ebullient, artistic structure which was meant to spread happiness. This unique installation, known as “The Happy Globe,” was there to celebrate the 70th year of independence with a smile. The students’ plan was to collect over one lakh smiles and share them across an exclusive social media campaign. There was also the Freedom Fashion with Steve Madden initiative: customers could shop for ₹6900 and get assured shopping vouchers of ₹1000 from Steve Madden; five lucky winners got free pairs of shoes.

AMBIENCE

Ambience Malls, Gurgaon and Vasant Kunj, celebrated Independence Day by bringing smiles to the faces of underprivileged children and helped them lead better lives by partnering with Smile Foundation.



SELECT CITYWALK

In typical style, Select CityWalk rolled out a show featuring 100 tyres coming together to depict union, harmony and progress on India’s journey so far with the ‘Pyramid of Tyres’. Actor Manisha Koirala was a special guest on August 15th, while the mall actively promoted the #IndianAndProud hashtag on Twitter.



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SNAPSHOT

ELANTE

Independence Day at Elante mall in Chandigarh was marked with several activities, including flag making, face painting and emcee interactions.



ORION MALL

Independence Day celebrations at Orion Mall drew large crowds from Panvel, Kharghar and Raigad district. Over 35,000 customers walked into the shopping centre August 15th.

INFINITI MALAD

Infiniti Mall, Malad celebrated August 15th with energetic zeal via multiple activities to make its patrons feel special. The shopping centre focused not just on recreational activities, but also above and beyond to promote in social upliftment causes as well. A blood donation camp was organised and was very well received by its patrons. Special music performances were also organised to embellish the patriotic fervour.





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ACHIEVEMENTS



BEAUTIFUL BEATS (MUSIC PERFORMANCE)



5 YEARS OF GLORY, REVOLUTION AND LEGACY

Infiniti Mall at Malad, Mumbai, which was established in May 2011, continues to draw impressive footfalls due to the wider retail choices available in the mall, in addition to excellent infrastructure, tenant mix, entertainment and food service options. As the shopping centre celebrates its 5th anniversary, Mukesh Kumar, Senior VP, Infiniti Mall throws light on the key milestones that it has achieved

BY SCN BUREAU

Tell us about the journey of Infiniti Malad.

Among all the top metros of our country, Mumbai offers some of the best lifestyle choices; multiple malls that house innumerable international, national and regional brands across the city are evidence of this.

For us, it has not been an easy voyage since the nature of the market is so spectacularly competitive. At least one new shopping centre is being launched every year; to handle the fierce competition with efficiency, we need to continually find innovative ways of keeping our consumers hooked to Infiniti Malad. Today, a mall needs to offer more than what it used to - a perfect balance of shopping, visual aids, entertainment and activities in order to ensure brand recall. We also have to lay out a clear plan to cater to all socio-economic-age segments specifically, because it's not just a youngster who falls within our addressable target group; it's practically anyone and everyone who has a penchant for shopping, together with a diverse range of lifestyle choices. Circling back to the point I was making at the start of this piece, the journey we have undertaken thus far with Infiniti Malad has been fruitful, as much as it has been overwhelming.

Infiniti Malad has carved a niche for itself by creating a successful amalgamation of retail, food, entertainment, visual experiences and so much more. Apart from state-of-the-art infrastructure and a myriad of versatile choices, this place is a hit amongst consumers because of the quality of services. The mall management puts their hearts into running this place immaculately, leaving no stone unturned to satisfy the patrons. Infiniti Malad has always placed customers at the top of its priorities and this has laid the foundation of the property's success.



NICKLODEAN TOON VISIT



As we continue to diversify our extensive brand portfolio, Infiniti Malad has been an influential stakeholder in our story of evolution in Mumbai. We've observed a rather consistent trend of patrons visiting Infiniti Malad from extremely far off locations in the city. It is reflective of the mall's ever growing popularity amongst the heterogeneous Mumbai population. Our best wishes to the mall management for completing five successful years.



– J Suresh, MD and CEO, Arvind Lifestyle Brands Ltd. and Arvind Retail Ltd.

These words only motivate us further to go the extra mile and deliver on every front, thereby protecting and enhancing the trust that we have managed to build as a brand, over the years.

The successful functioning of a shopping mall is similar to a well-oiled machine, a good management team being the oil in our case. From positioning the mall, to enhancing and protecting its image, to attracting new

customers and maintaining the highest standards of customer service, to looking after the infrastructural and logistical complexities that need to be tackled from time to time, and finally being a mediator facilitating a seamless relationship between the retailer base and the mall developer, Infiniti Malad has been blessed with an mall management team that has significantly contributed to our growth story.

The 5th anniversary was marked with numerous celebratory activities. Please share with us some details of the promotions, celebrity involvements, activities, and incentive/award programmes for the consumers during this period.

We executed multiple activities in month of May to celebrate the 5th anniversary. For instance, a 'Beer Fest', featuring a variety of brews from numrous breweries, was organised. 'Food Fiesta' by Living Foodz — a culinary event — involved foodies cooking and interacting with celebrity chefs Gautam Mehrishi and Ranveer Brar. Nickelodean toon characters Motu Patlu, Ninja Hatori and Shiva replicated to entertain children. Live music performances were very popular attractions every weekend. The mall facade and interiors were also exquisitely decked up to convey the mood.

Apart from the above-mentioned, what were the kind of customer-centric activities at the anniversary celebrations?

Well, it is only fitting that we place our patrons at the heart of all our celebrations. From Food Fiestas



NICKLODEAN TOON VISIT

to musical Sundays and a weekend extravaganza in the form of The Big Binge Beer Fest, a month-long celebratory affair and the ongoing Happy Hours offer redefine the meaning of FUN, adding true value to every foot that fell during this milestone occasion.

Big Binge Beer Fest: The mall launched a bi-annual property called the THE BIG BINGE BEER FEST, the first edition of which took place May 27-29, 2016.

Food Fiesta by Living Foods: In association with Living Foods channel, Infiniti Malad hosted a



'Food Fiesta' for foodies who wanted to explore their skills in cooking.

Nickelodeon Cartoon Character Visit: Actors dressed as popular cartoon characters visited the mall and did a 'Meet and Greet' activity with children.

Beautiful Beats – Live Unplugged band performances every Saturday and Sunday in the month of June.

Taking into account the growing awareness and brand consciousness among consumers across

ACHIEVEMENTS



As a restaurant owner, Infiniti Mall is an ideal location for my formats. It attracts an ideal mix of customers to test my food innovations. The management is excellent, and the staff is friendly and professional.

– Anjan Chatterjee, MD,
Speciality Restaurants Ltd.

They say, 'Work in silence and let your success make all the noise'. These five years have marked an ideal journey of building a refined product, in our case Infiniti Mall Malad, through focused planning, hard-work, dedication, constant innovation and unconditional passion. As I am penning this down, there are hundreds of consumers, partners and staff members who would beam with pride on recollecting the incredible journey we have completed. The goodwill and satisfied smiles of our patrons triumph over everything here.

The retail sector has been an important cog in the wheel driving India's growth. From quintessential village fairs, to street hawkers and manned shops at the heart of unorganised retail, to resplendent malls housing myriad brands in the form of posh stores, the overall retail sector in India has evolved in different shapes and continues to grow from strength to strength. The concept of 'retail entertainment' has emerged to become a significant component of this industry. Looking back at our journey, we would like to believe that Infiniti Mall is a proud flag bearer of the same.

socio-economic classes in Mumbai, Infiniti Mall has successfully built upon a diverse tenant base over the course of these these years. The centre boasts of top-drawer retail brands, including the likes of Zara, Forever 21, Vero Moda, Esbeda, Westside, Pantaloons, United Colors of Benetton, La Senza, GAP, Charles & Keith, Allen Solly, Forever New, Aldo, Forever 21, Armani Jeans and more, as well as popular restaurants such as Mainland China, Zaffran and California Pizza Kitchen, among others.

Were there any promotional activities conducted beforehand to raise awareness before celebration day?

We had promoted all the events through print advertisements, radio and on digital platforms.

Which retailers participated in the celebration activities?

1. Big Bazaar GenNxt was one of the main sponsors of Beer Fest
2. Hopipola set up a food & beverage stall at the Beer Fest
3. GKB, Steve Madden, PURE Home, JCB were offering discounts to customers
4. Vivo, Games The Store, Nautica and Gant were offering gifts to customers

What was the resultant incremental footfall from the anniversary promotions?

We registered a 20-30 per cent jump in footfalls during the 5th anniversary celebration events.



We have been long term partners at Infiniti Mall, operating many of our flagship stores, including Big Bazaar GenNxt, Cover Story, eZone, etc. that redefine the shopping experience of customers through integration of technology, visual media and superior service at Infiniti Mall. We chose Infiniti Mall as it is among the best shopping centres in the country in terms of understanding and delivering on superior infrastructure, customer circulation and shopping experience. We wish them continued success in the coming years

– Kishore Biyani, Group CEO, Future Group



FOOD FIESTA

Were the tenants operational round-the-clock during the celebration?

During Beer Fest, which was organised in the podium area on the upper ground floor, all participating stalls were operational until 1 am.

What special arrangements were made to avoid potential parking chaos?

We diverted all vehicles to the mall basements and on terrace parking areas, while in the podium parking, we allowed only pick-and-drops.

Tell us about the landmarks that the mall has achieved during these five years.

- The shopping centre's growth is reflected in terms of increase in footfalls and in complete makeover of the brand mix.
- In the past five years, Infiniti Mall has won numerous prestigious awards, including the IMAGES Most Admired Shopping Centre of the Year - West (ROI) award category in 2015 and 2016, ET Retail Destination of the Year award in 2014, Franchise India – Retail Property Award in 2014 and many more. ●●

Mixed Use | Vegas | Delhi



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Residential | Residential Tower | South Mumbai



Mixed Use | Ispahani | Dhaka



Retail | Pluto Plaza | Rourkela





Mall management and its importance in overall retail establishment

Mall management is defined as overall operation and maintenance of the entire building infrastructure, including the services and utilities, ensuring the wise use of resources. Mall management includes Operation & Maintenance (HVAC, Fire Fighting, Power Distribution, Periodic PPM, MIS, Billing, Collections), Mall Marketing (Boosting Footfalls, Events, Activation, Exhibition, Advertising ATL, BTL, TTL), Leasing & Fit-outs (Zoning, Tenant Mix, Franchises), Security (Managing Areas, CCTV Monitoring, In-Out Records, Control System, BMS), Housekeeping (Routine Cleaning, Facade Cleaning, Pest Control, Ambience). For a retail establishment, there are various points to be kept in mind, such as regulatory bodies, supply chain, integrated management, market competition, margins, trainings and many other attributes. While mall management provides end-to-end solutions to the above mentioned attributes, leasing and marketing teams will align all the local liaisons and help the operation to run smoothly.

The Importance of Tenant Mix

Tenant mix refers to the combination of retail outlets occupying the space in a shopping centre designed to produce cumulative profits for occupants and investors. Tenant mix is one of the most important factors to impact the success of a shopping centre; first impression on customers is critical and that can be achieved by an intelligent mix of retail outlets. Vacancies are typically a negative sign as these are easily noticed and they indicate the failure of the mall to deliver optimal retail choices. This in turn limits footfalls. Mall management plays an important role in not only maximising occupancy but also monitors tenant mixes in a way that vacancies are eliminated.

MALL MANAGEMENT A KEY TO SUCCESS

India has witnessed the emergence of a well-entrenched mall culture over the past decade. Many mall owners had, in the past, addressed mall management as a simple facilities management function. However, with the rise in competition, quite a few developers have started outsourcing the overall management of their malls to professional agencies. This trend is likely to intensify as the battle for footfalls in shopping centres gets bloodier

BY **MANOJ KUMAR** —————

About the author:

Manoj Kumar is Property Acquisition Head at Preeminent Management & Consultancy



Key components of mall management

The key components are divided broadly into two broad phases: pre-opening and post opening.

Pre-opening phase: Due diligence / O&M Planning; Snag identification and project takeover; Procurement of services / providers; Risk Assessment and security planning; Manage tenancy Fit-out process; Overseeing commissioning of systems; Preparation of tenant criteria document; Set up systems & documentation; Marketing (for retail properties); Resource Mobilization & Management; Compliance; Financial processes; Detailed site cleanup & preparation; Dry run up of all services; Stores set-up; Business plan; Lease management.

Post-opening phase: Property management; Finance and lease administration; training; Managing contract and vendor services; Occupants' management; Compliance management; Operations and maintenance; Service management; Administration services; Marketing (for retail properties)

Role of Retailers in Mall Management

There always needs to be a strong bond between the retailer and mall management without which the smooth functioning of the mall is not possible. It is through retailers that a mall generates the pull and experience to draw customer traffic, which is an important factor in deciding the commercial future of the development. For a retailer, there are the considerations of carpet area or super built-up area, as well as the Gross Leasable Area (GLA).

A RELATIVELY RECENT ZONING PRACTICE INVOLVES HOUSING LOCAL BRANDS IN SMALL ENCLOSED AREAS OR SPECIFIC DESIGNATED AREAS TO ATTRACT CUSTOMERS BASED ON THEIR LOYALTY. THIS CONCEPT OF ZONING IS VERY POPULAR IN TIER II AND TIER III SHOPPING CENTRES.

The support and co-ordination of all tenants plays a vital role in the success of the mall and its investors. There is a set of standard procedures to which both the retailers and management are bound, and which are designed to provide the best results in creating a commercially viable shopping centre.

Zoning of a Mall

Zoning refers to the division of mall space into various areas for the placement of various retailers. A shopping centre is dependent on the success of its tenants, which translates to the financial feasibility of the tenant in the mall. As per the routine tendency, creating the right tenant mix not only helps in attracting and retaining shoppers by offering them multiple choices and lifestyle experiences, but also facilitates the smooth movement of shoppers within the mall, avoiding unnecessary clusters and bottlenecks. In the current scenario, as the retail sector is constantly keeping an eye on the younger generation, zoning is often planned in a zig zag manner so that the customer can have a look around the complete mall and hopefully not miss any of the choices and stores available. A zoning exercise, if done properly, helps in building a separate image in the minds of the visitors. This also helps influence shoppers' mall preferences and frequency of visits, which is critical considering the robust upcoming supply of shopping centres. Targetting both pre-planned shoppers and impulse visitors is critical if the shopping centre is to achieve higher conversions and thereby, higher sales for its tenants.

Typically, zoning is a mall space allocation exercise under which mall developers basically formulate an appropriate tenant mix to attract both types of customers, especially the impulse buyers.

Advantages of Zoning

1. Allows the smooth movement of shoppers in the mall, avoiding clusters and bottlenecks.
2. Creates a distinct image in the minds of the customers.
3. Assists in formulating the right tenant mix and the placement of these tenants within the mall.
4. Helps in the selection of right anchor tenants.
5. Helps retailers attract both types of consumers, especially the impulse buyers.

Latest Trends in Zoning

There are currently multiple trends in shopping centre zoning. Primarily, zoning is done so as to place highly recognized brands at the ground floor (near main entrances) and the anchors at strategic locations to which customer can go without ignoring the vanilla brands.

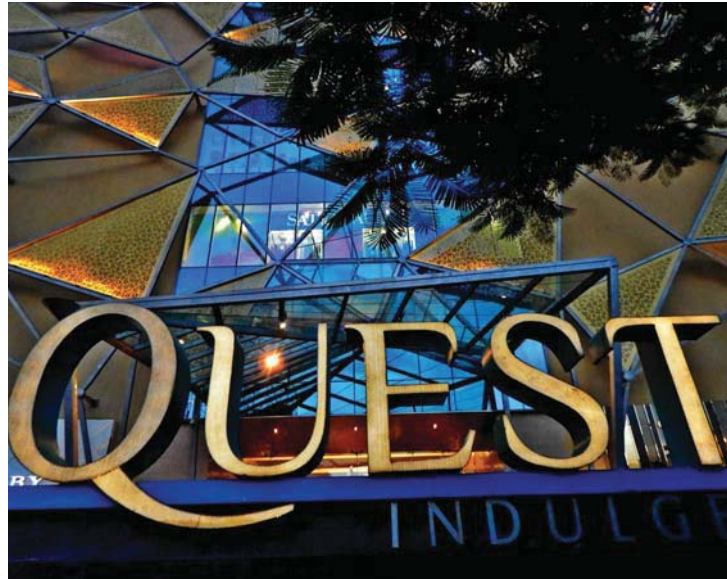
'Dog bone' zoning is currently the most visible tenant placement strategy. Since 2013, the concept has been implemented in most shopping centres across India, with food courts and cinemas being typically placed at the higher floors for effective utilization of foot traffic. A relatively recent zoning practice involves housing local brands in small enclosed areas or specific designated areas to attract customers based on their loyalty. This concept of zoning is very popular in tier II and tier III shopping centres.

To make the mall a vibrant, seamless space, it is essential that all stores have a good visibility of the atrium. The concept of cluster market should never be ignored while making the zoning plan of a mall.

Preeminent's Experience

We would like to highlight a case from one of our most initial sites. Despite being located at the most prime address in the city, the mall was not getting adequate customer response in terms of walk-ins and brand signing ratio. We realised that the major drawback was not in terms of routine operations, it was due to communication gap between retailers and the mall management and the closed door policy of the earlier mall management. We decided to act on it by taking regular meetings with the retailers where we all started discussing about the positives and negatives about the property, changes that could be implemented to pull in quality customers, events and other infrastructural development needed to support the business, etc. There was a time when the average walk-in at the premises was not more than 8,000 – 10,000 (approx.) daily. Currently, this metric is averaging between 28,000 – 30,000 (approx.) daily. Mall occupancy, which was earlier at 45% - 50%, is now at 97% - 99%. ●●





**A MIDSUMMER NIGHT'S SALE:
3 HOURS,
300 BRANDS ON SALE**



At Kolkata's Quest Mall, the best deal of the day began at midnight this summer. The mall re-launched its flagship event, Midnight Summers at Quest, on June 17, 2016, leading up to the Summer Solstice. In an exclusive conversation with **Sanjeev Mehra, VP, Quest Properties India Limited**, throws light on this annual activity

BY **SCN BUREAU**

Almost every retailer and shopping centre conducts seasonal promotions. In such a scenario, what is the differentiation of Quest's 'midnight summer sale' (MSQ) -- is it to offer unusual experiences or to clear excess inventories?

Every sale has an element of stock clearance. However, MSQ was designed to ensure that we bring in something that is limited in time and offering. Therefore along with the offers, MSQ also drew people with families and hence created a carnival atmosphere at the mall.

Why do you have it as an annual activity?

I believe that any property which becomes successful must have an annual pattern to it. Additions and tweaking to the concept from time to time will add a distinct flavour and differentiation when it is done.

What was USP of recently concluded midnight sale? What categories were put on discount and which was your maximum and minimum discounted category?

The USP of the event is that it is a precursor to the sale period, and majority of stores put up all their merchandise up for sale. It varies between 25 per cent to 50 per cent, including new stock.

Can you share gender-wise consolidated data of shoppers at MSQ 2016 vis-a-vis comparison to earlier editions?

It is impossible to determine exact figures; there was a sea of people who swarmed into the mall. However, the footfall we garnered was 225,000 (approx). Though almost every brand participated, maximum sales were reported from Michael Kors, Emporio Armani, Furla, Imagine and Vero Moda. We registered cumulative sales of approximately INR 6 crore.

What special arrangements were to be made to manage the incremental footfalls during MSQ 16?

The only arrangement that was made was a tie up with Kolkata Police so that traffic and parking were unhindered. We only allowed self-driven cars to park

inside the mall. We had tied up with Uber cabs, who put up a kiosk in the mall so that visitors could book cabs without any hindrances.

What sort of arrangement did you make with retailers to create win-win situations during MSQ 2016?

We worked with retailers to ensure that extra stores were provided for people moving stock from across the country, including technological enhancements for using POS were adequate, extra staff were provided by brands from other stores. We had F&B catering help for the brands who requested for their staff. We also had drop facilities for women staff as requested.

As per new policies, retail establishments are allowed to operate 24x7. Do you think such policies will further boost the response for future MSQs?

MSQ is a one-off. Retail policies are made as per demand and supply. However, there is a cost attached to establishments that are designed to work 24x7. Therefore, operating retail stores round-the-clock is not a viable solution and should be restricted to events such as MSQ.

What is outlook on the 2017 edition of MSQ?

Well, there will be a twist to MSQ 2017. We will add another dimension and a novelty -- something different. Wait and watch.

Your tenant mix has had some recent additions. Can you share some details on this?

The new brands which entered in the FY 2015-16 and onwards are:

- Royce Chocolate • Jimmy Choo • Color Bar (Kiosk)
- Steve Madden • Roots & Herbs (Kiosk) • AM:PM
- DC Shoes • Raymond – Made to Measure • Hamleys
- Harman Kardon • Ekru Pret

There has also been a reshuffle of the entire upper basement (housing Spencer's and Starmark) and new kiosks were also introduced for Go Candy, Simply Corn, F1 Stimulation Car and Gelato. ●●●

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*Disclaimer: All above mentioned numbers are approximate and are till august 2016



DISRUPTION-PROOF SHOPPING CENTRES

Forget the fluorescent indoor mall that's been synonymous with shopping for years. The future of retail will look starkly different 25 years out. Innovations are already threatening to become mainstream. And, as consumers shift a larger chunk of their spends toward the web, experts say bricks-and-mortar locations need to undergo a complete makeover to stay relevant in future decades. That means a different tenant mix, resized selling floors, and technologies and experiences that give shoppers a reason to leave their couches and hit the aisles

BY **SUSIL S DUNGARWAL** —————

About the author:

Susil S Dugarwal is the sole promoter and Chief Mall Mechanic® at mall advisory and mall management company Beyond Squarefeet.

'DEMANDING' CONSUMERS

Nowadays, shopping centres are especially affected by the internet and the widespread availability of online shopping. The shopping centre has become a place where different brands must advertise themselves. The shop in the shopping centre is an extension of — and complementary to — the online portal. Consequently, the shopping centre has become an exhibition space where brands present their products and where customers expect an intense sensory experience where they can browse, touch and smell the products. Consumers have been replaced by 'demanding customers'.

CUSTOMISED AND TAILORED SHOPPING MALLS

The shopping centre is no longer a place for the masses. On the contrary, it is a place for the individual; customised and tailored. The customer continually browses in the shopping centre and online for new things, ideas, experiences, for surprises, for the rare. The customer who visits the shopping centre does not feel the need to buy anything. Therefore, the success of shopping centres is being measured by footfalls rather than sales. The shopping centre must be generic and flexible to enable mobility and adaptability of spaces

available for different brands. A brand one month may need 300 sq. mt. to present a new product, but the following month perhaps just three linear metres plus some complementary space. These demands will be placed on the managerial team of the shopping centre and they must be able to accommodate them. The versatility of spaces provided will be a parameter measured to assess the success of the shopping centre. This new trend affects the compactness of the programme, aiming to save space, but also to intensify the sensory experiences. Whether this trend continues to change the morphology of the shopping centre remains to be seen, but future developments could result in retail shopping starting to resemble exhibition spaces or theatre stages.

FOOTFALL IS DECLINING

There is no question that footfalls in some malls have impacted since the advent of online shopping portals, which are able to offer the merchandise to the consumers at their doorsteps. But, has this stopped the consumers from walking into malls? Not really. Will the shopping centres shut down? Again, not really. Then what? I believe that shopping centres are at an inflexion point for the consumers, hence malls of the future will have to be re-invented, rather than following the predictable way of developing

THE MALLS OF THE FUTURE WILL HAVE TO OFFER THE CONSUMERS AN ALL-INCLUSIVE EXPERIENCE AND SHOULD BE ABLE TO ENGAGE WITH THE CONSUMERS FOR OVER 4-6 HOURS. THE CATEGORY MIX OF THE MALLS WILL HAVE TO CHANGE DRASTICALLY. PREVIOUSLY, MOST MALLS WERE 70 PER CENT SHOPPING AND 30 PER CENT F&B AND ENTERTAINMENT.



them as being shopping-centric. Malls will now have to offer the consumer much more beyond shopping. No longer are consumers primarily visiting a mall for retail. Today, consumers are expecting that malls should be able to offer options beyond shopping, as shopping is now done on their palms, thanks to ecommerce and mcommerce.

I believe Indian malls are more impacted by this scenario than their international counterparts, as the online business in India is growing at a very fast pace. While we are not sure how long this trend will continue, mall developers are sprucing up their properties to offer a complete experience to customers. Gone are the days when a developer would sleep over such trends; today, malls also have stiff competition from within the industry itself. Also, it must be noted that the digital transformation of retail is not all bad news for malls. On the contrary, it presents new opportunities for shopping centres to engage consumers throughout their decision journeys.

EIGHT 'E'S & MORE...

To ensure that the malls are not left behind in this retail shift, developers have no choice but to create more reasons for consumers to come to their centres. Boosting overall experience and engagement

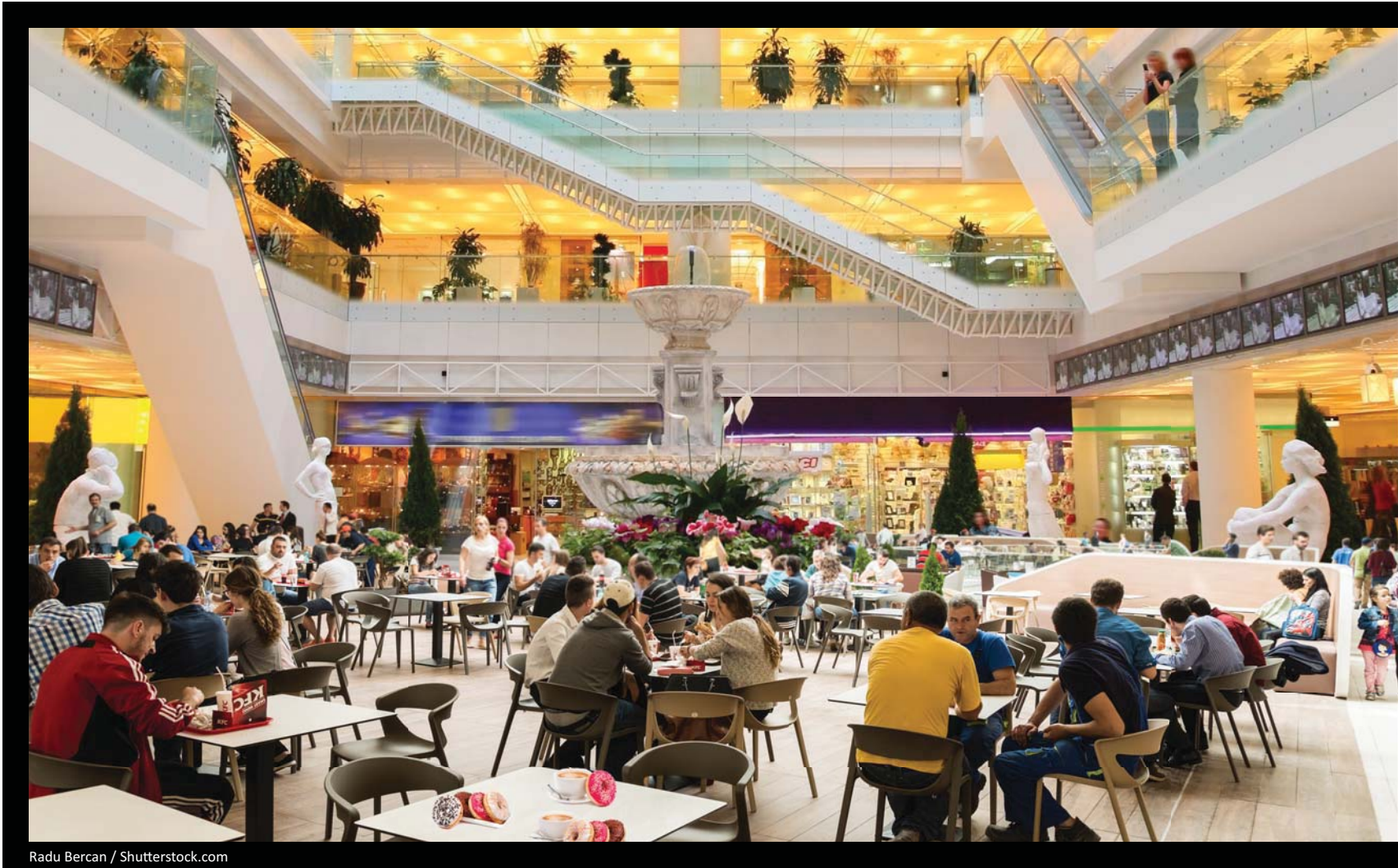
activities may lead to repeat visits. Malls developers who can read the current trends and also envisage the future will have to gear up in the interest of their assets. Shopping centres of the future will have to be planned much beyond shopping; they have to be epicentres of Entertainment, Enjoyment, Experience, Engagement, Experiment, Enthralling, Eatertainment, Edutainment, and more. Malls of the future will have to offer the consumers all-inclusive experiences and should be able to engage them for over 4-6 hours at a time. In order for this to happen, the category mix will have to change dramatically. Previously, most malls were 70% retail and 30% F&B and Entertainment. This ratio will now have to be reversed with allocation of higher space to F&B, Entertainment, Amusement, etc. The other key element, which will have to change in the retail real estate business, is the size of properties. If the offerings of a mall have to change, the first impact would be on the size. Gone are the days when one could get away with a tiny, one or two lakh sq.ft. mall. Now, anything below a million sq. ft. in metros and about half a million sq. ft. in Tier I towns would be treacherous. The size has to be changed to accommodate the new experience points for the consumers.

MALLS OF THE FUTURE

Malls of the future will have to be technology-friendly, which will help developers to transform mall usability as a means of improving customer satisfaction. Currently, there is ample opportunity for malls to decrease customer pain points, while simultaneously creating entirely new delight points. Technology, for instance, can be used to address one of the biggest challenges shoppers face at shopping centres – finding parking. Sensors located in parking lots can detect the number of spots available on each level and give visual indicators to drivers. Once within the mall, mobile apps can offer quick, easy guides to help shoppers find what they're looking for at large and multi-level centres.

The shopping centre cannot anymore be treated as a mere real estate project; it will have to be taken seriously as an asset class and a retail business, with greater involvement of developers. Retailers, on their part, will also have to evolve beyond merchandise and offer consumers stunning in-store experiences.

The world of shopping is changing rapidly, but a shopping centre can become a community centre for both urban and rural consumers. Developers can seize the current opportunity and alter their approach to this asset class, and re-invent or re-orient their projects in such a manner that they remain sustainable, regardless of current or future disruptions in consumer behaviour. Size, Offering and Technology would be the key ingredients in creating the successful -shopping centre of the future. ●●



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FOOD COURT LIFELINE OF A MALL!

All you need is love. But a little chocolate now and then doesn't hurt." So said famously by Charles M. Schulz. And the insight endures. Despite all the threats e-commerce has been imposing on brick & mortar retail, the shopping centre food court remains as compelling as ever

BY **RUPAL SHAH AGARWAL** —————

About the author:

Rupal Shah Agarwal is a SOP Consultant at Your Retail Coach

India has always been a country with diverse cuisines right from north to the south and east to west. Indians have developed their palates for tastes ranging from spicy to bland, from sweet to sour, from monotony to variety. And it is this versatility that the architecture of a food court — open seating encircled by several foodservice stands — appears to reflect. The open architecture also typically offers a wide-angled view of the mall's tenants, hopefully leading to additional or impulse purchases. For an enclosed shopping centre to be successful, the food court must occupy a minimum of 15% of the entire mall space. It must have a good mix of multiple cuisines and the brands must be rated well in terms of their popularity, quality and the menu variety they offer. Food courts are usually positioned on the top floor, ensuring that shoppers navigate through the retail areas to get to them.

Food malls are now focusing on pulling crowds by introducing international brands, including the best ones from across the globe. Several international brands have already made their way in India, including the likes of Dunkin' Donuts, Burger King, Nandos, Gloria Jeans Coffee, McDonald's, KFC, to name just a few.

The eating out trend has been growing exponentially in India for the past few years and has evolved from just an occasion-driven activity. This rise of the eating out trend is expected to propel the foodservice industry to a market size of US\$ 78 billion by 2018, according to the National Restaurant Association of India's India Food Service Report. The reasons for the evolution can be attributed to many factors, including entry of global QSR chains, urbanisation, changing lifestyles, greater exposure through travel, cooking shows and the internet, increasing discretionary



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SHOPPING CENTRE DEVELOPERS CAN TAKE A CUE FROM A CONCEPT DEVELOPED BY GUJARAT GOVERNMENT ON STATE BUS STANDS, WHICH HAVE BEEN CONVERTED INTO MALL-LIKE STRUCTURES WITH BRICK AND MORTAR STORES, FOOD MALLS AND MULTIPLEXES.

incomes and thus a higher propensity to spend, and food courts becoming convening points for social gatherings and meetings.

Food courts need to develop innovative concepts to sustain the footfalls. Developers can take a cue from a concept developed by Gujarat government on state bus stands, which have been converted into mall-like structures with brick and mortar stores, food malls and multiplexes. Branded as ‘Ved Transcube Plaza’, this format is expected to be replicated in almost all Tier II and III cities across Gujarat.

Ved Transcube Plazas feature streets with Western architecture, Victorian-style lamps, American wooden seating and wooden flooring, among other things. The plazas also incorporate activities such as showing short animation films at fixed intervals during the day, using one wall of the food court as the screen. That’s entertainment clubbed with food.

Similarly, food courts also need to upgrade themselves technologically as the ones in developed markets, many of which give customers audio tokens that ping once the order is ready. Digital displays of menus are already in evidence, facilitating no-fuss self-service.

For foodservice companies, the food court has proven to be of the best sources to create visibility

for the brands, be it national or international. As food courts are generally a mix of all restaurant formats — starting right from QSR, casual dining to fine dining, fast casual and kiosks — they typically attract a mix of all kinds of customers.

“Food courts are universal revenue generators. No matter how badly a mall is performing, food courts will pull crowds on their own steam. For this reason, there is no likelihood of rentals for food courts increasing. Along with anchors, these represent the factor that brings in assured footfalls, and no mall developer would risk making food court occupancy less tenable and attractive by raising rental costs,” says a report from Jones Lang LaSalle.

Designed with a touch of modern and a traditional décor, Select CityWalk in New Delhi houses one of the top food courts in India — ‘My Square’. This format is a joint venture between Select CityWalk and Everstone Capital to promote differentiated dining environments at various locations, including a mix of shopping centres and high streets.

It is well known that India’s consumer spending is dominated by the progressive middle class. And with rising disposable incomes, spends on food, entertainment and leisure activities are continually rising. More and more Indians are now eating out,

although the percentage of income spent on dining out is still low compared to many countries. In India, on an average, an individual currently eats out once in two weeks, experts believe this metric will change dramatically in the near future.

Tony White, Regional General Manager, Gloria Jean’s Coffees International shares: “Domestic coffee consumption in India has increased significantly over the past 10 years, but there is still ample scope for growth, especially in terms of franchised operations. Gloria Jean’s Coffee’s world class franchise model has proved very successful, with more than 1,000 coffee houses across 39 countries today. We saw an opportunity to translate this success to the Indian market under the master franchise business model with Citymax Hospitality.”

As many as 30 foreign food chains are currently queuing up to enter India. A majority of them are Asian restaurateurs that operate small-format chains. These are mostly pizza and yogurt chains, quick service restaurants and food-on-the-move concepts.

Some of those set to enter India are Loon Tao, Berrylite, Shawarma Xpress, Ci Gusta, Kenny Roger Roasters and Sarpino’s Pizzeria. The Indian shopping centre food court is set to become even more dynamic and diverse. ●●



THE HEART OF A CITY

The Forum Vijaya Mall is one of the finest retail destinations of Chennai. In addition to unforgettable retail experiences, the mall claims to also offer an ultimate social destination for Chennaiites away from their households and work spaces. Forum Vijaya takes pride in its tenant mix, which it says guarantees visitors an optimal mix of retail, entertainment, F&B and leisure options. It is also proud of its humanitarian identity.

BY SCN BUREAU

“We visited the mall during a weekend. The stores were crowded, the restaurants were jam-packed, and it was the kind of crowd that I would enjoy engaging with during festival seasons in India! If the affluence level of a city has to be judged by its malls, then Chennai is definitely an affluent city, keeping in mind the Forum Vijaya Mall as example,” says Krishnaswamy Nandakumar, a recent visitor to the mall, who left the city 40 years ago and has recently returned.

Forum Vijaya Mall is the only shopping centre in Chennai to boast of a metro station and a bus depot within a 100-metre radius! Easily accessible from Arcot Road and Jawaharlal Nehru Road with large frontages on both the sides, the mall caters to two million catchment residents — accounting for about 25 per cent of the city’s total population.

Spread over a sprawling 14.7 lakh square feet space, the shopping centre draws in a footfall of two million guests walking through its 100+ brand stores every month. Prestige Group, the centre’s developer, says it has carefully picked and chosen the tenants to sync with local lifestyle preferences and shopping habits.

EXPLORE

The Forum has several anchor stores. It houses the city’s largest hypermarket, Spar, spread over 100,000 square feet space. The mall also has a must-visit multiplex — the Venetian design-inspired Palazzo by SPI Cinemas — which is also one of the best cinemas in the country. Designed by Giovanni Castor, Palazzo has nine state-of-the-art screens equipped with RDX-4K, with a total of 3,010 seats. The multiplex recreates the majesty of Italian grandeur by combining a cutting-edge cinematic experience and sublime service in the most opulent surroundings. Fresco-adorned walls, Italian marbles and a royal scepter are just a few of the things that will greet the consumer as he or she enters Palazzo.

Acknowledging the city’s love for traditional clothing, Forum Vijaya houses a mega RmKV store spread over three floors and 80,000 square feet. It also has the largest food court in the city — Via





SHOPPING CENTRES NEED TO ALSO FUNCTION AS COMMUNITY SPACES, IF THEY ARE TO BECOME TRULY ICONIC ADDRESSES AND DESTINATIONS. FORUM VIJAYA MAY WELL BE A CASE STUDY OF HOW THIS APPROACH CAN BE APPLIED SUCCESSFULLY.

South. An 850-seater, the food court is themed around digital kolams (rangoli), depicting the mall's balance of modernisation and ethnic roots. Other key tenants include Lifestyle, Marks & Spencer, Westside and Max, among many other leading consumer brands.

ENTERTAIN

The Forum Vijaya Mall is an activity hub! "It becomes challenging to put together events that are distinctive enough to catch the fancy of a wide range of guests that we cater to. We execute campaigns round the year and these include weekender events, calendar campaigns and marquee iconic events that become talk of the town," says Muhammad Ali, COO – Prestige Retail.

"We have conducted several events that have literally been city show stoppers! Whichever way you look at it, Forum Vijaya has been upping the ante for shopping experiences to a whole new high in Chennai," he adds.

Adding the 'Wow' to every event and campaign is a core objective of the team at Prestige. "Rather than repeating standard events, we believe in guests experiencing something new every time they walk into the mall. From tying up with Disney, Green Gold, Turner and doing some of the best auto expos, wedding expos to badminton tournaments LIVE at the mall, we have done it all!" he elaborates.

There is little doubt that Forum Vijaya believes in larger-than-life experiences. The mall has hosted some of the biggest music concerts in Chennai, including with artists such as Padmashri Hariharan, Benny Dayal, Javed Ali, Vijay Prakash, Naresh Iyer and Karthik, to name a few. Among other eye-popping activities are: putting up India's tallest Golu and creating the longest photo cake (weighing 1000 kg).

A COMMUNITY SPACE

The devastating Chennai floods of 2015 had a massive impact on the city, causing massive

damages to life and infrastructure. But Forum Vijaya showed it also has a large heart; its outstanding humanitarian support to the city did not go unnoticed. The centre was kept open during the nights to provide shelter to those in need. For those looking for safe places to park their vehicles in, free parking was allowed inside the mall. Shelter was provided to hundreds, food packets were distributed amongst them and also to neighbouring areas. Mall employees were also actively engaged in rescue operations in the neighbourhood. A blood donation booth was set up inside the mall to facilitate help from guests, and it also supported Fever FM in the latter's relief activities and coordinated the relief collection programme as well.

Experts believe that shopping centres need to also function as community spaces, if they are to become truly iconic addresses and destinations. Forum Vijaya may well be a case study of how this approach can be applied successfully. ●●



TWIN POWERS

“To my mind, nothing can beat a physical connect between the product in hand and the consumer and the connect between buyer and seller. A physical visit to a shopping centre typically also engages all five senses of a human being and that in turn, creates a deep sense of belonging.”

— **Raj Singh Gehlot,**
Chairman & MD, Ambience Group

For Ambience Group it all began with a signature integrated township comprising residential, commercial, retail, hospitality, a 9-hole pitch & putt golf greens and community facilities.

BY **SCN BUREAU**

The scale was impressive as was the mix at the intriguingly-named Ambience Island, skimming the high-traffic Delhi-Gurgaon border toll.

Raj Singh Gehlot, Chairman and Managing Director, Ambience Group had planned the development to shock and awe other emerging mixed-use developers and he succeeded. “We have and we will always deliver visionary projects of international scale and standard. It has been our continuous endeavour to raise our performance parameters to usher in true international competence in all facets of real estate development,” he said at the time.

Anchored by the 18 lakh square feet Ambience Mall, and the Leela Kempinski Hotel, Ambience Island has, since its opening in 2007, become a major, aspired-for lifestyle/ leisure destination for both south Delhi and Gurgaon residents

In addition, Gehlot also planned a strategic backward integration model that would ensure his forthcoming projects had a strong core in terms of management and servicing. Chiefly, Ambience Group created a mixed-use retail and commercial business model, besides also ensuring revenue



"WE HAVE AND WILL ALWAYS DELIVER VISIONARY PROJECTS OF INTERNATIONAL SCALE AND STANDARD. IT HAS BEEN OUR CONTINUOUS ENDEAVOUR TO RAISE OUR PERFORMANCE PARAMETERS TO USHER IN TRUE INTERNATIONAL COMPETENCE IN ALL FACETS OF REAL ESTATE DEVELOPMENT."

streams from Hospitality, Education and Property Management businesses. Land reserves in strategic locations were tied up, and crucially, a diversified team with in-house construction, marketing and property management capabilities was set up.

Nine years on, Ambience Group is a top-of-the-rung brand in retail real estate in India, with two highly successful shopping centres — in New Delhi's Vasant Kunj and Gurgaon — having developed into retail, lifestyle and entertainment destinations. (See the following pages for details on each centre)

But, with the consumer landscape having morphed into a digital universe, how are the properties — and their occupants — riding the tide? Both Ambience malls are definitely optimising this trend on social media marketing to maximise reach and recall.

"The urban consumer is definitely tech-savvy and knows how to use technology for meaningful results," Gehlot says. "Social networks help us to reach out to these consumers who are loaded with options and require readily available information to make quick and relevant choices."

"Additionally, we are also able to inform patrons about our day-to-day marketing initiatives from all aspects of the mall," he adds. Physical retailers the world over are concerned by the rise of online retail. Does Gehlot believe that intelligently tenant-mixed shopping centres — such as Ambience properties — can boost the attraction of brick and mortar retail? How does Ambience collaborate with tenants to keep drawing larger and larger footfalls and sales numbers?

AWARDS AND HONOURS RECEIVED BY AMBIENCE GROUP

- ▶ HITEC India presented India's Best 10 Industrialists Award to Raj Singh Gehlot.
- ▶ Raj Singh Gehlot honoured with a bountiful tree at Sariska Tiger Reserve on Jan 1, 2013 by Central Bank of India.
- ▶ Scroll of Honour by Master Builder Solutions bestowed on Raj Singh Gehlot, CMD, Ambience Group.
- ▶ Raj Singh Gehlot, CMD, Ambience Group honoured by Dr. Raman Singh, C.M Chattisgarh.
- ▶ Raj Singh Gehlot, CMD, Ambience Group honoured by Surajmal Memorial Education Society.
- ▶ BIB - Media, Real Estate Lifestyle Leadership Award 2011 presented to Raj Singh Gehlot by Hon'ble Sh. Kamal Nath, Union Minister for Urban Development.
- ▶ Building Industry Leadership Award to Raj Singh Gehlot from the Buildings Information Bureau in 2007.

Ambience Malls awarded:

- ▶ ISCA 2009 IMAGES Shopping Centre Awards • ISCA 2010 IMAGES Shopping Centre Awards • ISCA 2011 IMAGES Shopping Centre Awards
- ▶ ISCA 2012 IMAGES Shopping Centre Awards • ISCA 2013 IMAGES Shopping Centre Awards
- ▶ Mail Today bestowed Real Estate Awards to Ambience Mall, Gurgaon (Best mall in Gurgaon).
- ▶ Award of excellence presented to Ambience Island by Augtics Systems.
- ▶ Brick and Mortar Award (North Zone) from the Architecture and Design Spectrum Foundation in 2006.
- ▶ Maspur Indian Property Award for the Best Commercial Project (State level) from the IPA in 2007.
- ▶ Emerging Shopping Centre of the Year Award to Ambience Mall, Gurgaon at the Images Shopping Centre Awards (ISCA) in 2009.
- ▶ Today's Traveller Diamond award 2009 for excellence in luxury real estate development.
- ▶ The Award of excellence - by Augtics Systems (International Real Estate Data Bank) in 2009.
- ▶ BIB Builder Information Bureau, Building Industry Leadership Award 2009 & 2010 were given to Ambience Group at New Delhi.
- ▶ The second annual Inc. India 500 awards - Certificate of excellence presented to Ambience in recognition of exemplary growth & sustainable success. (Nov. 2010. IBEF/India)
- ▶ Ambience Cairtriona rated amongst the top 15 upcoming residential projects of North India for the year 2012, certified by Franchise India.
- ▶ Kidzooka - Special Recognition Awards to Ambience Group for supporting WCE for 05 editions.
- ▶ Estate Avenues - Certificate, Ambience Mall, Gurgaon has been ranked among 'India's best existing destination shopping mall 2013-14.
- ▶ Super Luxury Project of the Year award (North) to Ambience Cairtriona at the Realty Plus- Conclave and Excellence Awards 2015, powered by AGL.
- ▶ Residential Property of the Year award (North) to Ambience Projects & Infrastructures Pvt. Ltd. at the Realty Plus- Conclave and Excellence Awards 2015, powered by AGL.
- ▶ Best Commercial Property of the Year award to Ambience Corporate Tower-II, at the Real Estate Awards 2015-16 presented by ABP news.
- ▶ Best Residential Property of the Year award to Ambience Creacions & Ambience Tiverton at the Real Estate Awards 2015-16 presented by ABP news.
- ▶ Best Luxury Residential Project in NCR award to Ambience Tiverton at the 10th CNBC-AWAAZ Real Estate Awards 2015
- ▶ Most Admired Shopping Centre of the Year Award (Retailers' Choice) to Ambience Malls by Asia. Africa. GCC. Retail & Shopping Centre
- ▶ Most Admired Shopping Centre of the Year Award (Socially Responsible) to Ambience Malls by Asia. Africa. GCC. Retail & Shopping Centre

"BEING TRUE TO WHAT YOU DO AND BEING TRUE TO THOSE FOR WHOM YOU DO THINGS, IS THE KEY TO SUCCESS. WE WORK TRANSPARENTLY WITH OUR PARTNERS AND CREATE A SUITABLE ENVIRONMENT TO ENTERTAIN, TO DINE IN, TO SHOP AND TO SOCIALISE IN."

"Well, every industry goes through phases of evolution, and that is what is happening to retail now," he notes. "In fact, I don't see a tussle at all. Online and offline channels have now carved the way for omnichannel retailing. While online shopping promises ease of transaction, offline shopping promises experiences."

"To my mind, nothing can beat a physical connect between the product in hand and the consumer and the connect between buyer and seller. A physical visit to a shopping centre typically also engages all five senses of a human being and that in turn, creates a deep sense of belonging," he asserts.

The 'Ambience Privilege' loyalty programme also ensures that the malls remain at the centre of their

customers' lifestyle choices — with benefits ranging from salon and styling services to golf lessons, music and culinary lessons and more.

Given two high-traffic successful retail destinations in fairly close proximity, what would Gehlot advise the retail real estate industry in India — how do they need to approach the concept of destination malls? How much of a challenge is it to constantly reinvent their offer to excite and surprise customers?

"Being true to what you do and being true to those for whom you do things, is the key to success. We work transparently with our partners and create a suitable environment to entertain, to dine in, to shop and to socialise in," he states. ●●●

WALKTHROUGHS



AMBIENCE MALL, VASANT KUNJ

Date of opening: July 22, 2010

Occupancy: 80%

Developed by: Ambience Commercial Developers Pvt. Ltd

Maintained & operated by: Ambience Facilities Management Pvt. Ltd

Exterior & interior architect: DP Architech

Lighting: Square Peg Design

Lifts & elevators: Mitsubishi

Landscaping: Belt Collin International Pvt. Ltd

Security: Ambience Facilities Management Pvt. Ltd

Parking management: Ambience Facilities Management Pvt. Ltd

Signage company: Brite Advertising & Marketing

No. of elevators & lifts: 16

No. of entry & exit points: 4

GLA: 11 lakh sq.ft

No. of floors: 7

Total no. of stores: 150

Total no. of kiosks: 3

No. of escalators: 32

Anchor: Shoppers Stop, Pantaloons, Westside, Lifestyle, PVR BluO, Funcity, Big Bazaar

Multiplex details: PVR with 4 screens

4-wheeler parking capacity: 2,000

2-wheeler parking capacity: 750

Average footfall on weekdays: 45,000

Average footfall on weekends: 1,10,000

FLOOR-WISE TENANT DETAILS

UPPER GROUND FLOOR

Apparel: Brooks Brothers; Calvin Klein Jeans; Diesel; FCUK; Gant; GAP; Guess; H&M; Jack & Jones; Kenneth Cole; Nautica; Only; Pantaloons; Quiksilver; Superdry; The Collective; Thomas Pink; TM Lewin; Tommy Hilfiger; Vero Moda

Beauty/Salons/Spas: Bobbi Brown; Epoque; Kiehl's

Department Stores: Lifestyle; Shoppers Stop; Westside

Food Service: Royce Chocolate

Footwear: Rosso Brunello

Gifts/Music/Toys/Books/Curios: Hamleys

Accessories: Dune; Hidesign; Johnson Watch Co.

Other Leisure & Entertainment: I Ride

FIRST FLOOR

Apparel: All; Avirate; Ayesha; Levi's; UCB; US Polo Association

Automobile Showrooms: Ducati

Beauty/Salons/Spas: The Body Shop

CDIT: I World

Food Service: Starbucks

Footwear: Vans; Venus Steps

Fashion Accessories: Accessorize; Da Milano; Holii; Vibequ

Sportswear: Puma

SECOND FLOOR

Apparel: And; Andaz/Jalsa; Anokhi; Deepika Anand; Global Desi; Iconic Kids

Beauty/Salons/Spas: Aroma Thai; Geetanjali; Monsoon Salon & Spa

CDIT: Intersection; Jumbo Electronics; Reliance Digital

Eyewear: Gem Opticians; Laxmi Opticals

Food Service: Red Mango; Yauatcha

Home: Maspar

Fashion Accessories: Belirams; Casa Pop; Diamond Tree; Samsonite

Sportswear: adidas; Nike

Vends & Wine Shops: Hill Stone

THIRD FLOOR

Food Service: 100% Rock; Ala Turka; Amici; Gourmet Pizza; Burger King; Chili's; Gelato Vinto; Indigo Deli; Jamie's Italian; KFC; Kylin; Kylin Express; McDonald's; Mistral; Peninsular Kitchen; Pizza Express; Punjabi By Nature; Punjabi By Nature Express; Subway; Taco Bell; Underdoggs

Home: Home Centre

Multiplex: PVR Director's Cut

FEC: Fun City



AMBIENCE MALL, GURGAON

Date of opening: October 1, 2007

Catchment profile: Ambience Island, 15 mins from international & domestic airport, South Delhi

Occupancy: 90%

Maintained & operated by: Ambience Facilities Management Pvt. Ltd.

Exterior & interior architect: DP Architech

Lighting: Square Peg Design

Landscaping: Belt Collins International Pvt. Ltd.

Security: Ambience Facilities Management Pvt. Ltd.

Parking management: Ambience Facilities Management Pvt. Ltd.

No. of elevators & lifts: 37

No. of entry & exit points: 5

GLA: 18 lakh sq.ft.

No. of floors: 8

Total no. of stores: 250

Total no. of kiosks: 15

Anchor: Westside, Pantaloons, Reliance, Next, Marks & Spencer, Big Bazaar, PVR Blu0, Funcity, Golfworx

Multiplex details: PVR Gold Class with 7 screens

Foodcourt operator: PVR Food Union

4-wheeler parking capacity: 3,500

2-wheeler parking capacity: 1,000

Average footfall on weekdays: 60,000-65,000

Average footfall on weekends: 90,000-95,000

FLOOR-WISE TENANT DETAILS

LOWER GROUND FLOOR

Hypermarket: Big Bazaar

GROUND FLOOR

Apparel: Armani Jeans; Arrow; Being Human; Brooks Brothers; Calvin Klein; Camla; ColorPlus; Diesel; Dune London; FCUK; Forever New; Gant; GAP; GAS; Guess; H&M; Hunkemoller; Jack & Jones; Juicy Couture; Kenneth Cole; La Senza; Lacoste; Louis

Philippe; Mango; Marks & Spencer; Nautica; Only; Pantaloons; Promod; Quiksilver; Reliance Trends; Superdry; The Collective; The Raymond Shop; Thomas Pink; Tommy Hilfiger; United Colors of Benetton; Van Heusen; Vero Moda; Wills Lifestyle; Zara

Automobile Showrooms: BMW

Beauty/Salons/Spas: Bobbi Brown; Clinique; Dabur New U; Estee Lauder; Forest Essentials; MAC; Sephora; The Body Shop

CDIT: Skull Candy

Eyewear: Sunglass Hut

Food Service: Baker St.; Gelato Vinto; Starbucks

Footwear: Aldo; Geox; Nine West

Gifts/Music/Toys/Books/Curios: Lladro

Home: Love to Wish

Jewellery: Swarovski

Fashion Accessories: Accessorize; Claire's; Da Milano; Damas; DKNY; Hidesign; Steve Madden

Timewear: Ethos; Johnson Watch Co.;

Kapoor Watch Co.

FIRST FLOOR

Apparel: Aurelia; Biba; Blackberrys; Charming; Creyate; Esbeda; Giovani; Gipsy; Global Desi; H&M; Kashmir Paradise; Levi's; Louis Philippe; Madame; Mufti; Panna; Park Avenue (Men); Park Avenue (Women); Ritu Kumar; Satya Paul; Scullers; Shakuntalam; Studio Firang; Trendy Divva; US Polo Association; Van Heusen; W; Zardozi

Beauty/Salons/Spas: Nail Spa

CDIT: I World

Eyewear: Nau

Footwear: Bata; Bruno Manetti; Clarks; Hush Puppies; Liberty; Rosso Brunello; Venus Steps

Gifts/Music/Toys/Books/Curios: Beliram; Archies; Om Book Shop

Home: Hypnotique; Osim

Jewellery: M.A.Ramzana

SECOND FLOOR

Apparel: Fabindia; Flying Machine; Gini & Jony; H&M; Iconic Kids; Levi's; Numero Uno; Tommy Hilfiger Kids; United Colors of Benetton Kids; Mothercare; Baby Oye

Beauty/Salons/Spas: Aroma Thai; Geetanjali; Hair N Shanti; Looks Salon; Monsoon Salon & Spa; Swasdee

CDIT: Bose; Gadget Zone; Jumbo Electronics; Microsoft; Reliance Digital; Robobull; Samsung; Sony Centre

Food Service: Barista

Gifts/Music/Toys/Books/Curios: Attributes Photo Express; Early Learning Centre

Home: Le Creuset; Magppie; Maspar; Portico; Pure Home Living

Other Leisure & Entertainment: OK Play; X Tro Games

Sportswear: Columbia Sports; Converse

Timewear: Medieval India

Vends & Wine Shops: Discovery Wines

THIRD FLOOR

Food Service: Asia 7; Café Delhi Heights; Chili's; Costa Coffee; Dimsum Bro's; Dunkin' Donuts; Food Union; Fresco; Gola Sizzler; Haldiram's; Hokey Pokey; Indijoe; Jamie's Pizzeria; Johnny Rockets; KFC; Leela Patisserie; McDonald's; Pizza Express; Pizza Hut; Punjab Grill; Red Mango; Sahib Sindh Sultan; The Coffee Bean & Tea Leaf; Zambar

Multiplex/Movie Theatre: PVR

Other Leisure & Entertainment: Fun City; Wakkao

FOURTH FLOOR

Food Service: The Beer Café

Other Leisure & Entertainment: Blu - O

FIFTH FLOOR

Home: Home Town

SIXTH FLOOR

Other Leisure & Entertainment: I Skate

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With anchor stores such as Pantaloons, Shoppers Stop, Spencer's, Food Junction and Bioscope Cinema, it has an interesting mix of CDIT and department stores, a multiplex, cafes, gaming zones, foodservice brands of international repute, including Mainland China, KFC, Pizza Hut and McDonald's, allowing it to become the perfect pit stop for the highway traveller.

The centre is currently preparing to enhance its tenant mix with with retailers such as The Body Shop, US Polo and Apple Store in its kitty.

A lot has gone into designing this state-of-the-art mall. To ensure accessibility to every corner of the mall and freedom of movement, the walkways, corridors and the escalators have been positioned in a unique way to strike a balance. Ample parking space, excellent management and an extraordinary supporting staff have also left no stone unturned. ●●



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