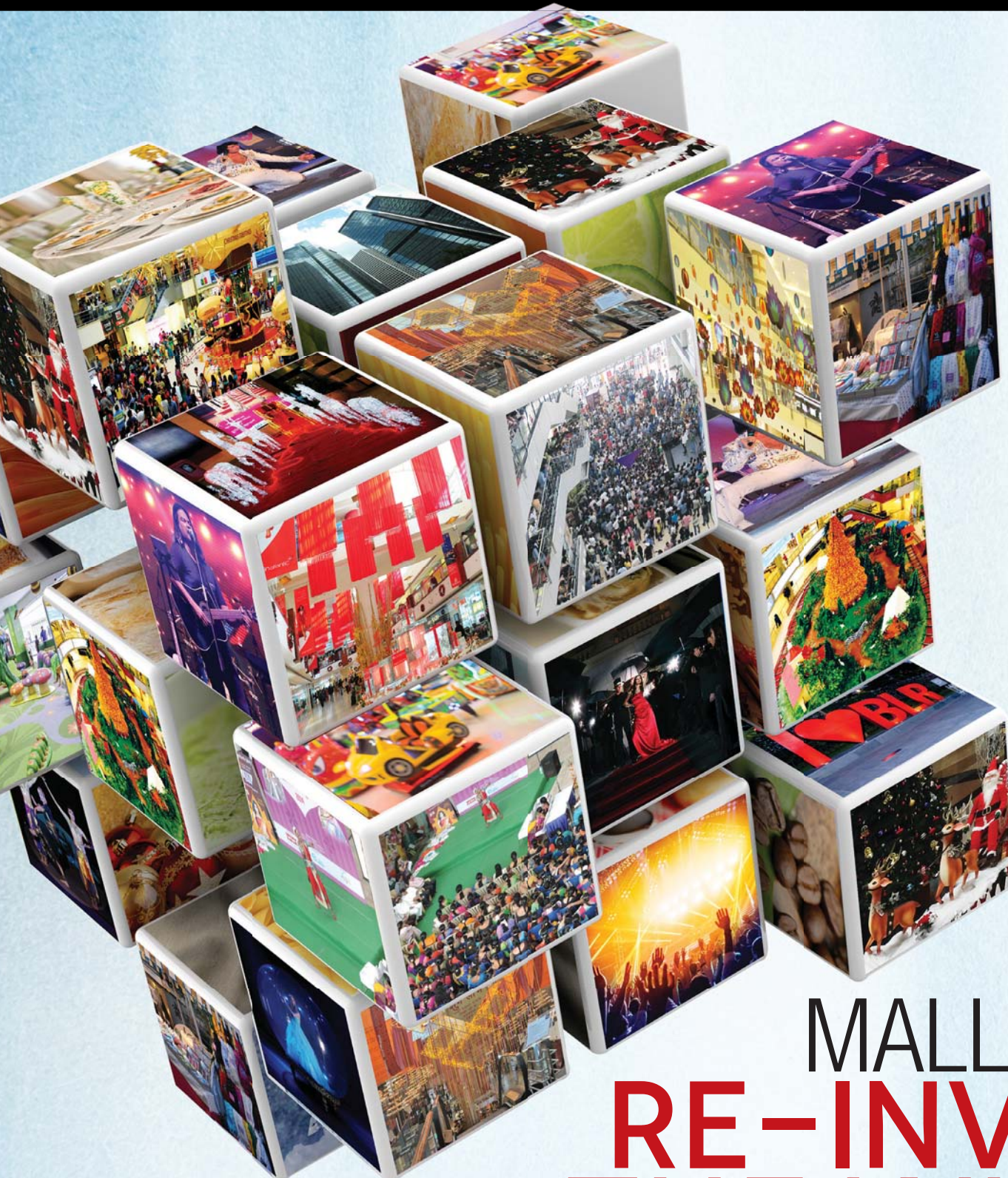


Shopping Centre News

FEBRUARY - MARCH 2016

DEVELOPING RETAIL IN INDIA

VOL. 9 NO. 2 ₹100



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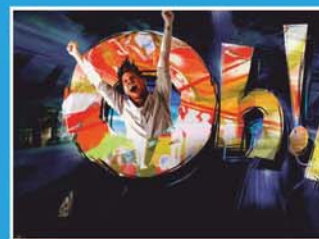
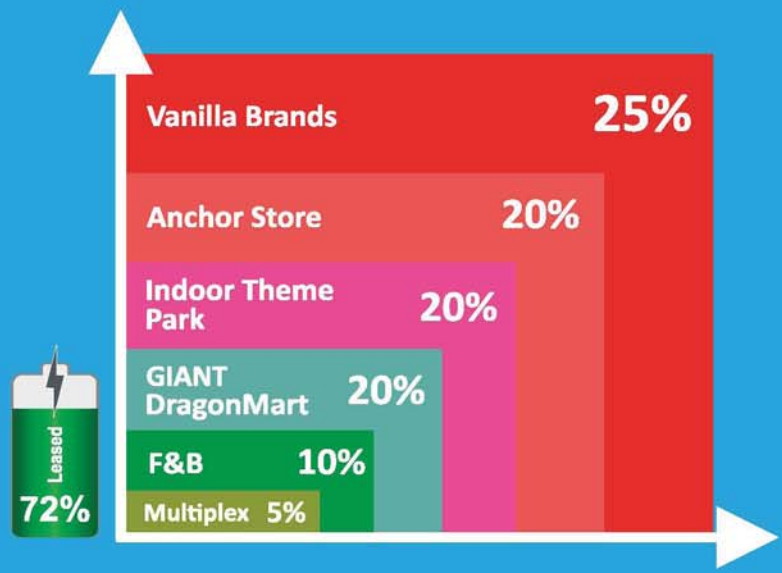




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Shopping centres / malls cannot afford to miss celebrating any of the festivities - be it those that call for national celebration or the ones that are region specific. But do these activities and events lead to driving in footfalls? In the cover story of February-March issue of SCN, We spoke with leading mall developers and retail real estate professionals to learn more on this aspect.

Malls have created their own unique measures to combat the pragmatic competition that has arisen because of growth of e-commerce in the country. While e-commerce is touted to grow many-fold and bets big on its proposition of convenience and deep discounting, the malls on the other hand has the power of creating virtual delight for their patrons. The out-of-the-box idea seems to have clicked well with malls and both malls and their retail tenants are creating USPs to keep the mall visitors hooked. Be it the festival theme marketing activities that the malls are doing-- to creating uniqueness in the design aspect-- to making their malls 'entertainment' first. Malls are creating weekend bazaar or flea markets, this is to give the unique theme based experience to the mall visitors. In the constant chase to win customers, the new-age malls with ample courtyard space are trying to figure out new strategies and re-invent the wheel. In this issue of SCN we have paid an ode to these new age Indian malls those who have reinvented themselves and have emerged more successful rather than succumbing to the onslaught brought by the 'e-commerce.

Apart from the intriguing cover story on how events, initiative and mall promotional activities are helping the malls to stay at the top of the game. In this issue, we also have a special focused story on the retail realty analysis for the year that went by and the trend forecast for the year that is ahead of us. In this feature story, we have spotted early signs of trends that will shape the future of mall industry in the next few years.

With these insightful and thought-provoking stories, we hope that you find this issue of Shopping Centre News useful and informative. We will try and churn out more interesting and innovative articles in the forthcoming issues of the magazine.



Amitabh Taneja

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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020 Editor : Amitabh Taneja

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CONTENTS

EDITORIAL

6

ROUNDUP INTERNATIONAL

The retail sector being the key contributor to Dubai's economy, the country will still go ahead with plans to build the world's largest shopping mall.

10

ROUNDUP NATIONAL

In an attempt to boost profitability, Mall developers are now trying to evict slumping brands, squeezing store size to accommodate more shops and also lowering the lease tenures to lift footfalls and revenues.

14

STORE OPENING

A list of recently opened retail stores.

18

TRENDS

With emergence of organised retail and shopping malls, there has been profound evolution in the Indian retail industry.

26

ANALYSIS

The development of malls has slowed down and there was limited construction in most of the cities. If we talk about key developments in 2014 and 2015, the list is not very long and we can count them on our fingertips.

28

STRATEGY

Private Equity funds, famously known as PEs are invested heavily in the Indian real estate. Even though the sector is emerging only gradually from its slowdown, this could be the golden period of PE investments to invest further, as the opportunities being offered are humungous

30

IN FOCUS

In this article we have delved deeper on understanding and analysing the year that was and what '2016' has in store for the shopping centre industry.

48

DESIGN

While designing any social infrastructure, basic human need is to be served foremost. In designing a shopping centre, the ultimate goal is to provide an atmosphere that is conducive to consumers.

56

PERSPECTIVE

Retail is not just changing. Its Hyper-changing. Its change on steroids. The way we shop today will not be the way we shop in 2020. The challenges are very real. And the solutions are the most interesting we have ever seen.

60

SNAPSHOT

Malls across India celebrated the extended festive season, which began in December 2015 and merrily jingled its way to 2016.

64



32
COVER STORY

MALLS RE-INVENT THE WHEEL

BETS BIG ON 'OUT OF THE BOX IDEAS'

Shopping centres / malls cannot afford to miss celebrating any of the festivities - be it those that call for national celebration or the ones that are region specific. But do these activities and events lead to driving in footfalls? We speak with leading players to learn more.

CORRIGENDUM:

The article titled 'Setting Benchmark for New Age Retailing' on page 54 of the December-January 2016 issue of Shopping Centre News magazine erroneously featured the picture of Vijendra Kumar, VP Design and Planning, Nitesh Estates, whereas the interview was conducted with company spokesperson Vivek Sharma, Executive Vice President & Head - Retail & Commercial, Nitesh Estates. The correct picture -- of Mr. Sharma -- is appended.



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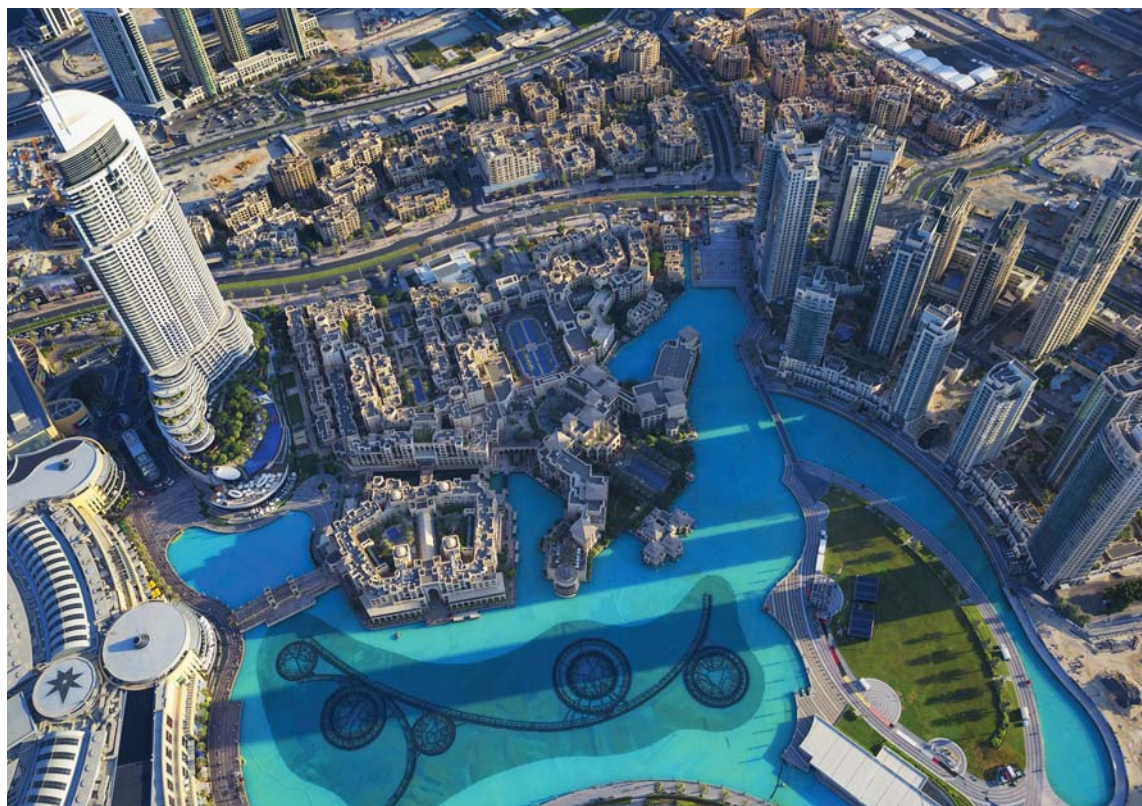
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WORLD'S LARGEST SHOPPING MALL IN DUBAI, VERY SOON

The retail sector being the key contributor to Dubai's economy, the country will still go ahead with plans to build the world's largest shopping mall despite an economic slowdown looming in the region, but would assess market demand before proceeding with the project's later stages. The Mall of the World project, encompassing 8 million square feet (745,000 square meter) of shopping space connected to a theme park, 100 hotels and serviced apartment buildings with 20,000 rooms, was announced in mid-2014.

BY PRIYANKA DASGUPTA



On the other hand, Australian investment fund QIC Ltd is all set to buy a majority stake in a U.S. shopping centre and other development rights, in a deal valued at about \$750 million. Queensland state-owned QIC is acquiring a 51 percent interest in a retail shopping centre in New York state from Forest City Realty Trust, the fund said in a statement, its eleventh U.S. acquisition.

DUBAI TO GO AHEAD WITH WORLD'S LARGEST SHOPPING MALL DESPITE SLOWDOWN

Dubai announced that it would press ahead with plans to build the world's largest shopping mall despite an economic slowdown looming in the region, but would assess market demand before proceeding with the project's later stages. The Mall of the World project, encompassing 8 million square feet (745,000 square meter) of shopping space connected to a theme park, 100 hotels and serviced apartment buildings with 20,000 rooms, was announced in mid-2014, just as oil prices began a precipitous plunge. Oil makes little direct contribution to Dubai's economy, but its drop has dampened consumer and investor confidence in the Gulf's financial and tourist hub as neighboring governments slash subsidies and economists cut growth forecasts. "We will be reacting to the demands of the market. The project is massive and complex and will have to be built in stages," said Ahmad bin Byat, vice-chairman and managing director of Dubai Holding, a company owned by the Emirate's ruler that is responsible for the project in a media report. He predicted it would still become the world's largest shopping destination, adding that the first phase - representing about a quarter of the project's size - would be completed before Dubai hosts the Expo 2020 exhibition. Plans for the remainder "will be dependent on market dynamics", Byat told a news conference, saying the project would be funded through an equal split of his company's internal resources, institutional investors and debt. He estimated the total bill would be nearly 80 billion dirhams (\$22 billion) and that Dubai Holding would provide "just shy" of 30 billion dirhams. "We're talking to advisors, financial investors, sovereign funds, many people," Byat said in the media report. "We have a lot of understandings with quite a few people. This is a mixed-use project which will be very interesting not only to locals but for the global market to invest in. "Having become world famous for its lavish real estate developments, Dubai was badly hit by the global financial crisis in 2009 and was forced to shelve or cancel scores of projects. However, it did not take long for investors to return and the emirate, one of seven in the United Arab Emirates Federation, has resumed its ambitious plans. "A key pillar of the Dubai Plan 2021 announced by HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, is to ensure that Dubai transforms as one of the world's leading business centres. Through our retail and leisure attractions within our malls, we are delivering on HH's vision by creating globally distinctive lifestyle experiences that add to the pride of the city," said Mohamed Alabbar, Chairman of Emaar Malls and Emaar Properties, said in a media report.



Sophie James / Shutterstock.com

Continuing with the growth story, Emaar Malls, the shopping malls and retail business majority-owned by global property developer Emaar Properties, recorded a net profit of AED 1.656 billion (US\$ 451 million) for full-year 2015 (FY2015). This is 23 per cent higher than the FY2014 net profit of AED 1.351 billion (US\$ 368 million). FY2015 rental income recorded a growth of 11 per cent to AED 2.992 billion (US\$ 815 million), compared to AED 2.694 billion (US\$ 733 million) in FY2014. Net profit during Q4 (October to December) 2015 was AED 435 million (US\$ 118 million), which is 16 per cent higher than the Q3 (July to September) 2015 net profit of AED 376 million (US\$ 102 million). Rental income during Q4 2015 was 821 million (US\$ 224 million), a 14 per cent increase over the Q3 2015 rental income of AED 720 million (US\$ 196 million). Continuing the healthy trend, Emaar Malls occupancy levels increased to reach 96 per cent in 2015, while base rent renewal rates clocked an increase of 25 per cent for leases renewed during 2015. Visitors arrival across all Emaar Malls assets crossed the landmark 124 million in 2015, an increase of 9 per cent compared to 2014, with The Dubai Mall accounting for 80 million annual visitors, once again clinching the honour as the world's most-visited shopping and leisure destination. Mohamed Alabbar, Chairman of Emaar Malls and Emaar Properties, said in a media report: "The retail sector is a key contributor to Dubai's GDP, and Emaar Malls assets mark a significant contribution to defining our city as must-visit destination for retail and leisure. The Dubai Mall, our trophy asset, is today the first choice for luxury retail for high net worth individuals from a wider catchment area of the Middle East,

Africa, South Asia and China, thus serving over 2.5 billion people. The robust performance of all our mall assets underline our commitment to sustained value creation for our stakeholders." Emaar Malls today has a gross leasable area of about 6 million sq ft. This is being expanded with the ongoing addition of another 1 million sq ft built-up area at The Dubai Mall's Fashion Avenue. It will add another 150 international and local brands to the mall, adding more choice to visitors.

Meanwhile, Dubai's Majid Al Futtaim reported an 8 per cent rise in annual revenue after the privately-owned firm expanded some of its shopping malls and opened more supermarkets. The firm holds the Carrefour franchise in 38 markets in the Middle East, Africa and central Asia, operating about 150 outlets in 13 countries. Revenue includes sales from about 25 new stores opened last year. The firm does not provide like-for-like store sales figures. Majid Al Futtaim's total revenue was 27.3 billion dirhams (\$7.43 billion) in 2015, generating earnings before interest, tax, depreciation and amortisation (EBITDA) of 3.8 billion dirhams, 6 per cent higher than in 2014. It did not disclose net profit. The revenue and EBITDA increases "demonstrated the strength and resilience of our business against a backdrop of a regional economic slowdown", chief executive Alain Bejjani said in a statement. Business activity growth in the United Arab Emirates' non-oil private sector slowed to a 40-month low in December, although the sector was still expanding, a recent survey showed. Wholesale and retail trade accounted for 28.3 per cent of Dubai's GDP in the first half of 2015, the biggest contributor to the emirate's economy, official data shows. Majid Al Futtaim's property business, which

includes 19 shopping malls and 12 hotels, reported a 7 per cent rise in annual revenue to 4 billion dirhams, while EBITDA increased 9 per cent to 2.6 billion dirhams. The division attracted 171 million visitors in 2015, up 3 per cent from a year earlier as the company opened two new malls and expanded two others in Dubai. Majid Al Futtaim's lower-margin retail arm, which includes its Carrefour franchise, posted a 7 per cent rise in annual revenue to 22 billion dirhams, providing EBITDA of 1.2 billion dirhams which was up 2 per cent.

QIC TO BUY MINORITY STAKE IN US SHOPPING CENTRE

Australian investment fund QIC Ltd is all set to buy a majority stake in a U.S. shopping centre and other development rights, in a deal valued at about \$750 million. Queensland state-owned QIC is acquiring a 51 per cent interest in a retail shopping centre in New York state from Forest City Realty Trust, the fund said in a statement, its eleventh U.S. acquisition. "It further diversifies QIC's existing U.S. retail property portfolio, providing a unique opportunity to take a strategic stake in a quality retail asset within a tightly held institutional asset class, and provides even further geographic exposure to the U.S. East Coast," said Steven Leigh, managing director of QIC Global Real Estate in a media statement. QIC did not put a value on the deal, which an industry source said was worth about \$750 million. QIC is one of the largest institutional investment managers in Australia with around A\$79 billion (\$56 billion) in funds under management. It has around A\$13.7 billion invested in Australian and international retail and offices. ●●

QUEENSLAND STATE-OWNED QIC IS ACQUIRING A 51 PER CENT INTEREST IN A RETAIL SHOPPING CENTRE IN NEW YORK STATE FROM FOREST CITY REALTY TRUST. DUBAI ANNOUNCED THAT IT WOULD PRESS AHEAD WITH PLANS TO BUILD THE WORLD'S LARGEST SHOPPING MALL





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MALL DEVELOPER WARY OF NON PERFORMING RETAIL BRANDS

In an attempt to boost profitability, Mall developers are now trying to evict slumping brands, squeezing store size to accommodate more shops and also lowering the lease tenures to lift footfalls and revenues. The e-commerce boom has also led mall developers to reimagine and enhance the 'offline' shopping and mall-going experience of customers.

BY **PRIYANKA DASGUPTA**

Meanwhile, Mumbai Metropolitan Metro has the highest potential for modern retail in the country at ₹1.05 lakh crore, followed by Delhi-National Capital Region, which has total potential of ₹77,900 crore, according to Knight Frank & Retailers Association of India's 'Think India. Think Retail. 2016' report.

MALL OWNERS TO FOCUS ON BRANDS WHICH ARE DOING WELL

Across the country, mall owners are increasingly tightening the hooks on retail brands, which are not performing well, plagued down by dearth of quality space, this is an attempt to accommodate large international brands that were seeking an Indian entry.

Mall owners are now resorting to evict slumping brands, squeezing store size to accommodate more shops and also lowering the lease tenures to lift footfalls and revenues. The e-commerce boom has also led mall developers to reimagine and enhance the 'offline' shopping and mall-going experience of customers.

Industry experts feel that malls are not performing as they performed five years ago. Mall developers are now opting for 3 + 3 years lease terms in many cases for vanilla stores as they may want to reinvent the mall to keep with the changing environment. Earlier, the lease term was, on an average, of nine years. DLF Place, Saket, has recently asked Black Soul, a jeans brand, to evict as they could not generate enough footfalls. Hypercity at Inorbit, Hyderabad, was asked to squeeze its size by nearly a sixth from 1lakh sqft to 84,000 sqft to accommodate more stores. Mall developers feel that if the retailers are not performing, they would not be able to provide what the customers are looking for and also it won't be helping the footfall of the mall. As a result, it affects the revenue share of the mall. Malls owners generally enter into a minimum guarantee deal with the brands and also ask for a certain share in sales revenues. However, of late, an increasing number of brands are going for pure revenue share wherein mall owners collect a share in stores revenue instead of rentals. So, a dip in brands' revenue will directly impact the revenues of the malls. The revenue share of brands can be anywhere between 7 per cent-12 per cent.

Some developers continuously evaluate the performance of brands at their malls, in terms of the revenue share and the amount of footfalls they receive. So, if a brand under-performs, marketing support are offered to them to help revive their business. Further, developers, retailers and consultants say the amount of retail space coming up is miniscule. The timely delivery of quality shopping space by developers will also be crucial for the sector to reach its potential of becoming a leading retail market in the geography. Some developers like the Prestige Group, a Bengaluru headquartered development company that operates Forum Mall, has adopted a wait and watch model apart from shortening the lease term for its upcoming shopping centres in the country."We are delaying leasing of new properties as many



new brands are coming in the country, and we do not want to miss the opportunity,” said Suresh Sunagaravelu, executive director (retail, hospitality and new business), Prestige Estates Projects, India’s second-largest real estate company by market capitalization in a media report. The company will have around 3 million sqft mall space ready by 2018. In 2015, the Centre allowed the Foreign Direct Investment (FDI) reforms and liberalisation for single brand retail trading and duty-free shops. The move is likely to attract more brands in the country as well as make existing brands expand their presence. Leading global fashion brands, H&M and Gap, opened their first and second stores in India at Delhi’s Select Citywalk and Ambience Mall, respectively. Other global brands to mark their India entry in 2015 included Juicy Couture, G-Star Raw, Aeropostale, and BCBG Max Azri. According to an ASSOCHAM report in 2015, shopping malls in major cities were likely to witness a decline in footfalls to the extent of 55.58 per cent in Diwali, with the trend of online buying catching up on the back of discounted sales by e-tailers.

MUMBAI METROPOLITAN METRO HAS HIGHEST RETAIL POTENTIAL

Mumbai Metropolitan Metro has the highest potential for modern retail in the country at ₹1.05 lakh crore, followed by Delhi-National Capital Region, which has total potential of ₹77,900 crore, according to Knight Frank & Retailers Association of India’s ‘Think India. Think Retail. 2016’ report. Bengaluru is third in the list, with potential of ₹48,600 crore. As part of the city-level analysis, the report has identified zone level supply-demand gap for apparel, F&B, entertainment and grocery across India’s top markets. It says the penetration of modern retail is set to increase from the current 13.5 per cent to 50 per cent by 2036 in Mumbai, from 26 per cent to 50 per cent by 2028 in NCR and from 24 per cent to 50 per cent in 2026 in Bengaluru. While the market potential of daily needs supermarkets and hypermarkets is pegged at ₹58,800 crore in Mumbai and Rs 51,200 crore in NCR, it stands at ₹24,300 crore in Bengaluru. The report says that modern retail penetration in India is extremely low at 19 per cent compared to US, Singapore and China, where the figures are 84 per cent, 71 per cent and 63 per cent respectively. According to the report, 69 per cent of the total retail spending comes from Mumbai Metropolitan Region, NCR and Bengaluru out of the top seven cities in the country.

GHAZANFAR ALI JOINS AS VICE PRESIDENT AT NIRMAL LIFESTYLE LTD



Ghazanfar Ali has recently joined as a VP at Nirmal Lifestyle. Nirmal Lifestyle is one of the most prominent malls of Mumbai.

Ghazanfar brings with him more than 17 years of rich experience with a rare blend of retail operations and a complete shopping mall business exposure (planning, development, leasing, marketing & mall management) with various leading organization at leadership roles. Companies like West Pioneer Properties, Inorbit Malls, Z Square Mall, Shipra Estates, Home Stores, Dabur India.

MUMBAI METROPOLITAN METRO HAS THE HIGHEST POTENTIAL FOR MODERN RETAIL IN THE COUNTRY AT RS 1.05 LAKH CRORE, FOLLOWED BY DELHI-NATIONAL CAPITAL REGION, WHICH HAS TOTAL POTENTIAL OF ₹77,900 CRORE. BENGALURU IS THIRD IN THE LIST, WITH POTENTIAL OF ₹48,600 CRORE.

PHOENIX MILLS TO DEVELOP MALLS IN UP

Mumbai based realtor, Phoenix Mills Ltd has taken over the management and control of two malls in Lucknow and Bareilly and hotel in Agra from its joint venture partner the Upal group. The three properties were run under a partnership but, Phoenix Mills Ltd has taken full equity and management control over them. “We are the leaders in retail led mixed used assets, and will bring the world class experience in shopping and entertainment to Uttar Pradesh. We have two malls in Lucknow and Bareilly which will now be completely revamped. Customers will get a completely new experience, after the redesigning is complete and the new marketing and promotion exercise is rolled out. We are also in final stages of talks to bring some international brands to the mall” President-West, Phoenix Mills Ltd, Rajendra Kalkar said in a media report. He said that 15-20 new stores would be added to each of the malls in Lucknow and Bareilly, with many of them making a debut in these cities. “Most malls in Uttar Pradesh are not professionally run. Phoenix has made a mark in the real estate as well as mall sector, and its properties stand out from the others in cities where it is present. We will be doing the same in Lucknow and Bareilly” Senior Manager, Phoenix United, Namrata Kapoor said in a media report. Phoenix Mills Ltd owns and operates five mega upscale mall in Mumbai-Lower Parel, Mumbai-Kurla, Pune, Bangalore and Chennai. Two more in Lucknow and Bareilly have now come under its fold, besides the The Courtyard by Marriott in Agra.

NATIONAL ROUNDUP



SHAH RUKH KHAN AT KIDZANIA LAUNCH ANNOUNCEMENT

KIDZANIA IS ALL SET TO MAKE DELHI NCR DEBUT BY MAY 2016 OPENING

KidZania, an edutainment theme park with 21 operational centers across 18 countries has announced that its Delhi NCR project located at the Entertainment City, Noida will be open to public in May 2016. This will be the chain's second facility in India, with Mumbai having been the first to open in the country in 2013. KidZania Delhi NCR will see an investment of approximately ₹100 crore for its outlet in the national capital region.

Imagination Edutainment Pvt. Ltd. (IEIPL) has the rights to set up KidZania centers across India. IEIPL is jointly owned by Singapore-based KidZ Inc., and actor Shah Rukh Khan.

KidZania Delhi NCR is a standalone structure spanning 96,000 sq. ft across 3 floors. It will emulate the workings of a real city but built to scale for children with paved roads, battery-operated vehicles, buildings, a functioning economy and its own currency. The center also has a fuselage of a real Airbus A320-200 protruding out of the façade of the building. Kids get to role-play pilots and learn how to fly on flight simulators placed inside the plane.

KidZania Delhi NCR will educate children through the 90+ role-playing activities based on replicas of real-world industries and services including entertainment, airline, automobile, retail, restaurants, factories and other private and public services. Children can take on various roles including that of a pilot, surgeon, detective, chef, candy-maker, fireman, television producer, radio jockey, mechanic and others. These activities have been designed by educators to help develop psychomotor, cognitive and social skills amongst children.

Shah Rukh Khan, one of the shareholders of KidZania India further commented, "I am extremely excited about KidZania Delhi NCR. This will be a larger project than our first centre in Mumbai. I am passionate about my association with KidZania because as a father I understand the importance of empowering children at a young age to be able to manage their world better, and as an actor the power of making someone happy by entertaining them. KidZania brings fun and learning together; as India is a country of young people what better way to educate them to be good citizens."



DLF PROMENADE SR. V.P. & MALL HEAD - DINAZ MADHUKAR CELEBRATING MALL'S 7TH YEAR ANNIVERSARY

THE WINNERS FOR DLF PROMENADE'S PARTNER'S EXCELLENCE AWARDS ARE LISTED BELOW

CUSTOMER'S CHOICE AWARDS

- **Most Popular Food Outlet (food court)** HALDIRAM'S
- **Best Customer Service (Food & Beverage)** CAFÉ DELHI HEIGHTS
- **Best Food Quality** MAMGOTO
- **Best Customer Service Retail** – LA SENZA
- **Best Visual Merchandising** TOMMY HILFINGER

RETAILER'S CHOICE AWARDS

- **Best Visual Merchandising** THE FRAGRANCE PEOPLE
- **Best Customer Service** JOHNNY ROCKETS

MALL CHOICE AWARD

- **Safety & Security** MARKS & SPENCER

Excited about the impending launch, Sanjeev Kumar, Director and CEO KidZania India said, "Having KidZania reach more cities is one step further in fulfilling the ambition we have for KidZania in India, and we are delighted to have set foot into Delhi NCR with our second center. We hope to host families not just from Delhi, Gurgaon and Noida but also neighboring cities like Faridabad, Sonipat, Panipat, Agra, Karnal, among others."

DLF PROMENADE CELEBRATES 7TH ANNIVERSARY WITH PARTNER'S EXCELLENCE AWARDS 2016

DLF Promenade celebrates seven successful years of retail excellence by honoring the in-house retailers with the Partner's Excellence Awards 2016. The 5th edition of the awards witnessed Dinaz Madhukar, Senior Vice President and the Mall Head of DLF Promenade and DLF Emporio felicitating the tenants with titles in the Customer's Choice, Retailer's Choice and Mall Choice categories. The awards were given away at the TGIF on the 10th of February, 2016.

On the occasion of 7th Anniversary of DLF Promenade and month long Valentine Celebrations, Sr. Vice President and Mall Head of DLF Promenade Dinaz Madhukar said, "We and our in-house partner retailers always try to do something special for our patrons. The past 7 years have been an incredible and enriching journey. We understand our customers and aspire to give them the right environment by being a multi-faceted destination offering the best of fashion, food and fun."

We never shy away from gifting this season and as usual there is an array of exciting giveaways for the mall visitors. We will send a lucky couple to the romantic destination of Venice for a 5 days trip. Further, a Luxury Swiss Watch from Baume & Mercier worth 1.9L will be gifted to another lucky patron. Furthermore, there are exciting gifts from leading brands like Swarovski, Nandos, Marks and Spencer, Raymond Made to Measure, Colorbar, Aroma thai, Chumbak, Krispy Kreme, Nail Spa and Bloom." ●●



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STORE OPENING

FIRST AAVAREE FASHION STUDIO OPENS AT GROWEL'S 101 MALL, MUMBAI

Aavaree, Indian apparel fashion studio showcasing classic and western wear for women, launched its first store at Growel's 101 mall in Kandivali (East), Mumbai recently.

The brand's range of collections come in comfortable fabrics like cotton, silk, linen all teamed with a modern touch of designs. With an exclusive outlet at Growel's 101 mall, Aavaree, offers customizing stitching to its patrons. Aavaree studio designs as per the requirement and budget of the client. This is one of its first kind fashion studio that mall is offering which provided customized designing to the customers.

The 800 sq ft, Aavaree Fashion Studio collection comprises of colorful trendy Kurtis to soft tunics and ethnic salwar suits to western silhouettes. The clothing range for Aavaree starts from ₹499. Apart



from this Aavaree has also introduced new lines of trendy bags and colourful clutches. Speaking at the launch, Vedika Chaubey, Founder, Aavaree, says, "We are extremely happy to launch our first store in the

city. It has been a great response so far. Aavaree is different, as it provides customized stitching service to the customers. Growel's 101 mall being one of the most preferred shopping destinations in Mumbai western suburbs has provided the best platform for the brand launch".

Unlike the present day malls in India, Growel offers the best in shoppertainment in a magnificent setting, blended with unparalleled grandeur and magnitude, which gives you a sense of elation each and every time you step in.

A themed mall strategically located in the western suburb of Kandivali, Growel's 101 has an ideal mix of fashion, retail, hypermarket, consumer durables, department stores, white goods, books, health & beauty, family entertainment centers, fine dining restaurants, food court, and a 4 screen multiplex.

THE KORNER HOUSE OPENS IN BANDRA, MUMBAI

The Korner House is a lavish restaurant, which combines the panache of a Parisian bar, the warmth of a London café and the whimsy of an Italian antique store, it is located in one of Bandra's most popular streets. The restaurant offers modern European menu, provides the perfect setting for a luxurious gourmet meal with family and friends.

The contemporary design boasts of a gorgeous flooring, tall panes and an elegant bar that is ideal for a celebration, a get together or even a lazy Sunday brunch.

Talking about this new venture, a professional hotelier with an experience of over fifteen years in Hospitality Industry, Arup Saini, COO, Read & Feed Hotels says, "The Korner House relies on an overall experience that is served with efficiency and elegance on top. It's like how you wouldn't have the same art on the walls at every restaurant or the same waiter uniforms, our service style also talks straight to the heart of our guests to make his/her experience priceless and unforgettable".

HOME CENTRE OPENS EXCLUSIVE STORE AT MALL OF INDIA, NOIDA

Home Centre, the leading market retailer in furniture and home furnishing, has extended its presence in National Capital Region (NCR) by opening 23rd exclusive Home Centre store at DLF Mall of India, Noida today. The spacious 37000 sq. ft store is located on Lower Ground, and has been specially designed to offer home décor aficionados and home-makers a world class shopping experience. This is the 23rd store of Home Centre in India and 4th store of the brand in NCR region.

The spacious state-of-the-art store showcases the latest home décor and Furniture designs and trends from across the globe. Laid out in a customer friendly and aesthetically appealing manner, the new store is infused with a sense of warmth and comfort while creating merchandise zones which replicate the many facets of contemporary Indian home living. Store displaying the latest trends in home décor and the extensive furniture, furnishing and Modular furniture range of Home Centre assist the shoppers in visualizing how a particular furniture or home décor piece will look at their home. Ambient lighting, attractive colour cues and engaging merchandise displays imbue a relaxed and warm feeling to the store.



Commenting on the occasion, Mederic Payne, CEO, Home Centre (Worldwide), said, "India is an important market for us, and we are continuously investing to expand our presence and strengthen our brand here. By the virtue of our extensive sourcing capabilities from across the globe and our years of experience across the Middle East and Indian markets, we are able to offer our customers hand-picked collections that reflect best global trends, blended with local aesthetic sensibilities in an international shopping environment".

Sitaram Kumar, Vice President - Home Centre (India) added "Noida is an important residential market in the National Capital Region with many upcoming and well established residential enclaves offering immense potential for a home retailer like us. In line with our strategy to establish our presence in key locations so that the customers can shop their favourite brand right in the vicinity without having to drive much, the new store will provide our customers access to a rich selection of innovative home décor and furnishings at one of the city's hottest shopping destinations."

MAX LAUNCHES ITS 'MOST FASHIONABLE STORE' IN INDIA

Max, the leading International value fashion brand in the country is all set to amplify fashion on a digital mode by launching its 'Most Fashionable Store' in India. As the fastest growing fashion brand increases its retail footprints in the city with the launch of its most ambitious store at DLF Mall of India, Noida, the brand continues to be at the forefront of digital innovations. Completing a decade in the fashion business, Max is all set to seed the market with international standard of store design and shopping experience.

Max store promises to provide customers a one stop shop for international styles at affordable prices. The brand offers more than 10,000 designs across different categories – apparel, footwear and accessories with dedicated sections for men, women and children. Spread across 9265sq ft, the new Max store is a unique fusion of fashion and aesthetics, likely to make lasting impression on a customer's mind. The store introduces various innovations with new age elements of store design, stylish interiors and visual merchandizing strategy.

Technology plays a pivotal role as it provides an interactive experience inside the store with Digital Focal Point. Taking inspiration from its international stores, the brand has invested in the most expensive and future ready hardware to enhance consumer experience. The store offers interesting signature pattern walls, open full height entrance and windows with slim columns, suspended Max glowing logo, back lit high point visuals frames highlighting department and look of the season, Large backlit column visuals and directional signage, Multi-level modular mannequin fashion cluster, fashion mirrors, 600 mm wall profiling that allows more frontal display to showcase looks and helps in cross merchandising.

Sharing his views on the growth strategy of the brand, Ramanathan Hariharan, Group Director and Board Member Landmark Group said, "Max completes 10 glorious years in India. The plan, now, is to take the brand to the next level in a challenging retail environment. Being the pioneers of value fashion retail in the country, we aim to take our offering to customers



VASANTH KUMAR ADDRESSING THE MEDIA AT THE LAUNCH

across the nation. We currently have a presence of over 130 stores across 50 cities and plan to expand our retail footprint further."

Vasanth Kumar, Executive Director, Max Fashion India, said, "Max is a brand synonymous to the growing population of global Indians who are trendy & fashion conscious but at the same time, intelligent shoppers who not only seek value for money but a great shopping experience. With our new store in Noida, we provide a shopping space that is uncluttered and global in nature."

To mark the occasion, Max also partnered with a leading NGO Charity Unwrapped and presented a fashion show by under privileged kids.

MUMBAI GETS ITS NEW DECOR DESTINATION - SPACIO

SPACIO, the leading Decor & Accessories brand in India has launched its exclusive brand outlet in Mumbai. Spread over a sprawling 3000 sq ft, the store is strategically located at Laxmi Industrial Estate, Andheri (W). The swanky store houses an eclectic collection of 20 iconic brands from 15 countries. The impeccably designed SPACIO Decor & Accessories store in Andheri (W) is designed to cater to Mumbai's cosmopolitan consumers looking for

to the customers that would inspire their imagination". Explains Nain Kanodia, International Head and Interior Stylist.

The Mumbai store will showcase a collection of over 20 international brands, exclusively distributed in India by the parent company S.T.Unicom Pvt. Ltd. A few of the international brands which are being showcased at SPACIO Decor & Accessories are: Artisan House(USA), Maleras (Sweden), Progetti(Italy), B&F(Germany), Karlsson(Netherlands),



international decor brands. Mumbai, being one of the world cities, has a huge base of consumers looking for high end luxury decor and complements.

"We have brought in the most celebrated design brands from all over the world and our idea is to let the customer experience these masterpieces. The store is not just a home decor destination; it has been created to provide a unique experience

Haoshi(Taiwan), NeXtime(Netherlands), Tothora(Spain), Toast Living(Taiwan), Nomon(Spain), CRAVT (Netherlands), Mario Cioni (Italy), Tondo Doni (Italy) and many more celebrated brands.

The brand already has stores in Chandigarh, Kolkata & Surat. Moreover, the brand plans to add up another 50,000 sq ft retail space over 10 exclusive brand stores across India in 2016 – 2017 FY.

HYPERCITY LAUNCHES ITS 2ND STORE IN THE DELHI NCR REGION AT JANAKPURI

HyperCITY Retail (India) Ltd. one of the largest hypermarket chain in the country today announced the launch of their second store at Janakpuri, Delhi NCR. Coming closely on the heels of the launch of the first one in Noida, the opening of this store takes the overall footprint of the retail chain to 18 stores across India. The store is strategically located in Unity One Mall near the Janakpuri West Metro Station thereby helping cater to one of the largest base of cosmopolitan consumers in the city.

Spread over 38,000 sq.ft., HyperCITY strives to provide its consumers a world class shopping experience, all under one roof. The store will boast the finest range of products across categories such as Grocery, Fruits & Vegetables, Personal Care, Apparel, Footwear, Small Appliances, Home Decor, Sports, Toys, Stationery, Kitchen accessories, Gifting, Fitness and more.

Speaking on the occasion, Govind Shrikhande, Managing Director of Shoppers Stop Ltd. said, "HyperCITY is excited to make its foray into Janakpuri. Expanding our presence in North India is an important part of our growth strategy for India. This is clearly a priority market for us and we have a formidable plan in place to build a leadership position

here. Moreover, Delhi is an exciting city for HyperCITY and building our store presence here will continue to remain a top priority in 2016. This is our second venture in Delhi, the first being in Noida that has received a stupendous response from customers".

Speaking on the occasion, Hemant Taware, Chief Operating Officer at HyperCITY Retail (India) Ltd. said, "We are extremely pleased with the response received at the Noida store. At HyperCITY we have always aimed to cater to the refined needs of up market urban consumers via our assortment of products combined with the superior quality of shopping experience that we offer."

In addition, to housing a wide range of products, HyperCITY also offers its own private brands across categories. The store has developed a suite of exclusive brands across all categories such as; EveryDay, Terzo and Fresh Basket in Food & Grocery, Avorio, Ebano and Maxit in General Merchandise and RiverInc, City Life, Joojobs, Iktara and Masala Chai in Apparel and Accessories among others.

These are available exclusively at HyperCITY which delivers increased value to customers by offering quality, uniqueness and price.

STORE OPENING

YEPME LAUNCHES ITS FIRST BRICK AND MORTAR STORE

Yepme.com, India's biggest online fashion brand brings online shopping experience on to the offline space. With its first store opened at DT City Centre Mall, Gurgaon, Yepme moves to brick and mortar retailing. The store aims to develop a connection between its customers and the retail brand, its products and brand culture. Customers can touch and feel the quality of the products, try them on to understand their best fit and buy their products from the store or online and get it delivered at their doorstep. Furthermore, there is absolutely no price difference between the offline and online stores.

The physical store experience will help Yepme differentiate its offerings from other online competitors and increase its credibility as a fresh fashion brand. The brick-and-mortar stores serve as a shopping zone for customers and a starting point for purchases. And if the range at the store is not enough to decide, the customers can also browse the online store and place their orders right there.

Vivek Gaur, CEO and Co-founder Yepme.com, said "The brand is taking a step to get closer to our

customer, as customers can now experience the touch & feel of the product and the diverse range of the fresh fashion collection for both men and women. They can also try their best fit to make an intelligent purchase online or at the store. We are excited to see the response at the store and take customer interaction to the next level."



The opening day saw Delhi's Top bloggers visiting the store and reviewing the fresh fashion collection of the brand. Sukhneet Wadhwa, Creative Head and Blogger, Ms Coco Queen, Shudhi Johnson from The Delhi Blogger, Mansi Wadhwa from Colossal Closet and Aanchal Sukhija from Delhi Style Blog reviewed the collection and dresses up in Yepme outfits for their social media handles. Undoubtedly, they were looking lovely.

Yepme.com has built its business around the Fresh Fashion Model on the lines of leading global peers. The talented team of in house designers hand-picked from the top design institutes operates on high agility to curate fresh and new designs on an everyday basis. The team drives its inspiration by real-time research and analytics on latest fashion trends running in the global fashion markets.

The model operates by keeping the online store exciting and fresh with Fresh Fashion merchandise showcased daily and is planning to do the same in its physical stores as well.

THE FURNITURE REPUBLIC OPENS AT KIRTI NAGAR, DELHI

The Furniture Republic, the storehouse of choicest & handpicked furniture & decorative accessories from across the globe has opened a grand new store in Kirti Nagar, New Delhi to offer uber cool interiors meant for the style connoisseurs of today who value the finer things in life. Spread over a sprawling 1200 sq ft. at Kirti Nagar, New Delhi, the 3 storied new store of The Furniture Republic redefines lifestyle & urban luxury designs with its diverse product range which will add panache to your home decor.

The new store has been beautifully designed which will enthrall you and is sure to surprise you with its breathtaking décor collection. The hand painted walls of the store is outstanding which gives a dash of fresh & elevated look while the hand painted bamboo partitions accentuates the ambience of the store, making it exceptionally beautiful.



If comfort and design are high on your wish list for setting up your living space, the store has it all. TFR offers modern furniture for the urban-minded customer. Their designs are stylish, modern and vibrant and in tune with customer's requirement. The store has a new range of products distinctively displayed for living room, dining area, bedroom and outdoor. One can experience an inspiring mix of modern, fusion and traditional styles of home décor products selected with much zeal and enthusiasm keeping in mind the taste of contemporary homes. The one stop destination for all your interior needs, this store offers exquisite Sofas, Sofa cum beds, Chairs & Lounges, Coffee Tables, Bar Units, Cabinets & Shelves, Beds & Bedsides, Carpets & Rugs, Poufs & Bathmats, Dining Tables & Chairs, Dining Sets, Side & End Tables and many other accessories.

On the occasion of the store launch, Aditya Gupta, Co Founder, The Furniture Republic says, "We are extremely happy to be in Kirti Nagar now and excited to view the response that our designs generate from capital's discerning patrons who have a taste for cutting edge lifestyle products. Also in a city saturated with mega stores and malls, there are not many places to shop for unique furniture and decor items in comfort, assisted by a passionate sales team. We don't just want to sell people quality products at a good price; we want to help them find the perfect product which will accentuate their home decor."

TGI FRIDAY OPENS AT FORUM MALL, KOLKATA

TGIFriday's outlet in Kolkata has opened at Forum Mall. After getting liquor license from the authorities TGIFriday's Kolkata decided to have a launch party at the restaurant with the complete food and drinks menu. Built at one level this new look and premium TGI Friday's offers both regular and lounge seating. Guests can seat themselves in the dining area, bar, lounge in a chic, casual



atmosphere. Warm color palette along with mature wooden panel draping give this restaurant a unique, fresh & cutting edge look unlike any other Fridays in India.

TGI Friday's at the Forum shopping mall shall be the perfect place to escape, socialize and connect with people while taking a break from the everyday routine. TGI Fridays is the world's biggest casual dining chain and is spread over 60 countries. In India, TGIF was introduced in 1996 in Delhi where it opened its first restaurant.

"The phrase Thank God its F sets a tone of a relaxed and positive feeling which is what we are all about. So no matter what day of the week you come in. In here its always Friday," said Rohan Jetley, Owner and CEO of the brand in India.

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STORE OPENING

TEA TRAILS CAFÉ LAUNCH IN KALA GHODA, FORT, MUMBAI

Tea Trails, which specialises in serving gourmet tea drinking experience to the discerning consumers, has recently opened its cafe in Kala Ghoda, Fort, Mumbai.

Zone8 Tea World Pvt Ltd that runs Tea Trails brand cafes in the country is expanding fast and after opening café at Banjara Hills in Hyderabad, Kala Ghoda is the latest outlet by the company.

Tea Trails is a fast growing chain of tea cafes in India that offers a carefully curated range of the finest teas from around the world along with suitable tea accompaniments, justifying the theory of tea pairing.

Tea Trails serve gourmet teas from around the world and have an exquisite range of teas from hot to cold and normal to extravagant.

Offering customers chance to experience over 80 varieties of teas with various blends and added benefits, flavours range from white to green tea and oolong to herbal tea. Tea Trails also offers bubble teas like the Taiwanese Bubble Tea and Tapioca Bubble Tea.

It further specializes in elaborately tea-infused food menu. The signature tea infused dishes include Burmese Tea Salad, Tea Marbled Eggs, Tea Infused Thai Bowl and more.

ROCHE BOBOIS LAUNCHES ITS SECOND EXCLUSIVE STORE IN MUMBAI

The renowned French Luxury Furniture Brand, Roche Bobois launched an exclusive store in Mumbai dedicated to its Nouveaux Classiques collection. Located at the iconic India Bulls Finance Center, in Mumbai, this magnificent store is spread across 4000 sqft and showcases the Nouveaux Classiques collection of furniture in elegant designs. Roche Bobois' Nouveaux Classiques Collection has always demonstrated that contemporary design and period style can be successfully married. Launched in 1978, the Nouveaux Classiques Collection has consistently delivered authentic designs that transcend both time and fashion.

and bedroom settings. On display is impeccably crafted furniture that includes luxurious sofas, elegant armchairs, chaise lounges and chic beds, detailed and hand carved in solid walnut and oak and upholstered in rich fabrics and the finest leather. The collection also includes elegant and sophisticated center tables, dining tables, cabinets, bookshelves and occasional furniture. Other interior objects include stunning mirrors, decor accessories, rugs and lighting that complete the luxurious collection. Seductive, exclusive and chic, Roche Bobois' Nouveaux Classiques collection offers furniture that symbolizes sheer luxury!

BIG BAZAAR GEN NXT OPENS AT DLF MALL OF INDIA

Future Group today welcomed people of NCR to experience next generation world class shopping at its all new Big Bazaar GEN NXT store at DLF Mall of India in Noida. The Big Bazaar GEN NXT store is designed to be smarter and experiential- through use of technology, innovation in services, layouts & sections and digital interfaces. Big Bazaar GEN NXT store located at DLF Mall of India and spread over 56,000 sq feet area is 'the very latest in retail innovation' and „ Next Generation version of Big Bazaar store. The Big Bazaar GEN NXT store brings the best of retail innovation under one roof.

Speaking on the occasion, Kishore Biyani, Group CEO, Future Group said, "We have put our 15 years of learning with Indian consumers in creating this concept of Big Bazaar Gen Nxt. It is designed to give a multi-sensorial, smart and easy shopping experience that heightens the joy of shopping. We believe these stores will redefine the shopping experience and set new benchmarks for retailing in India. Big Bazaar Gen Nxt store is where many of our innovations and ideas to give consumers a world class shopping experience have come together and it's great to see all under one roof."

The Big Bazaar GEN NXT is designed in such a modular way that it will constantly evolve and can undergo continuous upgrade to incorporate more technology-led interfaces and innovations. Enhanced features like smart trial rooms, sit-down lounges for checkouts and endless aisles or digital interfaces that can take orders for products or inventory not stored in every store are set to be added within a few months. Commenting on the opening of Big Bazaar GEN store in DLF Mall of India, PushpaBector, Executive Vice President & Head, DLF Mall of India said, "With the Mall of India, we at DLF, aim to set new standards in retail and create benchmarks for the industry to follow. Our partners are in sync with our vision and are committed to offer customers with experiences that create lasting impressions and set the stage for future innovations. india- Big Bazaar GEN NXT."



Speaking at the launch, Samvit Tara, Managing Director, Roche Bobois India says, "Over the past eighteen months, Roche Bobois has gained immense popularity in India and we are delighted to launch our third exclusive store in the country. The new store dedicated to the authentically French Nouveaux Classiques collection offers customers another beautiful brand experience, allowing them to explore new avenues in design."

Roche Bobois' Nouveaux Classiques collection moves beyond the reproduction and the rethinking of traditional pieces, instead releasing entirely new models inspired by heritage and legacy. These new pieces are endowed with the charm of the old but reinterpreted with the comfort of the new. At the new Roche Bobois store in Mumbai, the design elements of the Nouveaux Classiques collection are highlighted through enchanting living room, dining room

Roche Bobois regularly collaborates with leading international designers to ensure it is at the forefront of design trends. Over the years, the brand has established a close bond with renowned designers such as Sacha Ladic, Stephen Burks, Christophe Delcourt, Ora-Ito and Cédric Ragot. The brand has also enjoyed a fruitful relationship with some of the world's finest high-fashion houses, such as Missoni, Sonia Rykiel, Jean Paul Gaultier and Ungaro.

Roche Bobois is a global leader in high-end furniture design and distribution and is a dynamic company that is engaged in futuristic product development. Today, Roche Bobois ranks among the most cutting edge luxury furniture brands in the world, with an enviable international reputation. The new store in Mumbai reflects the spirit of the brand through its interior architecture, the selected models, the collections displayed, and the quality of the proposed services.



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MAKING SPECIALTY MALLS WORK IN INDIA

India is famous for its traditional markets and shopping streets that offer speciality products, entertainment and leisure interface. With emergence of organised retail and shopping malls, there has been profound evolution in the Indian retail industry. Due to changing aspirations of Indian consumers and coming up of international brands, shopping malls are themselves adapting to meet the changing requirements.

BY PANKAJ RENJHEN

About the author:
Pankaj Renjhan, is Managing Director
– Retail Services, JLL India

The retail real estate industry is gradually maturing and going towards the next wave of evolution because of the increasing competition from e-tailing. Within this process, there is a need for developing shopping centres that provide a more specialized experience to shoppers with specific needs. The Speciality Malls that emerged a few years ago to provide such services left a lot to be required. This is now changing, as well.

WHAT ARE SPECIALTY MALLS?

Speciality Malls cater to a particular retail category. Malls offering brands of a particular category such as gold, automobiles, wedding, furniture, lifestyle, home etc. are called speciality malls. Simultaneously, malls which offer products of a particular positioning can also be termed as Specialty Malls - for example, malls offering luxury brands can be termed as Specialty Malls.

Currently, there are very few specialty malls offering focussed categories and brands in the country. From the leasing perspective, it is quite difficult to fill in the entire shopping area of only one particular category and at the same time achieve optimal rentals. Also, there is lack of sufficient retail players belonging to a particular category who can contribute to achieving the depth and critical mass imperative for the successful functioning of a shopping mall.

While some of the high streets in the country offer speciality products such as ethnic wear or wedding apparel, they also host other categories working together with the niche categories.



THE SPECIALITY RETAIL REAL ESTATE DEVELOPMENTS THAT ARE WORKING SUCCESSFULLY IN THE COUNTRY BELONG PRIMARILY TO THE F&B AND ENTERTAINMENT CATEGORY. SUCH DEVELOPMENTS INCLUDE DLF CYBERHUB IN GURGAON AND SANGAM COURTYARD AND EPICURA IN DELHI, WHICH ARE DEDICATED EXCLUSIVELY TO F&B BRANDS.

The speciality retail real estate developments that are working successfully in the country belong primarily to the F&B and entertainment category. Such developments include DLF Cyberhub in Gurgaon and Sangam Courtyard and Epicura in Delhi, which are dedicated exclusively to F&B brands. DLF Cyberhub not only offers gastronomies of various varieties, but is also acting as a cultural centre organising various art festivals and programmes.

Some category-specific malls like jewellery malls have also worked well in India. However, a predominant number of consumers still prefer to

visit the traditional jewellers located in high streets. In some cases, malls which were earlier developed to cater only to a particular category are repositioning themselves to include a more comprehensive trade and tenant mix. For example, malls which exclusively offer jewellery have also incorporated some element of F&B, leisure and convenience-oriented categories such as spa and gym.

Globally also, Jewellery malls that are part of a larger or integrated retail development are operating successfully. For example an indoor souk is located inside the Dubai Mall.

The other type of specialty mall that has worked in India is based upon positioning - such as DLF Emporio, which offers many luxury retail brands under one roof. DLF Emporio is located in a cluster of malls that offer premium categories, and also serves as a bridge to luxury products. DLF Emporio is a unique luxury shopping destination which dovetails well with other nearby malls offering a more holistic shopping experience, such as DLF Promenade and Ambience mall.

As consumers' aspirations rise in India, they seek variety as well as depth in shopping experiences. Therefore, a speciality mall as part of an integrated retail development offering a niche, or products belonging to a particular category, would work well. Also, integrated retail developments help add to footfalls of niche categories, and vice versa.

With growing competition from online retailing, F&B and entertainment are the categories which many shopping malls will be focussing on. Retail real estate developments that particularly focus on F&B, entertainment and niche fashion brands may be conceptualised in the future. Shopping mall developers are particularly focussing on international food chains so as to increase the attractiveness of their retail spaces. F&B and recreation has now emerged as an important component of the trade and tenant mix for any retail development.

Speciality malls attract targeted footfalls and a regular customer base; therefore, they should be lodged in an ideal location and catchment. If there is absence of the required commercial or residential population, then the success of a speciality mall would be doubtful. The success of a speciality mall depends on an amalgamation of location, design, ambience as well as demand from consumers and supply of enough brands belonging to that particular category.

The conversion rate in speciality malls is high, as a focussed group of consumers who are guided by a planned approach visit them. The footfalls may be lower than in a general mall, but the conversion rate would be high - thereby generating enough sales for the incumbent brands.

Proper research and a structured approach is needed to develop speciality malls, as their success depends upon demand and supply dynamics as well as the financial feasibility of particular categories. Theme-based malls attracting tourists and residents alike may be conceptualised in the future, but they would require a unique offering or differentiated entertainment avenues for attracting large footfalls. ●●



ANALYSIS OF INDIA'S MALL DEVELOPMENT SCENARIO

The development of malls has slowed down and there was limited construction in most of the cities. If we talk about key developments in 2014 and 2015, the list is not very long and we can count them on our fingertips. The plans of new developments are not looking too optimistic, especially in tier I cities. The focus of developers as well as retailers is more on changing business model and pricing strategy that can help them to sustain in this challenging environment.

BY **SURABHI ARORA** —————

About the author:
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In the last couple of years, we have witnessed a rapid transformation of Indian retail landscape in terms of both technological advancement and consumer preference. Online retail has made a big bang entry and witnessed exponential expansion. According to a report by Retailer Association of India, the e-commerce sales are expected to reach US\$ 55 billion by FY2018 from US\$ 14 billion in FY2015. In contrast, the development of malls has slowed down and there was limited construction in most of the cities. If we talk about key developments in 2014 and 2015, the list is not very long and we can count them on our fingertips. Besides, Mall of India opened by DLF recently and various Decathlon large outlets and a few super marts there was no other major development that was witnessed. About 25 to 30 million sq ft of mall spaces is under development in tier I cities in India, but it seems the developers are not in a hurry to complete these developments. Moreover, the plans of new developments are not looking too optimistic, especially in tier I cities. The focus of developers as well as retailers is more on changing business model and pricing strategy that can help them to sustain in this challenging environment. In fact, there is a dearth of quality retail space in 2015 in major

cities. The trend of opening superstores is catching up in tier II and tier III cities, where they have not tasted the mall culture.

Having said that, a few of the successful malls in tier I cities have continued to garner buyer interest and managed to retain low vacancies, while others are forced to convert themselves to banquet halls, offices or even hospitals. Now, when we look closely, the factors that make these malls successful are better mall management, presence of international brands, balanced floor plans, etc. Interestingly, most of these malls are the ones which are majorly owned by developers. The ownership provides them the flexibility to do better mall management and control over tenant quality. Besides this, they are more flexible in adopting technological advancements, which is one of the key factors in driving consumer foot print. In India, there are a number of malls that are strata sold to the investors which are either managed and leased by multiple owners or leased back to developers for overall management. Generally, it is observed that it is difficult to change formats and tenants in strata sold model than in a developer owned mall. Multiple ownerships result in improper mall management and low occupancy. International brands generally stay away from such malls.

To be relevant in the digital age, these malls are trying to change themselves with the changing consumer preferences and putting greater emphasis on experience and concept stores. They are trying to differentiate themselves by providing a unique brand experience to the buyers. Multisensory customer experiences, better customer reception, and better relationship management with customers are areas that can be facilitated better through brick and mortar channels. Certain national retail chains have

recognised the importance of multiple delivery models and have strategised accordingly. Now, almost all the malls have their own website. These websites facilitate a platform to engage with customers by giving them information like discounts offered by their stores, events, food festivals, etc.

A few malls are trying to provide augmented reality experience to the customers like virtual trial rooms in cities like Hyderabad. The fact is that the malls are increasingly associating themselves with "Experience" such as F&B and entertainment zones like play areas, movie, theaters, etc. in a bid to increase footfalls. Recently, the Mall of India developed by DLF in NOIDA claim to dedicate about 40% of the space to food and entertainment, which is a huge space considering the mall size of about 2 million sq ft. There are plans to open another mall in Delhi in 2016.

Thus, it is clear that what needs to be successful for retail mall owners is a broad based business plan that makes them stay ahead of competition. They need to ensure creative and sustainable operating models that balance the pace of business in the current changing environment. Internationally, mall operators are facing similar challenges. Mall operators

in Hong Kong are utilising their designated home pages and internet platforms as an effective means to entice their customers especially the young generation to physical malls. One can see a lot of collaboration between the mall operators and retailers in achieving this. For example, by teaming up with retailers, mall operators can issue e-coupons which are only available online. However, it can only be redeemed in designated shops within shopping malls. Even some developers like Wanda, COFCO and Yintai in China establishes webs for their properties, in the hope of undertaking more online promotions on behalf of tenants and owners themselves. Most of the Dubai malls are known for providing an experience for consumer delight. Another, trend that is catching fast to compete with online retail is facilitating click-and-collect and online order returns within shopping centers. The new malls are taking care of new center design and tenancy layouts to facilitate this service.

The organised retail sector is poised for growth and according to the market sources it is expected to grow to 1.3 trillion till 2020 from current level of 600 bn in 2015. The same has been reiterated in recent Colliers report 'Impact of e-tailing on brick and mortar retail' where it states that online retail in India is expected to touch USD 22 billion by 2018. Mobile internet users in India are expected to cross 300 million by 2017 from 159 million users at present, further aiding e-tail penetration. With these new strategies in place malls can get a decent share in this growth. Thus, besides getting threatened, mall operators can see this as next wave of opportunity to grow further. Physical presence will always play a key role; however, there will be change in layouts, product mix and services offered. Omnichannel retail strategies will also play an important role to stay in the game. ●●●



IT IS CLEAR THAT WHAT NEEDS TO BE SUCCESSFUL FOR RETAIL MALL OWNERS IS A BROAD BASED BUSINESS PLAN THAT MAKES THEM STAY AHEAD OF COMPETITION. THEY NEED TO ENSURE CREATIVE AND SUSTAINABLE OPERATING MODELS THAT BALANCE THE PACE OF BUSINESS IN THE CURRENT CHANGING ENVIRONMENT.



SMART STRATEGIES FOR PEs INVESTING IN REAL ESTATE

Private Equity funds, famously known as PEs are invested heavily in the Indian real estate. Even though the sector is emerging only gradually from its slowdown, this could be the golden period of PE investments to invest further, as the opportunities being offered are humungous.

BY **ASHWINDER RAJ SINGH**

Some of the highlights of their performance – and how they can maximise their presence and profits by being smart:

BIG OPPORTUNITY

The total PE inflows stand at `11,080 crore against only `4,000 crore in the corresponding period of last year. The current real estate market is huge for PEs to enter, as most of builders with projects in progress are looking forward to refinance their loans at a lower rate of interest. With the economy on an upswing and most of these projects nearing completion, it makes sense for PEs to refinance loans and enter deals that will fetch great returns in a short period of time. Simultaneously, developers can pay off their earlier investors, refinance their debts at lower rate of interest, get some top up capital and reduce their overall cost of operations. It's a win-win situation all around.

SELECTIVITY IS IN

Select Players: A smart strategy that many PEs are following (and which others should emulate) is that they are not investing in every project that shows promise. Instead, they assiduously research real estate developers' track records, market reputations, delivery capabilities, financial health, flexibility in conducting business and willingness to share the control of

operations. Only after such due diligence will PEs invest. With a lot of organised developers entering the sector, it is becoming easier for funds to find the right players to back.

Select Markets: In the phase before the economic meltdown of 2008, PEs were investing in all possible markets to distribute wealth and maximise returns. The lesson they learned is that it is better to invest in top 7-8 cities where exposure to developers is well organised and can be tracked, and the markets themselves are more transparent. The smaller markets will take time to evolve. With time, there will be more reliable information coming out from them; till then, it is smart to stick to the primary cities. Profits can be re-invested in tier 2 and tier 3 cities at a later stage.

RESIDENT EXPERTS

It is not a fixed position in a venture capital firm and may not be a fixed job profile either, but it makes sense to have an in-house expert working for you. These individuals basically act as catalyst to spot the next big idea or big investment, and can help bring together a project that big PE funds would have missed. Also, if these entrepreneurs in residence themselves have a project to launch that meets the required criteria of investments, it makes more sense than to take blind risks with a newcomer.

INDEPENDENT DIRECTORS ON THE BOD

After the Lehmann Brothers collapse that brought down the global economy, there is a greater thrust on transparency when it comes to investing funds that can have an impact on the common man. It makes sense to appoint an independent director in a team of Board of Directors who is not from the real estate sector. This way, a PE can secure an independent voice bereft of ulterior motives and hidden agendas, who will only work to bring in efficiencies as well as improve accountability of the firms - especially those that have a direct B2C business model.

EXCITING TIMES HEAD

Global investors are queuing up to invest in India, thanks to a growth story that is unfolding at rate better than expectations. Also, with a lot of churning over the past few years, the real estate sector as a whole is getting its act together to bring in transparency. It is evolving into a better organised sector, at least in the major real estate markets of the country.

These are the signs of bigger and better things ahead for those who invest at the right time and in the right place. For PEs looking aiming to distribute their investments and yet ensure healthy returns for their investors, Indian real estate sector is definitely the place to be. ●●

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Institutional | Pacific School | Delhi



expertise shows.

MASTER PLANNING | ARCHITECTURE | INTERIOR DESIGN | STORE PLANNING | GRAPHIC DESIGN



Hospitality | Vegas Crown Plaza | Delhi



Infrastructure | Alambagh Bus Station | Lucknow



Retail | Kesari Square | Tirupati



Mixed Use | Ispahani | Dhaka





MALLS REINVENT THE WHEEL

BETS BIG ON OUT-OF-THE-BOX 'IDEAS'

Come Diwali and there are lanterns and lucky draws. Christmas time is to have on display a Santa or Snowman and of course mistletoes and stockings. Valentine's Day literally translates into a feeling of having love in the air with heart shaped balloons and other stuff to showcase the sanctity of the day. During Holi, the call is for a colorful ambiance and summer holidays are marked with contests on a holiday abroad and things on similar lines. Shopping centres / malls cannot afford to miss celebrating any of the festivities - be it those that call for national celebration or the ones that are region specific. But do these activities and events lead to driving in footfalls? We speak with leading players to learn more.

BY ZAINAB S KAZI

Aptly setting the context for the story to accentuate the changing dynamics of consumer preference for events and activities held at malls, Ramesh Pandey, GM – marketing and events – Ambuja Neotia Group shares, “Customers are tired of seeing FLAT 50 per cent sale promotion pictures hence they actually look forward to some unique events.”

Little wonder, today we have a lot many event agencies which are being outsourced by malls to hold events and activities to keep shoppers engaged. From having activities for kids at the atrium to lucky draws, the sync is perfect.

Malls and shopping centres can create a property which would engage people - it could be a painters club or something where book lovers could get together for reading sessions, a cooking club, a club for aspiring theatre artists etc. Considering each city within the country is fighting for space, malls can turn into hubs for events and activities that are niche for a particular set of audience.

Rajendra Kalkar, president (west), The Phoenix Mills Limited has some good words to share, “Each initiative needs to have a 360 degree approach. Targeting a good event concept without a great partnership is only half a job done. The strategy towards initiatives should keep in mind to create an experience worth selling to your target audience and also receiving desired response from them to further innovate and experiment.”

CONCEPTUALIZING THE CALENDAR OF EVENTS

Considering activities are held to attract shoppers and keep them engage, it goes without saying that they need to be the focal point when the calendar of events is being prepared. An important factor to keep in mind is having events / activities which can also involve children since they have an important say in any decision making process being undertaken by the family.

A noteworthy initiative by Ishanya in Pune deserves a special mention wherein the team has launched - The Ishanya Art and Culture Club: An Enthusiast's Guild which is poised to be a destination for connoisseurs of art and culture in India.

Pandey hits the nail right on the target when he talks about the rationale that is in place before they narrow down on the events. He says, “Our malls are known in India for its consumer connect events which we have been doing for the past 10 years. We have never ever projected our malls as Ultimate Shopping Destination instead we have been projecting it as Ultimate Hangout Destination. The USP of our malls are open space and non-ac areas where we do events round the year.”

Citing a perfect example and importance of involving and giving prominence to regional identity of the people living in the area, Gaurang Agrawal – CEO – West Pioneer Properties (India) Pvt. Ltd. shares (for Metro Junction Mall at Kalyan), “The

unique value proposition we bring in is that we have ensured all activities cater to different ethnicities, culture and different age groups. In addition to just walk-in customers, we have tied up with several local schools, colleges, various cultural groups and communities for hosting and conducting initiatives in the field of art – music, dance and painting. Also, we make sure local talent is given prime focus, we have had a Marathi movie – Friends shot in our mall. Additionally, we had a couple of Hindi rock bands Aabhaas and Moksh perform in the mall last year.”

Metro Junction Mall is a complete family destination and is evolving as the largest cultural community hub for the Kalyan-Dombivli-Ulhasnagar (KDU) region. On the significance of involving local culture, he adds, “All our initiatives are focused towards community building, in line with our Vision to create a world class shopping destination. Events focusing on local talent and kids, works really well with our demography. Kalyan-Dombivli has an average literacy rate of 93.06 per cent, higher than the national average of 74.04 per cent. It is a mix of different communities; the main language is Marathi. However, regional mix has worked in our favour with footfalls considerably increasing over the years.”



COVER STORY



📍 SINGER ABHIJEET ALIVE INDIA CONCERT, PHOENIX MARKETCITY, PUNE



📍 MALLIKA SARABHAI PERFORMING AT ISHANYA



📍 SHIMMERING DIYAS ACROSS THE CEILING AT DLF PLACE, SAKET

Highlighting the USP of activities undertaken at Lulu Mall, Shibu Philips - business head – Lulu Mall shares, “We try to build our activities around the needs and requirements of the customers. So post every event, a detailed customer feedback is taken and the results analysed and implemented in the next event. We have realized that the activity will only be successful if it has customer engagement. So in order to stand out from competition and get repeated customers, we focus on experience creation.” Philips highlights the importance of involving children, “Activities for children are always well received. So during the holiday season, we conduct the Lulu Summer Camp & Little Town, meet and greet activities with established animation film production houses and also focus on contests and innovative activities around Children’s Day and Independence Day.” It is interesting to note that the loyalty programme by Lulu has seen an upsurge off membership in just three months since its launch. The number of members

stands at 20,000. Philips adds, “We believe in having “first-hand experience” with the customers, by giving them a satiable experience that they would like to enjoy again and again. Our initiatives range from Social causes, Activities for children, A Well designed Loyalty Program, International performances during Holiday season, Flat 50 per cent Sale, Women’s Wednesday, Shopping festivals with incentives for shopping, category promotions like Lulu Beauty Fest, Lulu Food Festival and much more. Each of these events are promoted through various ATL, BTL communication and new media.”

Reiterating the factor of involving kids while developing the calendar of events, Urvi Vira, head mall marketing, Growel’s 101 Mall shares, “A lot of our activities centre around kids and these become really popular. The reason could be that probably in today’s day and age, kids are so addicted to gadgets that parents want them to go out and learn and experience something new. That is why we see that

a lot of parents bring their children specially to be a part of the activities. Or sometimes even if they are casually visiting the mall, they happily participate in what is going on around.”

One of the early pioneers to set mall culture in the country, Inorbit Malls see a lot of buzz around festival season. Puneet Varma, associate vice president - corporate communications and marketing at Inorbit Malls shares, “It is not just about offers but it’s about the shopping experience.” Varma cites an example of an activity carried out at one of their malls which had participation from the visually impaired and another one which had underprivileged children. Elaborating on the same, he shares, “Inorbit Mall Vadodara celebrated the festival of lights with 100 blind people by hosting a celebration at the mall and giving gifts to them. This Christmas we had the concept of “Tree of Smiles”. In this initiative shoppers could drop gifts for the underprivileged children in a larger than life stocking. Volunteers captured the smiles of these shoppers on instant Polaroid camera and the pictures were put up on the Christmas tree set up at the mall atrium. The proceeds were shared with the children of AAWC NGO.”

On the calendar of events and what goes into designing the same, Varma reveals, “Preferences differ according to different age groups. Every initiative conceptualized by Inorbit taking into consideration the preferences. We as a mall host 300+ days of activities every year. There should be a mix of activities like shopping offers, themed events, lucky draws, CSR initiatives, celebrity visits etc. People prefer a two way communication these days. Interactive activities are more popular among shoppers. Having said that, kids’ initiatives get an overwhelming response across.” So here we have one more player talking about the importance of having activities around children. Rajiv Malla – director – Phoenix Marketcity- Pune, shares on the

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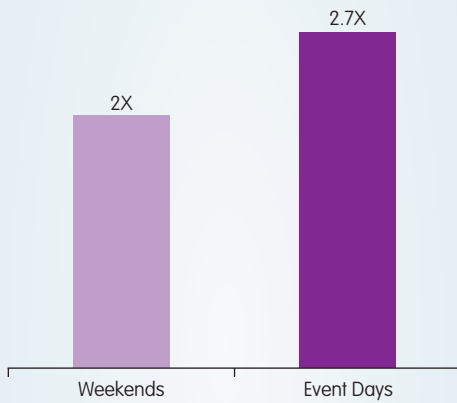


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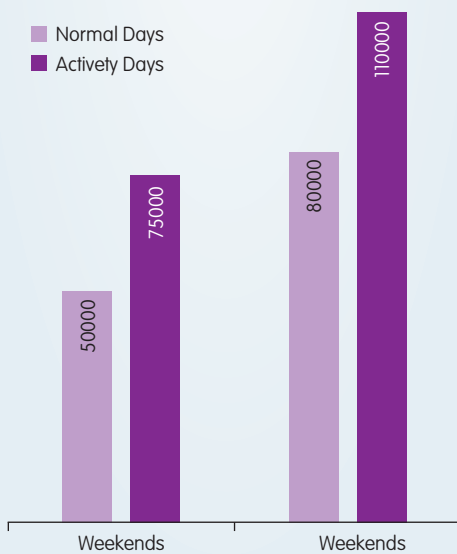
COVER STORY

METRO JUNCTION MALL: INCREASE IN FOOTFALLS V/S WEEKDAYS



LULU MALL

■ Normal Days
■ Actively Days



PHOENIX MARKETCITY PUNE HAS SEEN A STEADY GROWTH YEAR ON YEAR WITH AN AVERAGE FOOTFALL CLOSE TO 50K DURING WEEKDAYS AND AROUND 1.20 LAKHS DURING WEEKENDS. THERE HAS ALWAYS BEEN OVERWHELMING TRACTION FROM CONSUMERS FOR ALL MAJOR ACTIVITIES UNDERTAKEN BY PHOENIX; IT HAS ONLY GROWN MANIFOLD.

preference of initiatives by customers, “Though all activities have been well received by the consumers, we have realized that greater traction is seen during art, music, community activity and fashion and lifestyle specific activities.”

Orion Mall in Bangalore’s has had than 65 million visitors to the mall in over 3 years of operations. The mall has delivered the highest retail sales, in excess of ₹2500 crores of sales in over 3 years in any single location in the city. Largest single day footfalls recorded in the city was 2.5 lakh visitors to the mall. Vishal Mirchandani, CEO – retail and commercial – Brigade Enterprises Limited shares, “In 2015, a detailed calendar was designed capturing all the festivals of the year to tailor events for the same. A well thought through custom event calendar for the year was also designed to ensure - a large event every quarter, a medium intensity event every month and small events every week of each month.”

Mirchandani adds, “Strategic and thought through-activities are conceptualised to enhance the shopping and dining experience. The entire mall is decorated thematically laced with offers and incentives. Our biggest event during the festive season is the month long Orion Shopping Festival, Consumers on purchase of ₹ 4000 get to participate in hourly, daily, weekly and bumper prizes. The bumper prize winner gets to take home a Luxury car. The Last Orion Shopping Festival saw consumers take home gift vouchers worth ₹2,000. Daily winners got Gionee Smartphones, Weekly winners won Yamaha bikes and the Bumper prize winner drove home the Chevrolet Cruze.”

TRANSLATION TO AN INCREASE IN FOOTFALLS

The stress and pressure of city life leaves an individual scouting for avenues that would help him and his family unwind. Taking a weekend off is not always possible hence it is up to malls to encash on this opportunity of having events and activities that would drive customers to their malls.

At Inorbit, this year there was 8 – 10 per cent year on year rise in footfalls across all its properties. Shares Varma, “However, compared to other non-festive months the average goes up to a growth of 18 to 20 per cent.”

In terms of footfall, Phoenix has seen a steady growth year on year with an average footfall close to 50K during weekdays and around 1.20 lakhs during weekends. There has always been overwhelming traction from consumers for all major activities undertaken by Phoenix; it has only grown manifold. Below is the graph indicating the growth in Footfall Year-on-Year for Phoenix Marketcity, Pune.

Appended is the chart from Lulu Mall on the increase in footfalls during event days and the footfalls seen at the mall on other days.

On the increase in footfalls at Orion Mall, Mirchandani reveals, “The events organized during the span of the year have significant effect on the footfalls and have led to evident spikes in the monthly footfall trends for the year 2015. The year 2015 began with Panchatavta followed by the Orion Wine Festival 2015 which along with the Unveiling of Mahatma Gandhi’s Statue and other



■ BUBBLE VIOLINIST - KATERYNA ZAKHAROVA, PHOENIX MARKETCITY PUNE

activities saw over 14.37 lakh footfall for the month. The next big jump in the footfall was seen in the month of May with first edition of Orion Festival of Giving which was a 15 day event comprising of a music concert, fashion show and concluded with a Charity Dinner. The Orion Flower show was a great attraction in the month of July leading to the 2nd highest footfall in the year 2015. The festive mood of December and the mesmerizing decoration for Christmas is a major crowd puller leading to the maximum footfall in December."

PARTICIPATION FROM RETAILERS

With a lot many malls now working under the revenue sharing model, it does become taxing for malls to hold events and activities without support from retailers. This is precisely the reason we have a lot many malls offering events which are clubbed with offers and discounts. Shares Varma, "A lot of retailers willingly participate in special events if they find a brand connect with the concept. For instance, with InTrend, for the first time Inorbit introduced an out and out fashion based event and over 25 top fashion retail brands participated in the event."

Apart from having retailers participate to extend offers and discounts, it is also a good initiative to have them become title sponsors for various events. For e.g. at Metro Junction mall, they conducted Metro Dance Competition sponsored by Max Lifestyle and Metro Karaoke event which was sponsored by Ezone. Agrawal shares, "We run periodic activities that are sponsored by various retailers in our mall. Metro Carnival, End of Season Sale event is regularly conducted in partnership with major Retailers present in our mall."

Sharing details on retailer participation at Lulu Mall, Philips shares, "All our retailers associate with us in some way of the other, thanks to the wide array of options we offer them. Participation through the Lulu Loyalty Programme, Lulu Happiness Magazine, offers during Women's Wednesday's, flat 50% sale,

Lulu shopping Festival, category promotions, branding, visibility & customer interactive activities have all been very high. Brands support us through vouchers, merchandise, free gifts or they run their own initiatives too for which we facilitate engagement through collaborations. We have always ensured that the retailers are well supported and get returns for their participation, thus ensuring repeated participation."

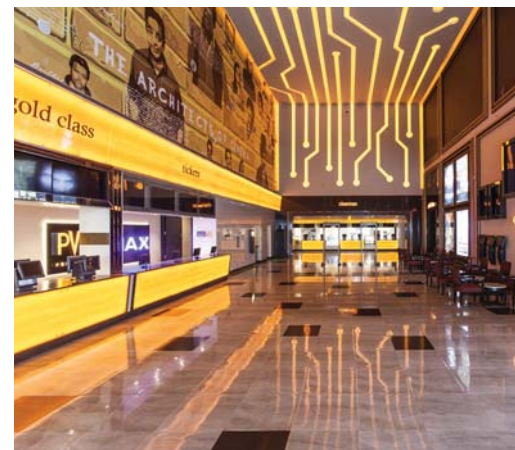
Strongly advocating the partnership of malls and retailers to work together, Mirchandani cites the example of Orion. He shares, "Most of our retail brands constantly innovate to provide exciting promotions and offers for our patrons. While conceptualizing all events, the retailers' objectives are always kept in mind. We always extend support in terms of Promotional and branding spaces on a regular basis. Whenever there is a campaign running, sale/ offer or a brand launch, we always provide retailers with strategic locations to promote their products/offers." Adding further, he cites, "We have several annual properties that we have created. For these properties we partner with our retailers; events such as Orion Festival of Giving wherein consumers can donate products and in exchange they get gratified with gift vouchers, more than 70 brands participated and there was a significant increase in sales seen by these brands. During the Orion Fashion Week, a string of brands showcased their latest Autumn/Winter collections at the picturesque lakeside of Orion Mall."

SIGNIFICANT INITIATIVES

Appended are some key initiatives by leading real estate players:

► Infiniti Malls

Talking about what new age malls should do to stay relevant in the digital age and how Infinity malls, have reinvented the wheel to stay at the top of the game, Mukesh Kumar, VP, Infiniti Mall says, "Malls which are built well, maintained well, and are at the right location with a good brand mix will do well



► PVR, VR BENGALURU

whereas malls without the said characteristics are bound to suffer. Malls that can create a community experience will thrive. Malls need to reinvent themselves in order to keep abreast with the new era of entrants and to retain their existing patrons and consumers. The management of a mall should try to improve customer experience by organising events, promotions and activities from time to time.

Kumar adds, "We have introduced Wi-Fi facility at the mall, automated and progressive parking system, loyalty programme, etc. We have interactive kiosks at all the floors for customer assistance.

"In the near future, India will see a phenomenal growth of shopping malls and specialty retail stores. However, not all shopping centres will survive; the ones that can create a community experience will thrive. The malls will have to become increasingly active on the social network scenario and will have to effectively utilise the social media to be successful. Based on big regulatory or social and perceptual changes, malls across the country will keep transmuting to prevent themselves from becoming obsolete and also match or exceed global standards." Opines, Kumar.

► Virtuous Retail

Since the advent of mall culture in India, malls have donned various avatars but that of being a lifestyle-cum-leisure centre has earned Virtuous Retail a unique distinction. Taking a thousand steps ahead in this journey is Virtuous Retail with their experiential shopping centres, which are not just great shopping destinations but also a haven for various community activities. And have become tourist hotspots for visitors and shoppers alike.

Virtuous Retail's first project, VR Surat, was launched in the year 2013 and is the city's or, if we may say so, the country's first retail lifestyle destination that is not just a shopping centre but also a social hub, a tourist and a cultural centre that curates an exciting mix of retail, art, entertainment and community initiatives. VR Bengaluru, the group's



► CHRISTMAS CELEBRATIONS AT INFINITI MALL



► VR BENGALURU



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G GARDEN CITY, VR BENGALURU



T THE MAGIC GARDEN, VR BENGALURU

VR SURAT HAS OVER A 100 REVIEWS ON TRIP ADVISOR, OVER 2 LAC FANS ON FACEBOOK AND RANKS AS THE MOST POPULAR SHOPPING DESTINATION IN SURAT, WHEREAS SIMILAR SIZED MALLS IN THE REGION BARELY EVEN GET REVIEWS, AND STRUGGLE TO GET ENGAGEMENT ON SOCIAL MEDIA.

second flagship, is similarly a community-oriented premium lifestyle destination that reflects the unique heritage and culture of Bengaluru, while bringing the best of retail, F&B, entertainment, serviced residences and flexible collaborative offices under one roof. From the most stylish international labels to gastronomic delights from across the globe, VR Bengaluru offers an unparalleled opportunity for visitors to shop, dine, work, play and stay.

VR Bengaluru's impressive and unique 'vertical campus' draws inspiration from the rich legacy of Whitefield, offering patrons a contemporary twist on culture and history, but more interestingly is part of an emerging global trend where new cutting edge developments are innovating and integrating uses to enhance the consumer experience. VR Bengaluru has achieved a unique level of integration across a mix of commercial (retail, office & hospitality) uses at scale that has not been attempted yet in India, and perhaps elsewhere in the world too. Garden City, the outdoor plaza, models the verdant Garden City of Bengaluru, while the British-style pub Whitefield Arms is an ode to the former English residents of the area. The development has created outdoor pedestrianized spaces in keeping with the vibrant essence of the city.

Anupam Yog, Strategy Director (APAC), The Partners, which is a strategy & design firm part of the WPP group, and serves as a brand advisor to Virtuous Retail explains, "We believe that community is central to the VR brand. VR Surat ever since its inception in 2013 has proactively programmed events & activities that enhance the shopper experience. Infact the whole centre is designed very distinctively and is the first of its kind in India. It features large event spaces integrated into the retail environment

which catalyse new kinds of activities, ranging from festivals & farmers' markets to pop up stores & even large scale private events such as birthday parties & wedding receptions! Virtuous Retail's second retail establishment in Bengaluru employs the same design principles and a similar operating philosophy. VR Bengaluru, which is in its pre-opening stage recently had a Community Launch through a series of cultural initiatives such as Jazz in the Garden and the Whitefield Art Collective; the success of these efforts is evident in the fact that the Centre is receiving attention from the core community of consumers across the catchment well before the grand launch scheduled for May 2016."

Discussing Virtuous Retail's 'Connecting Communities' initiative further, Yog, who earlier served as Marketing Director for the group and played a key role in shaping the brand strategy for the business, says, "VR's unique community engagement model has inspired a number of different alliances with artists, craftspeople and cultural organizations. In VR Surat, artist Paresh Maity's 'JalTapi' and sculptor Arzan Khambatta's 'Majjani Life' & 'JamanJalso', which are permanent installations in the Centre have helped establish the destination as a popular tourist attraction; indeed, VR Surat has over a 100 reviews on Trip Advisor, over 2 Lac Fans on Facebook and ranks as the most popular shopping destination in Surat, whereas similar sized malls in the region barely even get reviews, and struggle to get engagement on social media. Another example is the Dumas Art Project in Surat, and it's sister festival, the Whitefield Art Collective in Bengaluru - these are the largest community art festivals of their kind that do well to inspire civic pride in their host cities & metropolitan regions."



F FOOD BOX, VR BENGALURU

Talking in particular about VR Bengaluru's community initiative, Rajiv Raichand, Director, Virtuous Retail says, "Whitefield Art Collective has been curated with the local community in mind; its a month long festival where artists can exhibit their labour of love. We have worked closely with them to ensure this art festival features work that is compelling. We have also collaborated with a green NGO to bring in topical themes of environmental sustainability. Additionally, WAC features an electric car painted by a renowned artist which will be auctioned for charity. The focus of during the Community Launch phase is on activating the public spaces that were designed to host events of stature and community interest. VR Bengaluru is unique in other ways too; our shopper engagement strategy was to create amenities that add value to their experience, so we conceptualized 'Magic Garden', a themed soft play area in collaboration with US-based Playtime, which sits alongside our successful Master Retailer format, 'Foodbox', a foodcourt like no other, that is further integrated with 'Funcity'; together this whole area is around 1,20,000 sq ft. and provides seamless movement across the various offerings including the PVR Gold Class and Imax cinema which makes it a truly memorable experience. This level of experiential design in a retail environment is not only unique to India, but comparable to leading destinations internationally."



INORBIT MALAD DURING DIWALI CELEBRATIONS

Putting things in perspective about what mall visitors are expecting and what is actually being provided to them, Yog opines, “Most malls in India do not provide a holistic experience to visitors, so shopper expectations tend to be low. This is partly why e-commerce, which has focussed on experience along with convenience to draw shoppers, has grown so rapidly in India. Consumers today are extremely discerning, and often, malls are unable to delight their visitors. Malls, as a category, tend to be very transactional in their approach, and the customer response, appropriately is quite cold. To be successful, developers must first think of their malls as public & social spaces -- an experiential destination, which drives shoppers to visit again and again.”

Contextualizing this to Virtuous Retail, Yog says, “Virtuous Retail’s flagships are called VR Community Centres or Lifestyle Centres because this is perhaps a more apt descriptor than to call them “malls”. Shopping is almost incidental, though having said that, VR Centres are positioned to cater to premium communities of consumers, and thus host the best brands. For example, VR Surat debuted Zara and Marks & Spencer’s in Gujarat, which was at one time called a ‘retail graveyard’. Today, 3 years hence, these retail brands have not only survived but thrived. I think the key to this has been Virtuous Retail’s ability to emotionally engage with consumers and build the VR brand in their hearts, not just their minds; this is also why VR’s retail tenants perform well.”

Talking about the much awaited upcoming flagship from Virtuous Retail in Chennai, VR Chennai, Yog, says, “VR Chennai will go live by end 2017. Chennai is known for its built heritage and distinct architecture which is visible in the many temples with their spectacular ‘Gopurams’, so the design pays tribute to this aspect of the city. VR Chennai also celebrates another important export from Chennai— The Madras Check fabric. The project has a keen focus on sustainability too, and the development is LEED Gold pre-certified by the Indian Green Building Council, with a total built up area of around 1.8 million sq.ft. When it opens, it will set a new benchmark for experiential retail not just in India, but across the world.”

► Inorbit Malls

Inorbit malls are known to host over 300 days of marketing events every year. According to Varma, the key events hosted in 2015 were:

Sharing details on the niche initiatives at **DLF Place, Saket – Benu Sehgal – Sr. VP– Mall Management** shares, “DLF Place hosts many exciting events such as Ice Cream City Festival where in many ice cream brands came together to present new and exciting ice cream flavours and concepts, ‘North East Fashion Festival’ showcasing fashion shows, cultural programs, musical shows and exhibitions of traditional textiles of the North East Region. DLF Place Food Run was one of its kind food crawl in which the best of restaurants like Hard Rock Café, Mahabelli, Chili’s, Café Delhi Heights were among the few who came together with their finest dishes, drinks and offerings for an afternoon packed with food. Indian Ocean, performed live at the mall on the grand opening of Apple store. Book launch events such Scion of Ikshvaku by renowned author Amish Tripathi was launched at DLF Place with Bahrisons. and we have also organized other fun and engaging activities at the mall like Salsa dance classes by Ballrumors, Tweasure Hunt by SoDelhi etc. to name a few.”

Pink Power: This year on Women’s Day Inorbit mall launched a special event for the women of Mumbai. Women entrepreneurs were invited to share their innovative business ideas. Inorbit not only provided professional guidance and advice to scale up their business but also provided the selected winners, a space in the mall to operate their business. This event was promoted on a large scale at various social, electronic and print platforms.

InTrend: Inorbit with its objective to showcase the fresh collections of the Retail partners in the category of Fashion and Accessories developed a concept called InTrend. InTrend is a fashion extravaganza which included a model hunt for all the aspiring models above 16 years of age along with a professional fashion show. There were popular names like Alesia Raut, Sucheta Sharma, Yatin Gandhi, Jasleen Kaur and Aanam C who conducted fashion masterclass for the consumers and designed the whole show. The grand fashion show showcased the fresh collections for the season post the End of Season Sale. The winners of InTrend got an opportunity to get a professional photo shoot done by Amit Khanna and also were signed for a 3 fashion show contract with fashion choreographer Yatin Gandhi. Inorbit reached out to everyone via social media platforms and on ground activation. We received around 500 entries from all over Mumbai.

Inorbit Baccha Bollywood: Inorbit in association with ZeeQ hosted a special 17 day film making workshop for kids. “Inorbit Baccha Bollywood” was held in summer vacation where kids could transform their vacation to a lifetime experience. In this workshop



INORBIT MALAD

COVER STORY

kids who wanted to prepare for stardom could learn skills like acting, directing, script writing, dialogue writing, make-up, music and dance. These workshops were held at Inorbit Malls across the country. At the workshop these kids were mentored by industry experts. After completion of the workshop, select kids got the opportunity to act in a short film directed by Amol Gupte. This film was screened in multiplexes and had also premiered in ZeeQ channel. The initiative was well received with a massive participation of kids.

Apart from these activities there were social connect initiatives like Diwali celebration with the blind community at Inorbit Vadodara, a flash mob with the deaf on the occasion of World Deaf Day, Christmas gifting to underprivileged kids with Tree of Smiles – AAWC NGO and various characters like Barbie, Doreamon visit etc.

Some of the key social media activities were as follows –

Tree of Smiles Campaign was planned and promoted on social media and digital platforms that got footfalls in the malls.

Customers were encouraged to Visit the mall and donate Christmas gifts for less privileged children.

Great Inorbit Hunt (Treasure Hunt in Mall) was conducted. Fans were invited through social media platforms to participate in the treasure hunt that was played inside the mall. Clues of the hunt were given through the Inorbit in App

Selfie with a 50 contest was conducted to promote the Flat 50 Sale. This contest was run on Facebook and twitter. Fans were asked to visit the mall during the Flat 50 sale, Spot the number 50 and send us a selfie with it.

Other initiatives that lead to footfalls:

Shake n win - Shake n win feature of the In App is promoted on social media and fans are encouraged to visit the mall and collect gift vouchers

Digital Contest – Contests are held every month and winners are sent to the mall to collect their prizes.

Apart from this, there's also another initiative in which Inorbit syndicates all the offers that they get of retailers and promote them on Facebook, Twitter, Inorbit mobile app and the website which also encourages footfalls.

► Phoenix Marketcity, Pune

Rajiv Malla – Director – Phoenix Marketcity, Pune shares some key events / activities that happened in the mall in the year 2015.

Science Workshop: This was organized in honor of Late Dr. APJ Abdul Kalam on the occasion of 69th Independence Day. The workshop saw students submitting projects in the form of science experiment, painting, drawing, creating best out of waste, essay/ poem writing etc

Sand Art: To pay homage to Late Hon'ble Dr. A.P.J. Abdul Kalam, a life size sand art sculpture of him was created by famous artist Narayan Sahu at the entrance of the mall

Vintage Car Museum: Greatest marquees of cars from across the world, of all types and ages were displayed under one roof

Beauty Fest: Taking the concept of B-Me! (Beautiful ME), it displayed art through sculptures that showcase people's eternal craving to look beautiful. The fest exhibited exceptional figurines crafted by a renowned artist Loknath Sinha.

Eco-friendly Ganesh Idol: The idols were made using pottery and origami

Recycled Fashion: Fashion walk by models wearing recycled and naturally dyed clothes was organized to support and raise awareness on the occasion of World Environment day

The Fashion Circle: Unique trunk show titled The Fashion Circle was organized at Phoenix Marketcity in association with Rudraksh. The show featured collection from India's top designers like Satya Paul, Ritu Kumar, Wendell Rodricks, Nachiket Barve and many more. Phoenix for the first time had also organized a panel discussion on 'Style &

PHOENIX MARKETCITY' LAUNCHED 'FREEDOM TO BE ME', A CAMPAIGN THAT SOUGHT TO ADDRESS VIOLENCE AGAINST WOMEN. IT AIMED TO SEND OUT THE MESSAGE THAT THE CHANGE NEEDED CAN ONLY COME FROM EACH OF US. THE OBJECTIVE WAS TO CREATE AWARENESS AND PROVIDE A PLATFORM FOR PEOPLE TO PARTICIPATE THROUGH VARIOUS ACTIVITIES.



HALLOWEEN PARTY FOR KIDS AT PHOENIX MARKETCITY PUNE



DRAMA PREMIER LEAGUE AT PHOENIX MARKETCITY



PHOENIX MARKETCITY PUNE



CELEBRATE LOVE AT PHOENIX MARKETCITY



INTERNATIONAL BUBBLE DANCER AND SAXOPHONE ARTIST PERFORMING LINE AT PHOENIX MARKETCITY



TRIBUTE TO ELVIS PRESLEY BY GARRY J FOLEY CONCERT AT PHOENIX MARKETCITY



DIWALI CELEBRATIONS AT ORION



ORION FESTIVAL OF GIVING



ORION SHOPPING FESTIVAL

Substance' where renowned fashion designers and industry experts were invited together on a common platform.

Open air live concert: The music aficionados in Pune got a chance to witness renowned singers like KK, Usha Uthup, Abhijeet Bhattacharya, Shaan and KunalGanjawal, Hari Haran performing live

International Jazz Festivals and Band Performances

Halloween Night The crazy Halloween night of mad and scary attire, music and dance was organized by Phoenix Marketcity with world renowned EDM duo Lost Stories performing live.

Style Icon Style Icon is an initiative by Phoenix Marketcity which gives budding and fashion forward customers a platform to showcase their talent. The uniqueness of the event lied in the fact that just about anyone who had the desire and the confidence could enroll and go on to win the prestigious crown. The competition is open for all and teaches participants grooming, social etiquettes and public speaking helping them better themselves and honing their talents. Phoenix has successfully hosted three editions of this most anticipated and popular fashion property and has positioned it as an annual event.

Drama Premier League Phoenix Marketcity Pune has hosted this one-of-its-kind inter corporate drama competition twice so far, giving chance to the budding actors to showcase their acting skills, have fun and win exciting prizes.

Vegan Festival World Vegan Day and Federation of Indian Animal Protection Organisations (FIAPO) under its Living Free Campaign in association with Phoenix Marketcity –Pune has been organizing full-blown, biggest and most exciting Vegan Festival for two consecutive years. The festival saw products and activities including organic and vegan food and handicraft stalls, a cruelty-free inspired poetry, fashion show, fitness workshop, sing-song corner, eclectic dance performances, speakers and documentaries on Veganism, a live counter for demonstrating

ON THE OCCASION OF ORION MALL TURNING 3 ON THE 21ST OF APRIL 2015, ORION MALL SHOWCASED VARIOUS MOMENTS IN ORION MALL'S JOURNEY. STARTING 20TH APRIL 2015 RIGHT UNTIL THE 26TH, ORION MALL'S JOURNEY WAS CAPTURED IN THE FORM OF A GALLERY.

quick and healthy vegan recipes by vegan culinary experts, makeovers with cruelty-free cosmetics, milk machine demos, medicinal herb plants, and a child entertainment zone with cupcakes, mascots and several fun surprises.

'Freedom' campaign series The month of August with its celebration of Independence Day has taken on a new turn at Phoenix Marketcity. Aiming to connect with the customers in a socially relevant way, the "Freedom Series" was created last year. In 2013, on the occasion of Independence Day, the 'Freedom from Plastic' campaign was launched to raise awareness about the harmful effects of plastic and to deter people from using it. The campaign saw 250 -300 school kids distribute cloth bags for free; in return collecting plastic bags from customers. A first of its kind initiative, the response was tremendous with people voicing their appreciation for the campaign.

In the year 2014, Phoenix Marketcity' launched 'Freedom to be ME', a campaign that sought to address violence against women. The campaign wanted to send out the message that the change needed can only come from each of us. The objective was to create awareness and provide a platform for people to participate through various activities.

2015 was different. It was devoted to pay tribute to Late Dr. APJ Abdul Kalam by creating a life size sand art sculpture of the noble man and hosting other activities for the kids.

Sharing details about initiatives undertaken at Growel's 101 Mall in Mumbai, Urvi Vira – head – mall marketing shares the following:

On the occasion of Women's Day, the mall hosted Artistree – a two-day festival that was an ode to women power. It aimed at providing a platform to women to showcase their talents and the response was overwhelming with women participating in the culinary show, in the musical skits, art exhibitions, ramp shows etc.

Organic Kitchen Garden workshop and Tetrapak cartons recycling programme where experts trained people to make the best use of the waste generated in their house.

Bacchon Ka boom where the idea was to offer something innovative and unconventional for the children during their summer holidays and it included lots of stuff from quiz competitions to puppet making workshops, photography workshops, comic strip making workshops, calligraphy workshops and filmmaking workshops. This was followed by our Arty Party event which was again an extravaganza full of activities for kids including games and art workshops.

Kids' Mela where different art and craft items created by children were showcased.

Barsaati keeda where kids had to dress up in a way that reflected the elements of monsoon the best.

During Diwali, festivities spanned for 20 days and focused on promoting a cracker-free Diwali. There were dance performances by folk dancers to showcase the varied culture of our country. There were also several activities like rangoli and craft competitions, dance workshops, diya, lantern and card making workshops as well as cookery sessions.

► Orion Malls -

Makar Sankranti - Orion Mall distributed kites to children. There was a photo op that consisted of a village set up celebrating the beginning of the harvest season.

Orion Wine Festival 2015 – In association with the wine board, the Orion Wine Festival had 25 wineries showcasing their fine wines and scintillating entertainment that included jazz performers serenading the guests, Illusion acts, Clown acts, Hula-Hoop artist, Dance performances and bands performing at the amphi-theatre in the evenings.

COVER STORY

Unveiling of Mahatma Gandhi's Statue - On Sarvodaya Day, the Brigade Group paid a tribute to Mahatma Gandhi symbolizing the abiding values and spirit of the Father of the Nation by installing a statue at the Brigade Gateway campus.

Auto Mall - Orion Mall in association with RelioQuick organized a 3 day auto mall exhibition which had auto-lovers mesmerized with the latest and fastest cars and bikes from Honda, Maruti, Skoda, Datsun, Hyundai, Mahindra, Nissan, Tata Motors, Renault, Isuzu, Toyota, Volkswagen, Fiat and many more.

Orion Fun League - The second edition of the Orion Fun League saw more than 3500 children having a gala time at the lakeside. The Adventure island themed set-up saw kids participate in adventures where they dressed up as superheroes and went on a mission. Games like Maze Runner, Knock down the Giant, Zongo Bongo were some of the challenges the young heroes took up.

Orion Mall's Third Anniversary - On the occasion of Orion Mall turning 3 on the 21st of April 2015, Orion Mall showcased various moments in Orion Mall's journey. Starting 20th April 2015 right until the 26th, Orion Mall's journey was captured in the form of a gallery and a large LED screen played an AV at the mall atrium. Children from the NGO, JeevanLakshya were invited to spend the day at Orion Mall. They spent time at Timezone and also cut a 25 kg cake at the atrium of the mall.

Orion Festival of Giving - A one-of-its-kind festival held by a mall for the first time in India. Brought thousands of People in the city of Bangalore, to donate, participate, shop and enjoy; in the bargain

educate thousands of under-privileged children associated with the Smile Foundation.

Ramp For Champs - The Ramp for Champs fashion show with the iconic fashion choreographer Prasad Bidapa in association with the Smile Foundation saw more than 25 celebrities, noted personalities and their families participating and contributing towards the 'Mission Education' programme for the Smile Foundation.

Orion Flower Show - Between July 17th and 19th 2015, 8 flower based installations were set up at strategic points all over the mall. Each of these mesmerizing installations were made of real flowers.

Stylish By Nature Blogger's visit - Shalini Chopra, a famous Fashion Blogger and her Stylish By Nature Club was invited to spend the day at Orion Mall. The candid moments were captured on camera and they had a fabulous day bowling, dining, relaxing, shopping and also getting stylish makeovers.

Air Force Symphony Performance - Visitors to Orion Mall were in for a musical surprise on the evening of 8th August. Set up by the Lakeside was the Air Warrior Symphony Orchestra (AWSO) of the Indian Air Force which played a live musical concert from 6 pm to 8 pm for the general public just ahead of Independence Day Celebrations. It was heart-warming to see scores of people rooted to the spot, taking in the patriotism and harmony exuded by the band.

Massive Vibe Live - The Massive Vibe is a global collaboration completely dedicated to the benefit and welfare of the world. This grassroots movement, empowers people around the world to see their

AT SELECT CITYWALK MALL, PEOPLE FOR ANIMALS CONDUCTED THE ADOPTION DRIVE WHERE 40 ABANDONED DOGS PARTICIPATED TO FIND HOMES FOR THEMSELVES. MANEKA GANDHI ATTENDED THE EVENT AND ADDRESSED THE GATHERING.

strengths and talents and contribute them for the benefit of all, enjoying immense happiness and joy by tapping into their potential for living life in a deeply caring and beneficial way. Massive Vibe Live was in India for a tour as part of their latest release - 'Electric and Alive' and performed at Orion Mall.

Orion Fashion Week - The fourth Edition of the Orion Fashion Week presented by State Bank of India in association with Elle was a huge success. The Fashion shows on all three days were held at the picturesque lakeside and after parties at The Big Kahuna, Café Mangii and High Ultralounge

Navy Band performance - 12th December was dedicated to the retail employees at Orion Mall. Breakfast was served to all the employees at the Foodcourt at Orion Mall.

► Select Citywalk

The Paws Season 3 - People for Animals conducted the adoption drive where 40 abandoned dogs participated to find homes for themselves. Maneka Gandhi attended the event and addressed the gathering about the Cause of adoption of homeless animals.

1965 War golden jubilee celebration - Celebration with the Army in which tanks of army were showcased and war veterans honored on 6th September.

KARGIL DIWAS - Celebrating 15 years of India's victory at the Kargil War, Select CITYWALK paid a tribute to the brave-hearts who laid their lives protecting the integrity of the nation.

Disability Fest - The 3rd of December is commemorated worldwide as UN international Day of persons with disabilities. In an endeavour to make it an occasion for awareness, empowerment and inclusion, the Ability Festival showcased the ability and productivity of persons with disabilities in all walks of life-education, skills development, industrial production, sports activities and cultural performances.

Shaam-e-Bahaar - On Senior Citizen, the mall organized a musical evening for senior citizens in



CHRISTMAS CELEBRATIONS AT SELECT CITY MALL, SAKET, DELHI

association with music group DoReMi. There were more than 150 members from Senior Citizen Society of Saket to enjoy the melodious evening.

International Yoga Day - Organized Meditation & Yoga sessions by the renowned H.H. Yogiraj Dr.Om Prakash Ji Maharaj.

GIRL SAFETY CAMPAIGN – Girl Safety Campaign with Delhi Police where 2000 school girls were trained in self-defense.

► Metro Junction Mall

The mall started off at a time when Kalyan as a location was still not truly developed. A lot many real estate projects have now changed the face of the place which translates to the fact that as a mall, Metro Junction too has witnessed a lot of change. Developed and operated by West Pioneer Properties (India) Pvt. Ltd., the mall is spread over 5,00,000 sq.ft (gross leasable area) of space.

According to Gaurang Agrawal –CEO – West Pioneer properties (India) Pvt. Ltd. shares, “The mall has an attractive bouquet of activities regularly conducted throughout the year - hobby workshops and contests (dance, cooking, painting) to drive footfalls into the mall. Such initiatives have led the mall to witness higher footfalls over the years. Metro Junction is currently focusing on hosting promotional events, music fests, karaoke singing competitions, stunt shows, and various CSR activities while engaging customers through social media websites like Facebook and Twitter.”

In addition, the other unique properties at the mall are as follows -

Voice of Mall – The mall pioneered in launching a talent show to recognize and appreciate the

singers. This year there were more than 200 registrations and grand performances from the contestants. Jury included distinguished known personalities in the genre of music - Anjana Sarmalkar (established Marathi Playback singer) and Sachin Bhangare (professional Drummer and Marathi Music director).

Metro Carnival – This year end event which is usually done during Christmas and New Year’s time encompasses a bouquet of activities catering to all age groups, ending with a lucky draw. The winner this year was awarded a trip to Thailand, sponsored by Club Mahindra Holidays.

Kids Fashion show – This was organized during the month of May where a giant mascot of Chota Bheem was the star attraction during this event.

Fashion show- A fashion show was organized in association with Kalyan Film Festival to showcase talent of locals.

Events planned – Summer thrill, End of season sale (Flat 50 per cent discount), Independence day, Teachers day, Metro Diwali, Metro Carnival, End of season sale, Republic day festival.

SOCIAL MEDIA STRATEGY

With the growing spread and dependence on smart phones and tablets, it is little wonder that no business can survive in isolation to social media / digital presence. Each mall today has its own presence on social media and a lot many events and activities too are conceptualized keeping the nuances and potential of social media in mind. Metro Junction mall which has its presence in Kalyan that is far off the Mumbai

limits too has an active follower base of 30,000 across various social networks – Facebook, Twitter, Pinterest, Google Plus, and LinkedIn. Agrawal elaborates, “We use social media to a large extent to promote our events. We have a dedicated marketing team solely focusing on these events. We ensure that each event is planned in advance so that these are promoted actively on social media platforms. We are focused on having significant digital presence. In this regard, we are actively considering building our own Android and/or ios based ecosystem to engage with next-gen users.”

Phoenix Marketcity Pune has always leveraged the use of technology to promote various events, activities and engage with its target audience. All initiatives are heavily promoted on social platform like on official Phoenix Marketcity Facebook page which has close to 1.50 lakh members. The twitter platform which is used more as a listening tool and addressing customer issues and has close to 2.5k followers. Shares Malla, “During the last EOSS (End of Season sale) campaign; as a precursor to the EOSS we started a unique hashtag #1ShoppersPhoenixPune’ which got tremendous response from the customers and trended in the top 5 nationally.

Apart from this we also have you tube channel which promotes various videos highlighting all the unique activities and sharing customer testimonies. Another efficient way we leverage visibility for any activity is via blogger engagements to reach out to the necessary target audience.”

Kerala being one of the most tech savvy states in India, Lulu Mall has an active user base across all its social media platforms. Philips shares, “Our Facebook Page has crossed, 4.5 k likes and when Facebook released its ‘2014 Year in Review’ data showcasing the most talked about topics from across the world, Lulu Mall stood 8th in the most checked into places in India, becoming the only retail establishment in India to be featured in the list. 30,000 people use our Google plus page to get driving directions to the mall, on a monthly basis. Integration of the on ground activities with the online platforms is done with much care and thought. So various focused games and activities are executed to use social media not just as a communication tool, but also a footfall driving source.”

LOOKING AHEAD

Where malls are now turning into community centres, it is only apt that the consumer engagement initiatives being undertaken are more centered around community activities rather than just having a focus on offering discounts on brands present. Each of the mall we have mentioned above are doing their bit to engage shoppers that would leave them with memories to take back home. ●●



CHRISTMAS SETUP AT A MALL

YOUR ACCESS TO THE FUTURE OF FASHION



01 // GET INTUITIVE ABOUT TECH.

02 x SOURCE **SMART,**
SOURCE **ETHICAL.**



03 // JUST A STORE IS OUT
IS OUT EXPERIENTIAL
RETAIL IS IN.



04 // BIG IDEAS ARE BORN IN



05 // OPEN MINDS

06 MAKE-OR-BREAKER

06 // CONNECT // THEIR // DREAMS // TO YOUR // PRODUCTS.



07 DELIVER THE ULTIMATE //

07 // ALPHA // BRAND. //



AGENTS OF CHANGE FOR THE BUSINESS OF FASHION





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Dear Friends,

As far as we fashion retailers are concerned, there is a new disruptor on the radar every day. Technology and rapidly transforming consumer behaviour are challenging us to up our game and be at the leading edge of innovation like never before.

At the same time, some of the tenets of successful fashion retailing remain as strong as ever: responsiveness to consumer desires, intelligent imagination, smart sourcing and delivering unforgettable experiences are as compelling as they were a decade ago. However, the big game changer is the speed of everything – from sourcing to design innovation. In an age when five-year business forecasts make little sense, given the rapid changes, at India Fashion Forum this year, we will be unveiling these seven tenets of powerful fashion creation and retail:

- 01 Intuitive Technology
- 02 Intelligent Sourcing
- 03 Seamless Experience
- 04 Brand Alive
- 05 Human Connect
- 06 Open Thought
- 07 Alpha Brandsters

For 16 years now, IFF has been at the leading edge of fashion retail knowledge, delivering mega platforms that blend some of the finest market insights to future-ready product innovations and ideas. In 2016, we believe these seven Mega Agents of Change, if interpreted and implemented well, can generate an altogether new paradigm of excellence for the business of fashion in India.

But there is no one single organisation or individual who can master all of these seven specialised approaches on their own. And that is why inter-relation is the only way for us – in the very demanding-but-exciting category of fashion retail – to overpower the simultaneous challenges we face today. Because no one company knows everything, no one organisation can master all of it, and no brand can succeed without partnering with those who *are* masters of the biggest fashion game-changers today.

Join us at IFF 2016 on March 15th and 16th at The Renaissance Hotel in Mumbai, to feel the 7 Mega Agents of Change for the business of fashion in India, and to see why the future of fashion in India will depend on how intelligently – and rapidly – we optimise collective intelligence.

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 Chairman, India Fashion Forum 2016
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TRENDS THAT WILL SHAPE THE FUTURE OF SHOPPING CENTRES

In this special story feature, we present a roundup of the year '2015' - the challenges and bottlenecks, which limited the growth of retail real estate in India and the remedial measures that need to be taken to consolidate the growth of retail realty in the country. In this feature story, we have also spotted some of the early signs of trends, that the year '2016' has in store and how these trends will shape the mall industry in the next few years.

BY SHUBHRA SAINI

A walk down the memory lane of malls and shopping centre journey in India and it seems we have seen it all. From boom to reaching a point when suddenly the developers seemed skeptical of the future; the shopping centre industry in India has witnessed quite a few up and downs. But what needs to be applauded is the constant efforts of industry stakeholders to go ahead and adapt themselves to the changing market and consumer dynamics. We speak with industry veterans and experts to gauge the current sentiments prevailing in the industry and their views on the road ahead.

According to Pankaj Renjhen, Managing Director – Retail Services, JLL India, “The retail sector registered moderate growth in 2015; besides, there was rising competition between online players and brick-and-mortar retailers. Online retailing witnessed significant growth with large amounts of private equity funding in this segment. However, online retailers are reporting heavy losses owing to deep discounts that they are offering. Further, as the market is becoming more

competitive, consolidation also took place in the retail sector as a few of the big retail chains have merged and acquired other companies in order to achieve larger scale and efficiency. 2015 also witnessed the entry of some popular international brands such as GAP, H&M and Aeropostale in India. This year can at best be characterised by 'survival of the fittest' and 'synchronisation of all the retail channels.'

Putting things in perspective, Sunil Shroff, CEO, Viviana Mall, says, "During the last few years, the retail market has witnessed a substantial growth. Indian retail industry has brought a vast range of various items from across categories under one roof. Due to Liberalization of the FDI policy, major International and global players have entered the retail space and have ambitious plans to expand in the future years across verticals and cities. For example last year, Swedish fashion retailer, Hennes & Mauritz (H&M) entered India and became a huge success. In the last few years, there has been consistent change in the consumer behaviour, demand and preference patterns. Growing youth, increase in working population, rise in income and purchasing power has highly impacted the growth of retail industry."

According to Mukesh Kumar, VP, Infiniti Malls, "There has been a phenomenal growth of shopping malls and specialty retail stores. But not all shopping centres have survived the ones that can create a community experience have thrived. The malls have increasingly becoming active on the social network scenario and have effectively utilized the social media to make it successful. Based on big regulatory or social and perceptual changes, malls across the country have been transmuting to prevent themselves from being obsolete and also match or exceed global standards."

TOP THINGS NO MALL / SHOPPING CENTRE DEVELOPER SHOULD MISS

According to Benu Sehgal, Sr. VP, Mall Management, DLF Place, Saket, says, "Malls are no longer just shopping destinations but are evolving as active hangout places. Customers look for a holistic experience and it is important to engage with them on an emotional level to create that connect. We offer a plethora of other elements which have now come in such as convenience services to our shoppers such as ticket booking, currency change, bill payments etc. Entertainment has also moved beyond just movies, with play zones or bowling alleys and much more. There are many associations relating to a particular cause or a particular festival besides Embassy associations, Art exhibits which further bring in value for the consumer."

Shroff, says, "Consumers are considering online shopping as a crucial part in their shopping journey today. While, online shopping is price-related,

the brick-and-mortar model is all about social interactions. Malls should evolve beyond 'shopping destinations' and offer an entertainment element along with retail options to the consumers.

It is non debatable that digitalization is the need of the hour today and the demand of customers. Hence to be relevant in this growing digital world, one of the solutions is collaborating with retailers to use technology as the means to create the next-gen shopping experience for customers."

Further elaborating his stance with an example, Shroff, says, "When the renowned international apparel brand, ZARA launched their shopping app, they included a barcode scanner feature. The app helps the customer scan an item on display at the Zara store and access detailed information about it including if a size or alternate colour not available at the store and at the moment can be bought online. This innovation not only helps the customer judge the product's quality for themselves at the store but due to the added online connectivity it further enhances the experience. Hence, rather than considering the 35

million online shoppers in India today as a challenge, shopping malls can use this to their benefit. Digital platforms and social media should be used in several innovative ways to enhance customer experience at malls. Recently, we launched a mobile application, which helps customers to stay updated about current events, offers, special discounts and events. The mall also connects with existing and potential customers through popular social media platforms such as Facebook and Twitter. It has already helped to increase the frequency of visits and boost customer loyalty."

Today malls are emerging as crucial part of the community and a solution for every desire of a consumer right from shopping to entertainment to special celebrations etc. What is important to remember is that in the Indian context, shopping is often related to momentous events. Celebrations, festivals, weddings, birthdays or simply an occasion for friends and family to commemorate, results in the process of buying something new, getting a sense of ceremony. This can only be felt in person and not a click away.



KEY FACTORS HELPING SHOPPING CENTRE INDUSTRY TO FLOURISH



Growing youth

The youth population is growing in India. They are becoming more brand conscious and desire a better standard of living. According to Census report, India has about 500 million Indians under age 25 with easier access to money giving them a significant purchasing power. This is driving growth and demand for products.



Increase in working population

According to the KPMG report*, the working age group of 15-54 years is the largest spender on retail and as per the census of 2011, more than 50% of India's total population falls under this group, indicating the significant influence by this segment.



Rise in income and purchasing power

India has a large and aspirational middle class and its disposable income has increased significantly, which is resulting in a substantial change in their spending habits and purchasing power. Other factors such as rising internet penetration of the retailers offering a high class shopping experience, rapid real estate infrastructure development, new product innovation, growing interest of investors have wedged the Mumbai retail industry to a large extent.



WAYS THAT MALL OPERATORS CAN FURTHER IMPROVE THEIR BUSINESS: Manoj Agarwal, Head of Operations, Elante Mall, Chandigarh



Firstly, they can raise retail categories like food & beverage, entertainment, services, lifestyle and luxury segments

Secondly, one could opt to implement O2O (Online-To-Offline) offerings in order to help retailers raise their offline sales. Most Asian mall operators are adjusting their tenant mix, but O2O offerings are still in an infant stage of development.

Another way could be that mall operators, in the time to come, could focus on large malls developed in strategic locations keeping specific micro markets in mind. Where this could be a “one stop shop” type large/ regional centre development which has an excellent mix of all the various retail categories catering to customers across all age groups and segments with a focus on food & beverage, entertainment, services, and lifestyle segments.

According to Renjhan, “Shopping mall developers should focus on providing a wholesome experience to the prospective shoppers. With rising competition from online retailing, malls can be successful only if they provide a differentiating factor and emphasize more on categories such as F&B and entertainment. Malls have to step up and provide quality infrastructure and recreation activities which cannot be provided by online retailers. Increasingly, malls have to provide convenience and digital solutions so as to make a mall visit more comfortable and engaging.”

Giving his opinion on the rise of e-commerce and how malls are surviving this new competitor, Mukesh Kumar, says, “E-commerce will continue to grow faster than malls. Malls have to be extra careful from now on and create new touch points for people, in the days to come. Given the high growth rate of e-commerce, retailers are certainly feeling the heat. More so in the case of certain product segments. The books segment was the first one first to get affected. Then followed segments like music, mobile phones and white goods. . Retailers need to seamlessly integrate the

physical and digital worlds—from products to price matching to personalized offers—to exponentially improve the customer experience. The one very important service that online store lack in is human interaction with sales assistants. Having knowledgeable staff to help out customers and answer all their queries can successfully convert a potential buyer into a regular one. Malls should also chalk-out strategies to maintain consistency and provide convenience to their customers across all touch points.”

Talking about how one of the most successful malls is fairing in these competitive times, Yogeshwar Sharma, Executive Director – Select CTYWALK, says, “It was a mixed year, we can’t deny the fact that 2015 was the year of ‘e-commerce boom’. E-commerce given a stiff competition to brick and mortar retail and malls. Select Citywalk is an exception, we survived because our is a one of it’s kind mall in the country and it has the benefit of its ideal location and a very strong vicinity. We had to increase our mall spend on entertainment and leisure activities also some of the major international brands entered

India through us like GAP, Aeropostle and H&M. Also these brands did lot of marketing at their end which eventually helped the mall. We also started services like delivery to the home, hands free shopping etc. So it was three pronged approach from our side.

A. Improving the tenant mix, adding new international/national brands to our mall portfolio, B. Marketing C. Providing services to our mall patrons.”

Talking on the aspect of online and offline debate, Sehgal, has a different perspective to give, she says, “The online retail as well as offline retail co-exist as there are different sets of target group for each kind besides the fact that there are many brands which understand the importance of being present online as well as offline. These two kinds of markets have also caused an increase in the overall size of the market.”

“The experience that can be offered in the physical space of the mall is just unparalleled, be it dining or shopping or movies. It forms a direct connect with the brands when the consumer steps into a mall or a retail store. Now malls are also evolving and enhancing this quotient of experience while bringing in newer and much more interactive

methods of engagement through various mediums. The whole paradigm shift of malls evolving as hangout places makes for a bond which brings in a very high recall and one would very naturally relate to the brands for any of their desires or needs while it is much more than only fulfilling that need. As mentioned earlier, it's an unparalleled experience!" Sehgal, adds.

Talking about creating digital experiences in the mall, Pushpa Bector, Executive Vice President and Mall Head, DLF Mall of India, says, "At DLF Mall of India, we are highly focusing on the digitized experience. As we move ahead, consumers would for the first time get engaged in 'a digitised in-mall experience'. With more than 350 brands under one roof, a host of digital tools including 22 touchscreen directories, indoor navigation system, smartphone connectivity for parking, will be available to guide and help the visitors throughout their stay in the mall and elevate their experience like never before. The approach is and would continue to have a 'connected consumer' who would be reached out through all available digital channels such as smartphones, tablets, laptops, mailers, e-catalogue and many more such options. The soon to be launched DLF Mall of India is going to be the trendsetter of emerging destination malls in the country. Additionally, the mall is going to host:- Digital Video Walls across the mall for Advertising. These will also be used in conjunction with BTL promotions, this will be able to launch & promote their products digitally along with on ground activations. Introduction of online BTL Booking portal: DLF MOI's path breaking initiative where a brand can book, block, auction, receive invoices, make online payments & acquire gate passes for BTL activations & hiring space. Digital Directories that have been designed keeping international best practices in mind. Smart Mobile app with an integrated navigation system."

KEY AREAS WHERE THE MALLS SHOULD CONCENTRATE TO ENCASH ON THE OPPORTUNITY OF GROWING CONSUMERISM IN INDIA

Today the mall visitor is very well informed about fashion, prevailing trends and quality. The exposure to global fashion, taste and lifestyle has made people more conscious and informed when making a purchase decision. Malls today not only need to be a place where they sell products and services but also need to be a place where they assist the mall visitor in taking a purchase decision. In addition to this, malls need to provide a high element of interactivity through a high focus on unique experiential content. Personalisation and customisation are also the key buzz words for today's mall.



VALET SERVICES, SHOPPING CONSULTANTS, SHOPPING BAG VALETS, SENIOR CITIZEN ZONES, KIDS PLAY AND CRÈCHE AREAS, FREE WI FI CONNECTIVITY, LOYALTY PROGRAMMES, NAVIGATION ASSISTANCE ETC. ARE ALL FAST COMING AN INTEGRAL FEATURE OF TODAY'S MALLS.

Valet services, shopping consultants, shopping bag valets, senior citizen zones, kids play and crèche areas, free wi fi connectivity, loyalty programmes, navigation assistance etc. are all fast coming an integral feature of today's malls. Herein the concept of fashion tips i.e. suggestions on what goes the best with a particular customer's look and personality, makeover tips keeping a desired look in mind, healthcare tips etc. are also being offered. These services certainly establish a customer connect with retailers and their products.

Talking on this vital aspect, Renjhan, says, "Malls should adapt themselves to changing market dynamics and churn their tenant mix according to consumer demand. Today, shoppers visit a mall not only for shopping but also as a recreational avenue. Therefore, focus should also be on right design and ambience for attracting consumers. Value-added services and technology-driven services would be the key to attract consumers and increase footfalls."

Stating his opinion, Kumar, says, "The last few years has seen a metamorphosis in terms of lifestyle preferences and buying trends among Indian consumers. Urban India embraced consumerism and a hunger for branded products

emerged. A young working population, that lives by the "work hard and live well" mantra, has powered the Indian retail market. The growing awareness of global fashion trends has been fuelled by the internet and the fashion and lifestyle media. As a result, the typical upper middle class consumer is conscious not only of the international styles but also about the lifestyle attributes connected to the brand. Though there is changing behaviour amongst Indian consumers quality and value continue to be at the heart of their purchasing decisions. A mall should have good mix of International & local brands. More and more experiential brands need to be promoted, Salons being one category."

According to Susil S Dugarwal, Chief Mall Mechanic, Beyond Squarefeet Advisory, "The Mall developers, will have to take serious note of the online competition & reinvent the Mall Management, in such a unique manner that the consumer is connected to the mall. This is a huge challenge, as not many mall developers have a long term strategy in place nor do they have the ability to do the same. Given the scenario, it is better, the Mall developers out-source the Mall Management (Not faculty management) to competent Mall management companies & chalk out a clear strategy to re-invent their malls."



According to Manoj Agarwal, Head of Operations, Elante Mall, Chandigarh, "I strongly believe that brick & mortar stores would continue to flourish as customized fits, the physical look, touch and feel of various merchandise and apparels and the need for fresh merchandise for each new season as well as the overall experience of shopping with friends & family are timeless. This is in fact supported by the brick and mortar store performance during the festive season just gone by in 2015 and by a great End Of Season Sale performance in Jan.'16."

ADOPTING SAFETY STANDARDS IN MALLS

Achieving safety standards is quite important for a mall, as it attracts a lot of footfalls. Measures should be taken to avoid any mishaps. Increasingly, shopping centre developers are getting cognisant of safety measures and operational efficiency. Provision of best-class services to shoppers by adopting world-class health and safety measures is pertinent for any shopping mall development today.

Talking about DLF Place, Saket, Sehgal says, "The mall has received 5 star excellence Certification and 'SWORD OF HONOUR' on "Occupational Health and Safety" from British Safety Council. This is the highest grading that is awarded by British Safety Council in Occupational Health & Safety management system."

Sehgal further quoted, Sriram Khattar, CEO, DLF Rentco said, "Sword of Honour from The British Safety Council is an overwhelming achievement for us and a testament to our passion, drive and commitment to safety. It not only encourages us to continuously strive for excellence but also places responsibility of continued adherence to the highest safety standards. DLF has inculcated safety as a core value of its business with enriching knowledge partnerships with DuPont and Bureau Veritas."

Adding further to the importance of safety to a mall, Bector, says, "We have ensured that the standards followed are at par with those at the international properties. Also, we are equally concerned about both; safety and security of the visitors and the environment. For us, safety and security are the most important priority areas at the planning stage and thus, have been inbuilt into our architectural and training models."

Bector, talks about the key initiatives that DLF Mall of India has taken in order to provide proper security to the mall visitors:

Security Assessment: We have been closely connected with the local police officials and cross authorities to understand the concerns in the vicinity and how a mall can be prepared to overcome the same. At our end, we have equipped the mall with vigilance and safety equipment and processes for close monitoring of the soft spots and active zones within the property.



Dungarwal, adds, "The young Indian consumer is spending 30 per cent more than the earlier generation & this has to be taken note of. If the Mall developers can create space for these consumers & satisfy their needs in the Malls, then we can look at the Malls reviving, otherwise the Malls in India will have a difficult time to survive."

"Over the last 10 years or so, the consumer's shopping behavior has evolved, and malls have become a one stop-shop for meeting their needs. Today, consumers buy their daily groceries, clothes and allied products at malls, as well as enjoy the range of entertainment options offered here. Clearly, a mall must have relevant offerings for the entire family, in terms of a right mix of brands and services offered, in a bid to ensure their relevance. Apart from

that, innovative consumer engagement campaigns and programs also help to ensure that a mall is well connected with its target consumers. At Mall of India, we will have frequent & varied marketing activities keeping customer interests alive. We have ensured to incorporate a lot of activities to boost customer engagement that will lead to more footfalls at the malls. Also, a constant feedback mechanism is put in order for tenants that would allow their involvement for their valuable feedbacks. We are also looking at planning activities where we would be engaging our customers and give them a leisure time while shopping in our mall. All activities planned are shopping linked & are footfall drivers. They also focus on topical interests like Christmas, New Years etc." States, Bector.

Mall Designs: Planning and creating the mall designs is a confident move towards safety from the developer's perspective. DLF Mall of India has invested in door frames, handheld metal detectors, CCTV cameras (Pan Zoom Tilt surveillance), and has ensured ample emergency and evacuation exists and visitor friendly signboards. We have created spaces for surveillance and monitoring rooms- which is important as per the international industry norms. We have created evacuation plans with barricades and partial evacuation emergency exits routing plan.

Training and Protocols: We have invested into the infrastructure and the trainings of the security personnel at the mall. Keeping pace with the international norms, we have engaged with Israel combative experts to ensure efficient massive training at the base as well as higher levels.

Safety and Environment: DLF Mall of India has been awarded gold certification by Indian Green Building Council (IGBC) for leadership in energy and environmental design (LEED) and the mall complies with Ashrae 90.1 and would be one of the highly efficient green buildings of the time.

Adding to the crucial aspect of mall safety, Kumar, states, "Safety norms are the top most concern to us, it is the malls responsibility to ensure safe environment for the patrons to shop in the mall. The mall is equipped with latest fire fighting systems and periodic monitoring happens. We have installed baggage scanning machines at all entry points to the mall as there is increased threat perceptions in today's scenario. There is continuous 24x7 vigilance happening through more than 300 CCTV cameras along with ground personal."

Talking about safety measures taken by Elante Mall, Agarwal, says, "Elante realises the importance of a good, secure and a safe environment for the mall customer. Keeping the customer as a priority of the mall we feel responsible to have all our standards of a safe and secure environment maintained at the mall."

Elante ensures the security of the mall through JLL, its facility and mall management partner, in some of the following ways outlined below:

1. Good lighting, both internally and externally (car parks, loading docks, customer and internal corridors, periphery and external pathways etc.) for proper visibility
2. Security guards who are visible, smart and capable are deployed in all required areas including in back of the house and parking areas. They carry out thorough checks for all persons coming to the mall from customers to mall staff to retailer staff and this includes physical checks of both the various visitors in person and their vehicles. For patrolling vast external and parking areas especially during the night, they have been provided electric scooter to make this effective.

3. CCTV cameras installed throughout all the important and key area of the mall with proper manning in the CCTV control room for proper surveillance and monitoring.
4. Regular fire drills, security safety drills including medical / emergency mock drills and evacuation drills are held at the mall each month. On six monthly basis, the mall does full evacuation drill during the trading hours involving the mall customers and all the retail staff. This six monthly drill is carried out in coordination with the local administration. In the past, the mall has had mock terrorist attack drills conducted by the crack NSG team.
5. Ambulance along with a 24 x 7 medical room manned by a doctor is also present at the mall for medical emergencies if any.
6. Various scheduled audits are carried out as per the annual audit calendar so as to ensure the various fire and safety systems in place are fully functional.



VISION FOR 2016

Owing to positive economic conditions and rising consumer confidence, it is expected that retailers will pace up their expansion plans in 2016. Retail chains are not only augmenting their physical stores presence but also launching their online retailing platforms. Also, with further relaxation of the FDI policy, it is expected that there would be foray of more international brands into India; also, more investments would be driven into the retail sector.

According to Renjhan, the top trends to watch for in 2016 for India's retail real estate sector are:

Entry of more international brands owing to further relaxation in FDI policy: It is expected that more single-brand retailers will enter India owing to relaxation in FDI clauses and allowing selling directly online. This will propel more investments by international retailers, as there would be streamlining of operating in the Indian retail sector.

PLANNING AND CREATING THE MALL DESIGNS IS A CONFIDENT MOVE TOWARDS SAFETY FROM THE DEVELOPER'S PERSPECTIVE. DLF MALL OF INDIA HAS INVESTED IN DOOR FRAMES, HANDHELD METAL DETECTORS, CCTV CAMERAS, AND HAS ENSURED AMPLE EMERGENCY AND EVACUATION EXISTS AND VISITOR FRIENDLY SIGNBOARDS.



Network optimisation by retailers: As retailers adopt the omni-channel model, there will be increasing emphasis on productivity in terms of per square foot revenue generated by physical stores. Therefore, retailers are relooking at their store networks by conducting structured research in terms of location, rentals and sales generation.

Increased funding by Private Equity players: A lot of global investors are actively looking for investment opportunities in retail real estate spaces and retail brands as well.

Introduction of newer formats by retailers: In order to cater to the aspirational and discerning consumers, newer formats that integrate technology and improved experience may be conceptualised. Big Bazaar has already opened a new format of Big Bazaar Gen Next.

Observing the trends, Dugarwal, says, "2015, wasn't a great year for the retail-realty sector in India, as not many Malls were launched during the year. The online onslaught has impacted the sector & the retail business overall has been under a grey cloud. Though the rental revenues have not yet impacted, there is a huge & visible impact on the footfalls in the malls, because of the huge discounts offered by online retailers. Online business shall continue to draw more customers, till they offer discounts, which will impact the Mall sector."

Talking about his expectation from 2016, Dugarwal says, "Having seen the present scenario & also the low business environment in the Mall Business, I am very gongo on the Mall sector in India, the potential for GOOD malls still is very high & Mall will continue to be a major attraction for people."

Sehgal, opines, "We look forward to many trends which would shape up the future such as word class interactive technology solutions at the store level, concept/advanced VM, customisation for customers, personalised services, seamless integration of facilities,

real time updates, pre-emptive approach towards customer needs and desires and much more!"

2016 promises to be an exciting year with a robust and positive outlook. With overall market conditions, stocks, business sentiments & real estate starting to look up, it would be surely be a good year for retail as well. This is already supported by the fact that the 2015 festive season that has just gone by was excellent for the brick & mortar retail. There would be increasing amount of technology which would be deployed in retail world to engage customers. As per reports, pan-India there is not much of retail real estate supply expected and would help existing players in consolidating their market position & business.

"We would wish that the upcoming budget provides a fillip to retail and malls and to the Indian economy so as to be able to further improve consumption and hence, retail spends. It would be even better if India sees more and more international brands entering our country so as to provide a better variety of brands, products and formats for the customer and to help large malls to get a better selection of rwtiелrs to opt for than what we have at the moment." Says, Agarwal.

Shroff, explains, "There will be more international and global premium brands penetrating into the Indian market in coming future which will help the retail sector to boost. Brands such as GAP, H&M have recently opened their stores in India, expanding their horizons. Also, there will be collaboration of the domestic the international brands to increase the products portfolio

The mobile technology is increasingly becoming a crucial part for the consumer's shopping journey. Hence, implementation of innovative strategies by leveraging technology will be observed offering a unique shopping experience to the consumers. Also, the social networking sites are serving various shopping products for the consumers, hence widening the reach on social platforms will also be seen to serve the consumers better. Over few years,

brands have utilized the social platforms to engage with their customers and even making merchandising decisions. Malls are emerging beyond shopping destinations making a simple shopping trip a social event. Apart from shopping, malls also offer various other options such as dinning, entertainment, movies, etc. which helps customers to enjoy their social life by spending a quality time with friends and family. Consumers are preferring malls not only for shopping, but also for several purposes to hang out. Malls have ceased to be a marketplace for just selling and buying; they have evolved into community centres."

With increasing population, shifting lifestyles, lengthy working hours and shrinking free time, it is definite that destination malls and neighbourhood malls will grow dynamically. This year, mall business will pick up in Tier II and III cities. Retailers will be revisiting their strategies and have a flexible approach, customised to different micro-markets.

Retailers will start experimenting with formats and sizes for the same brands, adapting to markets as they start moving up the value chain. Investments by both home-grown and international brands will strengthen in tier-II and tier-III markets as they expand beyond tier-I cities. This means, there would be equal opportunities to explore for international and local retailers

Bector, concludes, "Food and entertainment is the space to experience this year as many international gaming concepts step in India with their new concept stores. Also, it is going to be an year, a technology-led retail will start entering in the single-brand retail store category."

Adding to the conclusion, Kumar, says, "We expect platforms such as social media and mobile to play bigger roles in people's shopping experiences in 2016. Companies won't just use the small screen to "get in front" of customers (i.e. through geo-fencing and mobile-enabled sites). In 2016, retailers will step up their efforts by incorporating mobile into other parts of the customer journey, payments, and loyalty." ●●

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DESIGNING A SUCCESSFUL RETAIL CENTRE FOR TODAY!

While designing any social infrastructure, basic human need is to be served foremost. In designing a shopping centre, the ultimate goal is to provide an atmosphere that is conducive to consumers.

BY ZUBIN COOPER

About the author:

Zubin Cooper is the CEO of Bentel Associates. Bentel Associates is the joint venture between ICS Group, India and Bentel Associates International, South Africa

This involves a careful planning of the centre to provide an effective flow of customers that gives greatest exposure to shop fronts, where merchandise is attractively displayed to encourage sales hence when it comes to planning and design of shopping malls, the first basic principle is to remember that despite the change in trends over various generations, the reasons people shop remains the same, and the principles of good planning must always be adhered to. Over the past 50 years, particularly in the west, we have seen the evolution of the retail centre from the shops on the street, to strip centres to enclosed centres to multi-level super malls.

But despite all of these variations, there are a few constants that will never change, and which contribute to a successful mall design, they are location, access, visibility, good parking, a good tenant mix and sustainability. These factors together contribute to the mall being successful for the developers, traders and consumer. It has been said that the more time a person spends in the shopping mall, the more she or he spends. So the idea is to bring people in the mall not only for the shopping experience but for the experience of food and entertainment that will keep them there.

LOCATION

Location of mall is critical in context to the overall city/town development for the success of the centre. Our cities and metros are not planned cities and have expanded over the period of 50 years. The town centres are very crowded and there is hardly any organised development possible to map these upcoming retail centres. The local body should identify the future locations of these developments which are sustainable and have little or no overlap of catchments. The other factor is the high cost of land, which forces most of retail developments to be multi-level, with the parking on basement or upper decks, which adds to the capital cost. There is a need to adapt to the multi-level designs, which are made easier by the popularity of the cinemas and large food courts that not only provide the bulk for the upper levels, but also a magnet to draw customers to the upper level.



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person. Apart from the anchor stores a mall must try to include major fashion brands, cosmetic brands, food brands and entertainment in its portfolio. As we slowly begin to see the FDI restrictions lifted, this situation can only improve as we will see more and more attractive and innovative brands entering the market place.

SUSTAINABILITY

Energy efficiency is a major factor and with the kind of technology available in terms of lighting, air conditioning and ventilation can have a positive effect on running costs. Hopefully this kind of education will be passed on to Tenants to include such considerations in their premises, as well as in the common areas. Ofcourse this challenge has to be factored at an extra cost to the client, and if his mode of business is to develop and sell the centre, the likely of absorbing the extra cost will be unlikely. Green buildings see a notable return after at least 5-10 years of the operational cycle of the building. However, this reality can certainly be encouraged by more local authorities introducing certain "green" regulations to help kick start the thought process.

THE FOOD COURT

In the Indian context, food courts play a big role in being able to add an extra floor to the mall and link your food court to the multiplex. I'm not sure what the figures are for India, but an ICSC survey in the States shows that only 7% of shoppers said they went to the mall specifically to eat. In other words, stopping for a meal becomes only one part of the shopping trip, yet at the same time the study reveals that food service is the second most lucrative segment of non-anchor tenants.

ACCESS AND VISIBILITY

This aspect gets covered in the location itself. The mall needs to be in an easy to access area to attract footfalls. This requires careful demographic research of the catchment area and the intended target audience. A need for clear and evocative signage externally is imperative for the user to quickly understand major entrances and exits to the centre and the parking. Internally clear lines of sight and visibility of shop fronts is essential in orientation the user. And a good clear well positioned interactive map of the centre helps locate shops at various levels.

The importance of good Environmental Graphics and way finding can not be underestimated. Be it to help a new visitor to better understand the centre or a seasoned visitor to ensure his customer loyalty through new and innovative ways of improving his customer experience.

PARKING

On the question of parking basements there is somewhat of a challenge in convincing few developers of the need for well-designed parking areas, with good ingress and egress and circulation. Automated parking areas are a definite no-go for retail centres. Customers need the convenience of easy parking to contribute to the whole feeling of a satisfying shopping trip. In India today with many more people being able to afford a car, provision for more spaces has gone up as with the notion of offering multi storey car parking.

GOOD TENANT MIX

A good tenant mix is the key to delivering a complete customer experience. Ensuring that the mall caters to all age groups and diverse interests will help in increasing the footfalls as well as increasing spends per



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AS WE SEE INFRASTRUCTURE GREATLY IMPROVE IN CITIES ACROSS INDIA, WE WILL SEE THE BUILDING OF PRINCIPLE TRANSPORT HUBS, SUCH AS MAIN LINE STATIONS. DEVELOPING DENSE MIXED USE ENVIRONMENTS AROUND THESE NODES WILL GENERATE INCREDIBLE FOOT FALLS. FOOT FALLS THAT WILL DRIVE CONSUMPTION.

If that is the case, doesn't it make sense to create food courts as comfortable and pleasant as you can for your customers? As mall owners, you want your customers to stay longer, because the length of a shopping trip is directly connected to sales per sq foot. So what can you do to keep your shoppers longer?

- Maybe create different food zones that cater for the different demographics;
- For men, create spaces where their wives will happily leave them watching the cricket while they spend his money;
- Instead of locating the tenants just around the perimeter of the food court, try introducing something like a sushi bar where customers can sit around the bar and watch the food being prepared?
- How about a business centre where men can drop in to observe Bloomberg TV or similar, and surf the internet.

MIXED USE AND OPEN CENTRES

As I live and travel in India for longer periods of time, meeting many of its innovative developers, I am happy to see a very different type of retail model emerge. A retail centre that offers more of a public

face, functions as part of a bigger development and opens its arms externally.

The big faceless internal box of the past is finally being challenged.

As an architect and urban designer it pleases me greatly that see these types of developments coming to the market, promising more of a demographic mix and creating an ambience with a more public face. Such retail centres are proving of interest for a mixture of reasons!

The developer sees it as a vehicle for spreading his risk, by generating a phased approach to the development. For example he may well decide to develop some housing to help fund the retail portion of the development.

Creating external public spaces and squares that form the "heart" of the development. A place where people can sit and eat in covered or shaded area, be they coming from the retail centre or the office building next door! The convenience and understanding of the live, work and play trilogy is becoming an idiom well engraved into the Indian mindset.

As we see infrastructure greatly improve in cities across India, we will see the building of principle transport hubs, such as main line stations. Developing dense mixed use environments around these nodes will generate incredible foot falls. Foot falls that will drive consumption.

Your customer becomes more than just someone driving 5 miles from his residential suburb. She or he is someone who will work close to the retail offering, live near the retail offering. These type of environments form perfect "destinations."

Having now spent almost half of my life in sunlight and the other in darkness as a British citizen, let us not forget the importance of being outdoors in the sun. Ofcourse many from the hotter climates take our basic need for sunlight and the outdoors for granted.

And I firmly believe as long as these external spaces are well orientated providing enough cover we will see a cultural shift in India; as people begin to value more the outdoors as oppose to large air conditioned environments hungry in operational costs at the expense of the environment.

I often site as a good example the urban ingredients and mixed use environment of South Mumbai and its many incredible landmarks; street retail with residential and offices above, cinemas on important corners that become landmarks in themselves, tree lined boulevards and wide colonnaded pedestrian foot paths and large open public spaces.

CONCLUSIVE THOUGHTS

These are indeed exciting times for Bentel Associates International, ideally positioned to serve two developing continents we find ourselves growing our business in an otherwise challenged Global context. As we strive to capitalize on other international markets and opportunities, we are also expanding our portfolio beyond retail and into other asset classes.

Many mixed use and larger master planning opportunities are allowing us to create role model developments not only within India but that we can showcase around the world. With this expanse into other asset classes and countries, the way in which we drive our retail model forward is also evolving.

Although there are many challenges to developing in the Market Place, there has never been a better opportunity for Bentel to engage with our client, to drive fresh thought across her/his portfolio of projects. Ultimately whatever the asset class, or the design style of the architect, we at Bentel understand not only how to create value for the developer but in creating a humane architecture for the people. ●●

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HOW HUMAN VALUES, EXPERIENCE AND TECHNOLOGY SHAPE LUXURY STORES IN THE FUTURE

'THE TIMES THEY ARE A-CHANGIN'
— Bob Dylan's iconic song very much echoes the times we live in. Retail is not just changing. Its Hyper-changing. Its change on steroids. The way we shop today will not be the way we shop in 2020. The challenges are very real. And the solutions are the most interesting we have ever seen.

BY ANSHUMAN BHARGAVA

About the author:

Anshuman Bhargava, Director & Creative Head, The Blue Leaves Design Group. The Blue Leaves Design Group is a multidisciplinary Interior Design firm specialising in creating unique meticulous luxury design experiences.

Luxury Retail has its work cut out. Using design, technology and differentiation, Luxury Brands are redefining themselves in the most innovative ways possible. And they've just got started ...

THE THREE SOLUTIONS

Luxury Retail Design is focusing on three areas to address this new Situation

1. An Emphasis on Basic Human Values
2. Bringing the Experience Back in The Store
3. Optimizing Technology

SOLUTION ONE: BASIC HUMAN VALUES

In our always-on highly connected world with hectic lifestyles and buzzing work schedules, there is a need for emphasizing basic human values more so than ever.

Luxury Retail's new concepts are: Austerity, Authenticity, Human Emotion and Trust.

Ideal case study is the premium Australian skincare brand, Aesop. Each store is designed by a different local architect using local materials to create a very location relevant store. So people will drop into an Aesop store even if they don't need to buy a product just to see the incredible local design. They end up buying anyways.

Texture becomes the most important element in interior design. Its what we immediately touch and feel. So store interiors have more textured materials and surfaces. We see more use of worn reclaimed woods, tactile rough stone finishes, raw exposed concrete, felts and untreated metals.

As we have seen earlier, people are spending more on the sides. So we see more accessories, home furnishing stores. As a side note, many luxury brands are going to the masses. So you see more upscale kiosks of brands like Chanel, Burberry in mass retail stores like Target and Lifestyle. For example, Karl Lagerfeld held a



So New Luxury Retail Interiors have: Simple Palettes -- In form, shape, colors. More pastel shades rather than stark reds, blues and greens. We see more subtle design elements. Minimalistic luxury is the new tagline.

Emphasis on Craftsmanship, Handwritten graphics and installations – all alluding to the human element.

Using of local artisans and designers to make the stores more relevant to their locations.

fashion show for his latest Chanel collection in Grand Palais, Paris. The runway was setup like a supermarket. The models wore Chanel but in sneakers. What could be less 'Luxury' and more 'mass' than a supermarket and sneakers?

So, we are all a part of this fantastical digital age and yet both consumers and brands are also a part of the movement that seeks all things human, beautiful, natural and raw. What connects both is a differentiated experience ...



SOLUTION TWO: BRINGING THE EXPERIENCE BACK

The 'in-store' experience needs to be optimized more so than ever. Why would a 24x7 connected customer come to the store? The answer lies in making the store a destination. The store needs to have an experience you can never have online. You want the customer to come more and stay longer.

So the store should be:

- A Cultural hub. A Place to Lounge. To Stay. To Encounter.
- An Experience zone.
- A Learning Zone.

So we have:

More restaurants in stores. You spend time at restaurants. Premium cycling clothes and accessories brand, Rapha has a place to park cycles indoor. The remaining store is part restaurant and part showroom. Surfing inspired lifestyle brand Tommy Bahama opens restaurants in their shops, naming them 'Islands'. Their island stores promise environments that transport you to a 'world of relaxed luxury.' The idea is to immerse the shopper in their brand's lifestyle.

In Superdry's London store, the upper floor has pinball machines, table games and huge comfortable sofas. The customer should do more than just buy.

Separate book reading areas allow guests to read about the brand's story while sipping a cup of coffee or tea. Layouts become very important in making stores multipurpose. So you see large

corridor spaces in the Burberry flagship store in London, for exhibitions and events. Massive video screens on either side show how a Burberry piece is immaculately hand crafted.

Louis Vuitton's Series 3 installation at London had several rooms showing different aspects of the craftsmanship as well as the luxurious elements of the brand.

So the emphasis is on history, its timeline, its heritage, how its made. Storytelling is vital for brand connection. Retail Design now takes inspiration from museums that have long educated people.

With so much so easily available, brands need to create confidence for their product. One way is to allow visitors to fully use and experience their products before they buy. So the store becomes the brand's learning and experience center.

- **PIRCH** – which specializes in premium kitchen and bath fixtures – wants visitors to take showers, cook a meal in its showroom. The company has one of the highest revenues per square foot of retail space in the industry.
- **Ikea** created a display for their pop up breakfast table. So customers are encouraged to sleep in an Ikea Bed. When they wake up, they are served breakfast on the Ikea pop up breakfast table. The food is from the Ikea café. Users are given information on the how to get a good night's sleep.
- **Large installations / mockups** of products in stores – besides being a visual attraction – allow customers to see the product's details in large sizes from all sides.

WHAT'S THE SITUATION? THE RISE OF THE HENRYs

The global economy is down. China is in the dumps. Russia is buying less. America is wobbling. Online media is seriously affecting the way we shop. So there is a mood of austerity and sobriety amongst shoppers.

Affluents (the top 20% of income households) are spooked about the economy. They would rather save and invest than spend. Then there is the rise of the HENRYs (High-Earners-Not-Rich Yet). They still view themselves as middle class. Since, anyone can get anything and know everything online, so the new rich of the Affluents and HENRYs don't see the value in paying for very high brands when the less premium brands have the same craftsmanship and quality. So they are trading down than up.

It is less about the Logo now. Its about getting maximum value for the money. The rich are forgoing indulgences and extra expenditures. They need simplicity, back to basics, downscaling approach. They would rather spend on the side stuff – family, friends, home, art and experience. They want a reflection of personal values and interests. There are just too many luxury brands now in a slow growth environment.

So the challenge for the retailer is: HOW TO TRANSLATE CUSTOMER AUSTERITY INTO BUSINESS PROSPERITY?



To heighten the store experience, personalization and relevance is essential. The customer needs to feel his product is being displayed in his store only for him as per his mood and his preference.

The 'Story' store in New York changes its interiors theme – including merchandise, fixtures and display – every 4-6 weeks to reflect current events and trends. Rachel Shechtman, the store's founder, wants to provide the 'most experience per square foot' than any other store. 'Story' has become a sensation in New York. Its tagline is 'point of view of a magazine, changes like a gallery, sells like a store'.

Nike's premium Niketown in Regent Square, London is the largest Nike store in the world. It changes installations on a daily basis. So you see highly relevant inspirational campaigns and events. It employs the very latest in technology, like track analysis, to enable visitors to customize just about every aspect of their footwear, clothing and equipment design.

Personalization rooms have become more common. The store senses what you like as per facial recognition technology, tracks it, and then guides you to the products you like. The Immersion Room

in Cooper Hewitt Museum allows users to draw their own premium-customized wallpaper. Sephora has a separate room where you can customize your own perfume depending on your mood and preferences.

Like Gap started a 'sell more than clothes' initiative, the overall goal in the theater of retail today is the same: to build human spaces that tell stories which amuse and delight. Places that encourage the senses, that invoke interaction and playfully call upon us to touch, feel, taste and smell.

Technology plays a huge role in it ...

SOLUTION THREE: THE INTERNET OF THINGS

By 2020, there would be 1.7 trillion gadgets. That's almost 20 times the gadgets we have now. So technology cannot be ignored. Infact technology will drive the future of luxury retail.

Because building rents are high, 'Showrooming', has become a viable concept. Consumers can try out a product in a store. Then, they can place an order online and have it delivered to their home. This saves valuable real estate and transportation costs. So physical stores

BY 2020, THERE WOULD BE 1.7 TRILLION GADGETS. THAT'S ALMOST 20 TIMES THE GADGETS WE HAVE NOW. SO TECHNOLOGY CANNOT BE IGNORED. INFAC T TECHNOLOGY WILL DRIVE THE FUTURE OF LUXURY RETAIL. BECAUSE BUILDING RENTS ARE HIGH, 'SHOWROOMING', HAS BECOME A VIABLE CONCEPT.

are just display, learning and interaction centers with an emphasis on experience and storytelling. Click-n-collect is the model of the future.

Surveys suggest that people these days get information on a luxury brand's new collections mostly from the Internet or apps. Infact social media channels like Weibo and Wechat are the most preferred online sources for information on luxury goods. Tag Heur, Piaget and Montblanc release their new collections on their online stores first.

Beacons. House of Frasier sends messages/offers about their clothes via mannequins placed within a mall or its store in critical places. So layout becomes essential -- How to place beacons that provide the maximum exposure to the customer.

Huge Video Walls bring an interactive, highly immersive experience. The Burberry flagship store in London is a good example.

Touchscreens reduce staff interaction and provide more collaborative learning opportunities. So you see increasing use of touchscreen menus in stores and restaurants, virtual fitting rooms using hybrid mirrors and sense technology.

The Inspiration Corridor in Klepierre malls in Paris is a body-scanning hallway that makes fashion suggestions. So based on what you are wearing, it will make recommendations on what and where you can buy to complete your outfit.

Retail stores are removing the cashier. You can pay anywhere in a store with wireless payment capabilities. Apple (via Apple Pay) and Starbucks Mobile Order and Pay are some examples. Store design layout largely revolved around the cash register. With the latter being removed, you suddenly have more options now in store layout.

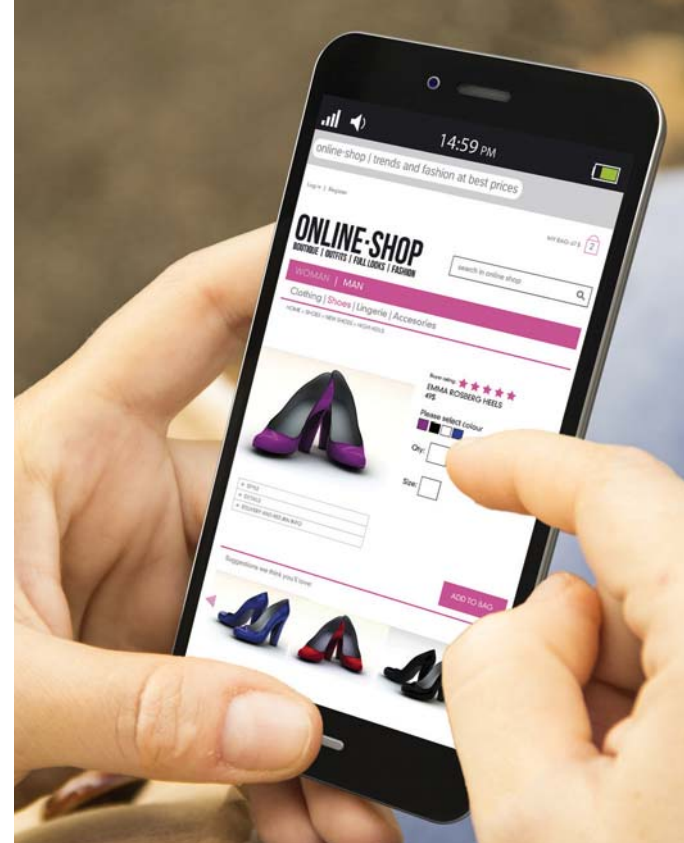
- Macy's Hointer will scan the garments you want to buy and deliver them straight to the fitting room for you to try.
- Target 's connected home store, Target Open House is a concept showroom for Target's latest connected products that talk to one another and provide endless value with one device conversing and relaying data to one another.
- Smart Shelves are sweeping big box retailers. These store shelves keep track of inventory and alert the staff when some item has low stock on the shelves. They advertise directly to consumers via tickers and update prices in real time based on stock and availability.

JUST GETTING STARTED ...

Whatever the methods, strategies and tactics, they should all come together to make the shoppers' experience in each store the vital factor in making a purchase.

This is even more essential for luxury marketers. In the future, not only could their customers' income decline, rather than rise, but also they may

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simply decide that paying high prices for luxury brands is not a priority.

Luxury brands have started redefining themselves and their interiors to keep in sync with the changing times.

So you have Yves Saint Laurent dropping Yves from its name to Saint Laurent, shifting to LA from Paris and redesigning its collection for a more basic minimalistic aesthetic. Likewise for Hermes and Bottega Veneta. Their newer store interiors are more sparse and simplistic.

Newer luxury brands have emerged. Jeweler James Avery's design concepts are: simplicity, integrity, meaning and universality. Alex and Ani Energy provide very expensive wearable exotic jewellery that is highly personalized. The most popular luxury brands are now Apple, Coach,

Fischer Voyage and Row. Larsson and Jennings have portable stores for their luxury collections.

The aim is to provide highly differentiated offerings at full value price.

So for Luxury Retail Design its become very essential to knowing your competition, knowing your customers, being very relevant, taking inspiration from everywhere, giving people a huge reason to visit and check budgets.

Providing high-end goods and services to wealthy customers will remain a growth industry in volume, and value, for decades to come. What's crucial now is rapid adaptation to evolving market realities. Powerful forces are affecting the luxury industry right now and remind us that we have to get comfortable being uncomfortable. The time to implement change is now. ●●●



MALLS JINGLE

THEIR WAY TO BETTER PROSPECTS!

Malls across India celebrated the extended festive season, which began in December 2015 and merrily jingled its way to 2016. Mall developers tried every possible thing to create a differentiating aspect for their respective shopping centres to create USP for their visitors and customers; all this is done to lure the footfall, which also helps the retailer increase their sales in the prolonged festive season. Shopping Centre News talks to various mall developers to know about their festive theme based marketing activities and how these marketing activities culminated into better prospects for the mall.

BY SHUBHRA SAINI

DLF PLACE, DELHI

This Christmas, DLF Place, Saket presented 'Oh What Fun!' Christmas festival in association with Hamleys and TAG Heuer. Shoppers experienced the Magic of Santa as they redeemed Santa currency against handpicked toys at Hamleys Toy Shop! A lucky shopper won a TAG Heuer watch!

In tune with the European-theme, the Christmas tree House conjured the magic of Christmas and infused the ambience with fervour and gaiety, with traditional elements like Reindeers, Snowman and wreaths. The plaza area came to life with a majestic snow man and Christmas bells in traditional colours of red and green; along with country's tallest Christmas tree of wishes between 24th to 26th December.

Benu Sehgal, Senior VP, Mall Management, says, "Festive season witnesses an overwhelming footfall, especially, Christmas! Everyone likes to go out and celebrate by participating in various exciting activities that we host besides shopping, eating out or watching movies. There was about a 25 per cent (approx) increase in footfall during this time. The cost involved in organising such a festival was over a crore rupees. There has been a corresponding increase in the revenues as well, of the order of 25-30 per cent, as footfalls increase."

Brands, which did well during this period were, Marks & Spencer, Forever 21, Jack & Jones/Vero Moda/Only besides Foodhall, Chili's, Hamleys and TAG Heuer also did exceptionally well!

GROWEL'S 101 MALL, MUMBAI



This year, Growel's 101 mall organised a magical Christmas celebrations for its patrons. The festivity started from December 18 till January 3. The theme of the over two-week long extravaganza titled Elfie-Selfie X'mas was to give visitors the chance to experience the thrill of being 'Santa's Elves' -- a role they loved and cherished. The kids dressed up in elves participated in different mall Christmas activities and clicked selfies.

Growel's provided a platform for the kids to the 'Create and decorate your own Christmas Ornaments'. Other workshops like the 'Pinecone Craft workshop' and 'Create and decorate your own Christmas wreath' also offered a great learning experience to participants.

Another attraction was the 16 feet (w) and 12 feet (h) tall, The Treat House where a wizard was put up as brain teasers for kids such as riddles and puzzles. Kids who answered them correctly were allowed to enter the house and collect hand full of mouth-watering candies as gifts. The decor at the Mall lived up to the Christmas spirit with a beautifully decorated 25 feet tall Christmas tree that was put up in the mall street area.

According to Urvi Vira, Head Mall Marketing, Growel's 101 Mall, there was an increase of 15 per cent in the footfall as compared to last year. An increase of 9 per cent in the overall revenue as compared to last year. Food as in category did exceptionally well during the festive times."



ALPHA ONE - AHMEDABAD & AMRITSAR

On the happy occasion of Christmas and New Year, AlphaOne, Amritsar and AlphaOne, Ahmedabad, were dressed and lit up. Besides, the constant events celebrating the festive period kept the city centres abuzz with the joyous spirit.

According to Jayen Naik, Vice President – Malls, Alpha G:Corp, at AlphaOne, Ahmedabad, “We had a live flower show inside the atrium and attractive, inviting light decor on the outside. The flower show was the first of its kind and attracted good footfalls. In addition to this, the signature winter carnival series of events got people lining up for registrations. One of the innovative additions this year was the special home deliveries by the AlphaOne Santa Claus. Parents were encouraged to shop at AlphaOne and register with us to arrange for special Christmas deliveries to their homes for their kids.

The month also was a key wedding season month in Ahmedabad. A special campaign was launched to highlight AlphaOne as the one-stop wedding trousseau shopping destination.

Talking about, AlphaOne, Amritsar, Naik, says, “The igloo set up was much appreciated by customers as they got the chance to show their kids what an igloo looks

like and also to let them experience the many fun activities within. Apart from this, there was a set up of mannequins across the facility that got converted into a live fashion walk across the mall, interconnected with a unique interactive ramp. The interactive ramp was tuned to animate itself the moment there would be footprints laid out. This unique event on Christmas not only got us great footfalls and appreciation, but also on the spot conversions for all our retailers.”

Talking about the footfall and revenue increase during this time, “We had admirable turnover during the Christmas and New Year Celebrations, both in terms of revenue and footfalls. Moreover, we were happy to see the enthusiastic audience that came in multitudes and also kept AlphaOne, Amritsar and Ahmedabad respectively, as their preferred destinations for the celebrations. At an average, the percentage increase in footfalls at both centres was 15-20 per cent especially during the activity period. We saw 25 per cent to 30 per cent rise in revenue during the activity period at various outlets at AlphaOne, Amritsar and Ahmedabad, as compared to last year’s corresponding period.”

The top brands at AlphaOne, Amritsar that did extremely well during this period include Woodland, Levis, Jack & Jones, Aldo, Puma, UCB, Veromoda, Being Human, French Connection, Monte Carlo, Reebok, Royal Newest, Indian Terrain, Red Tape and Clarks.

At AlphaOne, Ahmedabad, the top brands during this period were Ethos, Being Human, Promod, Puma, Charles and Keith, Aldo Accessories, Color Bar, Creyate, Biba, Global Desi, Monte Carlo, etc...



HIGH STREET PHOENIX/ PALLADIUM, MUMBAI

At High Street Phoenix and Palladium the celebrations were in full swing as they moved into the year-end festivities. From a special life size carousel tree in the shades of white and red to an inspired fiction of Shakespeare’s Twelfth Night in association with British Council and Christmas Parties for the young ones, the mall buzzed with giggles and cheer.

Each activity brought in a new range of our diversified audience ranging from young kids and moms for our Christmas Party, Literature lovers for Twelfth Night performance to music lovers for the monthly event Awestrung which had a special performance by The Other People, a well renowned band of indie music in the country.

According to Rajendra Kalkar, President (West), The Phoenix Mills, “ We witness cumulative growth in our footfall figures during such festivities each year. Our initiatives have always added up to the quality of audience visiting the mall. Revenue is reflected in our growth from one season to another and we saw a very healthy growth in our numbers this year. The festive season has been exceptionally rewarding across categories esp. Fashion, Accessories, Kids Wear and Food & Beverage categories this year.

MAGNETO THE MALL, RAIPUR

The Christmas trees, Santa Claus riding a sleigh on the reindeer, wreaths, garlands, lights, lamps and bells just brighten up the Christmas at atriums, corridors, entrance and spreaded across all corners of the Mall, and surly sparkled the festival!

The central atrium witnessed the 35 ft giant Crystals Christmas Tree. It is made up with shiny crystals and pearls and alighted with ornaments, bells, mistletoe and more. This center-piece of attraction in the Mall was created by the Mall in-house team. Also the major attraction was 100 Feet long & 2.5 feet in width delicious pineapple flavored cake. The mouth-watering cake was prepared in 16 hours and was beautifully decorated. Invited guests, patrons, retailers and Mall staff were the part of the cake cutting ceremony.

Cost involved in organising this event was ₹200000. Percentage increase in footfall during this time was around 40 per cent to 45 per cent. The revenue increased at the mall was around 15 per cent to 20 per cent.

SOUTH CITY MALL, KOLKATA

Mall decoration is an important way to draw in visitors and potential customers keeping interest in the mall alive. Without interesting décor, the Mall Patrons often tire of seeing the same shops day in and day out, thus making it a vital aspect. Although the Mall can be decorated throughout the year, making it special and lively during the occasions and no decoration is complete without a concept or a theme. Theme décor is all about gifting the Patrons a slice of the season which South City Mall has been doing for the past few years.

Every Christmas we try to bring something new, something Kolkata has not seen before in Christmas decor. This year also we did the same.

According to Reshmi Mukherjee, Dy. General Manager – Events & PR, South City Projects, “We have made a huge illuminated Christmas tree with white lights unlike as seen everywhere. Along with it comes a candy hut, some cartoon characters, making it more interesting for the kids. We have used the concept of candy mostly, candy of wreathes, candy hangings etc. To bring novelty, we have created 2 baby reindeers (big sized) at the entrance of the Mall. Our main focus remain on lights every year, which we carefully design so that we can make interesting illuminating props.”

She further adds, “in the celebration season, people come in huge numbers to visit South City Mall and see the decor, we can say 60 per cent approx rise in footfall was registered during this time.”



JUNCTION MALL

Junction Mall in Durgapur attracted the mall patrons with a simple large gigantic Christmas tree. Cost involved in organising such festive themed events at the mall was around ₹1,50,000. Percentage increase and increase in revenue during this time was around 15 per cent. Retailers that did exceptionally well during this time were Shoppers Stop, Pantaloons, Spencer’s, Mc Donald, Pizza Hut, Van Heusen, Allen Solly, Woodland.

INFINITI MALL, MUMBAI

Infiniti Mall had put up a huge Christmas tree at the atrium. Wide array of engaging activities and creative workshops were held. We had organised captivating International acts like Ribbon Act, Bubble dance, Swirl dance & Fire show to delight our patrons. The main highlight was the Santa Parade where Santa Claus along with his elves was distributing chocolates and candies to kids. The mall witnessed about 20 per cent increase in footfalls.

The trading of the mall increased considerably during the Christmas period in comparison to normal days, the mall witnessed around 18 per cent increase in mall trading year on year. Apparel, electronic & footwear categories did well during this time.

SELECT CITYWALK, DELHI

Yogeshwar Sharma, executive director – Select CITYWALK, explains the mall marketing during the Christmas and New Year period and the kind of response mall got during this time, “This time we did a tree, we took it outside in Plaza, it was the biggest Christmas tree in the plaza. It was well received by customers, we had peek customers almost 1 lakh 60 thousand people in a day, which is a ever highest since we opened. Despite the security threat and amidst all that this year during Christmas, we have received a huge footfall and all the tenants did really well during this time.

The mall spent approx of ₹10 million on the mall decor and marketing activities. The footfall of the mall was 7 percent from that of last year. H&M, Zara and all the food players did really well during this time.



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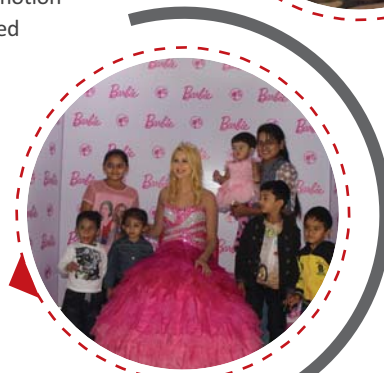
Each year at Elante, Chandigarh there is an endeavour to provide a different and unique experience for all its patrons for the various promotion and festivities that are organised by the mall. In keeping with this, the Christmas and New Year promotion at Elante was unique and replete with interactive and experiential content. For the Christmas décor, the main entryway was lined up with large reindeers on both sides to welcome patrons for this special occasion. The reindeer installations were illuminated so as to be attractive during the evening hours as well. The highlight of the décor for this occasion was the multiple life-size Santa cut outs which were put up in the main entry foyer, atrium and the open central courtyard which added the zing to the Christmas feel. The Christmas centric activities included carol singing, meet the Santa and a Santa parade which was held for the first time in the city. The Christmas Promotion saw a huge positive response from all our valued

customers and resulted in increasing the footfalls by 30 per cent as compared to the footfall in 2014.

The festivities at the mall did not end with Christmas but continued on into the New Year thereby taking the celebration many notches

higher. The 9-day “New Year Extravaganza” gave the young and old alike, an unique opportunity to step into the world of the “Angry Birds” from December 27, 2015 to January 03, 2016. The children during the activity did not only get a chance to meet the Angry Birds in person but also got a chance to participate in various craft and skill development workshops held during the course of this activity at the mall.

The Christmas and New Year celebrations at the mall saw a footfall of 7.05 lakhs - an increase of 30 per cent as compared to the footfall achieved during the same season in 2014. Overall the mall saw an increase in footfalls as well as retailer performance. While most categories including, fashion, electronics, kids fashion, watches, services amongst others present at the mall showed good improved performance levels, the categories that did exceptionally well were kids, F&B and apparels. Mall had an increase of over 10 per cent in terms of our mall trading in Year 2015 as compared to the previous year.



INORBIT MALL

Inorbit malls had a week long Christmas celebrations. The stage was set to bring in Christmas festivities by hosting “Tree of Smiles” – A Social connect initiative to spread joy among underprivileged children of AAWC. At the atrium, a larger than life red stocking was created in which shoppers could drop the gifts for underprivileged children and volunteers could capture their smiles. The instant pictures taken of happy customers were put up on a tall Christmas trees. More than 700 people participated in the event.

The celebrations continued as the malls in all zones dolled up for Barbie visit across the malls. This season of Christmas, kids were excited to meet the real life Barbie and capture the precious moments on camera. The entire décor theme was pink in color and involved elements like pink colored stage that hosted interactive activities like doll styling contest, kids performing on Barbie Anthem and an opportunity to meet the real life Barbie. The décor elements included pink colored rope lights, illuminated hanging cutouts of winter and Christmas elements.

The mall witnessed an overall increase of approximately 18 per cent-20 per cent rise in footfalls across our malls. Fashion and accessories including watches, travel and make up did well apart from Children’s category.

AVANI RIVERSIDE MALL, HOWRAH

This time the mall focused on the domain to satisfy their customers and the associates & retailers, with the concept & moto to give something extra which every individual look forward, as like the gifts, prizes, happy moments with

family and friends, all ware to be bestowed. So as to enhance the glee purposefully successful, we celebrated “the Great Winter Carnival’15” through the month of December’15 which have had extended to 31st Jan’16. We placed Christmas Trees in the significant locations to spread a feel of Christmas decorated with Chinese Lights and balls, bells all over the mall. Cartoon Characters were there to roam around the mall premises. A Santa Claus was placed to welcome the customers.

The cost involved in organising the event at the mall was around, ₹ 10 Lacs and percentage increase in footfall was around 25 per cent and revenue increased by 21 per cent.

Retailers which did really well during this period were, Reliance Footprints; Allen Solly; Levis; People; Samsung Mobiles; Metro Shoes apart from the anchors.



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