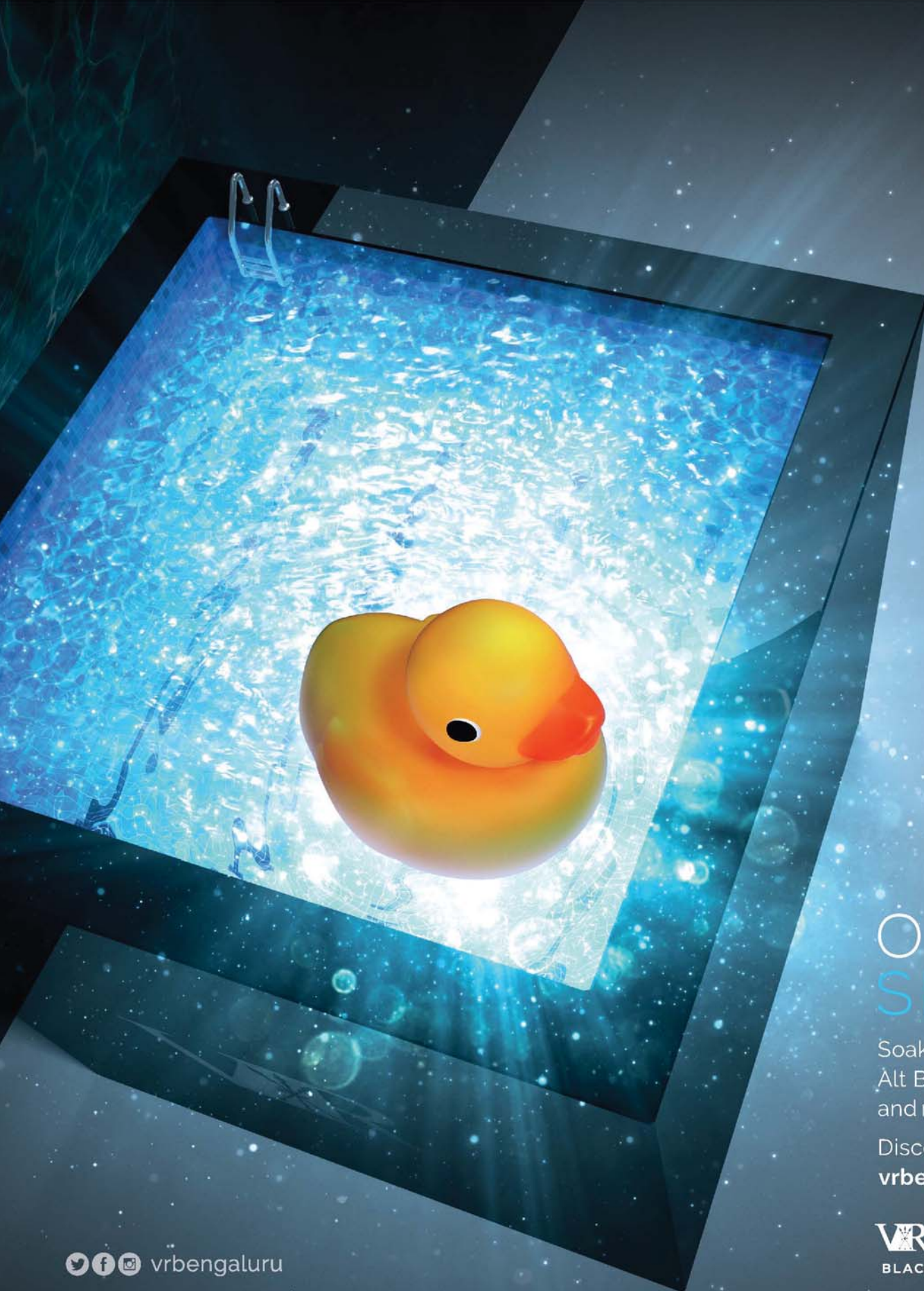


Shopping Centre **News**

JUNE - JULY 2016

DEVELOPING RETAIL SPACES IN INDIA

VOL. 9 NO. 4 ₹100



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Shopping Centre News

JUNE - JULY 2016

DEVELOPING RETAIL SPACES IN INDIA

VOL. 9 NO. 4 ₹100



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I am extremely happy to inform our readers that 9th edition of India Shopping Centre Forum 2016 was well celebrated. The two day event at The Renaissance Mumbai was based on the theme 'Shaping the Thinking on the future of Retail Spaces'.

The speakers at the conference included India's top notch developers, retailers, independent observers and international experts who have created a distinguished place for themselves in Indian retail real estate sector. Our cover feature of this issue carries a detailed coverage on that. I am sure readers will find it interesting.

This year the mission of India Shopping Centre Forum was to build the blueprint of success for the Indian shopping centre industry through sharing of best global concepts and implementation of world class practices. Highly informative discussions at the forum were loaded with in-depth analysis of all the issues that this industry is facing and predicted the trends for future. The solo sessions by industry experts were focused on areas of research, planning, funding, architecture and design, tenant mix, leasing and all other aspects of retail real estate business. The knowledge series finally culminated with gala awards ceremony which was attended by who's who of the industry.

Technology in malls is a new phenomenon and soon we will see automation in malls too! We are certain that India will be considered amongst the top countries to have leading malls in the world in the times to come! We hope that this dream of ours will be realised soon.

I would once again like to express my sincere gratitude to all participants of ISCF 2016 for making it a success. I do hope and anticipate the same cooperation in the years to come.

Thank you!



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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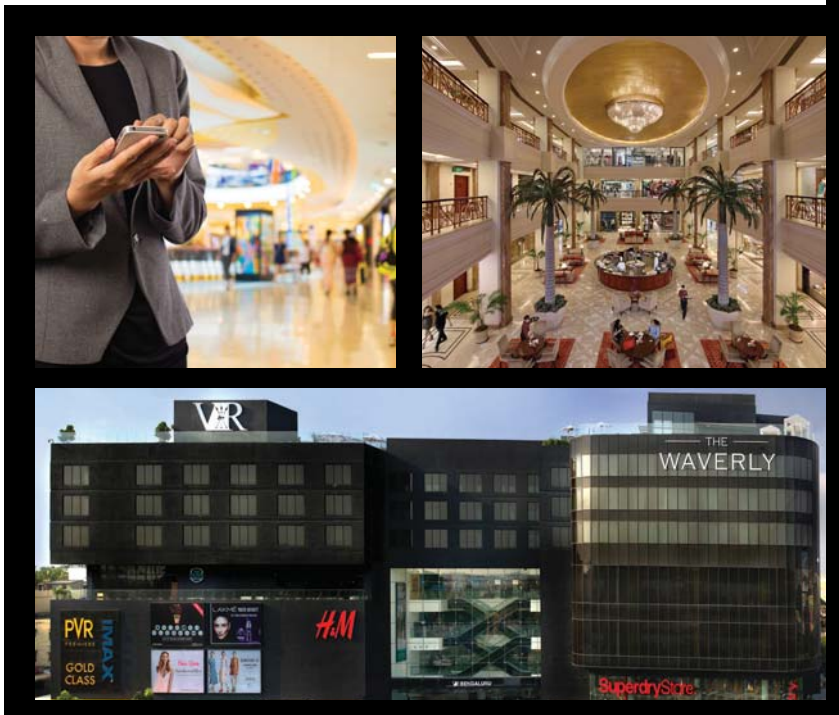


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What is the key to create successful Shopping Centres in India? In the Two daylong forum, the experts from the industry were trying to finalise the blueprint for that



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INDIAN MALLS CELEBRATING JOY

Indian malls have gone a step further and are not just confined to pure retailing. Now malls are engaged in hosting a bouquet of activities as well

BY SHOPPING CENTRE NEWS BUREAU

► PACIFIC MALL ANNOUNCES 'PLANET PACIFIC' EDUCATIONAL AND EXCITING SUMMER CAMP FOR CHILDREN



A huge decorated spaceship (32 ft x32 ft) with a cosmic themed classroom inside marked the unveiling of Delhi's premium shopping, entertainment and leisure destination Pacific Mall, Tagore Garden's exciting 'Planet Pacific' Kids Summer Festival. The four week festival marking the onset of the holiday season was kick-started with an exclusive preview for 45 differently abled kids from the Capital's 'Chahat Special School.' Pacific Mall which hosts more than 130 National and International brands under one roof is expecting 15% growth in footfalls during the ongoing festival. The popular Summer Workshops conducted annually by Pacific Mall

are completely free and parents can register their children to participate in any of the 12 activities listed in the summer program.

The 'Pacific Space Ship' will take kids on a fun-filled, educational and exciting journey giving the children an opportunity to indulge in a variety of activities like Art and Craft workshops, Theatre Workshop, Hobby Classes like Ice-cream making, Science-Cosmic Classroom, Table Etiquettes, Dance Classes, Paper Crafts, Painting, Fancy Dress Competitions, Fashion Shows etc.

Unveiling the 'Planet Pacific' Summer Camp, Abhishek Bansal, Executive Director, Pacific Mall said: "Every parent endeavours to provide their children with the best of opportunities that will help them evolve and become more confident and assertive in life. Our Summer Camp is popular with parents and kids alike because it gives them an opportunity to have learning and fun while enjoying their summer holidays. The different activities have been tailored to aid learning, talent development, interactive and communication skills. Additionally, such summer events allow us to maximise footfall in our Malls which in turn can aid sales by upto 10%."

Pacific Mall has been successfully conducting free Summer Camps for Kids for the past 5 years and is very popular among both parents and children, giving them an access to a wide range of carefully selected activities to keep them entertained and stimulated during the summer holidays. Last year around 2,800 kids attended the Summer Camp at the Mall.

► SMAAASH ENTERTAINMENT OPENS ITS DOOR AT DLF MALL OF INDIA, NOIDA

Smaaash Entertainment Pvt. Ltd., today announced the launch of its sports-centric immersive & interactive entertainment and gaming center 'Smaaash' at the newly opened DLF Mall of India, Noida. Brain child of the multi-faceted Shripal Morakhia, Smaaash presents an unmatched range of games that offer a superlative experience, and combines the best of sports, music and dining into a highly immersive, interactive, innovative and involved entertainment experience.

The newly opened 50,000/- sq. ft. center is the next link in the chain of the country's premiere urban sports parks, and boasts of a 360 degree cricket simulator where one can experience first-hand the exhilaration of facing cricket legends like Dale Steyn, Wasim Akram and of course the master blaster Sachin Tendulkar.





► FROM R CITY MALL, GHATKOPAR TO BRAZIL TO CELEBRATE THE RIO OLYMPICS 2016

R City Mall, Ghatkopar, one of the Mumbai's largest shopping mall's month long Mall-ympics, came to a glorious end with one lucky shopper Aadarsh Choudhary winning the ultimate experience – an all expense paid trip to Brazil to witness the Rio Olympics 2016.

Gurdeep Saini and Suraj Singh Rawat were the 1st and 2nd runners-up respectively from Mumbai and were presented with state of the art iPhone 6 and iPad Mini respectively. All three lucky winners scored high numbers amongst all other shoppers to compete in the Olympics style events such as athletics, weight-lifting, boxing, archery, javeline and many other games that were held mall's courtyard.

Speaking about the Mall-ympics, Amaan Faikh, CEO, R City said, "The Olympics is one of the world's most attractive, international sporting event which witnesses athletes from many countries compete for glory and excellence. At R City we wanted to give a taste of Olympics, of course in a fun filled competitive environment. Hence, Mall-ympics – a month long activity, where we were overwhelmed with the competitive spirit that our shoppers showed in order to see their names on the Live Leader Board every day. We congratulate our winners and look forward to bringing more happiness to more people at R City Mall."

► VIVIANA MALL TO EMPOWER VISUALLY IMPAIRED WITH NEW TECHNOLOGY

Viviana Mall, the leading retail destination mall in Mumbai Metropolitan Region has devised unique skill development workshops to enhance proficiency of visually impaired. Special training workshops are organized by the mall to provide computer expertise in order to give their career a boost.

Viviana is the first mall that is considered to be visually impaired friendly mall. The mall had launched computer education centre for visually impaired XRCVC - Viviana Extension on June 27, 2015 with a vision to assist and make visually impaired person self sufficient and independent. Viviana XRCVC have designed an exclusive workshop theme, Sunil Shroff, CEO –Viviana Mall said, "In our study, we found software's like JAWs have now become quite essential for banking employees and some face language barrier while applying for public sector jobs. Hence, we arranged workshops especially to guide them with software's that can help them to excel in their career."



Topics covered in Excel workshop includes Quick analysis of the large worksheets, Excel formulas specific to bank's MIS, Lookup Functions, Filter by using Advance Criteria, Convert Text to Columns, etc.. Viviana XRCVC training centre is equipped with advanced technology and systems to provide free computer training to all visually impaired people. As of March 2016, the centre has enrolled 1436 visitors in XRCVC since its inception.

► KASHVI MALL OPENS AT KEONJHAR



Kashvi mall developed by Kashvi Power and Steel Pvt. Ltd, has recently opened its door at Mining Road, Keonjhar, Odisha. The total build up area of the mall is 86,000 sq.ft, however, total GLA, retail area is 50,000 sq.ft.

Leading super market chain Big Bazaar is positioned as the anchor store. The list of other prominent stores include Planet Fashion, Gini & Jony, VIP, Spunk, Indian Ethnic, Paris Bakery and few other local brands. The entertainment wing of the mall includes multi screen cinema chain KNOX with overall seating capacity of 430 people. The food court area is spread across 4,000 sq.ft. The mall vouches unforgettable experience for its patrons.

► EMERGING FOOD HUB AT DHAULA KUAN METRO STATION

Alike to Nehru Place Epicuria food mall, upcoming Dhaula Kuan metro station will be hosting a elaborate food court spread over 10,000 sq.ft area. This under construction food court have been developed by B Infrastructure, and design and developed by AVA Group.

International QSR chain Burger king is shortly be launching its first drive thru outlet here. Apart from Burger King, leading restaurant chain Haldiram's will soon be opening its outlet here. All together there would be nine outlets from different cuisines.

This upcoming food-court is expected to be operational by Q3 of FY 15-16. ●●

STORE ARRIVALS

AFTER ZARA INDITEX BRINGS MASSIMO DUTTI TO INDIA

Spanish retail group Inditex owned Massimo Dutti has made its debut in India with the launch of its first store. Created in 1985 Spanish retailer Massimo Dutti has opened its newest global concept store at Select Citywalk, New Delhi. Newly opened global concept store is spread across 5,027 sq. ft. area.

The concept store that houses womenswear, menswear, footwear and accessories, is based on a progressive evolution of the original boutique style. The change is based primarily on finishes and shapes that aim for warmer, more contemporary spaces and environments.

Speaking at the launch, Fabrice Alain Pruvost, Commercial Director Asia Pacific, Massimo Dutti says, "We have aggressive plans for India. As the part of growth strategy, we shall shortly be introducing our exclusive e-commerce portal along with initiating tailor made service for our Indian patrons." The price point for women's range starts from Rs. 2,500 ; however, for men's it's Rs. 4,500.

With this latest launch, Inditex, the Spanish retail group which owns the brand is now present at 755 stores across 73 countries globally. Out of eight brands Inditex owns, Massimo Dutti is the second brand which is launched after the enormous success of Zara in the country.



ELYSIAN BY GITANJALI OPENED ITS FIRST FLAGSHIP STORE IN KOLKATA

Elysian by Gitanjali opened its first flagship store in Kolkata on May 13 at 1, Panditya Terrace. Sprawled over 2,500 square feet and adorned with Alexander McQueen inspired dolls, the store houses some of the best gowns and dresses. The store exemplifies designer Gitanjali Fatehpuria's rich taste and her sophisticated yet elegant style. The store will act as a facilitator to the Kolkata clientele known for being uber chic and looking for exclusivity.



Designer Anamika Khanna unveiled Elysian by Gitanjali. She praised Elysian's collection and said, "It's very good work and I am wearing one of its collection. I feel really proud. It's very bold and to do something like this you really need to put your heart out there." As the guests arrived, they were welcomed with a soulful rendition by Japan's well-known musician and Gitanjali's friend Naoki Tate, a multi-talented artist who uses diverse methods to generate music from percussion and folk instruments. Naoki has especially composed the music for the store launch of Elysian by Gitanjali and the compositions are called 'The Winds from Elysian' and 'The March for India.'

INDIAN TERRAIN EXCLUSIVE BRAND STORE IN KOLKATA

Indian Terrain, one of India's leading men's apparel brands in the country, launched its exclusive brand store in Kolkata. The inauguration was followed by an evening of music, wine and aperitif for the guests. Specializing in everyday clothing, Indian Terrain offers a wide range of smart-casual outfits facilitating a smooth transition between work and play. The clothes are designed for a cosmopolitan, mature, upwardly-mobile man and carry classic styling.

Speaking on the opening of the store, Venky Rajgopal, Chairman & Managing Director, Indian Terrain Fashions Limited states, "Indian terrain is delighted to open its flagship store



in the city of joy. It will be our privilege to bring Indian Terrain's world class apparel for men in Kolkata. The Style and panache of our range for both 'Men' and 'Boy' will delight the community of Indian Terrain users, and with this store we fulfill a long awaited desire of ours to be present in this wonderful city."

H&M OPENS ITS FIRST STORE IN PUNJAB

The international retailer H&M, known for fashion and quality at the best price in a sustainable way, has forayed into Punjab with its exclusive store in North Country Mall, Mohali.

The first H&M store in Punjab's tri-city area is spread over 27,000 sq. ft., with dedicated sections for ladies, men, children and teenagers. The store's crisp and bright interiors is the perfect backdrop to this selection, offering the hottest trends as well as timeless classics at the best prices for the fashion-conscious customer.

"We are excited to arrive in Mohali at North Country Mall, which has easy accessibility within the Tricity and other parts of Punjab," said Janne Einola, Country Manager at Hennes and Mauritz Retail Pvt. Ltd. "H&M sees great potential for further expansion both in our existing regions as well as new regions within India," he added.



ICE PAN CREAMERY NOW AT DLF PLACE MALL, SAKET

Ice Pan Creamery, an all vegetarian Indian Ice cream brand, amidst much fan fair opened its 3rd outlet at the DLF Place Mall, Saket. Benu Seghal, Sr. Vice President of the mall, inaugurated the store in the presence of enthusiastic crowds who couldn't wait to try the scrumptious desserts the brand has built its reputation on. Their two other stores located at Pacific Mall, Subhash Nagar and Galleria market, Gurgaon are already popular amongst masses.

The Ice Pan Creamery is co-founded by Lav Trivedi, Ujjwal Agarwal and Abhishek Agrawal. With this brand, their vision is to offer its customers a blend of European-Indian desserts while retaining the magic of Grandma's homemade cooking in their preparations. "Love for all is the most incredible truth and with this thought, our aim is to give our customers the ultimate experience of joy, love and celebration through our servings," Lav Trivedi said.



RELAXO EXPANDS ITS FOOTSTEP WITH THE LAUNCH OF ITS 250TH STORE IN DELHI

With its trendy, stylish and comfortable footwear, Relaxo, India's leading footwear brand is all set to spread the coolness this summer with the launch of its 250th store in Delhi. Spread over 1,119 sq. ft., the new Relaxo outlet is truly a shoppers' paradise offering an attractive range of fashionable footwear for men, women and children. It is a single destination for family footwear shopping. In the new store, fashion lovers can explore popular Relaxo brands like Flite, Bahamas, Sparx, Schoolmate, Hawaii, Maryjane, Boston and Kidsfun with a range of more than 400 articles to choose from flip-flops, formal wears, home slippers, office wears, school shoes, sports & casual shoes.

Nitin Dua, Executive Director, Relaxo Footwears Ltd. said, "Relaxo is steadily increasing its reach in different markets in

the country through exclusive brand outlets. Delhi is a primary and big market for the brand and the launch of new store serves as catalyst to the company's growth in the region. Going forward, the brand aims to invest more in the different regions through forward-looking business strategies to create a niche trendy and affordable footwear market in India"



AYESHA LAUNCHES ITS 35TH STORE IN MALL OF INDIA- NOIDA

Adding another star to its skyline, ayesha accessories has launched its new exclusive store at Mall Of India, Noida. With the opening of its first exclusive store, ayesha is ensuring it spreads fun and funkiness all over NCR!



Speaking at the launch, Jacqueline Kapur, MD ayesha accessories says, "We are pretty excited to launch our latest store in Noida. We hope to reach out to all the fun loving fashionistas. At ayesha, fashion is fun, constantly changing and comes without the heavy price tag!"



LIFESTYLE LAUNCHES STORE AT FORUM RANGOLI MALL, HOWRAH

Lifestyle, India's most preferred shopping destination has strengthened its presence in the West Bengal with their new store at Rangoli Mall, Belur, Howrah. The new store at Howrah is spread across 28,000 sq. ft and will offer shoppers widespread collection, trendy product portfolio, youthful and vibrant interiors and a seamless shopping experience. Bringing under one roof – Apparel, Footwear & Bags, Children's wear, and Beauty & Accessories, Lifestyle is the absolute one stop fashion destination.

Commenting on the occasion, Kabir Lumba, Managing Director, Lifestyle International (P) Ltd. said, "Lifestyle stores are renowned for their on-trend fashion offering, international shopping experience and exceptional product portfolio categorized into concepts. We are truly delighted to have extended our presence in Kolkata with this and look forward to delighting our customers."

STORE ARRIVALS

TRAVEL SOLUTIONS PROVIDER **BASECAMP** OPENS SECOND STORE AT CONNAUGHT PLACE, NEW DELHI

Basecamp Traveller India's unique travel solutions provider opens its second retail outlet at the National Capital to offer a one stop shop for all products that aid a traveller to make his trip convenient.



Basecamp is the only store in the country that offers unique and innovative travel products under one roof. Its philosophy is not just being a luggage store but to provide travel solutions which could claim a share of the largely organized Rs.1,500 Crore travel gear industry.

Along with the launch of its store, Basecamp Traveller also introduces eminent brands from across the World. The Basecamp products cover the wide format of travel accessories to premium luggage having prices which range from Rs 499-20,000.

Anish Goel, Founder, Basecamp Traveller India said, "We are very delighted to announce the opening of the second store in the heart of the National Capital apart from three other stores in the key metros. Our aim is to make the brand associated with Basecamp Traveller more accessible to our consumers with the belief that the customer should be delighted with the range and quality travel products."

ASHISH SONI LAUNCHES THE **ASHISH N SONI** - CONCEPT STORE IN NEW DELHI

Synonymous to sophistication and classic elegance, luxury fashion label Ashish N Soni launched his Concept Store in plush Defence Colony Market New Delhi, while announcing his association with Czech-based luxury lighting & glassware brand Sans Souci.

Spanning 1,800 sq. ft., the store draws to the core philosophy of Ashish N Soni - a balance of minimalism and luxury. With a focus on menswear, more specifically bespoke and tailored

menswear, the idea behind the Concept Store is to reinvent the retail experience into a customer's private funhouse.

The collaboration with the International luxury brand, Sans Souci, was also celebrated with the debut of a specially designed lighting installation that will adorn the Concept store. With this, the designer marked his foray in conceptual and space design.



ASHISH SONI, ROHIT BAL, SUNIL SETHI AT THE LAUNCH

THE BODY SHOP OPENS ITS SECOND STORE IN INDORE



The Body Shop, the iconic global retailer of cosmetics and toiletries, expands its retail presence in Indore by launching one more store.

Atul Nayar, Brand Director, The Body Shop India, said: "We are extremely excited with the launch of our second store at Indore. The Body Shop is well known for its fabulous, naturally inspired iconic beauty products. It is a beauty brand that believes in going beyond conventional corporate social responsibility and engaging in ground breaking campaigns driving for long-term change."

Speaking on the new commitment, Shriti Malhotra, Chief Operating Officer, The Body Shop India, says: "When we started The Body Shop in India in 2006, we were very fortunate that Dame Anita Roddick was here to launch the brand. We continue to be inspired by her thoughts, ideas and ethical passion."

KOMPANERO OPENS ITS 8TH STORE AT INFINITI MALL MUMBAI



KOMPANERO from the house of ASG LEATHER PVT. LTD. has launched its new store at Infiniti Mall, Malad (W), Mumbai. The new store is spread across 250 sq. Ft. The product folio for this store includes Leather- bags, wallets, purses, card-holders, belts etc. The price range for these products starts from Rs. 800 and goes up to Rs. 12,000.

The USP of the brand is vintage looking leather accessories. Kompanero bags go through a special ageing process to replicate the passage of time beautifully on our products. Each bag ages beautifully and uniquely thus making each piece unique and individualistic.

Speaking at the launch Indranath Sengupta & Director of Retail said, "This financial year we plan to have around 12-15 KOMPANERO stores. The vision is to open 40 stand alone stores by the year 2020 in the most premium locations across the country. In addition to this, we plan to expand furthermore through SIS and Online formats."

The target audience for the brand is well travelled professionals who are exposed to international trends and fashionistas who like to stand out of the crowd.

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INDIA SHOPPING CENTRE FORUM 2016

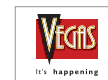
BY PARAMA SEN

The mission of India Shopping Centre Forum 2016 was building the blueprint of success for the Indian shopping centre industry through sharing of best global concepts and implementation of world class practices. The theme, on which the discussions and presentations of the forum has evolved this year, was how to craft consumer experience around Social Spaces. In today's digital era, there has been a continuous shift of the consumers towards online. Therefore the retailers are also trying to reinvent themselves to be Omni-channel ready. Similarly, the Shopping Centre industry also need to embrace Consumers and Retailers to bring about the culmination effect into the malls around the core of 'Social Spaces' created around experiential, digital and immersive aspects. Shopping alone can no longer be the cornerstone of a mall. And if this is true, then how do we reinvent the shopping centre model? How will non-shopping experiences/elements be the new age anchors for a mall? How are malls re-arranging the jigsaw puzzle of getting the right experience mix? 9th edition of India Shopping Centre Forum tried to find out the answers to these questions through two day long panel discussions and presentations.

In this feature, we go back & try to re-live those two days.



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▶ THE MALL FUTURE THINKPAD — SHAPING THE THINKING ON THE FUTURE OF RETAIL SPACES

The retail environment is completely different from five years ago and will be again five years from now. So the shopping centres are facing a different set of challenges, like the advent of Omni-channel to the rise of providing an experiential offer. What people expect from their city centres is also changing. With the advent of mixed use and integrated developments which revolve around the 24x7 lifestyle needs of a person – right from urban housing, to office complexes, to hospitals and medical centres, educational institutions, schools, sports complexes, convention centres, transit stations for metro, bus and railways...all integrated into the whole development, with Shopping Centre as part of that mega-development. At a macro level there has been the evolution of 'smart cities', which bring home the ambition to develop our modern infrastructure at a world-class scale and elegant living atmosphere for the whole society, and retail spaces have a big role of play in this. How can shopping centres capitalise on these trends to better engage and serve their customers as well as increasing sales and dwell time for profitable growth of modern retail? This was broadly the outline of the discussion, which was concluded by saying that, for the last two decades, Indian Shopping Centres have faced a lot of challenges, but they have to consume some of the lessons from the experience to be successful in future. Though a lot of best practices are yet to be adopted by most of the shopping centres of the country, but some of them have tried to incorporate these and have become successful too.

PANELLISTS

Andrew Taylor, Senior Managing Director, Macquarie Infrastructure and Real Assets, Hong Kong; **Byron Lewis**, Founder and CEO, Mall Solutions Europe; **Janne Einola**, CEO and Country Head, H&M India; **Krish Iyer**, President & CEO Walmart India, **Tara Subramaniam**, MD & COO, JM Financial Credit solutions

MODERATOR

Sanjay Dutt, MD, Cushman & Wakefield

KEY HIGHLIGHTS OF THE SESSION

>> CHALLENGES OF RETAIL REAL ESTATE TODAY

Advancement of technology and change in the economic environment of the country are the main challenges, which forced the developers to have a bitter taste in recent years.

>> HUGE POTENTIAL, BUT NOT INTEGRATED

India is a market with huge potential. But Indian shopping centres are very different from their European counterpart as the consumer will not be able to find all the services and products under one roof. So the quality of the malls should be enhanced, they should be integrated in future for better business.

>> DEVELOPMENT WAS STAGNANT, WILL IT MOVE FORWARD?

Shopping Centres in the country started business with a bang, but then somehow had lost the momentum. A lot of best practices, like the ease of doing business, are yet to be adopted in the country. The malls need to undertake Omni-channel measures to serve the consumer of tomorrow.

>> INVEST MORE IN TRAINING THE STAFFS

The malls should invest more in training manpower like the hospitality industry has done. The staffs should be able to massage the ego of the consumers.

>> CUSTOMER EXPERIENCE IS THE KEY TO SUCCESS

The experience of the customer coming to the mall should be all encompassing and so memorable, that he/she should definitely revisit.

>> CREATION OF INTEGRATED TOWNSHIPS

If the investors, developers and retailers come together and submit a proposal to the state government for an integrated township, the creation of employment which is bound to happen with that, will make the local government enthusiast.

>> TECHNOLOGY IS THE KEY DIFFERENTIATOR

Integrated use of latest technology will be a key differentiator in case of malls.

▶ DESIGNING RETAIL, THAT THRIVES WITH 'SMART CITIES'

With these changing times and consumer behavior habits where people want everything in a walking distance radius, more and more Shopping Centres need to come up throughout the length and breadth of the country to serve different catchments. But how do the developers who are finding it difficult to run standalone shopping centres get together the resources to build, operate and manage the malls needed further. It needs to be remembered a shopping centre cannot be sold after it is developed, it has to be run expertly and managed professionally. So the answer lies in part in mixed use developments. Mixed-use developments are emerging as manifestations of sustainable design, walkable urbanism and “smart growth” initiatives. There are lots of reasons for doing mixed-use projects — they look cool, create walkable communities, and set up retail-residential synergies — but the flip side is they don’t work everywhere. Being successful at mixed use means getting the right mix of uses at the right location, which in most cases, means high-density urban areas. The development of mixed-use and multiple-use properties is growing as more people seek a lifestyle that integrates live, work, and play, and developers seek market flexibility in uncertain times. Compare this to a standalone Shopping Centre which has to work hard at attracting footfalls, keeping its shoppers dwell inside at the retail outlets, so that the retailers and the mall both maintain their top-line and bottom-line growth. Coupled with that, with the ‘smart cities’ mission of the Govt., Transit Oriented Development (TOD’s) and Traditional Neighborhood Developments (TND’s) are becoming more and more essential ingredients to the creation of “Livable Communities”. Our speakers traded insights and hard-won bits of industry knowledge on the nuts and bolts of mixed use and standalone shopping centres with industry leaders, and what is the way forward.

PANELLISTS

Alexandar Koth, MD & Founder, Minodes GmbH; **Khair-Ull-Nissa**, Executive Director, World Trade Center Services; **M V Krishna Rao**, Head-Retail and Commercial, Hyderabad Next by L&T Metro Rail, **Mukesh Kumar**, VP, Infiniti Mall; **Nimish Sonawala**, MD Skydata; **Rajneesh Mahajan**, ED, Inorbit Malls, **Sunil Shroff**, CEO-malls, Viviana Mall, **Zubin Cooper**, CEO, Bentel

MODERATOR

Pankaj Renjhen, MD Retail, JLL

KEY HIGHLIGHTS OF THE SESSION

- >> **SMART CITIES OF INDIA**
Technically speaking, Gift City Gujarat, is the first smart city of India. It is going to be a city with integrated development, that means centralised services will be provided there and it will be well planned. But there are cities like Greater Noida, which is not a ‘smart city’ by definition, but is very well planned like a smart city like structure.
- >> **TAKE NOTE OF THE CHANGE IN THE BEHAVIOUR PATTERN OF PEOPLE**
Nowadays people change their choices very often. So the smartest thing to do will be to take note of that and then incorporate it in the Shopping Mall business.
- >> **LIMITED RESOURCES AVAILABLE IN MAXIMUM POSSIBLE WAY**
It is not about integrated services or energy efficient buildings, Smart City is actually a concept about making use of the limited resources available in the maximum possible way. Be it retail, be it parking or energy or anything else, maximum use of these limited resources have to be kept in mind in the making process.
- >> **TRANSIT ORIENTED SYSTEM**
Like Hyderabad, where there will be a connect to the mall from the metro station, transit oriented systems can be created. So consumers can shop and go back to their destination without facing any traffic hassle.
- >> **ROLE OF TECHNOLOGY**
In integrated development, data management is necessary and so technology will be a very important part of it. Collect the available data with the use of technology, analyse it and then based on that create the future monument. Whether it’s on online or brick and mortar, data should be analysed by everybody to be future ready and avoid mistakes.
- >> **SMALLER MALLS IN FUTURE**
India may have smaller malls, 10,000-15,000 sq. ft, which will be more like a convenient store for our daily needs.
- >> **EVEN BETTER ALTERNATIVE AVAILABLE?**
India is a vast country and given the potential that lies here, there is a actually a high chance to make an even better alternative than smart city!
- >> **MIXED USE & STAND ALONE, BOTH ARE NEEDED**
Mixed use development with retail as anchor or stand alone retail centres, both should work fine for the developers.
- >> **CUSTOMER CONVIENCE**
Integrated development should be designed in such a way, so that it can ensure customer convenience to the fullest.



▶ L-R- ZUBIN COOPER, NIMISH SONAWALA, ALEXANDER KÖTH, KHAIR-ULL-NISSA, PANKAJ RENJHEN, M.V. KRISHNA RAO, MUKESH KUMAR, RAJNEESH MAHAJAN, SUNIL SHROFF



L-R- RISHI TEJ, R K NARAYAN, B.V. BHARADWAJA, NIKHIL CHATURVEDI, PANKAJ JAJU, TARA SUBRAMANIAM, RAHUL RAI

FUNDING BEHIND THE SHOPPING CENTRES: WHAT MAKES SHOPPING CENTRE AN ATTRACTIVE INVESTMENT

Where is the money coming from? What are the motivations for investing in retail real estate; how are risk and return being calculated, where does real estate sit in institutional investors' asset allocation strategy; and, how does retail property feature within property as an asset class? For how long will this flow of capital last? Is it now harder to make money given changes in yields / pricing? What skills are required? How much does geopolitics impact international investors attitude to investing in Indian retail real estate.

PANELLISTS

B V Bharadwaja, ED, Pacific Malls; **Nikhil Chaturvedi**, MD Prozone; **Pankaj Jaju**, Head-Strategic Partnership, Axis Bank; **Rahul Rai**, Executive VP and Head-Real Estate Business, ICICI Prudential Asset Management Company; **Rishi R Tej**, CEO, Sheer Capital Advisory, **Rohit George**, MD, Xander Advisors India & **Tara Subramaniam**, MD & COO JMFCs

MODERATOR

R K Narayan, MD Macquarie Infrastructure and Real Assets India

KEY HIGHLIGHTS OF THE SESSION

- >> INVESTORS UNCERTAIN AS INDUSTRY IS NOT RECOGNISED**
The investors have to be very careful while investing and have to be selective. Shopping centres in this country are still not considered to be an industry but just a real estate, though this has actually become a speciality industry. New entrants are very much interested to put forward their best foot, but is doubtful whether this industry will regain the momentum.
- >> MALL INDUSTRY NEEDS BOOST**
There are examples, where the developers have made a good mall, they just need an investment boost to carry it further. Investors should keep looking for these kind of malls. Because if somebody is making a future-worthy product, chances of success is really high.
- >> WHY MALLS ARE NOT ON INVESTOR'S PRIORITY?**
Mainly because of the uncertain future of the investment. In India, investors can have more return in shorter time period by investing in residential projects, rather than in retail real estate.
- >> LENDERS NEED INSURANCE**
Money lenders need insurance for the time where there is no tenancy, because if the tenants exit, the developers will not be able to repay the EMI.
- >> E-COMMERCE, A POSSIBLE THREAT?**
A shopping centre is a combination of shopping, dining and entertainment centre. E-commerce can be a threat only to the shopping part of it.

DESIGN, ARCHITECTURE & FORMAT: THE 3 CRUCIAL PILLARS OF FUTURE SHOPPING CENTRES

KEY HIGHLIGHTS OF THE SESSION

- >> SUCCESS OF MALLS DOES NOT ONLY DEPENDS ON DESIGN**
Design is definitely a key player, but there are other important factors like tenant mix, F&B presence, entertainment factors, which determines success as well.
- >> PROVIDE WOW FACTOR AND GOOD DEALS TOGETHER**
The wow factor in the design definitely works for a mall, but the retail part should also be integrated properly into the wow concept, as 100% people wants wow factor, and all of them want good deals too!
- >> BE FUTURISTIC AND CONVINIENT FOR THE CUSTOMERS**
Everybody should be futuristic and embrace technology while designing for a mall. Developers should convey their wishes to the design team and they should design the space keeping in mind that and the customer convenience.
- >> INTEGRATION OF TECHNOLOGY**
Everybody have to integrate technology to make a successful mall. In that way, developers will be able to help the retailers with the buying pattern of the consumers.

A mall's success does not depend on the design of the centre only, but the design should definitely focus on the customer-retailers convenience. Mall design is actually a combination of both functional attributes and symbolic values of the specific demographic. It should be kept in mind right from the inception point.

PANELLISTS

Brijesh Kanabar, MD Lewis & Hickey; **B V Bharadwaja**, Country Head, Capitalan; **Benu Sehgal**, Senior VP & Mall Head, DLF Place, Saket; **Gautam U Nambisan**, CEO, UKN Group; **Mahesh M**, CEO, Ishanya Mall; **Payal Makwana**, VP-Interior Design, Mayash Space Designs; **Shilpi Kapoor**, Consultant Architect, L&T; **Varun Shrotriya**, Director, Studio 13 Design; **Vivek Bhole**, CMD, Vivek Bhole Architect

MODERATOR

Hiten Sethi, Founder & Director of Hiten Sethi Architects

L-R- HITEN SETHI, MAHESH M, B.V. BHARADWAJA, BENU SEHGAL, GAUTAM U NAMBISAN, PAYAL MAKWANA, VARUN SHROTRIYA, BRIJESH KANABAR, SHILPI KAPOOR, VIVEK BHOLE





L-R- AJAY NAYAR, BIPIN GURNANI, MAJD MASHFEJ, PUNEET KHULLAR, REMA MENON, SHRIRANG SARDA, SIDDHARTH SAHGAL, MANOJ AGARWAL, SHARAD SACHDEVA, GAURAV AHUJA, AMIT SHARMA, SAURABH SAXENA, SANJEEV MEHRA

ELEVATING THE CONSUMER EXPERIENCE AND VIBRANCY OF OUR MALLS: LEISURE, ENTERTAINMENT AND EATING OUT AS THE NEW 'EXPERIENCE' PROVIDERS

Today more than ever the success of our shopping places is measured on their ability to provide a vibrant and exciting shopping and leisure experience, and more and more the new experience providers are the Leisure, Entertainment and Eating Out aspects in a mall. We are harnessing new trends, designs, emerging cuisines and an inventive edge like never before to create destinations that attract customers as well as safeguard investment values and offer exciting property investment opportunities. We heard from a first class panel of experts on what's hot and what's not - new formats and operators, what's driving the reinvention of established brands, and what we can learn from the diverse mix of players in this bustling and fast evolving experience zone.

PANELLISTS

Ajay Nayar, CEO, Silver Arc Mall; **Bipin Gurnani**, CEO, Prozone INTU Properties; **Majd Mashfej**, Head-Mall Management, Mantri Developers; **Puneet Khullar**, Group Head & VP Retail, Bharti Realty, **Rema Menon**, VP Retail & Commercial Developments, Parsvnath; **Shrirang Sarde**, Chairman and MD, Sarde Group; **Siddharth Sahgal**, Mall Mechanic & MD, Beyond Squarefeet Mall Management; **Amit Sharma**, MD, Miraj Entertainment, **Gaurav Ahuja**, Red Ginger Hospitality; **Sharad Sachdeva**, Light Bite Foods; **Saurabh Saxena**, Carnival Cinemas, **Manoj Agrawal**, L&T Realty

MODERATOR

Sanjeev Mehra, VP, Quest Properties

KEY HIGHLIGHTS OF THE SESSION

>> DEVELOP MALLS FOR GEN Z

The developers have to build the malls for keeping in mind Gen Z (anybody who's born after 1990), who are the actual future consumers. As long as the malls are going to elevate the mood of these most complex set of consumers, they are going to come to the malls. Food & entertainment are going to be the two most important factors and every mall should reserve at least 35% space for that.

>> SMALL MALLS CAN BE SUCCESSFUL TOO

Even a 'small' mall can be fully leased out and run quite successfully, if the developers continuously track the progress report of the retailers, and re-mix the tenants according to their success!

>> CONCEPT OF HORIZONTAL MALLS

Malls can be designed horizontally, with may be only two storeys, because it is believed that vertical elevation is the reason of decreasing footfall and at the same time, retail tenants also have reservations about top floors.

>> FULL SATISFACTION OF THE CONSUMERS

Consumers come to the shopping centre for full satisfaction. Food and entertainment has a big share in the total revenue of any mall. So the developers have to pay attention to this very aspect of mall building.

>> LIMITED NUMBER OF BRANDS WAS A PROBLEM

In this country, when the developers had started leasing their space to tenants, they

didn't have that many options as the brands present here were low in number. But as time has passed, some malls have changed their tenant mix and has move towards betterment.

>> METRO STATIONS CAN BE GOOD DESTINATIONS

Metro stations in the country can be good destinations for the retailers as the footfall over there is already high.

>> STUDY THE DEMOGRAPHIC

Malls should be created after a detailed study of the catering demographic. Like a mall in Nasik has incorporated six platforms for events in the mall after a survey on the sentiments of Nasik residents.

>> EVOLUTION OF SHOPPING CENTRES

Shopping Centres have evolved in a big way. For e.g. once Future Group, while setting Central Mall, was very clear that 'cinema nahi chahiye', now they don't want to be a tenant of a particular mall, where there is no entertainment.

>> FOOD COURTS ARE IMPORTANT

Developers should put stress on the concept of having good number of food outlets in a mall. The aspirational level of the players of the food court here are as high as their US counterpart.

>> ENTERTAINMENT BRINGS FOOTFALLS

Gaming, food court and entertainment needs to join hands to create good business. The more attention will be paid to these factors, the more will be the chances of success.



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Inspiration along with knowledge comes in many forms, and the India Shopping Centre Forum's niche SOLO (Stories – Opinions – Learnings – Outcomes) series brought the best of learning from the experiences and journey of stalwarts of the industry, as well as trail-blazers across other fields, inculcating a story-telling approach on extraordinary themes and ideas, which made everyone think beyond the ordinary - to aim higher in life, achieve excellence in the everyday things, in growing business and building personal growth.

BY **PARAMA SEN**

► **Neeraj Bansal**, Partner and Head, Building, Construction and Real Estate sector, KPMG India

REITs: GAME CHANGER FOR COMMERCIAL REAL ESTATE

REIT (Real Estate Investment Trust) probably is the most sought after word in the world of modern Retail Real Estate. In fact, no other topic was more suitable to kick start India Shopping Forum this year. This session provided a clear picture of what REIT is and how it can be beneficial for India, as it has been for many other countries globally.

WHAT IS REIT

Globally REIT is a quite old and well accepted concept, which started its journey in 1960's at USA and Netherlands. Then it penetrated into Australia, Thailand, Canada, Singapore, UK, France, Greece and Hong Kong. But all these

countries have not witnessed similar success with REIT in USA. The country in which it was first introduced, i.e. USA, REIT is still considered to be a really good investment tool for the small

savers and at the same time it has opened new doors of investment in Retail Real Estate. However there are countries like Hong Kong, where the concept has failed to taste success. But that is not because there was a problem with REIT, but because the first few REITs in Hong Kong were poorly managed, which had led to the disaster.

HOW TO MAKE REIT SUCCESSFUL?

First few REITs in any country, should be successfully listed so that investment sentiments would grow. Stamp duty should be lowered, limited investments should be allowed in property development, domestic provident and insurance funds should be allowed to invest in REIT.

“There is around 70-75 million square feet of retail real estate space that is REITable including 16 million in Mumbai and 25 million in Delhi-NCR”

TYPES OF REITS

Various types of REITs are available globally and retail constitutes almost a quarter portion of them. If calculated by percentage, globally Retail REITs are 26% of all types of REITs, whereas this percentage will come down to 19% in the case of Asia.

REIT IN INDIA

In order to understand what miracle REIT can bring in to the retail sector of this country, everybody has to be aware about the actual picture of Retail sector in the country. For e.g. there was 28% growth in the disposable income between 2012-14, there are 400 foreign brands in India, it has 570 different sized shopping malls, a whopping number of 36 crore young people reside here, organised retail sector is expected to grow three times in the forthcoming years etc.

KEY CONSIDERATIONS OF RETAILERS FOR REITS

They should have an idea about the number of properties that particular REIT is going to put money on, the growth capital required for that investment, the infrastructural requirement, the strategy the REIT is going to operate etc. On the other hand, retailers should be aware of the current usage of assets, current delivery model, gross margin growth rate, taxability at the corporate level too. This session on REIT surely had provided the forum with a great, meaningful start.



► **Abhishek Malhotra**, Partner & Co-Head
Consumer Industries & Retail Products Practice
India & SE Asia, A T Kearney

GEN Y & THEIR SHOPPING TRENDS

This generation is actually going to be very different in their spending pattern than the previous ones. The session was started with some of the important recent movements in the Indian consumer sector.

SHIFT IN BEHAVIOUR OF INDIAN CONSUMERS

Recently there has been a tectonic shift in the behaviour Indian Consumers. India is getting 'richer' day by day. As per survey data, in next 5 years 1/3rd of the Indian population will be making more than 5 lakh rupees in a month! This change in the earning is changing the spending pattern of the population. Because once income rises beyond a certain level, the extra income goes in eating out, buying apparel, smart phone, entertainment, big cars etc. At the same time, there has been a huge increase in the number of the internet users of the country as well. This rising internet penetration is automatically paving the way for online retail. Keeping in mind this particular trend, retailers are also shifting their focus to e-tailing. This phenomenon will keep on growing and many more Indian people are going to shop online in future.

WHO ARE GEN Y

They are people, who are born after 1980, digitally connected, very ambitious in their lifestyle choices & equally represented across gender. These Gen Y consumers have shown some unique and interesting characteristics like, they are comfortable to shop through multiple channels, take judgemental decisions depending on online feedbacks, are loyal to the physical retail destination, make rapid transactions across multiple channels and above all they are still price conscious.

MESSAGE FOR RETAILERS

Retailers, mall owners and service providers should be able to turn the 'potential buyers' into 'buyers'. If the retailers want to have this new section of the society as their new consumers, they have to think about retailing in Omni-channel way. So that they can tap the Gen Y, who again is present in all these channels. Mall owners have to provide connected services, there should be online-offline collaboration as well. The service providers should be digitally equipped and innovate on delivery models to expand customer reach.

“Indian consumers are richer, they are younger and they are more online”



► **Christian Grzona**, Regional Manager, Asia Pacific,
Scheidt & Bachmann GmbH



REVOLUTIONIZING CUSTOMER EXPERIENCE

This presentation was started with the current buzz words in technology, associated with retail like, 'Total Retail', 'Internet of Things' etc. Every buzzword actually has a deep connection with customer journey, customer experience and customer convenience.

DATA MAKES THE DIFFERENCE

As a retailer, the most important thing is customer data, as it gives the retailer information to know the customer better, on the basis of which, he will customise the product and the whole appearance according to the need of the customer. To source the information about the customer, retailers are using social media, websites etc and based on those, services like 'click and collect', loyalty programmes are being offered. In the shopping malls beacons, geo-mapping devices, free Wi-Fi etc are being used to gather data about the customer. All these things can be used to create a dashboard and anyone can integrate them to create a strategy.

PARKING, A SERIOUS ISSUE

It is gradually becoming a serious issue for the mall developers as well as for the customers for the very simple reason of space crunch. It is a very important part of any customer's journey as it is actually the first & last impression that someone gets when coming to a mall! The more professional a mall is about parking, the more professional it will be in totality.

CHALLENGES WITH PARKING AND THE SOLUTIONS

The most important question is how to treat a customer differently based on his spending profile? Does the mall operator charge all of them at the same rate? That's where professional parking specialists can help, as they can apply different technological tools to get the answer. Reservation of parking in advance, which is available in many international airports, which can actually be applicable for the malls too. A customer can book the parking space in advance, for this premium service mall operator can charge him extra and at the same time he can be aware of the actual scenario of parking lot at any point of time. An Australian mall has already installed a service like this and it has been very convenient for the customers. Each retailer in the mall can have different validation model according to the shopping pattern of the customer. By introducing smart apps like mobile checkout or loyalty cards, customers can be motivated to register themselves on the parking website and thus extra information about them can be extracted, which later on can be used to generate retailing strategy.

► Alok Tondon, CEO, INOX Leisure

SATISFYING THE EXPERIENCE HUNTERS

The concept of 'retailtainment' was introduced in this session.

WHAT IS RETAILTAINMENT

It is the use of sound, ambience, emotions and all activities plugged in together targeting a customer towards merchandise and getting him into a mood to buy it. It's all directed in getting the customer to do what we want & generating revenue & how to increase profits.

WHY DO WE NEED RETAILTAINMENT

E-commerce is getting bigger and better. So the owners of the retail real estate have to pull in the crowd. They have to do something extra, for the customer to leave the comfort of his house and come visit them and motivate him to stay with them for a longer period of time. INOX has thought of innovation on every day basis, they had created new experiences every day, so that the customer who came yesterday can have a new experience today.

USE OF TECHNOLOGY IN RETAILTAINMENT

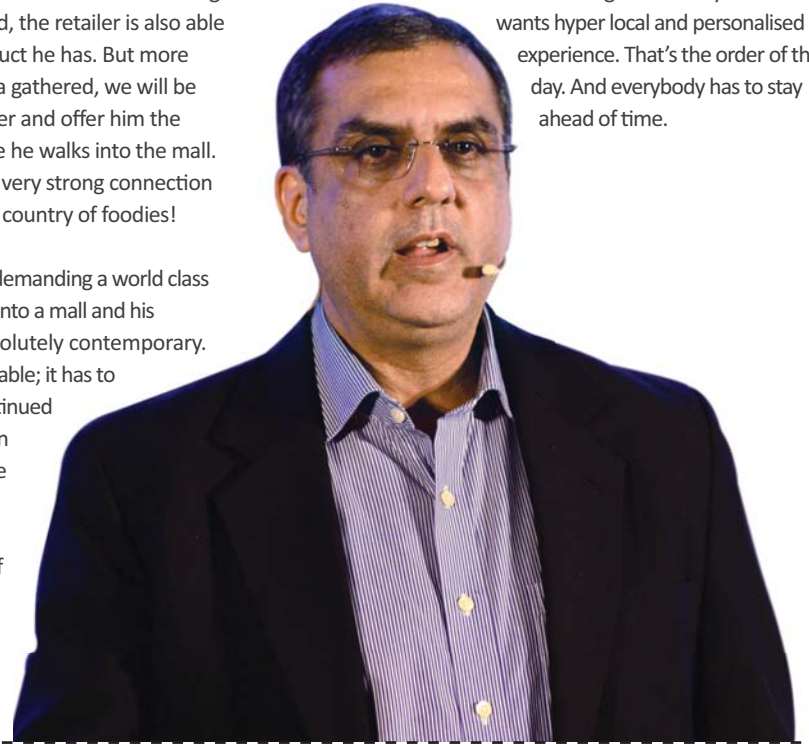
It's high time that everybody should integrate technology in their business. Sometimes when we

enter some stalls, which have Wi-Fi connection, we are bombarded with offers. This actually serves two purposes. One, the customer knows what's being offered where and second, the retailer is also able to sell out whatever product he has. But more importantly, with the data gathered, we will be able to track that customer and offer him the desired product next time he walks into the mall. Retailtainment also has a very strong connection with food, since India is a country of foodies!

The consumer today is demanding a world class experience once he steps into a mall and his experience has to be absolutely contemporary.

Also, it has to be sustainable; it has to be there for a certain, continued period of time. The division between online and offline is clearly blurring, both of these have to be used to enhance the experience of the customers. Every retail outlet has to develop in own path to ensure that the customer is coming

back again. As time goes by, customers would become more and more demanding. Technology will help us to interact with our guests. Today's customer wants hyper local and personalised experience. That's the order of the day. And everybody has to stay ahead of time.



► Sanjeev Rao, Director-BD, Raymond Apparel Ltd.

BUILDING 100 YEARS OF A BRAND



“The way technology is changing, I don't want to predict what's next for the coming 6 months!”



Raymond, a 90 years 'young' brand, the strongest menswear brand in the country, is trying to understand what is next in retail.

RELEVANT FOR YOUNG INDIA

The brand which began its journey in 1925, is gearing to be more relevant to the younger generation. And they are planning to do this by listening to their customers. Raymond is already present in diverse markets and tries to understand the customer and innovate according to their needs.

JOURNEY OF THE BRAND

The journey of the brand can be summarised by the landmarks it has achieved, like setting up the first factory at Thane in 1925; then first retail showroom in Mumbai in 1958; launch of the first premium lifestyle brand Park Avenue in 1986; Parx, the premium casual brand launch in 1999, acquisition of Colorplus brand in 2002, introduction of premium branded service 'Made to Measure' etc.

COMPLETE TURNAROUND

2016 is witnessing a complete turnaround of the brand including a new logo signifying Raymond

Ready. The bars are being raised through innovation in all aspects of the business. The consumers experience, product performance, retail environment, everything has gone up. 800+ Raymond Shops all over the country are moving towards sporting a complete chic, new look. The brand has the plan to open 100+ stores across the nation every year! RTW, i.e. Raymond Ready to Wear is trying to connect the consumers with technology, in the science meets arts way. Body scanners, smart mirror, e-trial room, running of the store without cash counters through an iPad, these are some of the technological innovations Raymond has already applied in the stores.

BEING INTERNATIONAL

Raymond is expanding itself in Middle East, North Africa, Russia, Iran, Turkey. The brand is a big part of the Make in India campaign, as it is the manufacturer of many international brands like Calvin Klein, Hugo Boss, and Jack & Jones etc. They are coming up with new fibres from new sources like lotus roots, coffee etc. Today Raymond is working in truly Omni channel way.



► **Pushpa Bector**, Executive VP and Head, DLF Mall of India

CREATING AND SETTING UP THE BIGGEST MALL OF INDIA

How to create the next generation product in retail real estate? Are there any set of formulas, applying which mall developers and retailers will come to a commendable solution? Puspa Bector attempted to give answers to some such questions.

MAKING OF THE 'COMMUNITY'

Mall of India is a clear example that sometimes everyone should believe in research and view the business long term rather than short term. DLF was very clear from the starting point that they want to build a 'community' and not a centre. This 14 acre wide property is built in a location which has the capacity to draw people from very far catchment points. Though crossing the river Yamuna to come to the mall was supposed to be a hurdle, but if the product is that vibrant, then retailers are mature enough to understand its potentiality and will certainly invest.

IDENTIFYING CATCHMENT POINTS

The primary and secondary catchment points for Mall of India have tremendous wallet power and there was a huge need gap of food and entertainment. DLF kept that in mind when the tenant mix of the mall was being finalised. They also looked at the consumer base and the expenditure of the modern retail in residential areas nearby.

ZONING OF THE MALL

The space distribution in Mall of India is very interesting. The developers have put aside the clichés and started 'zoning' the mall for the first time in India. This was the largest game changer, as today each floor is a statement floor. In Mall of India, at the lower ground floor there is Marketplace, which has entire

WHAT SHOULD DEVELOPERS FOCUS ON?

- Providing shopping experience
- Creating an appropriate brand mix
- Every floor should be serviced like a hotel
- Every corner should be digitally ready
- Stores should be digitally formatted

range of services and a hypermarket; 2 levels of International Boulevard with H&M as the anchor brand at the ground and first floor; then High Street with handpicked brands at the second floor. It was really tough to deal with all these tenants, as they all wanted a place at the ground floor only, but the developer made them understand that this zone division will actually help them in turn. Mall of India has also created the largest indoor leisure space in the country, Leisure Land at fourth and fifth floor. And F&B and entertainment in conjunction with kids retail is at the third floor, which is called Family World.

“Retail is all about detail.”



COLLABORATION WITH RETAILERS

The developers have collaborated with the retailers to upgrade their services and deliver something new in keeping pace with the emerging e-commerce era. So Big Bazaar has live food counters which are appealing to the modern working women, Home Centre is catering to the young couples from the immediate catchment point etc.

DIVISION OF THE MALL

Mall of India is divided into two halves in terms of entry point, which prevents it being overloaded at the front. The anchor brands are well distributed at the East and West entrances of the Mall so that the consumer, who may enter from whichever entrance, will not feel not coordinated.

F&B IS THE GAME CHANGER

DLF has tapped on the need of good F&B in Mall of India dedicating 40% space of the total mall area for F&B. In addition to the 7 screen multiplex with premium sofa seating in all of them, the Leisure Land also have some interesting leisure stories like Ski India, Fun City and Smaash.

KEY DIFFERENTIATORS

The differentiator for this mall are the flagship international brands, 40% space for food and entertainment and the high street floor. The dwell time in the mall increases with good F&B and the loyalty to the space also increases with that. To increase circulation, floors have escalators, bridges in every few meters. Some bridges were pre-enabled for F&B kiosks and others have kiosks which gel with the sub group of that floor.

WHAT WILL THE FUTURE LOOK LIKE?



► **Byron Lewis**, Founder & CEO, Mall Solutions Europe

TRANSFORMATION TODAY, TOMORROW AND BEYOND – FOR OUR SHOPPING CENTRES

One of the international marquee speakers of ISCF '16 was Byron Lewis, a man per excellence. His present workspace Mall Solutions Europe is responsible for managing assets worth 10 billion pound and Byron loves to provide solutions to the shopping centre owners to deliver optimum shopping experience to the consumers.

CHANGE IS YET TO HAPPEN HERE

The global retail world is changing rapidly and the predominant factor playing behind the change is the internet. Though contrary to the popular belief, the change in India is yet to happen. Internet or for that matter online retailing is predicted to be a big threat to shopping centre owners in Europe. Likewise in UK,

“Shopping Resort, not shopping centre is the future”

which is leading the world in retail sales, no growth is predicted for the next five years in retail, while in online, there is a double growth prediction! This prediction can actually lead us to the most pertinent problem that the shopping centres around the world are facing today, i.e. closure!

THE WESTFIELD EXAMPLE

This particular problem can be solved through the implementation of some measures. The Westfield example can be followed in this regard. This mall has overcome the survival challenge by implementing some necessary changes. In the 'digital environment' of Westfield, shoppers can plan their trip before coming to the shopping centre, they can have real time information about product and services, have inventory information etc. On the other hand, Westfield awards them for the frequencies of visits at the shopping centre and thus be a great host. They

5 KEY TRENDS TO LOOK FORWARD

- Excessive personalisation and connection to consumer
- Creation of a flexible format
- Builder-Developer retailer collaboration
- Fusional stores in e-commerce
- The re-evaluation of tomorrow

have introduced many top rated services with the help of technological innovations like way finding and mapping of the centre, hands free shopping, delivery in home-pick out dishes at the restaurant before they arrive etc. The shoppers experience with Westfield does not end when they leave the shopping centre, because new offers keep on coming day in day out. This physical+digital experience initiative of Westfield has actually benefitted the revenue generation of the retail partners in turn. What Westfield has done, should be adopted by the shopping centres all over the world. They should focus on creating total experience, transform the shopping centre into a craving shopping resort, make it emotional to people, create a space for the entire family.

STRESS ON TECHNOLOGY

Retailers, holding hands with the developers have to introduce technological innovations like beacons, smart phones-tablets in the changing rooms, interpret the digital behaviour of the social media, and incorporate pay by selfie etc in order to merge online and offline sales. Today, 50% of Westfield retail purchases are happening online. If that mall can survive on this, then any other mall can.





DLF PROMENADE

— VASANT KUNJ —



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SHORTLY**

KG
KAPOOR WATCH CO.
SINCE 1997

KIKO
MAKE UP MILANO

COVER STORY

► **S Raghunandhan**, co-founder, Next Practice Retail

HOW PEOPLE ARE RE-INVENTING THE SHOPPING CENTRE?

If malls are really facing survival issues, then it's high time the developers should think about another profitable, future-ready concept and start working with that. Or should they rectify the necessary and carry on with an improved version of the shopping centres? Are there some lessons that the developers can learn by looking outside? What is happening globally? How people are re-inventing the shopping centres all around the world? What is the learning?

CONSUMER IS THE KING

It is now very much understood that consumer experience is the key differentiator in case of the shopping centres. Consumers don't care about the design or the technical nitty-gritty's that developers/retailers care for. They just want to shop when and where they want, online-offline...it's their prerogative. They don't care whether it is called a 'mall', a 'community' or something else; they simply care about their wish fulfilment. The sooner everybody understands that, the better for them.

'EXPERIENTIAL RETAIL', BUZZWORD OF THE SEASON

Fundamentally, this is a summation of three 'C's: convenience, comfort, complementary. If a shopping centre implements all these three 'C's properly, then it can be termed as an experience provider. It's the coming together of shopping, entertainment, food and the community feeling, which makes the shopping centre a place worth visiting. New trends in technology can also be used for the betterment of the shopping centres in this regard.

ISSUE OF LOSING ANCHOR TENANTS

This is happening because firstly, the consumers are not satisfied with the overall experience in the mall; secondly, there are external outlets which are offering lucrative discounts; and finally the tsunami called online shopping experience. Every mall should develop its own entertainment zone, that will be a key crowd puller. Though in India, entertainment is always linked with movies only, we Indians don't know any leisure concept apart from the films. So every mall here has to invest in multiplexes in a big way. And at the same time, mall owners should think about investing in some other leisure concepts as well, which in turn can help them in increasing footfalls.

MALL OF THE FUTURE

The mall of the future is really a personalised experience, when the consumers enter a mall, they will know where to go. Not just by retailers, but by products, by events, by experiences, for their own personal needs.

► **Bhavik Zaveri**, CEO and founder PRETR



CONFLUENCE OF MALL AND MOBILE

What is the basic definition of a mall? They are physical infrastructures which allow the merchandiser/retailer to come together at a common platform to reach the consumers. Today when the world is divided in two different zones, online and offline, malls have to change themselves.

MALL, AN ENABLER FOR HOLISTIC EXPERIENCE

Malls are no longer only shopping complexes but they are physical and digital enabler to create holistic experiences. They increase efficiency and loyalty of the retailers, while consistently supporting the brand promises.

PATHS TO BE OMNI-CHANNEL

Consumers are now truly Omni channel. Now the question is are the shopping malls or the service providers ready to be equipped with Omni-channel too? There are some simple, basic changes, which does not require heavy investment, but will allow the other side to be truly Omni-channel in their own ways. But how do mall owners/retailers can create that wow factor, which the consumer is in search for? Following are some of the important ways, which according to the presenter, can be helpful.

- **O2O model:** It's not only Online to Offline, but a bipolar one. With the help of a mobile app, consumer can search for the products, create trial baskets, when they would walk into the stores, trial baskets would be ready. So the consumer is online at home, offline at mall from store to store!
- **Malls can be a true differentiator in case of delivery**, as they can schedule one day delivery, which maximum online portals can't do.
- You can reserve & pick the product up from **Curb side pickup** without even going inside the mall, at your own convenience.
- One **Mobile app can be created, which will be Mall specific**, all the offers and bonus points can be auto updated in the app.
- Shoppers can go to the mall, shop, upload the invoice, and **can get a cashback** on the basis of that for the next time shopping at the same mall.
- **Incentives and reward programmes:** cross promotions can be created for different brands present in that mall. Like, if you purchase a product from brand A, you can get a movie ticket or discount from Brand B.
- **Exit intent:** after trying some, if the consumer does not make any purchase at the mall, then at the exit point malls can either generate an offer for him, which will compel him to come back, or if he has already exited, offers can be given to attract them online later on.
- **Single payment station for different stores** can also be created so that customers don't have to stand on queues everywhere.



Mixed Use | Vegas | Delhi




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AWARDS**
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 ★★★★★
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PROPERTY
AWARDS**
 ARCHITECTURE
 Official airline partner

 ★★★★★
 BEST OFFICE
 ARCHITECTURE
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 Thane ONE - Business
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 2013-2014


Upcoming Residential | Kolkata



Hospitality | Convention Centre & Business Hotel | Raipur



Retail | UB City | Bangalore



► **P V Sunil**, Director and CEO Carnival Cinemas

REACHING NEW FRONTIERS FOR RETAIL DEVELOPMENT THROUGH ENTERTAINMENT

The highest grosser of Bollywood in 2015 'Bajrangi Bhaijaan' was watched in theatres by only 2.5% of total Indian population! This session had began with this 'unbelievable' information.

ABSENCE OF MOVIE SCREENS

A large percentage (50.7%) of people could not watch the above mentioned movie because they don't have access to the screen! These 'unfortunate' people are the residents of tier 2, tier 3 cities.

DEFINITION OF CITIES ARE CHANGING

The definition of tier II-tier III cities are changing. In fact, in 2012 Carnival Cinemas has done an experiment. They have opened the first multiplex in the outskirts of Kochi airport. Though the forecast was the people of the town will not turn up for a late night show, but late night shows recorded high number of footfalls. So if there are options, people would explore that.

VISION FOR FUTURE

Carnival has taken of Vision 1000 and Vision 5000

as missions to achieve. They have decided to go deeper and deeper, in the tier II-tier III cities.

CHALLENGES AHEAD

There is true scarcity of good infrastructure for establishing multiplexes, namely shopping malls. Organised retail is still a very small part of the total industry volume. Approval and licensing system also seems to be obstacles in the way of success.

SOLUTIONS ARE 'FEZ'

The solution to these challenges is not all hi-tech, but simple yet effective. Young population are the target customers and they need screens, variety of food, want to shop, need good atmosphere for celebrating community events. This led Carnival Cinemas to venture into

FEZs, i.e. Family Entertainment Zones in various small cities in the country. All will be beneficiaries of this system. Like Developers, as they are going to get a space which will be fully occupied for at least 20 years; Retailers, as they always want to be present at the happening space; Investors, as there is assured return on investment; Landowners, as this is an overwhelming income potential for their barren land; Patrons, as they are going to be entertained and will enjoy other facilities, Youth, as these will create employment; Real Estate overall, as the surrounding area will also grow!



► **Yogeshwar Sharma**, Executive Director, Select Citywalk

INNOVATING THE INNOVATION PROCESS

Innovation is very, very difficult, but to talk about it, is easy! This presentation was started with this light but interesting note.

CHALLENGES OF MALL MANAGERS

Shopping centre managers have mainly two challenges. One, managing the information that are conflicting in nature and thereby decision making is very difficult in this case; and the second is managing of today for tomorrow.

HANDLE THE CONFLICT

How can somebody handle conflicting information? In order to do that, one have to separate noise and signals, track data, don't be over confident in analysing the signals etc. Then we have to address the problems in an urgent basis, have to keep a track of daily doses as then only the future can be predictable, have to change every day to handle new situations. Though consensus building is the most difficult task.

CONTINUOUS INNOVATION

In what areas does a shopping centre need continuous innovation? The areas of brand mix, events, decor, promotions, customer services, back of the

house and technology are the main areas. One can take the example of Select Citywalk in this regard. It has started the journey nine years ago and has innovated continuously in all the above mentioned spheres.

INNOVATION IN THE MALL

Be it the continuously changing brand mix (a plethora of international-national brands like Massimo Dutti, Zara, Bobbi Brown, Chanel, Sephora are present in the mall) or from pre market promotions to Hawkers market or Organic market or house of secrets, Select Citywalk has changed itself according to the changing information about the taste of the consumer. They have started loyalty programme, hands free services, delivery at home service for the customers as well keeping in mind the changing face of Indian shopping and the advent of the online effect. The mall has seen the introduction of new software as well, which will help the developer and retailers to understand that which wall, which portion of your store has attracted more and more people. How the consumer is walking inside the mall that is also being tracked with the help of Wi-Fi. The developers have also tried to understand the retailers on a continuous basis, what are the challenges they are facing, and tried to find out solutions to that. ●●



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IMAGES SHOPPING CENTRE AWARDS 2016



The evening of Day 1 at India Shopping Centre Forum culminated in the 9th edition of the annual IMAGES Shopping Centre Awards (ISCA), which recognised outstanding shopping centres and professionals across the country under 29 different award categories in front of an audience comprising the who's who of retail and retail real estate businesses in India.

Held at The Renaissance Hotel, Mumbai, ISCA 2016 honoured India's leading malls -- from both metros and non-metros -- on basis of ROI and sales metrics for retailers, as well for outstanding marketing drives and social & community activities.

New Delhi's Select Citywalk and Kolkata's South City Mall were the stars of the glamorous evening, walking away with four and five trophies, respectively.

>> PROCESS

To shortlist and rank best performing malls in India for financial year 2015-16, IMAGES undertook a first of its kind exercise in the world -- involving over 200 top brands and retailers with their respective business development/ operations/ marketing & retail team members and associates -- to identify the best malls across India. Tenants in shopping centres with different retail verticals, formats and consumer segments joined in to rank malls on the basis of their overall performance including metrics like marketing promotion initiatives, trading density and ROI.

They voted and analysed centres that they were present in, as well as centres they would like to be present in. Eight of the 29 awards at ISCA 2016 were the RETAILERS' CHOICE AWARDS, decided purely by India's leading national retail chains whoe voted for their preferred shopping centres from

across the country on the basis of Return on Investment or ROI, and sales per square feet.

ISCA 2016 nomination categories and entry details were announced earlier this year through the India Shopping Centre Forum website, magazine ads, personalised electronic media campaigns and tele-calling to prospective nominees in all proposed categories.

>> JURY

The Grand Jury for ISCA 2016, comprising distinguished personalities in the field of research, design and consulting with thorough insights into the business, and India's top retailers, gave scores based on their own understanding of the nominees. Jurors included Mr. Amitabh Taneja, Chief Convenor, India Shopping Centre Forum, Mr. Anuj Puri, Chairman & Country Head, Jones Lang Lasalle, Mr. Ajay Bijli, CMD PVR Limited, Ms. Ireena Vittal, Expert, Indian Agriculture & Urban Change, Mr. Krish Iyer, President & CEO Walmart India, Mr. Neelesh Hundekari, Partner A T Kearney, Mr. Phil McArthur, Founder & MD, McArthur Company, Mr. Pankaj Jaju, Head - Strategic Partnerships, Axis Bank, Mr. Sanjay Dutt, Managing Director, India Cushman & Wakefield, Mr. Simon Thomson, Founder & Principal, Retail International, and Mr. Shishir Baijal, Chairman & MD, Knight Frank India Pvt. Ltd.

Hosted by Freishia BomanBehram, the ceremony featured performances by the Manuel Manuel Trio, with guitarist and composer Adil Manuel, singer & songwriter Shannon Donald and beat boxer extraordinaire, Alan D-Souza. The trio performed some several popular tracks, including Michael Jackson's Billie Jean and Adele's Rolling in the Deep. Also entertaining the audience was popular comedian and author Radhika Vaz.



★★★ IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: BEST ROI ★★★

▶ EAST ◀



★ **SOUTH CITY MALL**
KOLKATA



presented by:
Gaurav Ahuja
COO, Red Ginger Hospitality

received by:
Manmohan Bagree, Vice President &
COO, South City Projects (Kolkata) Limited

▶ WEST ◀



★ **INFINITI MALL**
MALAD



presented by:
Sumeet Suneja, Head, BD-Bestseller

received by:
Mukesh Kumar, Sr. VP, Infiniti Mall &
Hitesh Oza, GM- Commercial, Infiniti Mall

▶ SOUTH ◀



★ **FORUM MALL**
KORAMANGALA



presented by:
Rohan Jetley
Promoter and CEO – TGI Fridays

received by:
Muhammad Ali, COO – Prestige Retail,
Rahil Ajani, GM-Mall Operations,
Forum Koramangala

▶ NORTH ◀



★ **SELECT CITYWALK**
NEW DELHI



presented by:
Pankaj Renjhen, MD, Retail, JLL

received by:
Yogeshwar Sharma, Executive Director,
Select CITYWALK

★★★ IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: BEST SALES PER SQ. FT ★★★

▶ EAST ◀



★ **SOUTH CITY MALL**
KOLKATA



presented by:
Gaurav Ahuja,
COO, Red Ginger Hospitality

received by:
Dip Biswas, DGM – Operations
& Marketing, South City Projects
(Kolkata) Limited

▶ WEST ◀



★ **HIGH STREET PHOENIX**
MUMBAI



presented by:
Sumeet Suneja, Head, BD, Bestseller

received by:
Manish Mehta, VP Leasing, Phoenix
Market City Kurla &
Amit Sawant, Head Marketing,
High Street Phoenix & Palladium

▶ SOUTH ◀



★ **EXPRESS AVENUE**
CHENNAI



presented by:
Rohan Jetley, Promoter &
CEO – TGI Fridays

▶ NORTH ◀



★ **SELECT CITYWALK**
NEW DELHI



presented by:
Pankaj Renjhen, MD, Retail, JLL

received by:
Yogeshwar Sharma, Executive Director,
Select CITYWALK

AWARDS

★★★ IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: MARKETING & PROMOTIONS ★★★

▶ EAST ◀



★ **SOUTH CITY MALL**
KOLKATA



presented by:
Alexander Koth & Jagmohan Batra,
MD & Founder, Minodes Aryahan

received by:
Dip Biswas, DGM – Operations
& Marketing, South City Projects
(Kolkata) Limited

▶ WEST ◀



★ **THE OBEROI MALL**
MUMBAI



presented by:
Alexander Koth & Jagmohan Batra, MD & Founder,
Minodes Aryahan

received by:
Joy Creado, GM Operations, Oberoi Mall
Shital Mehta Choksi, Sr. Manager
Marketing, Oberoi Mall

▶ SOUTH ◀



★ **PHOENIX MARKET CITY**
BENGALURU



presented by:
R. A. Shah, Trent Limited

received by:
Anubhav Garg, AGM - Leasing, Phoenix
Marketcity Kurla.

▶ NORTH ◀



★ **DLF PROMENADE**
NEW DELHI



presented by:
R. A. Shah, Trent Limited

received by:
Sonali Manilal, Head Marketing,
DLF Promenade, **Deepti Dingra**, Manager
Leasing, DLF Promenade,
Sandeep Umeshbabu, Executive
Marketing, DLF Promenade

★★★ IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: SOCIALLY RESPONSIBLE ★★★

▶ WEST ◀



★ **VIVIANA MALL**
THANE



presented by:
Andrew J Taylor, Senior MD, Macquarie
Infrastructure and Real Assets, Hong Kong

received by:
Rima Pradhan, VP Marketing
Gurvineet Singh, VP Leasing,
Sunil Shroff, CEO Viviana Malls

▶ SOUTH ◀



★ **ORION MALL**
BENGALURU



presented by:
Andrew J Taylor, Senior MD,
Macquarie Infrastructure and Real
Assets, Hong Kong

received by:
Vishal Mirchandani, CEO- Retail &
Commercial, Brigade Enterprises
& **Sunil Munshi**, Sr. GM, Mall
Management, Orion Mall

▶ NORTH ◀



★ **SELECT CITYWALK**
NEW DELHI



presented by:
Andrew J Taylor, Senior MD,
Macquarie Infrastructure and Real
Assets, Hong Kong

received by:
Yogeshwar Sharma, Executive
Director at Select CITYWALK

▶ SPECIAL MENTION ◀



★ **FORUM MALL**
CHENNAI



presented by:
Andrew J Taylor, Senior MD, Macquarie
Infrastructure and Real Assets, Hong Kong

received by:
Muhammad Ali, COO – Prestige Retail,
Ashwini Nithyanandam, AGM-Mall
Promotions and Analytics,
Deepak Prashanth, Manager – Leasing,
Forum Vijaya Mall

★★★ IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: NON METRO ★★★

▶ EAST ◀



★ **P&M MALL**
PATNA



presented by:
Zubin Cooper, CEO, Bentel

received by:
Sunil Agrawal,
CEO, P&M Infrastructures Ltd

▶ WEST ◀



★ **PHOENIX MARKET CITY**
PUNE



presented by:
Zubin Cooper, CEO, Bentel

received by:
Amit Sawant, Head Marketing,
High Street Phoenix & Palladium

▶ SOUTH ◀



★ **LULU INTERNATIONAL MALL**
KOCHI



presented by
Vineet Sharma, Director,
Studio 13 Design

received by
Vinay Kailath, Deputy Manager,
Leasing, **Ranjith Reghunathan**, Deputy
Business Development Manager,
Sajeesh Chandran, Senior Executive,
Retail Relations, Lulu Mall

▶ NORTH ◀



★ **ELANTE MALL**
CHANDIGARH



presented by
Vineet Sharma, Director,
Studio 13 Design

received by
Vikas Yadav, Manager, Operations,
Carnival Realty
Sanjeev Bhardwaj, Head, Leasing &
Marketing, Carnival Realty

★★★ IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: METRO ★★★

▶ EAST ◀



★ **SOUTH CITY MALL**
KOLKATA



presented by:
S Raghunandan, Co-Founder, Next
Practice Retail

received by:
Manmohan Bagree, Vice President &
COO, South City Projects (Kolkata) Limited

▶ WEST ◀



★ **HIGH STREET PHOENIX**
MUMBAI



presented by:
S Raghunandan, Co-Founder, Next
Practice Retail

received by:
Manish Mehta, VP Leasing, Phoenix
Market City Kurla & **Amit Sawant**,
Head Marketing, High Street Phoenix
& Palladium

▶ SOUTH ◀



★ **ORION MALL**
BENGALURU



presented by:
Sanjeev Rao, Director-BD, Raymond
Apparel Ltd.

received by:
Vishal Mirchandani, CEO, Retail &
Commercial, Brigade Enterprises
Limited & **Sunil Munshi**, Sr. GM- Mall
Management, Orion Mall

▶ NORTH ◀



★ **SELECT CITYWALK**
NEW DELHI



presented by:
Sanjeev Rao, Director-BD, Raymond
Apparel Ltd.

received by:
Yogeshwar Sharma, Executive
Director, Select CITYWALK

AWARDS

★★★ IMAGES MOST ADMIRED SHOPPING CENTRE PROFESSIONAL OF THE YEAR ★★★

▶ EAST ◀



★ **MANMOHAN BAGREE**
SOUTH CITY MALL, KOLKATA



presented by:
Amitabh Taneja & Bhavesh Pitroda –
IMAGES Group

received by:
Manmohan Bagree, Vice President &
COO, South City Projects (Kolkata) Limited

▶ WEST ◀



★ **RAJNEESH MAHAJAN**
INORBIT MALLS



presented by:
Amitabh Taneja & Bhavesh Pitroda –
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received by:
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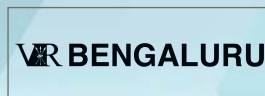


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★ **VR BENGALURU**
BENGALURU



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Malls on Celebration Spree

The feature throws light on the list of fun activities that have been celebrated by Indian malls recently. The malls have leveraged from the opportunity in form of improved footfalls and increased sales for its tenant retailers.

BY SHIPRA SRIVASTAVA



VIVIANA MALL, THANE

PLAY WITH THE ANGRY BIRDS

The recent promotional activity that this mall has conducted was around the flavour of the most talked about movie during the summer "The Angry Birds Movie". The USP of the theme helped establish a connect with visitors across age groups and give them an experience of playing live Angry Birds game. Special 'Angry Birds Selfie' zones were created for creating happy experience for patrons. With such regular customer engagement activities and repeat visits the mall had witnessed 12 per cent YoY increase in footfalls for the month of April.

DLF MALL OF INDIA, NOIDA

A HIGH PROFILE LAUNCH

DLF Mall of India is in the middle of its launch phase which started on April 27th. As part of the launch strategy, mall's most recent promotional event was for the High 'Street Zone' which is housed on the second floor of the mall. The mall organised a fashion show choreographed by the top names in the industry including Aparna and Tanya. Renowned bollywood actor Aditi Rao Hydari closed the show in Ritu Kumar bridal. High Street zone is one of the unique propositions at DLF Mall of India and the mall wanted to give it the prominence it deserves. Such activities have spurred the footfall almost 50 per cent over the weekend and 35 per cent over weekdays.



INORBIT MALL, MUMBAI

ALL ABOUT KIDS

Inorbit Mall hosts over 300 innovative marketing activities in a year with great consumer connect. This year Inorbit Mall wanted to give the kids a most memorable summer vacation workshop. Inorbit hosted the second edition of 'Inorbit Baccha Bollywood' - a unique platform for kids with passion for films. Kids who participated in this workshop were given the art of film making. The mall witnessed an overall increase of approximately 5-6 per cent in footfalls.



ELANTE, CHANDIGARH

A MUCH AWAITED CELEBRATION

Elante, Chandigarh continuously works towards providing a variety of unique and high end experiences for its patrons. The mall had recently organised its third anniversary celebrations. The celebration was unique and replete with interactive and experiential content. The malls anniversary saw grand 6 days of celebrations in true Punjabi spirit. The decor of the mall was designed keeping Baisakhi celebration which coincided with anniversary celebrations. The 5 days of celebrations saw a footfall of about ₹2 lakhs which was a healthy and encouraging 15 per cent increased footfall compared to last year.

AVNI RIVERSIDE, KOLKATA

FOR A FESTIVE ZEAL

To rejuvenate the spirit of Bangaliana, Avani Riverside Mall marvellously celebrated the Poila Baishakh, between the period of 9th April and 17th April'16. To mark the festivity entire mall had been decorated with symbolic Aam Pata (Mango Leaf), Kodom Ful, Swastic, and the placement of a festive gate, enhancing the ambience and feel, all included signifying, a new Bengali year has arrived.

Speaking on the occasion, Subir Das, said, " We always try to offer something extra to our esteemed clients throughout the year and this is one such attempt to give our patrons the very best of Bengali under one roof". The mall management spent ₹3Lakh approximately to conduct this activity and registered an increased footfall of 23 per cent.



AMBIENCE MALLS, VASANT KUNJ AND GURGAON

CELEBRATING MOTHERHOOD

Recently, the mall had celebrated Mother's day with zeal. The mall had created #LoveYouMum photo corner at both the malls where every shopper could come and get a picture clicked and the mall put the picture in a nice Mother's Day themed photo frame and gifted it to them. The idea was to have a mother daughter bonding and framing their special moment in a beautiful photo frame while they shop to their heart's content at the mall.

"The costing depends on the size and scale of the event which varies from event to event. A small event has a low costing whereas a huge and grand event has huge costing involved in it," shares Arjun Gehlot, Director, Ambience Mall – Gurgaon & Vasant Kunj. The mall registered the an increased footfall of 20 per cent during the activity.

PACIFIC MALL, DELHI

CELEBRATION IS IN THE AIR

The mall celebrated Baisakhi festival with a zeal. A vivacious main focal of the mall was decorated with a wooden cart wheel ride, brightly lit yellow lights, and dholak faced seats . The stage was decorated beautifully with a lot of props encouraging the visitors to take pictures with it.

The mall management spent ₹4 lakh to conduct this activity. All the F&B outlets did good business and the maximum impact was seen in the Food Court. The mall registered an increase footfalls of 20 per cent.





**GALAXY MALL,
ASANSOL**

**A DAY FOR
LEARNING**

The Galaxy Mall Asansol has celebrated "Poila Baisakh", the Bengali New Year with traditional decorations. The mall has also initiated a kids' fashion show by observing 'Galaxy children's day' on every Sunday. This is an unique concept where children from different schools participate in the show every week, which help to gather families in the mall and in turn gives mall a good conversion in terms of business to mall retailers. Henceforth, the mall will be organizing this event as such activities uplift the child's confidence level and give them an exposure to the present day general knowledge and current affairs.

**GROWEL'S 101,
MUMBAI**

**FOR A NOBLE
CAUSE**

This year, the mall organized its famous enjoyable summer activity called Bachchon Ka Boom at the mall which is like a unique edutainment carnival. This is the third successful year of the activity. The fun extravaganza included a series of creative workshops, quiz and introduction of new and unique element of exciting games to engage kids and people from different parts of the city visited the mall to participate in the fun.

The decoration theme was 'Fun Planet'. A plethora of edutainment activities were held during this festival including Sand Painting, Paper quilling, Cupcake decoration, DIY Chocolate making workshop, Pottery making and Fabric painting. Fun-filled games like Fun Planet, Dunk Tank Unit, Burst the Pinata, Feed the clown and Fish Bowl Toss. The mall spends approximately ₹15-20 lakh on organizing the event.



**SHRISTI
SENTRUM MALL,
ASANSOL**

**A DAY
FOR FUN
ACTIVITIES**

Shristi Sentrum malls have always been active in the recent months and have conducted 'Mega Chaitra Sale' in Krishnagar and Asansol and 'Beat the Heat' at Sentrum Krishnagar with full zeal. The decorations were based on the above themes only, which were innovative and unique in their own way. There was a life size elephant strategically placed outside the mall, and had become a point of attraction for clicking selfies. The mall spend approximately one lakh rupees to conduct this activity and registered an increase footfall of 28 per cent.

**MAGNETO MALL,
RAIPUR**

**LIVING UP
THE CRICKET
FEVER**

Magneto organized the season-2 of indoor cricket to celebrate the spirit of IPL. The IPL celebrations begin at the central atrium with flamboyant performances of dance troops and friendly match between the last year's winning team and State Disabled Cricket Association as an inaugural ceremony.

The shoppers were attracted to the unique zones and clicked memorable selfies with their friends and families. The mall spend ₹lakh to conduct this activity and registered an increased footfall of 25 per cent (approx.)





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TOUCHDOWN LUXURY

Purchase of luxury brands gives the buyer an immense amount of joy which surpasses the economic value of the product. Over the last few years, buyer's shopping preferences are no longer dependent on the size and fit of their dress or similar choice of product, they expect an experience at the boutiques. The luxury malls in India have to cater to this mentality of the consumers.

BY RAJENDRA KALKAR

The division of 'luxury' in consumer goods has been compared with terms like 'bespoke', 'handmade' and 'customized' or 'curated'. A luxury consumer is always on the top most position on the bell curve reflecting his or her potential to consume a product which demands a sense of taste and experience. Luxury retail industry in India is flourishing year after year and has expanded from fashion and jewelry to various other categories – personal, household, office and travel and hospitality.

When we look at luxury reports in India, we feel the profitability of the market lies in the hands of the retail brands as well as consumers equally. The more quality and options the former offers and the greater knowledge and disposable income a community acquires, the growth of the market inclines towards a positive direction. Unfortunately, due to inconsistency in demographic division and fragmentation of market audience across the cities, a huge potential of the audience remains unexplored till date in Indian market.

Boom is just one side of the coin. The flip side showcases elements which bring in a slower process such as infrastructure challenges within the country, regulatory policies and counterfeit products especially with the evolution of e-commerce in luxury in the last few years. Of course, there are the customer preferences which do hinder the pricing strategy, keeping all brands at bay in the Indian market attributing to the above obstructions.

A larger requirement in the sector is for skilled manpower. We may have the experiences and the customer, but unless the conveyor – manpower – can make the two meet and deliver, there is little to how the brand can leave the audience engaged and bring in consumption. India as a country has developed beyond leaps and bounds in the manpower industry. Creating resources which are trained in creating and executing luxury experiences is still on the cards for the growth of the industry and consumer satisfaction index.

Over the last few years, our audience have gained the 'zero tolerance' characteristic from foreign market. Their shopping preferences are no longer dependent on the size and fit of their dress or similar choice of product, they expect an experience at the boutiques. At Palladium, where we host most of the luxury brands under one roof, the ambience of the destination, services provided and the staff are all aligned to match these standards and preferences. While the audience continues to be divided amongst the aspirers and acquirers, the larger audience continues to be an international traveler with good reach across the globe for offerings and services. The aspirers are termed as HENRY (High Earning Not Rich Yet) and are aligned to turn into acquirers in a longer period. This ensures profitability for the luxury retail brands at Palladium.

About the author:
Rajendra Kalkar, President (West),
The Phoenix Mills Limited

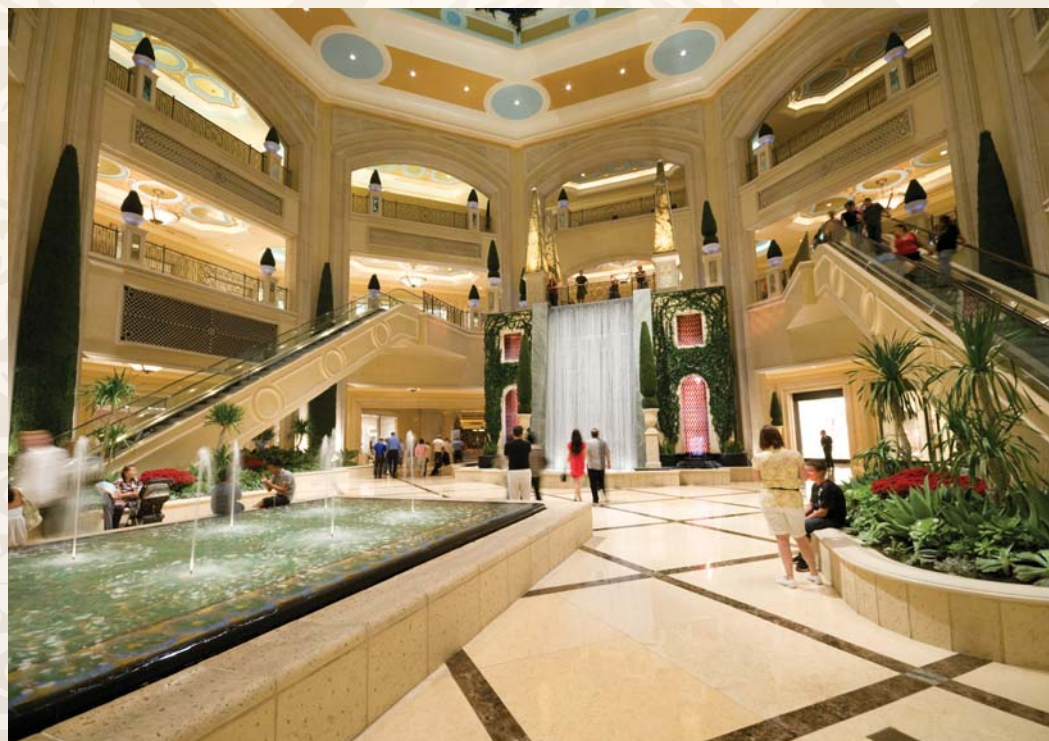
Indian customers are accustomed to the traditional luxury comprising of jewelry, fashion and experiences. They have either experienced one of these or been a spectator to it. The rich cultural heritage which is hereditarily passed onto many individuals conveys volumes about the choices we are capable of bringing to our consumption. The eye for beautiful art, expensive products or world-class services is not a new concept to the cities in India. However, luxury cannot be listed as a set of objects. One's luxury may be the other person's necessity. Again, this simple example differentiates a society's highest economic strata.

Being a country which has experienced many ups and downs before attaining the status of the wealthier one in the global market, the audience have moved from lower disposable incomes to the higher ones. This brings in the potentially saving habit for both the haves and have nots at the same time. The anticipation of economic instabilities and relevant changes in market demand ability to prioritize one's assets and resources.

From the lens of the owners and creators of this market, luxury is becoming progressive in its offerings and services but stays traditional in the pricing. The Indian market for luxury is optimistically skewed within various regions. The rich and loyalists are very widely spread. From the traditional Bengali communities in east to the culturally vibrant Gujarati communities, the wealth is disproportionately allocated and distributed within demographics.

Nonetheless, the growth in the last half a decade showcases the drivers for acquiring new loyalties. Prioritizing key markets, consistency in services and product and patience have delivered a strong foundation for the industry.

The current market is consistently growing across the country. The most popular format of entry for international brands are through franchise and joint venture, while direct investment with FDI norms is slowly gaining pace. Moreover, with shortage of places to host these brands, and infrastructure growth



GIVEN THE PRE REQUISITES FOR LUXURY RETAILERS, BOTH NATIONAL AND INTERNATIONAL, WHO ARE IN A SPREE TO FORAY OR EXPAND THEIR FOOTPRINT IN INDIA, THERE IS HURRY TO EXPAND THEIR BRAND PRESENCE BY STARTING STORES IN HIGH-END MALLS AND HIGH STREETS AND SOMETIMES OPENING THEIR FLAGSHIP STORES IN HIGH-END RESIDENTIAL NEIGHBORHOODS.

restricted by high price points, lower demand and traditional government norms; there are a very few places within the country which provides for a friendly environment for luxury category. There is further concentration of feasible destinations within the cities.

When we welcomed Burberry, Canali and Hugo Boss as our first luxury retailers into Palladium, the market was very promising yet young for profitability. It is today that we host more than 50 best luxury brands in the country under one roof, comprising of more than 15 exclusive boutiques across brands in the city. The company has seen tremendous growth and success over the last half a year and we have moved towards a new financial year making way for Coach and Muji in our palate. Not only is High Street Phoenix designed to be luxurious, the mall is also the only one in South Mumbai catering to the tastes of the affluent communities settled from Cuffe Parade right up to Bandra. Obviously, we are not restricted to these geographies only. We have seen people from all over the country getting a taste of luxury at High Street Phoenix and Palladium.

From the point of view of Judith Leiber Couture, which has a boutique at Palladium, their customers are repeat clients or collectors with a discerning eye towards their choice of spends. The sales, thus, is not reflected in quantities. The trading density at Palladium is reflective of some key patterns of such audience. Starting from the higher side of the graph with luxury products in electronic, moving towards

high consumption for brands like Michael Kors which offer high end luxury accessories to close the other end with tasteful fashion and choice in F&B.

Today, we have two luxury malls in the country, DLF Emporio in Delhi and Palladium in Mumbai, which have showcased that luxury brands can thrive successfully in India. Phoenix Market City in Chennai, another mall by The Phoenix Mills Limited, is about to launch another Palladium in their city. The sales at these brand outlets speak for themselves. At Palladium, the platform we give them is much better than having them commission standalone stores for themselves where they would not receive that much traction.

Given the pre requisites for luxury retailers, both national and international, who are in a spree to foray or expand their footprint in India, there is hurry to expand their brand presence by starting their stores in high-end malls and high streets and sometimes opening their flagship stores in high-end residential neighborhoods.

However, luxury malls in India are not threatened by the alternate avenues. The possible shoppers that the 5-Star hotels cater to, are foreigners who out of all comprise a marginal size of shoppers, who reside in such hotels, who resort to last-minute impulse buys. Fortunately, with St. Regis in the premise, this audience base is well mobilized towards Palladium.

Strong segmentation and consistency should be the first tactic to adopt by new entrants. ●●●





INORBIT MALL

HOW MALLS ARE EMBRACING TECHNOLOGY

With digital disruption setting in, future of malls and retailers is becoming unclear. This feature throws light on how technology can become a competitive advantage for malls to combat customer acquisition race.

BY **MANISHA BAPNA**

Every 50 years or so, retailing has been undergoing disruption and consolidation. From the dainty small shops to modern departmental stores and then to malls with speciality stores, followed by the spread of discount chains to the likes of Walmart, Kmart, and soon then the category killers and now to digital malls. Each wave of change has not eliminated what came before it, but it reshapes the landscape by redefining business parameters & consumer expectations to new levels. The effort to embrace new customers, creating unique measures and strategies is not simply retailer's prerogative alone; malls too are innovating survival measure to combat competition.

What malls want is delighted customers and performing retailers resulting in profitable business. But considering the polarized mall market in India today, only few malls are able to achieve high levels of performance as the knowledge, effort and know-how to do so is not available and difficult to sustain. "The phenomenon of increasing vacancies is witnessed in the underperforming retail centres. The better managed malls have been on top of the game" say Anand Sundaram, CEO PPZ. "Given the paucity of social spaces in India, malls are the new magnets of footfalls which if



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THE NEED OF THE HOUR IS THEREFORE TO HAVE A TOOL THAT ANALYSES DATA BUT WITH THE HUMAN TOUCH OF JEEVES. CUSTOMIZED CLOUD BASED APPS ARE AVAILABLE ON SMART PHONES, WHICH HELP IN MANAGING MULTIPLE MALLS AT ONCE.

INORBIT MALL

tapped properly using digital technology can provide valuable customer insights akin to an e-commerce platform. Many shopping centres are now moving in this direction” believes Puneet Varma, Associate Vice President, Marketing and Corporate Communications Inorbit Malls Pvt. Ltd.

“For any destination to run successfully, technology and data captured and analysed with the help of technology can do wonders for effective and efficient mall management. It can make physical shopping more interesting. It can help identify a customer, his needs, browsing easy through beacons or RFID tags,” believes Mahesh M, CEO ISHANYA & Hous!fe. How to capture a customer’s data, his demographic and psychographic profile, his shopping behaviour, connect with him regularly based on the data captured and engage him to bring him to your destination, are questions that can be answered scientifically, analytically and effectively through technology.

Additionally malls need to focus on another set of factors like nearly zero turn around time, smooth information flow across levels with point

precision, quality and well maintained asset base with basics in place, a good mix of brands and offerings etc. “It is proven, that today mall owners have realised that to survive in the long run they need to adapt to smart technology. They need to deploy technology which benefits the mall, the customers and the retailer,” believes Puneet Varma. He further believes, that it is very important to adapt to these changes and participate in the ever evolving customer journey by leveraging the digital technology to blend with the changing customer preferences and keeping the customer engaged by managing a mix which is unique to the physical world.

Sundaram believes, “any technological software or process installed has to result in customer benefit. Towards that effect, technology should be directed at enhancing delivery to exceed customer expectations.” Technology helps monitor store performance, category performance and the centre performance all juxtaposed at the same time. More importantly, such information is readily available to the mall officers to enable a forward looking plan to enhance consumption and brand performance.

TECHNOLOGICAL INITIATIVES

While standing in the mall, who ever heard of WhatsApp shopping? That’s what consumers can do at Bengaluru Central mall. Customers can send their requirements through a WhatsApp message, get options and have the chosen product delivered to their doorstep. Such advancement in digital technology is giving malls a fresh perspective to engage with retailers and customers in a way which can be rewarding in the long run. The need of the hour is therefore to have a tool that analyses data but with the human touch of Jeeves. Customized cloud based apps are available on smart phones, which help in managing multiple malls at once.

“Through the use of wifi Beacons and mobile apps, malls now have the power to customize the brand offers tailored to the choice of customers. Using location based targeting, it is now convenient for malls to identify their target customers and offer a loyalty/reward solution which is in line with customer expectations,” says Varma. “We have applications which have human interface to capture customer profile and it helps us to translate it into effective implementation on ground. We are in the process of deploying a



ISHANYA



MALLS AND RETAILERS ARE JOINTLY CREATING USPs TO KEEP THEIR VISITORS HOOKED. RIGHT FROM FESTIVAL-THEMED MARKETING ACTIVITIES, TO WEEKEND BAZAARS, CONDUCTING SUMMER CAMPS, THEY ARE THINKING OUT OF THE BOX IDEAS TO DRIVE FOOTFALLS.

technology application that goes beyond product and service and early steps in the direction of knowledge leadership," says Mahesh M.

"The direction of our effort has been more to enhance productivity rather than save people costs. This has resulted in greatly enhancing the productivity of the members of the extended team which has in turn also helped us achieve flatter organisation structures" says Sundaram. "We are in the business of facilitating human interactions and we would like to use technology to further that. We use technology in a way that it blends and enhances the human efforts and reduces human error" says Varma.

For DLF Mall of India, safety and security are the most important priority areas at the planning stage and are inbuilt into the architectural and training models. MAPS technology is dramatically changing the way mall managers handle marketing display campaigns and maintenance cycles at malls. It empowers mall management teams to carry out large scale maintenance work, reach more marketing display spaces and update them more frequently, all this, at a reduced cost and time to both the mall's management and its stores.

Intelligent dashboards and reports point to the correlation between footfalls and customer spends on any day. Heat maps indicating which areas of the mall are performing and which need more attention make focusing on key areas easier. Even market shares of the footfall and customer consumption at the centre when compared to the key competition set of malls and retail centres is now quite easily done using applications.

Yield management analysis is another area that could greatly add to the profitability of malls where a closer study of the yields, vacancies and the potential can be culled out using such analytics. "Yield management is integral to enhancing the business benefits of any organisation and more so in the case of a consumption market as a mall. The successful malls today are closely monitoring all their revenue producing areas, comparing the performance of each of such areas against eh market potential and constantly working along action plans to enhance such yields" believes Sunadaram.

INNOVATIONS AT MALLS

"Given the category that we are into, we strongly feel that touch and feel is the most important factor to decide a high ticket purchase. So along with working hand in gloves with technology and its implementation, we work equally closely with more personalised interactions with our customers," says Mahesh M.

Malls and retailers are jointly creating USPs to keep their visitors hooked. Right from festival-themed marketing activities, free parking, weekend bazaars, flea markets, or conducting summer camps and other entertainment activities, they are reinventing themselves and thinking OUT OF THE BOX ideas to drive footfalls. Running active campaigns in Social Media also forms an important part of their business strategy.

The mall owners feel that there are various challenges in online shopping like lack of touch and feel, visual differences between what you see and what we receive and most important lack of socially getting connected with people as you would experience in a physical space.

Inorbit mall has a balanced tenant mix, perfectly planned operations, consumer engagement through innovative marketing properties as well as excellent business relation with their retail partners. "We believe in keeping the dialogue going on be it through the 300 days of marketing events all-round the year or through our popular mobile app which gives every individual an ease to access the latest mall information, exciting brand offers etc from anywhere. We organize a mix of engagement activities like shopping offers, themed events, lucky draws, award winning social initiatives like Pink Power, celebrity visits etc to keep our customers engaged and feel connected with us," says Varma. Apart from the regular mall activities to bring quality footfalls to Ishanya, they also do targeted retailer based activity that help promote their sales. Ishanya's second and third core Food & Beverage and differentiated Entertainment, bring in the right mix of customer to Ishanya with a high propensity to consume thus ensuring this category does well with some spill over in their core categories.

Ishanya mall has done fairly well with respect to brands and they too have performed well over the years. For some brands that need support, Ishanya team works in close co-ordination with their owners, marketing and operational heads and even the store teams to ensure that they get the right visibility and the correct mix of customers.

Managing malls is a very challenging business. Though the future of professionally managed malls in India looks bright as more and more consumers are willing to step out to experience and enjoy the physical space such as a shopping mall which provides a unique blend of shopping, dining and entertainment which the digital world lacks. Multiple channels of shopping have always existed and will continue to do so. While technology will certainly help enhance productivity and efficiency of consumption markets, by themselves they are not likely to change the very social nature of a family that wishes to have a great out of Home time. ●●

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BLACK BOX ON WHITEFIELD ROAD

BENGALURU'S NEWEST LANDMARK

India's first integrated lifestyle destination VR Bengaluru is all set to provide its patrons a memorable experience whenever they visit. This all in one lifestyle centre by Virtuous Retail has already become the talk of the cyber town

BY **PARAMA SEN** —————

Shopping centres are in transformation globally. They are revamping themselves into shopping destinations or shopping resorts, which in turn combines different aspects of leisure like shopping, eating out, entertainment etc. But when we are talking about an integrated lifestyle destination, it actually means much more than a shopping centre or a shopping resort. If we go by definition, an integrated lifestyle centre is a shopping centre, or mixed-use commercial development that combines retail with other services, such as restaurants, movie theatres, apartment complexes, medical services, and more. Lifestyle centres are the answer to consumers' increasingly discriminating and selective stance towards traditional retail in the age of the customer.

It seems that the developers of VR Bengaluru have taken the concept of a lifestyle destination or centre very seriously and have tried to do complete justice to that. That is why today this very unusual yet striking architectural marvel has retail space, F&B services, entertainment, commercial space, activity area, wellness centres, residential blocks, luxury hotels all in its fold.

ONCE IN THE BLUE MOON...

It was a Saturday night, the auspicious night of Budhdha Purnima, the sky was lighted with soft hues of the extraordinary Blue Moon and Bengaluru was warming up with foot tapping music at the grand opening of VR Lifestyle centre at the Whitefield Road. Gypsy All Stars presented a musical treat by the legends, performing a mellifluous collaboration bridging western music with traditional Rajasthani folk music. On the other hand, Shillong Chamber Choir enthralled guests with their western chorals. Apart from this, internationally acclaimed DJs - Electrovertz and Dualist Inquiry also entertained everybody with foot tapping numbers.

But truly speaking, it was not the performances, but the centre, where these were happening, was actually the centre of attraction.

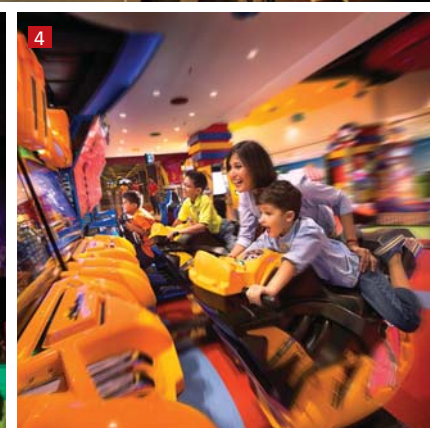
A FUTURE READY LIFESTYLE DESTINATION

The Black Box on Whitefield Road (a name inspired by its striking black facade), the nickname with which the Bengaluru people have termed the newest sensation of the city, is claimed to be this country's first integrated lifestyle destination, which brings together approximately 500,000 sq. ft of premium retail space, along with a 54-key boutique hotel & residences and a 60,000 sq. ft. collaborative working space. If anybody would like to spend a day with his/her family within the city but in a truly relaxed yet luxurious manner, he/she just has to visit VR Bengaluru and can have a unique shopping experience with the





1. VIEW OF THE RETAIL ARCADE ATRIUM 2. GYPSY SOUND REVOLUTION & RAGHAV SACHAR ARE PUTTING THE STAGE ON FIRE 3. PERFORMANCE OF GYPSY SOUND REVOLUTIO 4. VR BENGALURU HAS SOME VERY INTERESTING GAME OPTIONS FOR CHILDREN 5. ERSPECTIVE VIEW OF THE STRIKING FACADE



USP OF VR BENGALURU

- VR Bengaluru is designed with an aim to create an urban oasis for families and safe spaces for children. It is highly pedestrianised with an entry Piazza and lush green landscapes, art installations, outdoor events & promotional spaces, formal as well as Al-fresco dining experiences at the street level.
- ‘Master Retailer’ approach with a dual focus on retailers and consumer communities allows VR Bengaluru to provide unique experiences that are also locally relevant – a specially curated retail mix, award winning chefs, locally popular restaurants invited to setup QSR formats at Food Box; artisan and farmers’ markets with representation from the region; a unique annual art collective with participation from artists from the city.
- It has all the modern conveniences at one place – collaborative workspaces, boutique hotel & residences, health & wellness facilities, dining and entertainment, along with an enviable portfolio of leading global & Indian brands.

all encompassing brand mix, have fine dining experience at the premium restaurants, pamper himself/herself at the luxury spa, have fun at the piazza, watch latest blockbusters at comforting gold class environment and so on and so forth.

VR Bengaluru is already fully operational and 96% space is leased out, which is enviable for any new shopping destination of the country.

PERFECT MIX OF RETAIL, FOOD, ENTERTAINMENT, WELLNESS OPTIONS

VR Bengaluru is uniquely designed to attract the city’s cosmopolitan and upwardly mobile consumers, firmly establishing Whitefield as the most preferred location in one of Asia’s fastest growing and most attractive real estate markets. It is offering an unmatched blend of experiences to choose from, which include:

- The retail arcade at VR Bengaluru, home to an enviable range of premium global and Indian brands, many of which are debuting in the city for the first time and have set up flagship stores at the Centre
- A nine-screen multiplex including an IMAX and India’s biggest Gold Class cinema providing a multi-sensory experience
- Several pubs like The Whitefield Arms, cafes & restaurants and an upscale food court for dining options
- State-of-the-art fitness and wellness options
- The Sky Deck on the rooftop with a pool and a bar & lounge, ALT alongside a unique banqueting space equipped with India’s largest LED screen

SEAMLESS DESIGN FOR EFFORTLESS EXPERIENCE

The innovative design ethos of VR Bengaluru enables its customers to move seamlessly and comfortably through the entire centre. The centre has a separate entry for pedestrians and separate for the vehicles. 3 levels of basement parking allow more than 1,000 cars and 600 two wheelers to be parked at pick hours. The landscaped and pedestrianized outdoors of the centre is as eye-catching as the inside. The Garden City, which is located outside the main facade, will host all the community events such as art, music & food festivals as well as activities for children. So unlike other shopping centres, here if someone wants to enjoy the events only, he/she doesn’t have to enter the main centre, which is very much convenient for them. Retail spaces, offices, hotels, multiplexes, skydeck...every facility of the centre is designed and placed in such a way that all of them ensures privacy from the other, but can be reached almost effortlessly.

No wonder it has already recorded footfalls of 10,000 on weekdays and 27,000 on weekends. The authority is really hopeful that the numbers will increase very soon.

ONE OF A KIND RETAIL MIX

Be it resort or centre or just a mall, the first word of the phrase will always be ‘shopping’. It is the interesting mix of the retailers that attracts the consumers to any shopping centre. VR Bengaluru has offered a brand mix, which can ensure optimum shopping satisfaction for its consumers. BCBGeneration, Cole Haan, Dune, Forever 21, H&M (first in South India), Hunkemoller, Muji, Adidas Home Court, Adidas Originals Neighborhood, Pantaloons, Raymond - Ready to wear, Superdry, Splash, Fun City, L’Occitane, Ipanema, Louis Philippe, LP Jeans, People, Planet Fashion, Puma, Splash, Sprynt,

NEW DESTINATION

The Arvind Store, Van Heusen, Wildcraft, Allen Solly Woman, Amante, AND, Bogineni, Duavivo, Forever New, health & glow, iSense, Krispy Kreme, Leilani, Max, Nutty Squirrel, Nykaa, Pantaloons, Silver Shines, Soles and many more national and international players are bringing in their latest for this shopping centre. It has dedicated retail zones for men, women and kids. Some of the brands like, Muji, Cole Haan, BCBCGeneration have begun their journey to India through VR Bengaluru.

EVERYBODY'S ENTERTAINED!

Whether you are a fitness freak or a movie buff, a foodie or an out and out family person, who loves to hang out with whole family during weekends, VR has some fun element for everybody. PVR has launched India's largest gold class experience here. So whether it's the national blockbuster or an international megahit, you can watch the movie in true world class theatre environment.

If you are not a movie buff, but love to explore different types of cuisines and want to spend your entire weekend in exploring new dishes, then this is the right place to be. VR Bengaluru offers a bouquet of mouth watering F&B options. An upscale food court with Baskin Robbins, Chai Point, Coca Cola, Ente Keralam, Gobble Me Up, Hunan Express, Marhaba, Nagas, Paandikadai, Purani Dehli, Rayalaseema Ruchulu, Shiv Sagar, Smokehouse Deli, Tadka Singh, The French Loaf, Café Toscano, Waffle Stories or restaurants and cafes like Alt, The

Communities and cities are living, breathing entities. The phrase 'VR' in our centres like VR Surat and VR Bengaluru is a play on 'We Are', because we want this to be a reflection of our community. VR Bengaluru celebrates the rich heritage of Whitefield giving people a platform to indulge in their love for music, art and shopping. At Virtuous Retail, we have been able to move the needle on what retail developments can be, and should be, anywhere in the world while making them future-proof.

– Siddharth Yog, Chairman, Virtuous Retail

Whitefield Arms, The Whitefield Arms Café, Café Noir, The Beer Café, The Irish House, Salt...all are present to satisfy your taste buds.

The event calendar of the centre is always full and everyday it is offering something new and thus catering to varied choices of the customers. From musical extravaganza to fitness carnival, aqua zumba

classes, VR Green initiative, UnWined brunch to the showcasing of latest automobiles, in VR nobody will experience boredom!

Children, on the other hand, who are coming with the family, can have fun to the fullest here as a vintage carousel called 'The Magic Circle', apart from an indoor arcade called 'Fun City', or 'The Magic Garden' – a sculpted soft foam play area for younger children to safely play in – is all unique to VR Bengaluru.

NEW JEWEL OF THE CROWN

VR Bengaluru is designed as a vibrant multi-use community centre. Not only it is a world class shopping centre which offers hitherto unavailable global brands, it also hosts community art festivals and programmes for artists to showcase their work in an engaging environment, which encourage civic pride and enhance city's brand image. Some of the art installations at VR Bengaluru, including the Visual History Timeline of Bengaluru history and the lloveBLR installation are the hot-spots where the most 'selfies' are taken in Bangalore currently. The Waverly Hotel & Residences also draws its inspiration from the local history including Sir Winston Churchill's visits to the Waverly Inn at Whitefield during his days as an Army officer posted in Bangalore. Rumour has it that he courted Ms. Rose Hamilton, the inn-keeper's daughter. So if it becomes one of the newest landmarks of the skytech city, nobody should be surprised. ●●



6. PERFORMANCE OF SHILLONG CHAMBER CHOIR 7. ELEKTROVERTZ AT VR BENGALURU 8. ART CAPSULE AT VR BENGALURU 9. SYNERGY ART INSTALLATION AT VR BENGALURU 10. KIDS HAVING A GREAT TIME AT FUN CITY 11. TEENAGERS SHOPPING AT F21



1

'PLACE ON WHEELS' TRAIN TO VACATION FUN @ DLF PLACE, SAKET

DLF Place, Saket - the premium lifestyle destination in the heart of New Delhi, has always been a frontrunner in providing the best of vacation fun to the kids. Being successful and experienced in the field of customer engagement, it's always an exciting experience for the customers at the mall.

BY SHOPPING CENTRE NEWS BUREAU

This year, DLF Place commenced the exciting summer campaign for kids aged 3-12 years. – 'Place on Wheels' from 21st May 2016 till 10th June 2016. The summer activities were themed in a form of a summer train ride filled with adventure is something that got all the eyeballs moving. The entire set up at the mall was decorated with a traditional station clock, a steam engine and lanterns around the track recreating the ambience of a conventional railway station promising to take one on an enthralling journey from the moment one entered activity the area.

'Place on Wheels' assured action, adventure and fun for kids with numerous activities that were designed to improve child's creative, imaginative and motor skills. Kids were seen enjoying activities -music, drama, art and craft and many more fun games.

Kids hoped on 'Place on Wheels' this vacation to get creative and adventurous by engaging in fun activities. There were a plethora of options ranging from art & craft to music and dance; from treasure hunting to 3D crafting; story reading to instrument playing; Zumba dance to clay art and much more; combining fun with learning.

All activities, in association with The Reading Club for Children and Colour Maths, were specially designed to help enhance kids' creative, imaginative and motor skills by engaging them in stimulating art & craft; visual art, dance & music or musical instruments playing. While live piano artist combined with craft helped children to stimulate brain waves, an innovative story reading through illustrative methods and expressive sessions stimulated curiosity in them. Zumba classes, obstacle course and self- defense classes in association with Fit by Nature provided the best of fitness regime ideas to the kids at the mall. The ride also gave one lucky family a chance to visit their favourite holiday destination – Hong Kong and Disneyland this summer vacation.

Kids tried their hands on different musical instruments like guitar, keyboard, drums and piano that helped them to enhance their musical, creative and motor skills. Creativity blossomed through the activity as the kids used their imagination and create craft through different materials available at the station. Other exciting activities included- Treasure hunting the train, jump on the traffic lights, cross the track and fire the engine with coal; body mapping with music; Creating craft and manipulating paintbrush to create engines, trains, bunting, balloon games; tattoo artist; craft making-vintage station clock, toy train, station signs & lots more.

Besides these, there was a –Food Station farm –which allowed kids to find the things in the farm, pick their own lunch, make ticket, collectors hat and have fun! To groom tomorrow's chefs, Foodhall organized a special one-day Chef Classes in the first week of the train journey.

Shoppers during 'Place on Wheels' at DLF Place received vouchers from their favourite brands such Mothercare, Hamleys, Benetton Kids, Foodhall, Gron Stockholm, Sweet Child of Mine, Poney, and A Little Fable. As Ms. Benu Sehgal (Senior VP, Mall Management) says- "Children form an important part of our consumer base and we make their visit a memorable one this summer." ●●



2

3



4

1. CHILDREN FROM NGO SAVE THE CHILDREN INDIA LEARN THE IMPORTANCE OF CLEANLINESS WHILE ENJOYING THE FUN ACTIVITIES BY THE READING CLUB FOR CHILDREN 2. POT PAINTING ACTIVITY FOR KIDS 3. DLF PLACE JUNCTION 4. MEET AND GREET WITH 'PLACE ON WHEELS' TRAIN



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THE RETAIL REAL ESTATE EXPOSITION & LEASING SHOW

The evolution and availability of high-grade retail spaces is a key determinant of a retail market's maturity. As India's evolves into a technology-influenced, hybrid consumer landscape, the country's shopping centres are now showcases of both modern consumer aspirations and the ongoing retailing revolution.

BE SEEN AT THE RIGHT PLACE



Dear Friends,
As you all know, INDIA RETAIL FORUM (IRF) has been the signature event of the retail sector in India, for the past 13 years, ever since its inception in 2003. It has rightfully garnered its share of international acclaim with RETAIL WORLD of UK, calling it 'The Ten Most Significant Retail Events that will Shape the Future of Retail the World Over', and The Associated Press of USA describing IRF as "the biggest retail industry convention" in India.

As Chairperson of India Retail Forum 2016, I am very proud to share with you the theme for this year's event, which aptly asserts the latent power of the Indian consumption and retail story: 'NAVIGATING THE FASTEST GROWING MAJOR MARKET OF THE WORLD'.

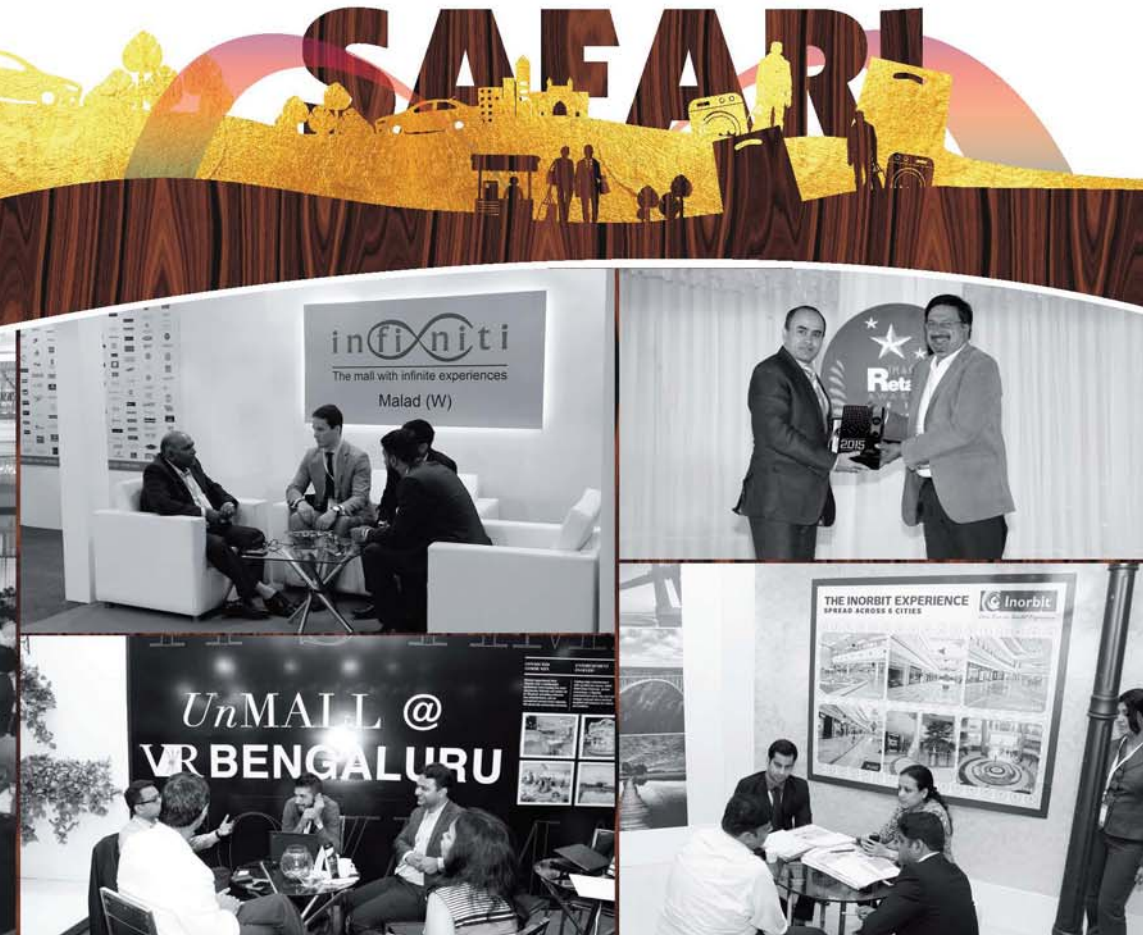
IRF is truly the only forum which matters in India when it comes to retail leaders sharing game-changing insights, world-class concepts, as the breaking ground for India entry strategy for global players, and as the incubation ground for fruitful multi-million dollar partnership ideas and alliances. At the 13th edition on 21-22 September 2016, I see a great opportunity to build collective wisdom and collaboration through honing our best practices, evolving newer formats and delivery models, and growing the pie of the modern Indian retail sector together.

Best Regards,
KRISH IYER
Chairman, India Retail Forum 2016
President & CEO, Walmart India

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*Celebrating
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The 13th edition of the annual IMAGES Retail Awards (IRA), India's most prestigious honours for retail businesses and professionals, will recognise and reward outstanding achievements in the business of retail in India on September 22, 2016.



The 2nd Annual IMAGES Retail Technology Awards will recognise best practices in the deployment of technology front-end and back-end in the Indian retail sector. Multiple awards to recognise retailers' excellence in technology optimisation will be presented on the evening of September 21, 2016.

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FUTURE OF FOOD COURT IN SHOPPING MALLS



Food Courts, mostly situated at the topmost floor of any shopping mall have been playing a pivotal role in increasing the footfalls. Therefore the mall developers rely on them a lot and they are experimenting with the tenants of this particular space in order to generate maximum benefit

BY **ABHISHEK BANSAL**

About the author:
Abhishek Bansal, Executive Director, Pacific Mall

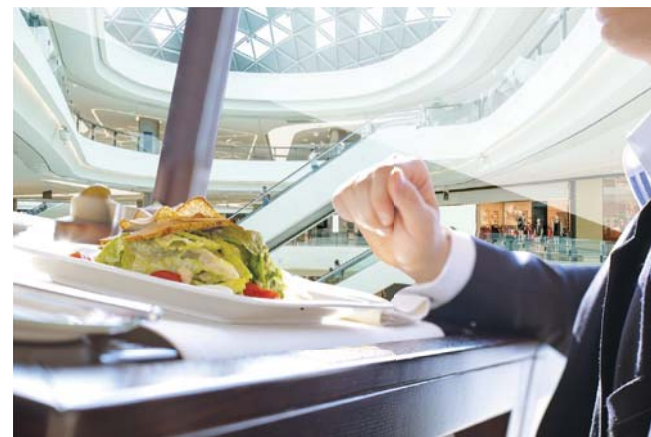


Food Court in shopping malls is turning into a gastronomic destination for shopaholics and foodies alike, enabling the food and beverage industry to gain a competitive edge in the market. Gone are the days when shopping malls were considered as retail centres offering multitudes of retail shopping outlets. A plethora of global trends has led to the revolutionizing of shopping malls in India. The 21st century consumers visit shopping malls not only to shop designer clothes and accessories but in search of exceptional experiences that surpass the conventional ways of shopping.

According to experts, shopping mall developers are competing hard to attract customers' attention by offering them with an unparalleled shopping experience combined with never-ending entertainment packages. When it comes to entertainment, one cannot rule out the significance of dining-out as an important form of entertainment. Hence, mall developers in India are taking all possible measures to embrace innovative ways of turning food courts into a glutton's paradise.

A RANGE OF CUISINES — ALL UNDER ONE ROOF

Food Court holds a very special place in the growing mall culture in the country. India is transforming into a land of foodies where every big and small celebration in the country spins around food. Moreover, the palletes of Indian foodies have been undergoing a transformation, as they have developed a taste for global cuisines as well. Since good food plays a pivotal part in drawing more crowds to a mall, developers of malls are constantly experimenting with a variety of culinary delights so as to add flavour to their business with the help of Food Courts. Indian mall owners are now emphasising more on offering multi-cuisine options such as Mexican, Italian, Chinese, Mongolian, Lebanese, Japanese Turkish, Italian, European and lots more to cater to the taste buds of their customers. What's more, these wide varieties of culinary options are available under a single roof.



BEATING ONLINE COMPETITION WITH FOOD COURT

The growing popularity of online shopping has put tremendous pressure on the Indian retail sector. The modern consumers prefer to shop in the comfort of their home instead of visiting local stores or showrooms. Thus mall owners in India are cashing in on food courts to pull in more customers. Food Courts are generally positioned on the topmost floor of shopping malls so that diners explore the lower floors before they get to the food court and can also get a bird's eye view of all the stores/brands located at the lower levels. This motivates diners to engage in impulsive buying which in turn enhances sales.

ALLOTMENT OF SPACE

Seating is an essential factor in the success of food courts. Thus, the allotment of space to food courts involves a lot of planning and detailed analysis. According to market reports, mall developers generally allocate 15 per cent or even higher space for F&B offering in shopping malls. Some malls dedicate an entire floor to their food court considering the huge amount of footfalls they generate. Moreover, allotment of adequate space also facilitates a free flow of movement and air circulation. Food courts in shopping malls generally occupy 15,000s q.ft. to 25,000 sq.ft. area whereas vanilla joints occupy anywhere between 350 sq.ft to 1500 sq.ft area.

Food courts are generally leased to individual food-court operator or to different food operators while the overall food court is controlled by the mall developer. The rentals normally are percentage of turnover of the counter.

BRIGHT FUTURE AHEAD

Mall culture in India is evolving on a daily basis. Since it is developing at a frenzied pace, the road ahead looks quite rosy for food courts in shopping malls. Food courts in India are going through a culinary renaissance. Over the last few years, fine dining options in Indian shopping malls have proliferated by leaps and bounds. Thanks to the mall developers who are coming up with ground-breaking dining concepts and putting the same into practice for driving sales and enhancing footfalls. The trend of dining out while shopping in malls has been growing enormously among Indian shoppers and soon it will match the levels prevalent in Europe, the United States of America and South Asia. ●●

S-F / Shutterstock.com

Restaurants in food courts are operated by tons of franchisees, regional and, national food chains, as well as local restaurant owners. According to experts, a combination of popular international F&B brands like Starbucks Coffee, Krispy Kreme, Dunkin' Donuts, Barcelos, Jamie Oliver, Burger King, Pizza Hut, Wendy's, Mc Donald's, KFC, TGIF, etc., at one place acts a key factor to attract audiences towards the food court. The success of international food outlets in shopping malls has made India a potential market for global F&B giants. Hence, to maintain quality and offer a strong value proposition, mall operators are consulting with experts or in some cases even appointing in-house food consultants to pick the best food vendors who are capable of delivering in accordance with the standards laid out.

Some key factors that make shopping malls the most-preferred destination for F&B brands are —

- >> Multiple choices of fast food restaurants, and fine dining, as well as casual dining options including vanilla retailers such as ice-cream and popcorn joints.
- >> Air-conditioned and perfect for dining with family and friends.
- >> Warm and welcoming ambience to dine out with a variety of entertainment options, such as food festivals, special events, live music, and cultural nights.
- >> Value for money.

- >> Hygienic and scrumptious food.
- >> Quick high-quality service, and friendly staff.
- >> An affordable price compared to other fine dining restaurants.

These factors make food courts worth visiting. Other than offering a variety of cuisines and entertainment options to customers, shopping mall operators in India have been taking quite a lot of parameters into consideration for the overall success of food courts. With the objective of spicing up revenues, mall developers emphasise on important factors such as—

- >> Right mix of Local, National and International F&B brands
- >> Right mix of cuisines and categories like Fast food, Drive ins, Coffee shops, Fine Dining etc.
- >> Financial solidity
- >> Prospects for scaling up.

A GREAT SOURCE OF REVENUE

Shopping mall owners are of the opinion that beside driving footfall, larger food courts are major revenue earners as they generate multiple sales. Food courts provide their customers with the luxury of dining like a king by enabling them to relish multiple choices of exotic cuisines under the same roof in an aesthetic and trendy ambience. Often this luxury becomes the prime reason for individuals to visit shopping malls which in turn contributes to the sale of other brands.

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Brigade Group successfully launched its second mall – Orion East Mall in March 2016.

Orion East Mall is located in a vibrant catchment area on Banaswadi Main Road. Orion East Mall has a smart portfolio of International and Indian brands across fashion, lifestyle, food and entertainment.

Within a month of its launch, Orion East Mall has already clinched the Retail Property of the Year award from Franchise India.

Orion East Mall is all set to redefine the neighbourhood shopping mall experience in India.

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* AWARDED BY FRANCHISE INDIA

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