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10 NATIONAL NEWSMAKER Indian Realty Witnesses Bullish Investment from Overseas Quarters

Foreign investors are inclined toward investing in buoyant Indian retail realty sector.



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12 INTERNATIONAL NEWSMAKERS Acquisitions rules the roost in the world of retail realty

The global shopping centre industry is undergoing a whirlwind of change.

16 STORE ARRIVALS Latest store opening in malls

20 MARKET SCAN Delhi, an ultimate shopper's paradise

Delhi's popularity as a shopping destination remains unparalleled.



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24 EXPANSION Lulu Group's new 19-acre Kerala mall will use technology, data to give consumers a super-enhanced experience

United Arab Emirates-based LuLu Group, is planning to expand rapidly in India.

26 TECHNOLOGY Bin those banners and standees: It's time to go digital

Shopping Centre News spoke with mall developers who have adopted digital signages and found out what their experiences have been so far.



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30 MARKETING & PROMOTIONS A Midsummer Night's Sale: 3.5 hours, 100 brands on a midnight sale at Quest Mall, Kolkata

Sanjeev Mehra, VP, Quest Properties India Limited, shed light on this annual activity in an exclusive interaction with Shopping Centre News.



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32 INNOVATION Infiniti Mall to go Omnichannel, provide click-and-collect facility to shoppers

Omnichannel trends have become the 'burning platform' for the retail industry as it provides consumers the convenience and ease of purchase.



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38 INITIATIVE Going Green: Sustainable Malls Lead the Way

We give you an insight into what exactly is green building, why mall developers need to go green, and what will the goals of these sustainable malls be.

44 FUNDAMENTALLY The recipe for a successful mall

To successfully manage a retail shopping center, one requires a good degree of knowledge along with seamless systems.

47 STRATEGY Viviana mall refreshes retail mix, introduces aspirational brands to ensure consumer loyalty

Thane's Viviana Mall, which has close to 232 brands, has refreshed and reshuffled its retail mix.

48 IN CONVERSATION Malls Offer An Experiential Element To Retail Which Is Hard To Replicate Online

Derick Michael, COO, Amanora Mall, talks about the Retail realty scenario of Pune.

50 INTERFACE Are Malls dying in India? Not yet and not soon!

Pacific Mall, is positioned as a premium, shopping, entertainment and leisure destination.

52 SNAPSHOT Malls Reinvent the Wheel, Bet Big on Promotions & CSR Activities

Shopping centres cannot afford to miss celebrating any festivities – then be they festivals that call for a national celebration or ones that are region specific.

34 [COVER STORY] Omnichannel retail: The game changer for shopping centres



Competition between online and brick-and-mortar retailers has blurred, with e-tailers opening physical stores and their competition adopting e-commerce. The new destination for retail is Omnichannel and malls have to adopt it too, in order to stay relevant in this digital age.