

Shopping Centre **News**

AUGUST - SEPTEMBER 2017

DEVELOPING RETAIL SPACES IN INDIA

VOL. 10 NO. 5 ₹100

OMNI CHANNEL RETAIL: THE GAME CHANGER FOR SHOPPING CENTRES

INITIATIVE

Going Green:

Sustainable Malls Lead the Way

TECHNOLOGY

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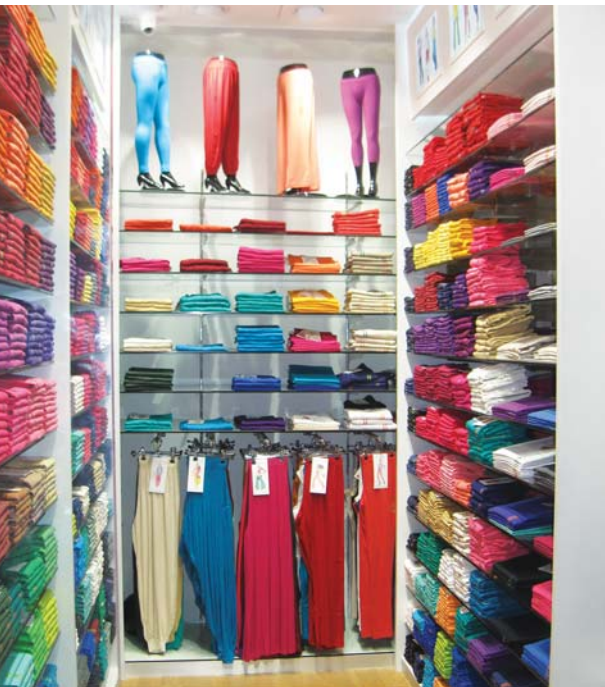


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In today's market, it is very essential to harmonize attention across all channels. It is also crucial to offer superior services to consumers, and give them memorable and sharable experiences. The Omnichannel approach not only gives the consumer an option to venture out to shop at the store but also gives him the convenience to shop at anytime, from anywhere. 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.

Today's shopper, crunched for time, is keen to find a seamless link between shop and home, and the penetration of the Internet and widespread usage of smartphones has helped blur the lines between physical and online retail with 'showrooming' – consumers visiting stores to try products before purchasing online. The world of retail is adopting technology faster than ever before in a bid to provide convenience, and technology – which consumers are welcoming with open arms.

While this acceptance of the digital age has put e-retailers in direct competition with their physical counterparts, it has provided a gap for mall developers to play a positive role and help bridge the divide between online and offline commerce.

In the cover story for India Retail Forum special issue of Shopping Centre News, we talked to a large number of mall owners and developers to understand that how they are plugging their Omnichannel strategies in order to shape a better integrated retail ecosystem.

Apart from this exciting cover story, we have also covered a myriad of pertinent aspects in this special issue. There is an industry story on how digital signages are helping malls in communicating better with their patrons, as well as a thought-provoking feature on the importance of 'Going Green' and how sustainability makes great business sense for mall developers.

Then there are interactions with the likes of Sunil Shroff of Viviana Mall, Mukesh Kumar of Infiniti, Shibu Philips of Lulu Mall and Derick Michael of Amanora, who all reveal the latest techniques and strategies their malls are implementing to stay ahead of the curve.

At IMAGES Group, our sincere efforts have always been to make you aware of the ground realities of today and to update you with the futuristic ideas for tomorrow, so that you always stay a step ahead in these competitive times. With this, we hope that you will find the August-September 2017 issue of Shopping Centre News both insightful and educative.



Amitabh Taneja

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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.

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Indian Realty Witnesses Bullish Investment from Overseas Quarters

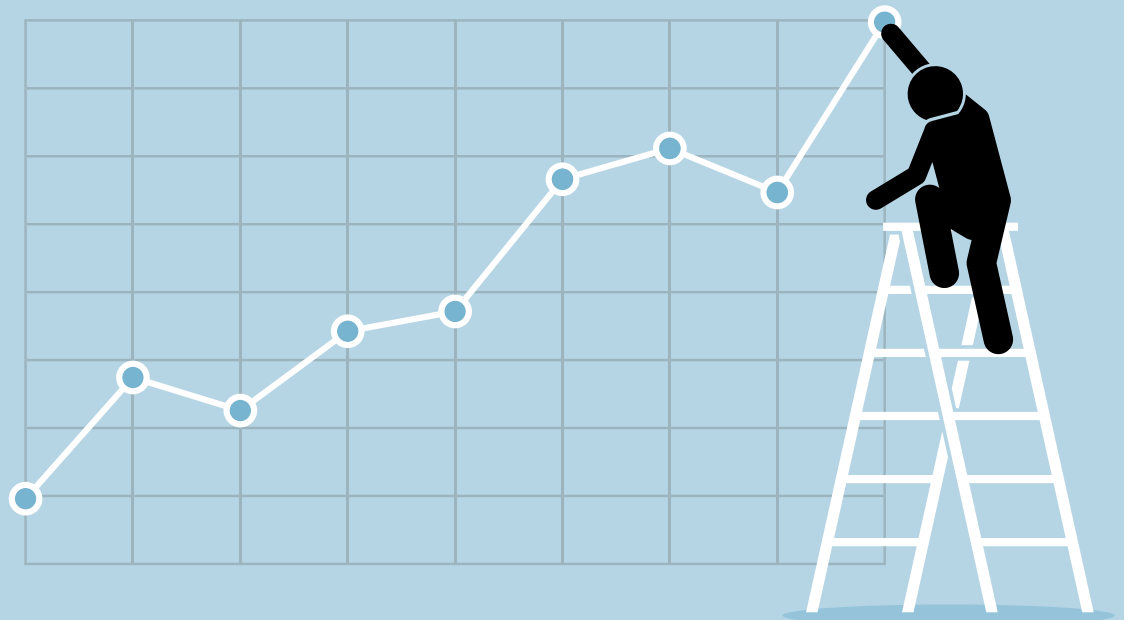
By Shopping Centre News Bureau

Foreign investors are inclined toward investing in buoyant Indian retail realty sector. This has led to the inflow of funds from overseas investors into the Indian real estate sector surging to 40 percent y-o-y.

NEXUS MALLS ACQUIRES CHANDIGARH'S ELANTE MALL

● Nexus Malls, subsidiary of investment firm Blackstone Group, has acquired one of the biggest real estate projects of Chandigarh, Elante Mall, from Mumbai-based Carnival Group for an undisclosed sum. The deal includes Elante Mall, Hyatt luxury hotel and business park, set up on over 21 acres in the city. "We have acquired Elante Mall, Hyatt hotel and business park this month," Executive Director, Nexus Malls, Anil Malhotra was quoted by news agency PTI as saying.

This is the second time that the ownership of Elante Mall and associated properties has changed hands. Earlier, the Carnival Group had acquired this property from engineering and construction major Larsen & Toubro for about ₹1,700 crore in 2015. Elante Mall has 221 shops with a mix of domestic and international brands, besides restaurants. It also has an entertainment zone with a multiplex and a food court that caters to customers. Nexus Mall has seven assets comprising WestEnd Mall, Pune, Mall of Amritsar, Ahmedabad One in its portfolio and owns about 4.5 million square feet of retail space. ●



PHOENIX MILLS-CPPIB RETAIL PLATFORM BUYS PUNE LAND PARCEL FOR \$24 MILLION

● Island Star Mall Developers Pvt. Ltd, a strategic investment platform owned by real estate developer The Phoenix Mills Ltd and Canada Pension Plan Investment Board (CPPIB), has acquired a land parcel in Pune for ₹160 crore (\$24 million). The 1.6 million sq ft plot at Wakad, Pune, is Island Star Mall's first acquisition. It plans to develop a premium retail space of one million sq ft. "West of Pune is one of the fastest developing residential and commercial hubs, but yet lacks large-scale retail, entertainment, and food and beverage options under one roof. We will develop our second Phoenix MarketCity in the city," said Atul Ruia, joint managing director of Phoenix Mills. Earlier, the company had built a Phoenix MarketCity in East Pune.

"This acquisition helps deliver on our strategy of expanding our Indian retail portfolio with Phoenix Mills. Pune's attractive demographic and economic growth profile combined with an undersupplied retail market makes this an ideal location for a high-quality retail and entertainment destination and is well suited to CPPIB's long-term investment horizon," said Andrea Orlandi, managing director, head of real estate investments, Europe, CPPIB.

Phoenix Mills and CPPIB had created the



platform in April. CPPIB had initially pumped in ₹724 crore to own a 30 percent stake in the platform. Subsequently, it plans to invest another ₹1,600 crore across multiple tranches to own up to 49 percent in the strategic tie-up. Of late, many global investors have shown interest and taken exposure in retail assets through platforms and joint ventures. Blackstone, which has one of the biggest portfolios of commercial real estate in India, has acquired a bunch of retail properties lately. It has also set up a dedicated platform, Nexus Malls, which houses all its retail properties. Dutch pension fund APG had also bought three retail assets of Virtuous Retail, the retail development arm of The Xander Group, to create a platform. An updated framework for establishing REITs have attracted the attention of various private equity funds. ●



ENVIRONMENT CLEARANCE FOR GREATER NOIDA'S RS 408 CRORE MAHAGUN MALL

● Mahagun Real Estate has received environment clearance for constructing a commercial complex in Greater Noida, Uttar Pradesh, at a cost of ₹408 crore. The proposed Mahagun Mall will be developed on 18,694 sq meter plot, which has been allotted by the Greater Noida Industrial Development

Authority to the company. The proposal was first examined by an expert panel and based on its recommendation, the union environment ministry has given the final environment clearance (EC).

The EC has been given subject to compliance of certain conditions, the ministry said in the EC letter issued to the company. News agency PTI has reviewed a copy of the letter. Any appeal against the EC will lie with the National Green Tribunal within a period of 30 days, it added. As per the proposal, the mall will have 155 shops, 16 auditoriums, 13 restaurants, two family entertainment centres and other facilities. The construction of the mall will not only provide better shopping environment but will also increase the livelihood of people in the area, the company said. ●



SMAAASH BUYS PVR'S BOWLING AND ENTERTAINMENT FORMAT BLUO

● Multiplex operator PVR today said it has sold its premium bowling and entertainment format bluO entertainment to Smaaash Entertainment for Rs 86 crore. "PVR has entered into definitive agreements with Smaaash Entertainment to sell its stake in bluO entertainment, a premium bowling and entertainment format operated by the company," it said in a statement. bluO is a joint venture between PVR and Major Cineplex Group of Thailand, in which the Indian firm owns 51 percent stake, while the balance 49 percent is with the latter. "Smaaash has acquired 100 percent stake in bluO entertainment through a cash acquisition deal," it said.

"The sale of bluO is in line with our strategy to divest all non-core assets and focus on our core cinema exhibition business. We are pleased to sell the business to Smaaash, which is a leader in the retail and entertainment space in India and the US," Chairman cum Managing Director, PVR, Ajay Bijli said. "The acquisition of bluO is a significant step in doubling Smaaash's scale in India's fast-growing retail entertainment space," Chairman, Smaaash Entertainment, Shripal Morakhia said. ●

GANESH CV OF EXPRESS AVENUE ELEVATED AS PRESIDENT-LEASING & MARKETING

● Ganesh CV has recently been elevated to the designation of President-Leasing & Marketing. He is one of the well-known figures in retail realty sector, he has turned around the fortunes for Express Avenue mall and made it one of the most successful malls in the country. Ganesh is been associated with Express Infrastructure from October 2009. His last assignment with Express Avenue was as Vice President – Leasing & Marketing, throughout his tenure in the organization, he has been handling leasing of spaces for retail division and commercial division, in addition to that he also looks after marketing of Express Avenue through ATL & BTL activities. ●



OVERSEAS INVESTMENTS IN INDIAN REALTY INCREASE BY 137 PERCENT

● India, among all emerging markets, has attracted the highest interest of global investors on account of a stable government and implementation of path breaking reforms such as the Goods and Services Tax (GST) that would formalise the economy. This has led to foreign investments in Indian realty increasing from USD 3.2 billion during 2011-13 to USD 7.6 billion during 2014-16 recording a surge of 137 percent, says Knight Frank's Active Capital report.

Mumbai, the financial capital of India attracted the biggest pie of foreign investments in 2016, accounting for at least 39 percent of the capital flow in Indian realty followed by 32 percent by the hot investments hubs of Gurugram



and Noida. India's Silicon Valley Bengaluru (11 percent) topped the chart among other metros followed by Chennai (10 percent) and Delhi (4 percent). Hyderabad accounted for 2 percent share and Pune another 2 percent.

Domestic and foreign investors, both have started showing interest towards office space.

Foreign investors are getting more inclined towards office space and retail. Also, the inflow of funds from investors into the Indian real estate sector grew by 40 percent year-on-year. The investors include – private equity, pension funds, sovereign funds, domestic investors, funds from NBFCs, says the report. In 2016, investors from the US formed the largest share of investments made into India followed by Canada and Singapore. Canadian investors particularly the large pension funds have started investing in India since 2015, it says.

Accounting for more than 40 percent of the investments, the US held the largest share of foreign investors followed by Canada

(18 percent) and Singapore (17 percent). Canadian investors largely the pension funds forayed into India since 2015.

The sector-wise analysis for investments in 2016 showed that foreign investors were mostly lured by office spaces and the retail sectors. Collectively, the two segments accounted for 72 percent of the investments, says the report. The findings were sync with overall global projections which showed that overseas investors were looking beyond global Super Cities. The report added that more than 30 percent of the total global real estate transactions will be cross border by 2018. ●

Acquisitions rules the roost in the world of retail realty

By Shopping Centre News Bureau

The global shopping centre industry is undergoing a whirlwind of change with malls in the US & Europe keeping up their guard and resorting to turning experiential in order to thwart the e-commerce threat. A large number of malls around the globe are being acquired by private equity giants. And in the midst of all these fluctuations, Mall of America – the cornerstone of retail in the US – has turned 25, standing even taller and firmer than before.

AMERICA'S BIGGEST MALL CELEBRATES SILVER JUBILEE

● Mall of America, the largest shopping centre in USA, turned 25 in the month of August. The mall has not just thwarted the threat that e-commerce is posing but has strived to be the biggest retail destination in the country. The mall features over 520 stores, 50 restaurants and the largest indoor Nickelodeon theme park. The 5.6 million square foot (520,000 sq. meter) mall with more than 520 stores and 11,000 employees generates \$2 billion in economic activity and has more than 40 million visitors every year. The mall attracts more visitors than Florida's Disney World.

The mall's attractions include an amusement park, an aquarium, an indoor zip line and a mirror maze. It also holds fundraisers, dance-a-thons, tribute concerts and celebrity appearances. The mall, its retailers and events raise about \$12 million for nonprofits annually. The mall's spokesperson, was quoted by Florida Daily Post as saying: "As we look ahead beyond our 25th birthday, we expect to include more entertainment in our retail mix, and continue to integrate digital tools to help enhance the guest's stay. We've succeeded in leading the retail and entertainment space for 25 years, and it's been a great ride." ●



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BLACKSTONE MAKES \$347M BUYOUT OFFER FOR JAPANESE REAL ESTATE TRUST

● US private equity giant Blackstone is looking to add more Japanese properties to its \$104 billion global trove of real estate assets under management. The New York-based firm has offered to acquire ASX-listed Astro Japan Property Trust, which owns a portfolio of Japanese office, retail, residential, and hotel assets for A\$436 million (\$346.8 million). The deal, which values the trust's Tokyo-focused portfolio at A\$1.1 billion (\$875.2 million), would significantly boost Blackstone's footprint in Japan, on the heels of the company's \$651 million offer for a Singapore-listed business trust that owns a Japanese shopping mall portfolio.

Astro's portfolio comprises 29 Japanese real estate assets, 27 of which it fully owns, with these properties mainly located in central and greater Tokyo, with others in Fukuoka, Osaka, and Shizuoka. Retail properties account for over half the value of the portfolio, with offices comprising just over one quarter, and residential and hotel assets making up the remainder. The properties are said to be 99 percent occupied by area. Astro, which is managed by Tokyo-based Spring Investment, is the last Australia-listed trust with a Japanese property portfolio. ●



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SOUTH AFRICAN FUND HYSTEAD ACQUIRES 'THE MALL'

● South African fund Hystead has successfully acquired The Mall, one of the largest shopping centres in Bulgaria, located in the capital city Sofia. The acquisition, upwards of €156 million, represents the fourth investment in the region by Hystead Limited, a joint venture between Hyprop Investments and Homestead Limited, who previously acquired the Delta City shopping centres in Podgorica and Belgrade alongside Skopje City Mall in Macedonia at the end of 2016, according to JLL.

Situated on Tsarigradsko Shosse, the main boulevard linking the centre of the city with a number of large residential neighbourhoods, the airport and the regional highway network, The Mall was developed in 2010 and extends to over 52,000sq metres. It is anchored by Inditex Group, P&C, H&M and Arena cinema and benefits from over 130,000 sq.mt. of offices in its immediate proximity. Given its prime location, prestige tenant mix and occupancy standing at 99 percent, The Mall is considered to be the premier shopping destination in the city. ●



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EUROPEAN & US RETAIL REALTY PLAYERS GET INNOVATIVE TO SURVIVE THE E-COMMERCE THREAT

● In the US, Amazon recently purchased Wholefoods, a natural and organic grocery store with over 460 locations across North America and the UK, in a \$13.7 billion (£10.6bn) cash transaction, making clear its intent to tap into this new business model. The same company also recently filed for a patent for 'multi-level fulfilment centres', beehive-like structures that will accommodate the landing and take-off of drones in dense urban areas.

Experts predict that, eventually, day-to-day shopping will move from the smartphone screen to voice command via personal assistants like Alexa and Siri, who will order online automatically as and when required with delivery via drones within a matter of



hours. 'Shop & Go', another Amazon concept, lets shoppers download an app that allows them to enter a physical store, select items and simply leave without paying. Computer vision and sensors track what items you've

taken and your Amazon account is later charged so no physical money changes hands.

All this means that it is likely that shopping centres and town centres increasingly need to become places of experience and

a place for people to gather and socialise. In the US and Europe, landlords of shopping centres are reacting fast with a vast array of interesting experiences being attracted to centres, such as ice skating rinks, aquariums, go-kart tracks and ski slopes to name a few. Landlords need to ensure they have the crucial ability to evolve and keep up with the pace that new innovations will bring to the physical retail space. Encouraging consumers into physical stores still plays a key part in influencing their purchasing decisions, even if their ultimate purchase isn't made there and then. Successful landlords will be those who give retailers a space that allows them to capitalise on these influences. ●

MAS SETS SIGHTS ON EUROPEAN CAPITAL

● MAS Real Estate will dedicate more than 80 percent of its development budget to opportunities in central and eastern Europe. The JSE-listed group that invests in Europe aims to grow its pipeline in the region from about €607m to more than €1bn after the opportunities it acquired through its joint venture with Prime Kapital substantially exceeded expectations.

MAS has increased its commitment to the development joint venture from €200m to up to €350m of preference share capital, on the same terms as the previous commitment. MAS's equity stake in the development joint venture remains at 40 percent.

The Prime Kapital team is well placed to leverage its experience in central and eastern Europe to exploit this opportunity. Prime Kapital is headed by Martin Slabbert and Victor Semionov. They were successful as founders of New Europe Property Investments (Nepi), which invested in Romanian shopping centres before merging with Rockcastle Global Real Estate. They made Nepi Romania's largest retail developer and shopping-centre owner before forming Prime Kapital in 2016. ●



Nataly Reinch / Shutterstock.com

HAMMERSON BENEFITS FROM POSITIVE ECONOMIC GROWTH IN EUROPE

● Hammerson Reit, a leading European shopping centre owner, performed well, largely due to economic growth in Europe. The company's basic earnings a share climbed 74.9 percent and interim dividend a share rose 5.9 percent in the reporting period. Hammerson, one of the largest property stocks on the JSE, is considered by analysts to be one of the most undervalued with significant potential. The European shopping centre group, which has a market capitalisation of nearly R79bn, listed on the JSE in September 2016 in a bid to extend its shareholder base.

"Today we announce another strong set of results, underpinned by record leasing activity and positive capital value growth right



across our business, which has been boosted by our high-growth markets in Ireland and premium outlets," said CEO David Atkins. "This performance is particularly pleasing in

the context of a more uncertain political and economic backdrop and structural shifts in the retail sector."

Hammerson is an owner, manager and developer of retail destinations in Europe. Its portfolio includes investments in 23 prime shopping centres in the UK, Ireland and France, 17 retail parks in the UK and 20 premium outlets across Europe. A capital return of 2.5 percent in Ireland and 6 percent in the company's premium outlets supported an overall return of 1.8 percent. Hammerson's share price has fallen 14 percent over the past year. But Anchor Stockbrokers head of research Craig Smith said its European malls were taking the strain off its UK malls. ●

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BALLY-RELIANCE BRANDS JOINT-VENTURE LAUNCHES ITS FIRST FLAGSHIP STORE IN INDIA

● The Swiss luxury brand, Bally has launched its first flagship store in India in a joint-venture partnership with Reliance Brands Limited. Situated within the New Delhi's renowned luxury shopping destination, DLF Emporio Mall, the newly opened store has been launched along with the brand's Autumn-Winter 2017 collection, including women's and men's shoes, accessories and leather goods. This season, the collection evokes the mood of a gentleman's club in 1970s New York City, which can be seen in the striking contrast of opulent evening dress and urban sportswear.

Commenting on the launch, CEO, Bally, Frederic de Narp said, "We are very excited about this joint venture. In collaboration with Reliance, we have identified a roadmap to develop the brand in proven retail locations in four key cities: New Delhi, Mumbai, Chennai, and Kolkata. Joining forces with a partner of this caliber makes us very confident that we can be relevant and successful in the market. Indian consumers are very discerning and have



Tang Yan Song / Shutterstock.com

an appreciation for quality and craftsmanship, the demands for which Bally is perfectly suited to meet."

"Bally triangulates rich heritage, Swiss quality, and a bold & confident aesthetic. All this, layered with a contemporary design ethos makes it a brand that our customers in India will be thrilled to experience. It is with great pride that we launch the new store of Bally and grow the world's second oldest luxury brand in India," added CEO of Reliance Brands Limited, Darshan Mehta. ●

AUSTRALIAN FOOD BRAND "PATISSEZ" SETS SHOP IN INDIA!



● Australia's trendiest Bistro, Patissez, has entered Indian market. The brand has formally joined hands with EljayInfraTech, the Master Franchise, to expand its freaky universe in the Indian subcontinent. Patissez is eyeing to satisfy foodies in Jaipur, Mumbai, Delhi, Hyderabad, Bengaluru and Chennai and other major cities of the country, in the months to come. Patissez has now set its sights on the dynamic, multi-cuisine capital of the world- India. Indian Connoisseurs can expect Freak Shakes like the Pretzella, Muddy Pat, Bano Freak, Fruity Freak and so on, as well as savoury items like Freak Burgers, and Freakfast.

"The transformation of the new age retail landscape in India with the F&B industry sharing a third of the expected growth rate of US\$ 1.3 trillion by 2020, has opened up a

plethora of opportunities in the F&B space. With hanging out in Café joints & Restobars becoming the latest trend amongst the younger masses, there has been a sudden surge in the F&B industry not only in metros, but in first & second tier cities across the country. This healthy trend has positioned the F&B industry as one of the most sought-after investment spaces today, and has inspired Eljay to take the Patissez plunge", says EljayInfraTech's partner and second generation entrepreneur, Shreyas Asthana.

Asthana also added "Eljay has been into food retailing for a decent number of years now. With the support of some internationally-acclaimed experienced hands in the F&B industry, we have taken a giant stride by bringing Patissez to India. Patissez has been the pioneer of the Freak Shakes. We are thrilled to be associated with the brand and are keen on covering the length and the breadth of the country very soon". "By the last quarter of 2018, Eljay aims to open Patissez outlets across major cities in the country". EljayInfraTech, being the Master Franchise is open to sub-franchisees who can be our trust points to establish Patissez's legacy in the subcontinent" says A.Amit, EljayInfraTech's. ●

SPAR HYPERMARKET LAUNCHES ITS 18TH STORE IN INDIA IN AN INNOVATIVE FORMAT

● SPAR Hypermarket India has inaugurated its 18th store in a new and an innovative format in Coimbatore at the Prozone Mall.

The Generation Next store will offer customers innovation-led experiential shopping backed by technology for the first time in India. The Coimbatore store spans across 30,000 sq.ft, offering personalized, localized and entertaining shopping experience evoking the spirit of shopping at the neighbourhood mom-and-pop store with a range of assortment, quality and value. All staff members of the store have been hired locally to offer a personalized shopping experience to its customers.

Commenting on the launch, Managing Director & CEO, SPAR Hypermarkets, Rajeev Krishnan said, "We understand that over the past 10 years, customers have evolved and so have their shopping aspirations. The larger and more



organized we grew, we were forgetting the basics of connecting one-on-one with our customers. It's time we innovate to create a store beyond transactional operations to creating customer experience that is shaped by both intelligent and emotional quotient (IQ & EQ). This second store in Coimbatore aims to offer an experience that each family member would look forward to shop." He added, "We believe in inclusive growth and growing the ecosystem as we grow, thus we have partnered with farmers, fishermen and SMEs in each region to build products from its inception the way customer wants it." ●

YWC FASHION LAUNCHES ITS FIRST STORE IN VARANASI



● YWC, the premium sports lifestyle brand by star Cricketer Yuvraj Singh, launched its very first brick-and-mortar stand-alone store at Varanasi on Tuesday. The store, spread across an area of 1350 sq. ft., located at JHV Mall, speaks of an ultra-modern appeal to itself, amidst the cultural capital of India.

"I whole-heartedly take pride in the fact that YWC is a homegrown Indian brand and what better way to celebrate our roots but to have our first offline store in Varanasi, one of the most iconic heritage cities of India. Varanasi being one of the oldest living cities in the world and having the symbol of being a World Heritage Site made it an ideal choice for me to represent YWC in a physical space with its roots planted firmly in social awareness. Through the small steps we take via our first store being located here, we aim to add to the upliftment of the city and celebrate our global culture," said cricketer Yuvraj Singh.

YWC will also be available through other multi-brand outlets in Varanasi, via a shop in shop format. In the online space, the brand is available on Myntra and Jabong besides its own portal – www.ywcfashion.com. The product pricing ranges between ₹699 to ₹4,999 and part of the proceeds go to Yuvraj Singh's foundation for cancer awareness – YouWeCan. ●

L'OPÉRA JOINS HANDS WITH PVR; OPENS OUTLET AT DIRECTOR'S CUT

● L'opéra, Delhi-NCR's finest, award-winning pâtisserie, has now joined hands with pvr, india's leading cineplex brand, to bring a new delightful experience, to one of delhi- ncr's landmark commercial destinations, Ambience Mall, Vasant Kunj.

Renowned for its unparalleled quality bakery and pastry products available throughout its 14 outlets, L'Opéra prides itself to share its French culinary roots with an ever-growing number of discerning patrons throughout the Delhi-NCR area.

Located at PVR Director's Cut on the 3rd floor, the elegantly designed L'Opéra Salon de Thé by PVR accommodates up to 20 guests, allowing them to enjoy the very best of French dessert culture



at PVR's luxury flagship, where patrons are already lavished with high-end specialty foods such as sushi and premium popcorns, that can be relished on premises at Simply Sushi or The Den, the members only lounge at Director's Cut, inside the auditoriums, or even as takeaway orders. ●

DESIGNER BHUMIKA GROVER LAUNCHES FLAGSHIP EPONYMOUS OUTLET IN MUMBAI

● Fashion designer Bhumika Grover's all set to launch her eponymous store – a house of leading designer wear known for its sophisticated and ethnic couture – in Mumbai. "I plan on expanding within India in key metro cities. I am also looking at franchisee channels along with large format stores, which are recognizing Indian designers and their works," Bhumika said.

"Apart from this, my retail expansion plan will also cover going to markets like UAE, London and New York where I have a good consumer base and a following which appreciates designer wear but with Indian sensibilities. This is all planned for the next five years," she added. Bhumika Grover has been designing "affordable luxury fashion" in both traditional and contemporary fabrics with exquisite hand embroidery and a splash of mirror work in her designs. Her cuts, stand out with vivid use of colors and the silhouettes are breezy and beautiful and edgy. ●

WONDERCHEF EXPANDS RETAIL PRESENCE; OPENS SIXTH EBO IN INDIA

● India's cookware brand for innovative and healthy cooking appliances – Wonderchef, promoted by Ravi Saxena and Celebrity Chef Sanjeev Kapoor, has launched its first Exclusive Brand Outlet (EBO) in Pune. The outlet is located at Pune's most premium Mall, Phoenix Marketcity, Viman Nagar. With this addition, now Wonderchef has now six exclusive outlets in the country besides its omnichannel presence across 5,000 retail outlets. Wonderchef, a Rs 200 crore company, offers a wide range of premium cookware and appliances across the country through its multi-channel sales (e-commerce, modern



trade, EBO, teleshopping, general trade outlets) and direct to home network (which engages more than 50,000 women).

On the launch occasion, Managing Director,

Wonderchef Home Appliances (P) Ltd, Ravi Saxena said, "Wonderchef has grown into a trusted and the most loved brand of non-stick cookware and healthy appliances in the country. Our clear focus is to strengthen this positioning. Everything we would do over the next three years would be in this direction till such time we are one of the top three players in kitchenware industry in India. As of now we have total 6 EBOs and we plan to open two more stores in Delhi and 1 in Bangalore by next month. Soon we are going to be present across Metros with partners who are passionate about cooking and want to be a part of the growing Wonderchef family." ●

PIZZA CAPERS FORAYS INTO INDIAN MARKET

● Australia's leading gourmet pizza kitchen, Pizza Capers, has announced plans to serve up its unique and high-quality pizzas and sides within the Indian market via a master franchise license in favour of local firm Krsna Foods (India) Pvt Limited. Pizza Capers is a pioneer in the gourmet pizza space, and in 2012, became part of the Retail Food Group Limited (RFG) stable of brands.

RFG Chief Executive – International, Mike Gilbert, noted that the grant of master franchise rights for India represented a watershed event for the brand that sets the platform for further international growth.

“Pizza Capers has enjoyed considerable success in the Australian market, and we are excited to be partnering with local experts who share our vision for introducing high quality gourmet pizzas to Indian consumers.”

RFG is confident its new Master Franchise Partner, who brings to the table extensive multi-unit QSR experience across India and the Pacific, especially within the pizza segment, together with a strong connection with the Franchise Association of India, is the ideal candidate to launch the Pizza Capers brand in the region. Gilbert noted that RFG was conscious to partner with a robust master



franchisee capable of applying sufficient resources, expertise and resolve to ensuring the successful entry of Pizza Capers into the Indian market. “Krsna

Foods (India) Pvt Limited satisfies each of these pre-requisites and we have every confidence of the Brand's success in the territory,” he said. ●

XIAOMI TO BRING ‘MI HOME’ IN DELHI-NCR TO BOOST OFFLINE SALES

● Aiming to ramp up its offline presence in the country, Chinese smartphone maker Xiaomi is all set to open its ‘Mi Home’ signature retail store in the Delhi-NCR region, a top company executive has said. Xiaomi opened two ‘Mi Homes’ in Bengaluru earlier this year. “Delhi-NCR will get its ‘Mi Home’ sometime very soon. Perhaps in next few weeks,” Vice President, Xiaomi and Managing Director, Xiaomi India, Manu Kumar Jain told IANS. “I cannot tell you the exact date as of now unless the store is completely set up,” Jain added. The brand is aiming to strengthen its base not only in metropolitan cities but also in Tier II and III cities and rural areas that have limited reach and less exposure to e-commerce sites. “We are making a significant progress in rural areas too. We are doing some pilot programmes in tier II and III cities and villages like taluka headquarters. We are working with retailers there in a very different and innovative way,” Jain said. ●



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BUENO PLANS TO OPEN 100 MORE OUTLETS AND EYES ON SECOND ROUND WITH \$15-20 MILLION

● Bueno (www.bueno.cafe), the premium Sandwich and bakery destination has launched 5 more outlets in Gurugram and Dwarka. This recent growth helps Bueno to take a leadership position in the Sandwiches space in India. With the recent funding, Bueno is going aggressive with its mega expansion spree both in the self-owned and franchisee space.

The modern concept of a sandwich using slices of bread can be traced to the 18th century. However, globally there hasn't been any brand that has focused on Sandwiches as a wholesome food unlike Pizzas and Burgers. Bueno, wants to capture the



same space and take leadership stance in growing this space. The initiative could be the 1st Indian Food Brands mega story for the west enabling the Make In India Initiative of Honorable Prime Minister Shri Narendra Modi.

Bueno with a mission to expand its base across Asia plans to open 100 new outlets in the next 1 year and is in talks with major VC firms to raise the next round between \$15-20 Million. Commenting on this development Rohan Arora,

Founder & CEO said “Sandwiches are an amazing market to tap as despite being a versatile meal, they are the least explored segment in the food space and we at Bueno are committed to take this story across the globe. With our freshly baked breads, a specialized chef team and the passion to serve the world, we are sure Bueno will be a saga that the world will remember.”

Bueno, which started 4 years back has seen ups and downs in the past but a firm belief of Team Bueno has gained enormous popularity in Gurugram in the last 1 year and from a single outlet it has grown to 6 outlet chain now. ●



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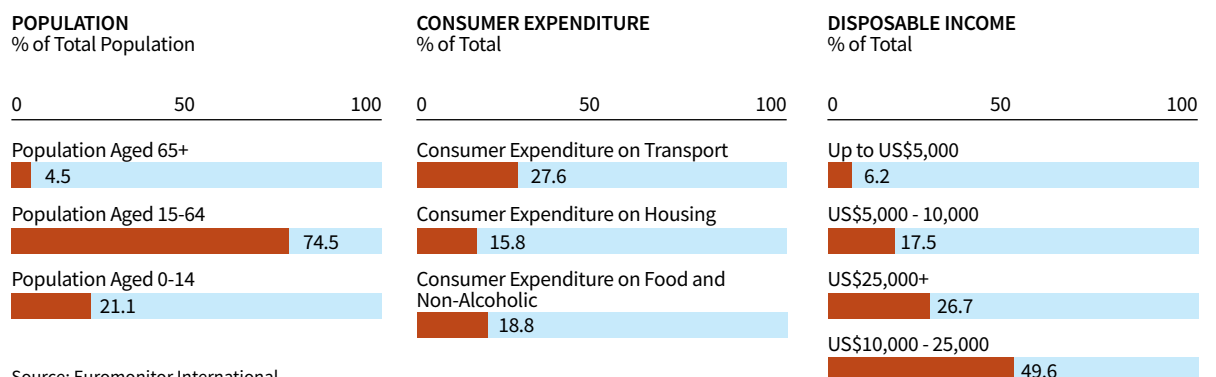
Delhi, an ultimate shopper's paradise

By **Shabori Das**,
Senior Research Analyst at
Euromonitor International

Due to the eclectic mix of consumers, cultures, and per capita incomes, Delhi's popularity as a shopping destination remains unparalleled. Delhi is a myriad of different cultures and hence the consumer mix, the shopping choices and destinations available in the city are also massive, which makes Delhi the perfect shopping destination. The city provides shopping opportunities to all consumer segments irrespective of age, gender, budget, preference of brand, and retail experience.

The city of Delhi continues to be enamoured with fashion and glamour. The people of the city are known for their flamboyant taste in food, clothing, colours and weddings. No wonder that the city continues to charm every shopper, be they domestic or international tourists. Delhi is located between two agricultural states, namely Haryana and Uttar Pradesh. Hence, the city is the only metropolitan in the geography with immigrants from all the nearby states. As a result of which, the city is a mixed bag of ethnicities and cultures, which is evident in the varied preferences in terms of product and price, among the consumers. Because of this varied consumer mix, the shopping choices and destinations available in the city are massive, which makes Delhi the perfect shopping destination. The city provides shopping opportunities to all consumer segments irrespective of age, gender, budget, preference of brand, and retail experience.

Delhi demographics and consumer expenditure variations



Source: Euromonitor International



side by side. When people think of Delhi, they generally think about shopping opportunities for clothes and fashion. The city is extremely fashion conscious, and looking good is almost mandatory. Shopping locales such as Connaught Place, Sarojini Nagar, Lajpat Nagar, Palika Bazaar, Karol Bagh, Janpath, Defence Colony, Khan Market and GK-M Block are amongst the most popular high street areas for clothes and fashion shopping. The per capita income varies strongly in the city, due to which the consumer base for luxury brands such as Louis Vuitton, Gucci, Prada and many others, co-exist with those who prefer mass and unbranded products. Preference is not only

known unorganised high street areas which have been around for decades. Similarly, there are lots of high street locations in the city, which are specific to products, such as Darya Ganj for books, Panchkuian Road for furniture, or Atta Chowk in Noida, where consumers can find products ranging from premium to mass. It is a common sight to see a hawker selling cosmetic jewellery or shoes, or other accessories, right outside a leading international brand outlet.

extends to all product categories. Shoppers in Delhi truly believe that as long as the product is value for the money they spend, the channel is immaterial. This also results in low loyalty towards any channel or brand in the city.

Despite high streets being the older channel, malls are equally popular in the city. The majority of the malls in Delhi have a range of brands covering mass to luxury. The coverage in terms of categories were primarily fashion, beauty, electronics, foodservice and other entertainment options, such as movies. Select Citywalk, Amibience, DLF Saket, and DLF

One of the most distinct qualities of the consumers in Delhi is that they do not discriminate

Consumer profile and Comparison of Delhi vs India in terms of income and expenditure

Due to the eclectic mix of consumers, cultures, and per capita incomes, Delhi's popularity as a shopping destination can be boiled down to three key parameters. Namely: the co-existence of traditional and modern; availability of choice for every occasion, and of course, the range of prices across all retail formats. The city has always been a shopper's paradise and it will continue to be so, considering the city loves to shop, and attracts consumers from across the country.

A city where traditional and modern fight head to head

Traditional and modern retail literally co-exist and flourish



limited to brands, it varies in terms of traditional and modern retailing as well. Consumers do not have loyalty to one over the other.

Apart from fashion and lifestyle, Delhi has a big retail scape for electronics and appliances, Nehru Place and Gaffar Market, are well-



against any channel or brand. For example, in Delhi it is common for a consumer who uses MAC Cosmetics, a premium brand, to also be using Blue Heaven, or VOV Cosmetics, both of which are mass brands and relatively cheaper. This is not limited only to beauty and personal care, it

Promenade are amongst the most frequented malls in the city. However, what is interesting is not the presence of both the channels, but the fact that these malls are frequented despite the availability of large traditional high streets. Consumers prefer one over the other purely based on the purpose

of shopping, which is decided generally by a combination of price, occasion and proximity to the retail location. One of the key reasons why traditional and high street shopping are popular in the city, is the wide array of options the city offers for occasions such as weddings.

Delhi, the most sought after city, for wedding shopping

Shopping for specific occasions is a common practice. However, Delhi is the shopping destination for the majority of the people in the country for weddings. The city is loud in its taste and colour preference, and celebrates festivals and weddings with enormous gusto! Wedding shopping catering to both men and women, covering price points ranging between mass and luxury, having multiple choices for each price band, make Delhi the ultimate shopping destination for weddings.

Interestingly, consumers are not always equipped to buy or spend lavishly, however, they would like to present themselves as affluent. This kind of need for

com, <http://www.swishlist.in>, and <https://www.stage3.co/> from which consumers can rent bridal wear for both men and women. Designer apparel brands, such as Sabyasachi Mukherjee, Manish Malhotra, Anamika Khanna, Rina Dhaka and many others are available for rent. One of the key reasons for this channel flourishing in the city, is the aspirational consumer behaviour.

Along the same lines, when it comes to weddings, Delhi weddings in short are grand.



aspirational living, leads retailers to find unique ways and channels to cater to the Delhi consumer. Retailers are reinventing the shopping experience to cater to the demanding consumers. Delhi has online retailers such as <http://www.lehengaonrent.com>

Indian weddings are always a lavish affair, however, for Delhi, since the city already loves to dress up and be glamorous, weddings are a time, when everybody goes all out. High street shopping areas of the city, namely Chandni Chowk, Karol

Bagh, and Lajpat Nagar are known across the country for their wedding shopping offerings. The Indian film industry often uses Chandni Chowk to show wedding preparations. The high street is almost synonymous with weddings in India. Wedding shopping and retail is monumental to the retail scape of the city, to a point, where there are events organised to exhibit the new and upcoming trends for weddings and fashion for weddings in the city. These events also include cosmetics and makeup artists.

Price is never an issue while shopping in Delhi

One of the most interesting factors which makes Delhi a shopper's delight is the availability of products at various price points; spanning mass, masstige, premium and luxury. Furthermore, this is not limited only to Indian/

ethnic wear, which is present across all forms of retail, whether it for lifestyle and fashion, but extends to accessories, electronics, appliances, and jewellery. The city offers both organised and unorganised retailers. Generally, the price points by the unorganised retailers are lower than organised, however, since these fragmented retailers have been around for decades, consumers had complete faith in the quality of their products, and prefer the fact that they are priced lower. The unorganised retail sector of the city, like the majority of the country, forms the larger section of retail channels. These unorganised retail markets are so popular, that Sarojini Nagar, a leading unorganised shopping high street in the city, known for its fashionable yet extremely affordable pricing, was recently used as the brand name for an online store, Online Sarojini Nagar. The idea behind this online store is to provide fashionable and affordable clothing, accessories, and footwear to consumers staying outside of Delhi as well, especially in tier II and III cities.

Shopping in Delhi has its own charm. One can enjoy the lavishness of premium brands and retail outlets, to the small joys of bargaining and negotiating with an unorganised retailer. With a varied mix of cultures, preference, incomes, and retail channels, Delhi is and will continue to provide the most satisfying shopping experience, irrespective of the occasion, for all. ●●



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

By Charu Lamba

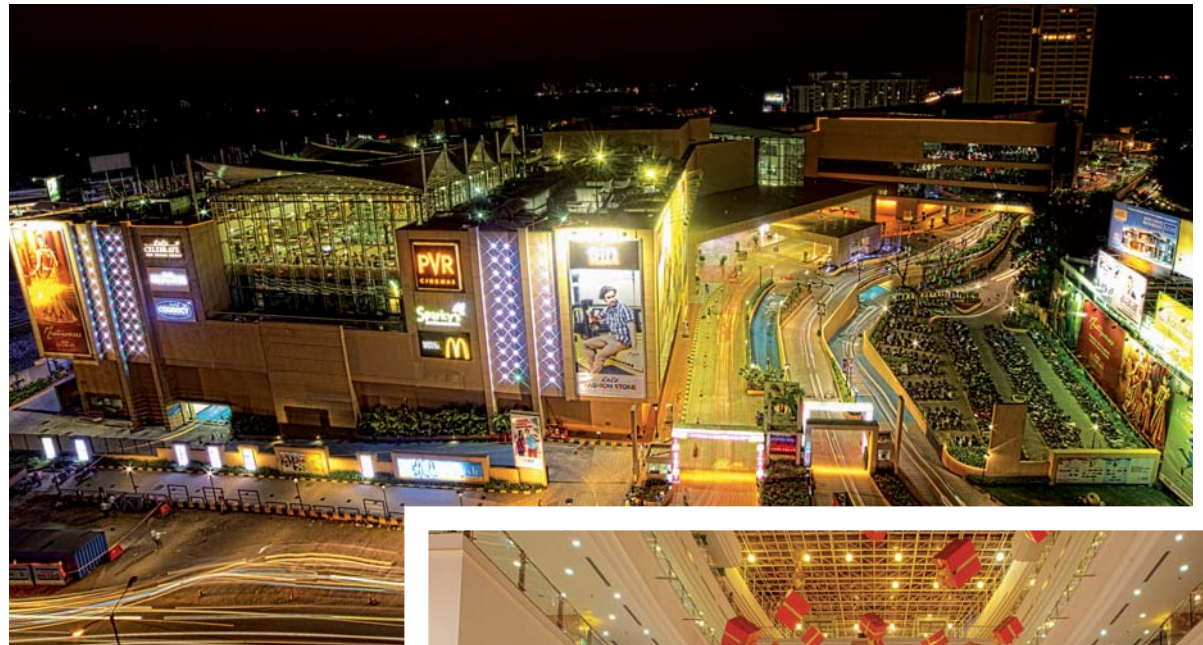
United Arab Emirates-based LuLu Group, known for running a retail chain of over 120 hypermarkets in the middle East, is planning to expand rapidly in India. And to expedite the process, the brand is using technology in its best form.



Shibu Philips, Business Head, Lulu Mall

The group is planning on invest Rs 2,000 crore in the development of the Thiruvananthapuram mall. Explaining this, Business Head, Lulu Mall, Shibu Philips told Indiaretailing at India Shopping Centre Forum 2017, "We are using new technology to pre-cast the buildings of our new mall. This will help hasten the process of constructing the mall. By using this technology, we expect our mall to be ready in 24 months straight."

He further added, "Apart from this, with respect to loyalty, we are using technologies like geo-fencing, beacon technology and ANPR (Automatic Number Plate Recognition). We identify our customer the moment he/ she enters the mall as this technology



helps in recognising number plates of cars and keeping track of customers. Presently, we have loyalty details of 1.5 lakh customers and we know what they shop for in our mall at the micro-level. Now, we have started interacting with them and ensuring that they get all timely information about our mall."

LuLu Group has already one operational mall in India and it is working on numerous projects to expand its presence. Elaborating on the same, Philips revealed, "We already have one operational mall in Kochi. A second shopping centre in Kerala – a smaller mall – will be operational by January 2018. Our pet project, however, is our third one in Thiruvananthapuram. This will be a shopping mall complete with a 2,000-seat conventional centre and a hotel. This is already under construction and will be operational by June 2019."

The group is planning on invest ₹2,000 crore in the development



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

The mall will house the Lulu hypermarket as the anchor store and will house some of the best brands in the world in fashion, cosmetics, home furnishing, jewellery. Other attractions include a food court with a capacity for 3,500 guests – the largest in India – restaurants, coffee shops and a nine-screen multiplex.

The mall, designed by UK-based

Design International consultants, will have parking space for up to 3,000 cars with easy access from all main roads and will adopt the latest traffic management systems. Lulu Mall has a built up area of more than 2 million sq.ft. in four floors along with a hotel and convention center.

"We have also acquired land for a mall in Lucknow. The drawings have already been sanctioned by the concerned authorities and we should start construction in the next two months. We are also going to set up shopping malls in Bengaluru and Vishakhapatnam as well," Philips concluded. ●●

expertise shows



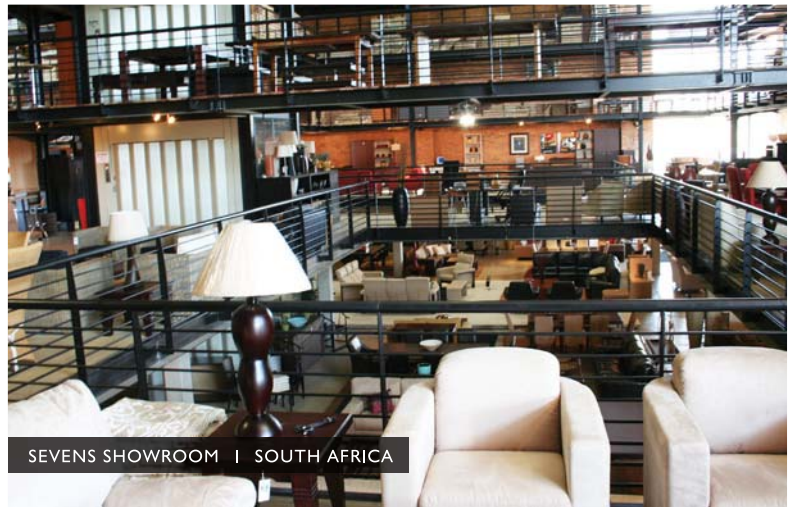
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Bin Those Banners and Standees: It's Time to go Digital

By Zainab S Kazi

Digital. That's the word that has quietly and sure-footedly crept into our lives. Everything around us is 'digital'. The speedometer in our car, the weighing scale and even the wall clock! Digitization is taking over everything that's traditional in life and that applies to in-mall advertising and signages as well. India may be a late entrant to this new technology and not many malls have adopted digitization, but we are slowly but surely getting there. Shopping Centre News spoke with mall developers who have adopted digital signages and found out what their experiences have been so far.

Puneet Varma, Associate Vice President, Marketing & Corporate Communications,

Inorbit Malls sets the context of the story, saying, "The ongoing digitization has changed the retail scenario in the country. The digital trend that has seeped in malls and retail stores is enhancing the

consumer's shopping experience with LED displays, touch-enabled information display systems and services like digital shopping assistant and the magic mirror."

The Game Changer

Standees around the mall are a common sight when there is an announcement to be made and so are those drop-down banners from

the rooftop of the mall in bright bold colors conveying the opening of a new store or an offer to tempt in the shopper. But the world is becoming a screen addict and it is only natural that malls pull up their socks and take note of this.

Anything that is on the screen is what goes into the mind. So, a huge screen with moving images and content to convey the message is going to generate a better response than the traditional

fact that there are multiple entry points from the parking lot to the floor the shopper wants to go to, it is only natural that there be a navigation kiosk on each floor rather than having one just on the ground floor.

Accentuating the need for digital signages at malls, Gaurang Agrawal, Chief Executive Officer, West Pioneer Properties (India) Pvt. Ltd. says, "Today, customers need crisp and simplified messages conveyed through attractive, inviting and entertaining signages. The Augmented Reality, enhanced interactivity and video content has the potential to enhance the retail customer experience."

Talking about his favorites, he says, "The display and informative signage at international airports like Singapore, Dubai and Heathrow are really visually appealing." Meanwhile, Pacific Mall, too takes pride in being a totally standee-free mall. Abhishek Bansal,

Executive Director of Pacific India Group states, "We have invested in Vertical Digital LED screens for promotions to discourage the use of roll-up standees or easel stands. We encourage existing and new



Sorbis / Shutterstock.com

mean. Navigation kiosks add to the amusement within the mall as much as they help the shopper know the location of his favorite store / coffee shop.

In fact, keeping in the mind the gigantic size of malls that are in existence today and the very

brands to bring in interactive digital signage systems for their stores to make them look more advanced and next gen."

He adds, "We are now a completely standee free mall and we do not put up any standees in our common areas. The vertical

LED screens placed at prominent locations are used for promotions. These have store directory as well as schemes and loyalty programs info for customer for easy reference. Being an LED screen, it has the flexibility to run mini-advertisements for brands and products. A lot of our stores have digital screens installed on the store front façade and within prominent areas of their store highlighting the latest offerings of the store. Our Pacific logo installed on the mall fascia is a multi-coloured one that remains black during the day time and turns white at night."

Mumbai's Infiniti Mall is perhaps one of the most successful malls in the city. At any given day, the mall remains abuzz with shoppers. It is only natural for the mall to keep up with the changing dynamics and offer what their shoppers want.

Mukesh Kumar, Sr. VP, Infiniti Mall states, "We have changed all our signages from sun board displays to reflective electronic digital signages. We are also in the process of developing an app to help visitors navigate in the mall."

Elaborating on the systems in place, he adds, "We have four signages on each floor of the mall besides interactive kiosks. An interactive kiosk helps customers access the required information. Customers can view floor maps on interactive kiosks apart from the location map of stores. It is an excellent information point (for promotions, sales, campaigns)."

The in-house engineering/marketing and operations team at Infiniti manages the digital signage system operational at their malls.

Digital signages across DLF malls have been installed since their inception and that is indeed commendable. Pushpa Bector, Executive Vice President & Head – DLF Shopping Malls says, "DLF Promenade, started with big screens seven years ago in the hub. In due course, we introduced LED panels and screens, which add to the beauty of the mall and keep the mall ahead of the times.

Each mall also has digital mall directories. We make it easy for a customer to find what they are looking for. Across our properties, we work with agencies and service providers from India itself."

Bector is of the opinion that internationally, malls have embraced technology fairly quickly and at DLF they are looking to do the same in India. She says, "We are not that far behind, but need to ensure we constantly innovate and see what's working internationally and how we can get it here."

At DLF Promenade, the big screen in the hub showcases cricket and football matches to capture consumer attention. They also make it a point to display content from fashion events.

Delhi's Ambience Mall is

DLF Shopping Malls Have a Variety of Digital Signage Systems Across Its Malls -

- Digital Video Walls across the mall for advertising that are used in conjunction with BTL promotions and act as the perfect platform to launch and promote the retail offering digitally, along with the on-ground activations.
- Introduction of online BTL Booking portal -Specifically DLF Mall of India offers a path breaking initiative where a brand can book, block, auction, receive invoices, make online payments and acquire gate passes for BTL activations and hiring space.
- Digital directories and mall navigations that have been designed keeping international best practices in mind
- Smart Mobile app with an integrated navigation system that act as the digital concierge for the consumers

a perfect example of how digital signage can enliven the environment. The mall has effectively made use of digitization across the mall to convey their message to the shoppers with regards to either brand promotions, offers, new launches, events and activities etc.

Benu Sehgal, Head of Retail & Marketing for Ambience Malls



says, "Initially, the presence of digital signage was very limited in the mall in the form of television screens and panels but the dedicated installation of digital signages and updating it with the latest technology has helped us to create the best in best visual experience for our customers. The display technology in India has evolved to new levels and with our 4k LED display we have been able to create immersive Augmented Reality experiences and much more. It has definitely evolved from television panels to 4K touch screens now. Ambience Malls have tied up with LG and HSad for their signage system." On the system operational

signages to guide customers along with mall directories placed in lifts, parking lots and entry points. Major anchors have incorporated innovative signages to attract and invite the prospects about their brands, ongoing marketing campaigns / offers."

He adds, "We are in the process of revamping the mall and we will be partnering with a reputed agency for the digital signage requirement. The digital signage system will be incorporated extensively and in line with trending concepts."

Retail Rendezvous

Retail brands have been making use of screens within their stores since quite some time now. It isn't

Digital Signages at Ambience Mall

LG OLED 4K screen is a 3-tier screen consisting of Concave, Convex panels, first in India is the latest Digital Signage installed in Ambience Mall, Gurugram which is taking the visual experience to next level. With the resolution of 15360 X 6480, it is catching everyone's attention and becoming the talk of the town. It is custom made with flexible 70 curved LG OLED panels. The OLED panels have organic, self-lighting pixels with visibility and image quality regardless of the viewing angles.

360 Digital Screen by FUTEK Future Technologies, placed at Mango Atrium with the Resolution: 1080 x 832 Pixel. Digital Signage has the high recall rate, they are more powerful, dynamic, exciting and eye-catching. These two are the first of its kind installed in India for the first time and creating a revolution in Digital Signage.

The types of other signage installed at the mall are: Mall Directory Screens which are interactive, user-friendly, various other standing LED screens at the mall, 3x7.5 meter LED installed at Reliance atrium at Gate no 4.

at the Metro Junction Mall, Agarwal says, "The mall has been successfully operational for nine years now, with a significant year on year center sales growth. We had started off with regular signages and evolved along with time to back-lit, trans-lit and front-lit signages across the mall. We have continuously focused on providing information / directional

uncommon to see brands having their collection being displayed on huge screen within their stores but with digitization in malls, brands can use the malls digital screens to run promotions and advertisements more efficiently.

Agarwal shares "Through a stylized experience, retailers can unify their images, signs, and logos with information on digital kiosks

to create greater impact and more engagement with the viewer's experience. This also allows retailers to use their logos as a reference that will help consumers find what they are looking for thus bringing the experience to a full circle, while reinforcing brand awareness and loyalty."

But then this has to be done in

Additionally, they also avail the mall digital screens to showcase their brand videos/advertisements to maximize impact. The brands are just as digitally smart as us. At our malls, most brands introduced their latest fit-out look and feel married with digital catalogue interfaces."

Sehgal talks about the rapport with retailers, "We have always

Combating Challenges

On the challenges that need to be tackled, Agrawal talks about the need to constantly have content that engages the customer. He says, "We have to continuously and proactively evolve ourselves with dynamic customer expectations."

Highlighting a challenge that would perhaps take time to be resolved, Bector states, "A lot of the content on these screens comes from brands present at the malls. The challenge is the timely content updation as these videos come from their global head offices. Additionally, we are constantly changing the content of the mall events so that customers are aware of what's happening and what's going to happen."

For Sehgal, the challenge is to fine tune the content as per the system in place. She says, "4K content is tough to find as of now and people are slowly transitioning towards it. New tech means new challenges for even better content. Challenges are always a part of any planning and execution. We keep on experimenting with the content for using brand promotions, mall updates, services or celebrations. LG and HSad also help us by providing us the regular content to build different visual experience."

Navigation

When the navigation kiosks were introduced at a few malls, it was a happy sight to see kids flocking to them to just have a touch and feel experience of the screen put up within their reach. As for the adult shoppers, the navigation kiosks have not been able to catch their fancy as yet though we are sure to see a change here with the sizes of malls increasing by the day.

Agrawal says, "Today customers want more interactivity so navigation kiosks play an important role. We are looking at completely revamping our navigation kiosks in line with latest upcoming trends in the industry."

Bector talks about the use of digital directories at their malls saying, "At all DLF premium malls, customers rely extensively on the digital directories, as the malls are spread over a vast area. Customers love this service, which also helps them to share positive and constructive feedback with the mall management."

On their maintenance bit, Bector adds, "Kiosks are fairly low maintenance. There are multiple guards within the mall who undertake periodic rounds during the day to ascertain the appropriate functioning of kiosks and other activities, hence individual guards are not required for every kiosk. The kind of system installed in our mall allows software details to be updated remotely."

Sehgal talks about the challenge faced in maintaining the kiosks, saying, "Digital kiosk works on the internet, connectivity can become an issue sometimes but there is nothing which cannot be taken care of. New technology always comes with its own set of challenges and limitations. These screens are hard to maintain as there can be an issue of external elements entering the screen and causing a problem. However, people are well versed with touch screen systems and they do take care of new technology when they see it."

Digital signages have offered malls in India a new medium to engage, entertain and even earn. The very fact that digitization is just a transfer of a file from one end to the other saves on time for the retail industry. It's easier than getting that banners / standee in place. And it's not just saving of time and resources. One also saves on binning an entire standee or creative over one tiny typo. Meanwhile, when it comes to digital signages and screens, correction is not a task as such.

A lot of malls we spoke with haven't adopted digitization of their signages and screens but they assured us that they are moving with the times, ready to make the leap into a new technologically enhanced world. ●●



synch with the design story being followed by the mall to ensure the content / communication isn't out of place. Agrawal adds, "In order to maintain a synergy of a standardized communication format across the mall, we have design guidelines for all retailers and the signage system is approved by the mall management."

At Infiniti, retailers benefit from interactive kiosk placed at the mall. Kumar shares, "We have an 'offer' tab on our kiosk. Retailers can display 'offers' on the kiosk. Retailers have their signage in place, they have to follow the guidelines set by mall operations team. Signages should be of a specific size and should also follow certain material guidelines."

Elaborating on the response and pro-activeness from retailers in the use of digital signage, Bector says, "Retailers have embraced the concept of digital signage and modify it as per the need of the hour from customer's point of view. Some retailers have digital screens within their store space or on the façade and the content displayed is largely on their discretion."

believed in working with our retailers closely and brand promotions have always been a part of it. We are flexible as the needs of every retailer are different and we try to offer them tailor made solutions. Digital signage, in the end, is installed for user experience but it definitely helps businesses and brands to bring their marketing campaigns to life using motion graphics."

"Retailers are very excited about new technology being brought in. They are supportive of our endeavors and help us in providing content that does justice to the displays," she adds.

Innovations By Infiniti Mall To Make Digital Signages Interesting & Engaging:

- 1) The interactive kiosk is not only an option for checking stores or the directions but the shopper can also check offers, promotions and events at the mall
- 2) The direction signage's are made of reflective material which even work in dark
- 3) Use of LED in signages

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A Midsummer Night's Sale:

3.5 hours, 100 brands on a midnight sale at Quest Mall, Kolkata

Quest Mall reprised its flagship event, Midnight Summers at Quest, on June 17, 2017, leading up to the summer solstice. Mall patrons were offered unbelievable deals between 10.30 P.M. to 2.00 A.M. Sanjeev Mehra, VP, Quest Properties India Limited, shed light on this annual activity in an exclusive interaction with Shopping Centre News.



Differentiating Factor of Midnight Sale at Quest (MSQ)

For shoppers – MSQ offers unusual experiences. It is the biggest shopping festival along with being a celebration of the summer solstice, of which every person in Calcutta, wants to be a part of.

Apart from the sale, festive activities like a countdown timer, 20 feet inflated balloons and fire-works at the commencement incite excitement among consumers. Shopping at midnight on the longest 'shopping' day of the year in itself is a differentiator, with the stores being mobbed by

HIGHLIGHTS OF MSQ

- Sale of more than Rs 7 Crore
- More than 22 brands crossed the Rs 1 million barrier
- Footfall of more than 2 lakh patrons
- Facebook getting viral with more than 3 lakh posts reached

RECENT ADDITIONS IN MALL

- Haagen Dazs,
- UCB Kids,
- Aeropostale
- Ipanema
- Dune London
- Keventers
- Mama Mia
- Kulfiano

long queues. MSQ is a precursor to the EOSS sale wherein all the brands are the part of the sale.

MSQ as an Annual Property

We will not like to dilute the concept of the midnight sale by doing it more than once in a year. At the most, we will consider conducting a 'luxury' special midnight sale, which we had held for the first time in the month of December, in 2016, post demonetization, which had affected the sale of luxury brands the most. We made around Rs 3 crore in sales with only luxury brands being the part of this event.

USP of the MSQ

USP of our event is operational arrangement for flawless execution.

- Special arrangements are made for traffic management in collaboration with the Traffic Police
- Special arrangements are also made for safety of the consumers and the mall with Fire Engine/ Ambulance/ Police present on the spot

All our categories were on discount except some wristwatch and cosmetic brands.

Out of 100 participants, over 63 brands were on up to 50 percent and above discounts, and 32 brands were giving flat discounts.

On the basis of previous editions of MSQ, we keep the retailers informed well in advance so that they can make necessary arrangements at the store level to handle the footfall. We ensure them of the marketing of the event in the best possible manner at our end.

MSQ 2018

We are looking forward to hitting the Rs 10 crore figure for MSQ 2018. ●●

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INFINITI MALL TO GO OMNICHANNEL, PROVIDE CLICK-AND-COLLECT FACILITY TO SHOPPER

By Charu Lamba

Omnichannel trends have become the 'burning platform' for the retail industry as it provides consumers the convenience and ease of purchase. Be it retailer or even shopping malls, no one is leaving any stone unturned to leverage the power of digital. And the new name of this ever-expanding list is Infiniti Mall.

In an exclusive interview, Sr. VP, Infiniti Malls, Mukesh Kumar said, "We are also trying to develop an Omnichannel platform for our mall. Ours will be a little bit different as we will be providing the facility of 'click-and-collect'. The customer will be able to block the product online for 24-hours, and within these 24-hours, the customers can come, pay, immediately pick up the product and go. We won't be providing the facility of paying online or home delivery. And it should be operational in six months' time."



Apart from this, Kumar revealed that the mall is also planning to invest heavily in technology as technology is shaping the future of retail.

"As far as technological developments are concerned, we are looking at loyalty program. We are planning to invest heavily on the loyalty. We are developing a loyalty app. So, whenever a customer shops in the mall, it will help them earn points then and there," said Kumar.

According to Kumar, the mall

- which has devoted 70 per cent to fashion, 15 per cent to food and entertainment and rest 15 per cent to home, electronics, footwear and activewear - has no plans to bring on board any new brands as there is no space in the malls currently.

"Lower ground is dedicated to mostly services and electronics and hypermarket plus couple of value brands and home decor. Ground floor is all about unisex and international brands. There are some innerwear brands as well. First floor we have couple of men plus anchors, second floor is all about active wear and ethnic wear and some value brands and third floor is for entertainment food and theatre," revealed Kumar.

He further added, "Fashion (unisex and womenwear) and food are the two top performing categories of the mall. But, now FECs and food are becoming anchors that attract the customers to the mall. So slowly malls are giving more space to these two categories." ●●



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OMNICHANNEL RETAIL:

The Game Changer for Shopping Centres

By Shubhra Saini

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.

Today's shopper, crunched for time, is keen to find a seamless link between shop and home, and the penetration of the Internet and widespread usage of smartphones has helped blur the lines between physical and online retail with 'showrooming' – consumers visiting stores to try products before purchasing online. The world of retail is adopting technology faster than ever before in a bid to provide convenience, technology which consumers are welcoming with open arms.

While this acceptance of the digital age has put e-retailers in direct competition with their physical counterparts, it has provided a gap for mall developers to play a positive role and help bridge the divide between online and offline commerce.

Mall developers spoke to Shopping Centre News, explaining how they are plugging their Omnichannel strategies in order to shape a better integrated retail ecosystem.

Why Malls Are Going Omnichannel:

In today's market, it is very essential to harmonize attention across all channels. It is also crucial to offer superior services to consumers, give them memorable and sharable experiences. The Omnichannel approach not only gives the consumer an option to venture out to shop at the store but also gives him the convenience to shop anytime, from anywhere.

Puneet Varma, Associate Vice President, Marketing, and Corporate Communications, Inorbit Malls, says, "Inorbit has always worked towards offering customers a great shopping experience. With consumers getting more digitally active, we wanted to give them the Inorbit experience at their fingertips. We are the first mall to introduce the shop online feature through our website and Inorbit app. With this feature customers can not only browse through latest collection but also can reserve products and pick them up whenever they visit the mall. Alternatively, the mall can also deliver the product to the consumer's choice of location. This feature is presently available in Mumbai for our Malad and Vashi malls. It is too early to comment on the success ratio as the feature is relatively new. However, we are already seeing consumers experiencing the shop online feature."

The future of retail is Omnichannel. This trend towards an Omnichannel strategy will enable retailers to re-think their business strategy in order to tap the best of both worlds and maximise on footfalls. The key to creating an effective Omnichannel strategy is understanding how your customers interact with your brand at each step of the customer journey. Do they research online and buy in store? Do they test products in the store, pull up their phone to look for coupons, and then decide whether to purchase now or later based on price changes? Do customers



spend a lot of time on social media getting the opinions of their peers prior to or during shopping?

Establishing a plan for collecting and analyzing relevant data is one of the first steps to creating a fluid Omnichannel strategy.

Putting things in context, Abhishek Bansal, Executive Director, Pacific India Group says, "As the popularity of online shopping has grown over the past decade, e-commerce has become more than just a buzzword for progressive retailers. It's a viable addition to the traditional brick-and-mortar setup. Whereas it was something unique and innovative for a physical retailer to have an online presence a few years ago, it's now highly unusual for a major retailer not to have an internet storefront. In order to be competitive in 2017, retailers have to think seriously about Omnichannel strategies that bridge the divide between in-store and online commerce."

He further adds, "Over the years, customer preferences have undergone a metamorphosis, influenced by a global influx of brands, growing economy, increase in customer spending and demand for the latest trends in fashion, fitness, dining and lifestyle. Pacific Mall, is one of the most popular and preferred complete family entertainment and lifestyle destination in Delhi NCR today. Over the years Pacific Mall has become synonymous with entertainment, fine dining and the latest collection of brands and trends in fashion and lifestyle. We have increased our focus on

In order to be competitive in 2017, retailers have to think seriously about Omnichannel strategies that bridge the divide between in-store and online commerce.

creating niche campaigns and events for our customers based on their feedback and preferences."

According to Nishank Joshi, CMO, Nexus Mall, going Omnichannel is the next progressive step for shopping centres. "Omnichannel retailing is a market reality and it has to be embraced but I feel that Indian customers take time to get accustomed something new and they will take time – maybe two or three years – to get used to Omnichannel retailing and

for it to reach its optimum level. Malls, with the help of available technology, will play an active role in bridging the divide between offline and online retailing. We need to take Omnichannelisation and digitisation seriously in order to stay relevant to our patrons."

Benu Sehgal, Head – Retail and Marketing, Ambience Mall, says, "Technology is taking over everything. Retailers and malls have to embrace Omnichannel. Alone physical retail formats can survive but e-commerce just can't survive on its own. These two are offshoots of retail and their marriage is very necessary for a retail to grow in holistic way. But despite this, it's a lucrative proposition. Malls need to tread on this path very carefully, they should weigh everything – especially a revenue share model with their tenants – before jumping on the Omnichannel bandwagon."

Sehgal, further adds, "Technology is the trend that is going to shape the future of shopping malls. We should be thankful to technology and not threatened by it because even in developed countries, e-commerce has not gone beyond capturing 15-18 per cent of the market. The remaining 85 per cent still go to brick-and-mortar stores. The 15 per cent market share which e-commerce has captured has helped retail in the sense that it has taken brands to the



remotest of the villages. So, in a way, e-commerce is creating awareness and generating more customers for brick-and-mortar.”

Pushpa Bector, Executive Vice President and Head – DLF Premium Malls, also says, “We are aware of the strength of Omnichannel experience for the clients and consumers and we are working towards achieving this for all our malls.”

Adds Anupam T, Vice President, Oberoi Mall, “We are currently evaluating and exploring the Omnichannel route. We hope to move on this very soon.”

Turning The Game On Its Head

- In the same way that malls help retailers to sell their products in their respective malls, they can also facilitate their tenants in selling goods online as well. E-commerce-inspired shopping centre websites allow shoppers to browse for goods and locate them in the shopping centre or buy them directly from retailers’ own online stores.
- Dressed as smart shopping companions for customers, mobile apps and loyalty programmes can help



landlords truly understand their customers. Think about the wealth of data you have when app users share their out-of-mall location through GPS, a customer’s in-centre journey using indoor wayfinding, his purchasing history through points gathering and redemption systems and his favourite stores and products through mobile search functionalities.

- Having a well performing website is the best lure for attracting new online-minded retailers that may eventually open a shop in your mall. Increasing web traffic is critical to securing your place in Google ranking (your online real estate) and for monetising on website through affiliate marketing, advertising or direct sales. Instead of covering information, offers and events for your mall only, think of reporting additional topics relevant to customers in your catchment area. This influences your short-term website performance as well as your strategic position in the long run.
- Instead of bringing the mall online, why not bring online into the mall. Solutions such as pick up & return points, virtual dressing rooms or digital inspiration corridors are based on online retail platforms, but drive traffic to the mall. A typical pick up point drives footfall through online purchases not just from retailers in the centre, but also from those not in the centre.

Talking about how Omnichannel strategies will be the next game changer for shopping centre sector, Derick Michael, COO, Amanora Mall, says, “Shopping centres are undergoing a major evolution at the moment. Yes, e-commerce offers a sense of ease when it comes to shopping, however malls offer an experiential element to retail which is hard to replicate in the digital world. There is such a massive amount of content dumped on the customers with online offers, discounts, festive sales that the customer ends up spending a considerable time just sifting through the information in search of the desired product. You may have noticed several prominent e-commerce brands moving to a retail place to develop a physical connect with the customer, which will never lose importance. Omnichannel strategies are therefore of extreme importance and over time, both (retail & e-tail) will learn to co-exist as they are independent on each other.”

The Challenges Involved:

Nishank from Nexus mall, says, “For adopting an Omnichannel strategy there are lot of strategies that need to be implemented. Systems need to be in place as the logistics and delivery processes are an integral part of Omnichannel retailing. If your systems are not in order then chances of pilferage are very high. Also, the inventory turnover rate needs to be paced up by retailers

CASE STUDY

Westfield Searchable Mall:

Boosting offline sales by upping the online game

After a bumpy entrance to online retail in which the shopping centre chain attempted to own online transactions, Westfield has turned itself around to settle in its place as an aggregator and supporter of its retail brands.

The Westfield Searchable Mall is a world-leading website concept that focuses on engaging customers at the discover and find stages of the shopper journey, encouraging visitation leading to offline sales. The website combines social media-like browsing functionality and curated content with practical and timely information to bridge the gap between online and in-store shopping experiences.

What some Indian malls are doing in Omnichannel domain

- “Inorbit mall has introduced the shop online feature through its website and the Inorbit app. With this feature customers can not only browse through latest collections but also can reserve products and pick them up whenever they visit the mall. Alternatively, the mall can also deliver the product to the consumer at the doorstep. This feature is presently available in Mumbai for Malad and Vashi malls. It is too early to comment on the success ratio as the feature is relatively new. However, we are already seeing consumers experiencing the shop online feature,” says Puneet Varma.
- “Amanora mall is setting out on a digital transformation program, where we want to incentivise our loyal customers with benefits (offers, deals) of available brands within the mall. We have recently launched our Loyalty Program which comes with an app, microsite and the works which simply rewards people for shopping with us. Over time, we will expand the scope to include product reservations, browsing of product catalogues and offering interest/previous shopping history based deals or discounts. There is a massive amount of work that needs to go in and this will be possible hand in hand with our retail partners,” says Derick Michael.
- “We are in the process of developing an Omnichannel platform for our mall. Ours will be a little bit different as we will be providing the facility of ‘click-and-collect’. The customer will be able to block the product online for 24-hours, and within these 24-hours, the customers can come, pay, immediately pick up the product and go. We won’t be providing the facility of paying online or home delivery for the time being. This feature should be operational in another six months’ time,” says Mukesh Kumar, Senior Vice President, Infiniti Malls.

and the right forecasting for the right kind of SKUs is imperative. Cross-checking that the right delivery has been done and accurate information of backend needs to be there. Again, malls will be working on a revenue share model with tenants, so that is something that needs to be well organized before a mall decides to go Omnichannel.”

Varma from Inorbit malls, says, “It is quite challenging to bring in a new system into an organization. While the brick-and-mortar approach is in place, incorporating an online approach that works seamlessly with offline channel has a lot of technical challenges.

offer contextual messaging and personalized experience. This siloed and non-integrated customer data is resulting in multiple copies of customer profiles, limiting understanding of customer behaviour, purchase patterns and uneven customer experience. Legacy IT systems make it significantly challenging and complex to manage inventories across channels. Lack of clear visibility in inventory causes reduced accuracy, frequent out-of-stock scenarios in one channel and surplus inventory in another channel, resulting in reduced sales and increased costs. These challenges

independently for e-commerce and store channels in an organization. This not only limits collaboration, but also makes it difficult to enable process innovation which is a must for adopting Omnichannel strategy.”

Data Gathering Easier with an Omnichannel Strategy:

According to Benu Sehgal, in today’s age day and it is necessary to be technology savvy and all decisions should be taken on the basis of available data.

She explains: “Based on data, we should see where consumers are going after watching a movie – are they going to the food court, do they prefer fine-dining or casual dining? So, all this information has to be collated and those informative decisions have to be taken and lease period for the brands need to be decided accordingly.”

Reaffirming Sehgal’s point of view, Varma says, “The biggest advantage of going Omnichannel is data gathering, mining and analytics. With these tools in hand, managerial decision making in areas like leasing, operations and marketing becomes sharper and helps boost overall productivity.”

Indian retailers have come to realize that only by implementing Omnichannel strategies they can fully reap the potentiality of modern retail. Thus, even big retail brands such as GAP, Vero Moda, Woodland, Only, Shoppers Stop, Jack & Jones, and Bestseller are diversifying their business and taking measures to integrate order management and inventory management to provide customers with an unparalleled Omnichannel shopping experience.”

Omnichannel creates opportunities to reach out to a wider audience that ultimately drives sales. It adds on to the total profitability in long run not only in terms of revenue but also brand equity and trust.

Varmasays, “A successful Omnichannel works well if you have an efficient and experienced team. Imparting training to the team across channels is very crucial. Apart from this maintaining the inventory which is in sync with the availability of the product is also important. This can happen if retailers have an excellent inventory management system in place.”

Way Forward:

The Retail industry has witnessed substantial growth and progress in the past few years. Due to some recent policy changes including liberalization, disinvestment, FDI policy, GST implementation, major international and global players have shown a keen interest to set shop with ambitious plans to expand in the future cities.

In recent years, the sector has witnessed two distinct channels gains prominence mainly brick-and-mortar and e-commerce. Though growing smart phone penetration and burgeoning online retail platforms have created diversions, offline retail is here to stay. The trend towards an Omnichannel will enable retailers to re-think their business strategy in order to tap the best of both worlds and maximize on footfalls giving the perfect customer experience. ●●



It takes a lot of planning to streamline the new processes that come into picture, formation of teams, training the teams, managing the inventory, and fixing technical bugs before going live.”

Although Omnichannel execution is undeniably a top priority for retailers, they are still striving hard to address several underlying issues hindering the effective delivery of this experience. Brands are increasingly finding it difficult to move away from channel-specific silos, and consolidate all customers and merchandise related data into centralized locations.

“Customer silos and lack of holistic visibility into customer database across channels make it difficult for retailers to understand and analyze customer data to

Today, having a presence on multiple platforms is the only way to thrive. The trend of Omnichannel retail strategy is here to stay and this concept is going to be advantageous.

limit the ability of businesses to identify, track and manage inventory, impacting effective order fulfilment across channels,” says Pacific Malls’ Bansal.

He further adds, “One of the most important challenge that businesses face today is siloed organizational teams working

Turning into a Holistic Omnichannel Shopping Centre:

Today, having a presence on multiple platforms is the only way to thrive in the retail space. The trend of Omnichannel retail strategy is here to stay and this concept is going to be equally advantageous for both retailers and consumers. In the coming years, the conflict between online and physical stores will fade, as both the platforms will come together and retailers will focus on establishing themselves strongly on both the mediums to provide a comprehensive user experience to their customers.

Talking from his experience Bansal says, “The Omnichannel retail strategy is no doubt, the future of commerce. Considering the current retail scenario,



MikeDotta / Shutterstock.com

GOING GREEN:

Sustainable Malls Lead the Way

By **Shubhra Saini**

The world is going green. Companies, industries and even individuals are pursuing knowledge that can lead to environmentally friendly lifestyles. The green movement is no longer a fad, but a reality. Faced with the alarming prospect that the Earth will begin to run out of natural resources that are imperative for mankind to survive, people are switching to eco-friendly practices. Firms are taking ecologically responsible decisions, which can help protect the environment, and sustain natural resources for current and future generations. For many malls, the focus has shifted to green building. 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.

The need of being sustainable is more important and significant now than ever before. Sustainability is directly linked to resources and resourcefulness. In India, a sizeable portion of unorganised players in the retail sector do not prioritise the environment. What developers and retailers don't, unfortunately, understand is that by focusing on sustainability initiatives, they can reduce costs by 20 to 25 percent. Successful adoption of green building strategies can maximise both the economic as well as the environmental performance of the buildings.

Sustainability should be a key priority while planning and developing a mall, as malls have become an integral part of our society and are looked up to as community centres. As responsible corporate entities, it is the duty of a mall to give back to the community. The need of the hour is to educate Indian mall developers on the benefits of being sustainable – go green but with social responsibility.

In India, the sustainability drive is regrettably restricted to just a few big players, but what mall developers need to understand is that certain green initiatives translate directly into the bottom line. There is no denying the fact that by implementing sustainable practices, retail businesses can become more efficient and save money in the process.

What is a Green Building?

The ideal green building would be a building project that would allow you to preserve most of the natural environment around the project site, while still being able to produce a building that is going to serve a purpose. The construction and operation will promote a healthy environment for all involved, and it will not disrupt the land, water, resources and energy in and around the building.

The basic principles of sustainable development – building configuration, energy use, water conservation, air quality, maintenance, recycling and material specifications – are the key parameters of turning any project into a green project.

Advantages of Green Sustainable Buildings

Buildings account for nearly ½ of all greenhouse gas emissions and over 75 percent of all electricity produced by power plants. The construction industry needs to play a significant role in combating climate change symptoms.

There are many advantages to green sustainable architecture. The first, and most obvious being that it helps save the environment. Additionally, it proves beneficial to mall developers in reducing day-to-day operating expenditure.



Abhishek Bansal,
Executive Director of Pacific India Group

Green architecture, or green design, is an approach to a building which minimizes harmful effects on the environment and hence, human health. The “green” architect or designer attempts to safeguard air, water, and earth by choosing eco-friendly building materials and construction practices.

Many mall developers are also making customers aware of the importance of sustainable architecture in order to create a differentiating factor and a USP for their malls.

Green initiatives help reduce day-to-day operating expenditure:

- **COSTS:** Very often green buildings are considered expensive for they employ modern building methods. However, despite higher building costs, the costs they save on energy once operational is well worth it. This brings building costs of an environment friendly structure at par with conventional building methods.
- **ENERGY EFFICIENCY:** Green buildings have the advantage of reducing both embodied and operating energy consumption. Wind power and hydro power notably reduce the influence on environment.
- **WATER EFFICIENCY:** Water consumption is another objective in sustainable building. Water can be wasted by drip irrigation, leaking (toilet leaking can waste up to 90 gallons per day), pool showers. Recycling rainwater and using it for toilet flushing can save waste-water. Water saving shower heads, ultra-low flush toilets and other conserving fixtures can minimize waste-water.
- **MATERIAL EFFICIENCY:** Green buildings are built from green, rapidly renewable, non-toxic, reusable and recyclable materials as lumber, bamboo, straw, recycled metal/stone, sheep wool, compressed earth block, concrete, cork etc.
- **TEMPERATURE REGULATION:** Urban heat islands are elevated temperatures mostly in urban areas, formed mostly on surfaces where permeable and moist became impermeable and dry due to some buildings, roads etc. Urban heat island effect is caused mostly by the heat holding properties of tall buildings and urban (often toxic) materials – asphalt, concrete. It can be compensated by more green areas around the buildings such as green roofs and rain gardens.
- **INDOOR AIR QUALITY:** When constructing green buildings great emphases are put on the ventilation system. It can be powered in different ways – passively, naturally or mechanically. It doesn't matter which way it is powered in. All that is important is that a building should have a properly designed ventilation system for filtered and cleaner air.
- **INDOOR ENVIRONMENT QUALITY:** Apart from poor air quality, poor lightening, temperature fluctuations, badly designed furniture, carpeting, pesticides, paints and various other pollutants cause different diseases including headaches, dermatological problems, allergies etc. Environmentally friendly green buildings can create a much healthier atmosphere.
- **MAINTENANCE:** Green buildings need less maintenance. For example, most green buildings don't require exterior painting very often. Also, the natural sources used during construction do not degenerate as fast.
- **IMPROVED EMPLOYEE ATTENDANCE & PRODUCTIVITY:** Natural lightening, good ventilation, healthy circumstances all influence the health of the occupants of green structures. People are more productive, fall sick less and their work is more efficient. A green office is more attractive for and retains more employees.
- **HIGHER PROPERTY VALUE:** Green buildings have low energy costs. Their use of gas, water, energy is highly reduced. These sustainable components lead to higher re-sale value. They have low energy consumption and can in fact create energy and supply this energy (in the form of electricity) back into the electrical grid.
- **TAX BENEFITS:** Tax provisions are initiated to improve energy efficient green buildings. It is supported on the local, state as well as the federal levels.

Apart from this, sustainable design projects can create a market advantage for the design professional, as well as improve the productivity and livability of building occupants.

Abhishek Bansal, Executive Director of Pacific India Group, says, “It is high time Indian malls start thinking green, but the road ahead is still long and arduous. In India, though developers and retailers can reduce costs by 20–25 percent by adapting to feasible environment sustainability initiatives, a sizeable portion of the unorganised players in the retail sector do not prioritise the environment sustainability factor. The successful adoption of green building strategies can maximise both the economic and environmental performance of the buildings. Green buildings are gaining ground in the real estate market. Soon, there is every possibility for such buildings to

The basic principles of sustainable development, such as building configuration, energy use, water conservation, air quality, maintenance, recycling and material specifications are the key parameters of turning any project into a green project.

be environmentally sustainable but financially sustainable as well. If a scientific approach is taken and planning is done to create an environment-friendly mall at a nascent stage, mall development can be cost-effective, long-term costs can be reduced making the mall more profitable in the long run.



become a norm. The concept of green buildings is not just a simple trend that is gaining momentum in real estate construction but it is also an approach and its importance would only continue to rise.”

Debunking the Myths

→ It is a myth amongst mall developers that creating a mall with the vision of sustainability is an expensive affair. In fact, if a mall is created with a ‘green’ strategy, will not only

→ Green buildings have the ability to command higher rents, asset values, improve the health and well-being of occupants, improve employee productivity, attract tenants, reduce tenant turnover, and cost less to operate and maintain. In the long run, adhering to environmental guidelines and incorporating conservation practices helps in bringing down operating costs for both developers and retailers.



The basic principles of sustainable development, such as building configuration, energy use, water conservation, air quality, maintenance, recycling and material specifications are the key parameters of turning any project into a green project.

Reasons for Slow Growth of Green Malls

In India, organised retailing is largely an urban phenomenon. The pace of retailing in India is still slow. Diversion of funds to retailing in the initial period was not given prominence. With resources being diverted to other sectors like banking, insurance, communications, and transportation, etc, the growth of real estate has resultantly been slow in India.

Other reasons for relatively slow growth of India's green real estate sector are

- Policy-level incentives offered by the Government are not consistent across all states.
- While environmental clearance norms have gained traction over the years, mandatory clearances are not timely and neutrally accorded. From the developer's point of view, there appear to be inadequate incentives for enabling green initiatives, and the available technologies are either too expensive or do not address the requirements of their developments.

→ A green building looks just the same as a conventional building. It may cost more upfront, but can save money over the life of the building through lower operating costs. The cost savings are most likely to be fully realised when incorporated at the project's conceptual design phase with the assistance of cognizant architects. In some cases, when buildings are carefully designed to be energy-efficient, heating, ventilation and air conditioning (HVAC) equipment can be downsized for significant savings. There are also many green products and materials that cost the same or even less than conventional ones. Well-designed, constructed, operated and maintained green buildings can have many benefits, including durability, reduced costs for energy, water, operations and maintenance; improved occupant health and productivity; and the potential for greater occupant satisfaction than conventional developments.



One way forward is making green buildings the mandatory. However, in places where technology is not available to build sustainable buildings, this should be recommendatory. Mandatory, because it's the only way real estate developers will make green buildings and adopt environment-friendly concepts.

Also, technology needs to be available at affordable costs to reach the goal of going sustainable.

A Leap Forward

The Indian retail realty lacks the pro-activeness that US or Singapore retail real estate bodies, which have taken great leaps towards sustainable, green architecture. To make these Utopian buildings a reality, the Indian retail real estate segment needs a consensus on the issue of sustainability.

Bansal, says, "Very often green buildings are considered expensive for they use all kinds of modern building methods. However, they save much more money from the moment of creation during its lifetime than ordinary buildings. This is true

for building all kinds of green structures – office buildings, schools, churches, and factories – not just malls. Designing and building green structures cost approximately the same as

regular buildings. According to a study even 20 percent of investment into green building will convert into 10 times more savings. So, there is no significant difference in prices."

In the US, the Office of Sustainability, in partnership with the Department of Code Enforcement, has developed an incentive for property owners and developers to renovate or construct buildings in a sustainable manner. The incentive, which qualifies building projects to receive up to 50 percent reduction on permit fees associated with the project, also rewards building owners and developers for integrating

sustainable design techniques into building projects. The Indian retail real estate segment could take a cue from this and work on similar lines.

“It is time Indian developers assume the responsibility to adopt green building practices, technologies, materials, products and services. By actively engaging in building a green environment, developers can help create a noticeable green footprint across India,” concludes Bansal.



MALLS TAKE CARBON FOOTPRINT REDUCTION SERIOUSLY

FROM ENERGY-EFFICIENT FITTINGS TO ARCHITECTURE THAT REDUCES THE NEED FOR HIGH AIR-CONDITIONING, MANY MALLS ARE LEADING THE WAY IN ENVIRONMENTALLY FRIENDLY DESIGNS.



INORBIT WHITEFIELD

- Renewable Energy – Using wind energy for mall operations to an extent of 90 percent of total power consumption.
- No Plastic – All retailers in mall use recyclable bags and paper bags with 100 percent adherence
- Horticulture – 20 percent of mall area is covered with greenery, and more plantation is being done
- 100 Percent Recycling of Waste Water - Through the STP plant, 100KL waste water recycling takes place on an average of per day.
- Rain Water Harvesting - Creating trenches to divert rain water to bore well recharging and improve the ground water source.
- Waste Management – OWC plant installed in the mall compound to generate 400kg of organic composite every day. All wet waste is recycled 100 percent.
- Usage of LED Lighting - Across all floors including retailers are encouraged to reduce carbon monoxide emission and consume less energy.

- HVAC Gas – The mall has changed from R22 to R134 to save the Ozone layer.
- Water Conservation – Installed water saving adaptors (sprinklers) in all tapes to reduce wastage of water.
- Solar Power System - To manage the emergency lighting in common areas, 50 percent of the area has been covered.
- Kiosk Space - Retailers promoting green initiatives like “Take my Plant” (Sales in-house plants) and E-Coconut (Coconut sourced through farmer directly and the waste is 100 percent recycled).
- Used Oil & E-Waste - which is generated due to plant and machinery and F&B outlets is recycled through an authorized vendor who ensures it is not disposed hazardously but recycled



BROOKEFIELDS, COIMBATORE

- Installed 275 Kwa rooftop solar saving 4 lakh units and reduce 3000 tonnes of CO2 annually

- Installed 100 Kg Capacity of Bio-Organic waste composting machine. 80 percent of the wet waste generated by the mall is turned to compost and donated to nurseries.
- For the financial year 2016-17 other than the 4 lakhs generated onsite through solar nearly 85 percent of the remaining consumption came through wind power.
- Has developed green belt in mall facade area.
- Has installed CFLs / LED lights for energy conservation.
- Has installed 14,000 KW Wind power plants and has generated 2.2 Crores units of power for the last three years and has reduced CO2 approximately 5000 tonnes annually.
- Has provided 20 nos. Rain Water Harvesting pits at the mall peripheral area to save rain water.
- Has installed 200 KLD STP for treating sewage water and is pumping it into the cooling tower (AC purpose) after treatment.
- As a part of mall marketing and CSR initiatives, has initiated and founded Kovai Green League with Bosch, WWF-India and Rotary Club of Coimbatore to increase the green cover of the city by partnering with schools and colleges. Through the forum the following has been achieved:
 - Conducted sessions for over 3000+ students on Carbon Footprint, Wealth out of Waste and formed Green Champion clubs in all schools so that they can take the green initiative forward.
 - Conducted Greenest Campus Award for schools to encourage and recognize green campuses.



LULU MALL, KOCHI

The mall has been undertaking several environment friendly steps right from the construction stage:

- The building has been fitted with opaque walls, which will radiate lesser amount of heat, thus helping to save energy w.r.t the HVAC systems.
- Has a well-equipped Sewage Treatment Plant which helps us to recycle the water for daily mall operations
- A rain water harvesting system with near to 10 lakh litters capacity is another measure undertaken by the mall towards a greener tomorrow. As a policy, the mall ensures effective garbage separation is done at all collection points and has invested in a wet waste decompose machine to convert waste to manure.
- All chemicals used for cleaning are ecofriendly and all the wash room basin faucets have reducers fixed to control water wastage. Apart from this, aimed at mobilizing the entire city by creating awareness about preserving the planet and conserving its resources,
- Nature First - Lulu Group's CSR initiative of the year 2016 has been gaining the support of the public at large. The yearlong campaign touched upon activities relating to the sustainability of the environment. To draw attention to this vital cause, a 15-day celebration was held in the mall in the month of June where topics ranging from protection of wildlife & rare plants, food wastage, use of alternate technology for energy conservation and more was addressed. Over 10,000 saplings were given out to customers.
- The mall is currently a Government of Kerala certified e-waste collection centre. Over the entire year the mall has tried to incorporate an 'environment friendly' message in all events. For Onam, a gigantic 'Maveli' (the king in who's remembrance the festival is celebrated) was fabricated by the mall and artists from the Kochi Biennale

Foundation (KBF) using nature friendly materials. The supersized Maveli – made out of iron, special papers, jute, cloth, coir, rope and reclaimed wood drew the attention of our customers towards the importance of recycling and ensuring sustainability of the environment in every which way possible.

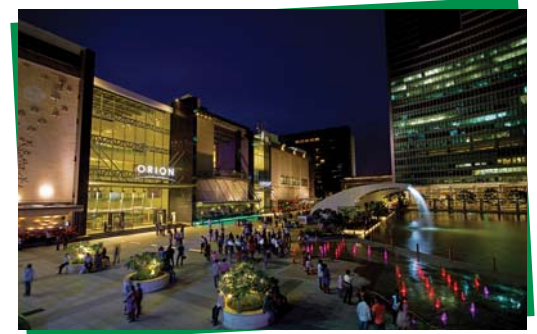


VIVIANA MALL, THANE

- Viviana Mall is the first mall in India to install a 900KVA solar power plant at a single site on its rooftop. Generating 91000 watt in a month through solar energy, the mall aims to generate around 33 lakh unit of electricity in the next three years using solar energy. The mall has installed solar powered street lights around the mall.
- Viviana has its own 'Organic Waste Management' plant for treating organic waste into manure. All the food waste generated is converted to organic manure on a daily basis. Every month, around 5,500kg of manure is generated which gets distributed to customers free of cost and also used for developing greenery around the mall.
- Other eco-friendly initiatives: The mall has made special provisions for waste management with segregation between dry & wet waste. This will be further divided into plastic, paper, metal, glass, e-waste and wasted food items.
- The mall promotes about sustainability to the various stakeholders from the outset through engagement initiatives with tenants and by providing an eco-learning experience for shoppers. Viviana mall is consistently taking steps in launching eco-friendly initiatives and encouraging retail partners to adapt green practice in routine wherever applicable.
- Construction materials used in the mall are regional and with high recycled contents. The paints and adhesives used have low VOCs and the external paints have low emissivity properties to reflect back more than 90 percent of the incident heat. The

material designs and sizes are planned such to minimize material wastage.

- The greenery around the mall is planned in such a way that it helps to reduce the heat surrounding the mall and the load on HVAC system. A separate AHU with fresh air system has been installed at the food court to keep the odour confined to the area.
- For a vigorous indoor environment, a 30 percent increased ventilation and MERV 13 filters have also been installed. The roofing systems adopted for all atria & food court of mall comprise of excellent acoustical & heat insulation values supported by stunning truss designs.



ORION MALL, BENGALURU

- 100 percent of Mall décor lighting is LED which reduces lighting cost by 90 percent.
- 85 percent of the electricity used in Orion mall comes from renewable Wind Energy.
- Equipped with Flow restrictor's in all wash basin taps to reduce water consumption upto 75 percent.
- 60 percent of AC load is being fed from economic friendly air cooled chillers, equipped with free cooling facilities.
- Zero Water Discharge: Equipped with "state of the art" sewage treatment plant, of 450 KLD to ensure recycling of 100 percent of waste water. The technology used is one of the latest technology in waste water treatment, 'Membrane Bio-Reactor'.
- Equipped with Scrubber in kitchen exhaust system to avoid air pollution.
- LED light fixtures installed in office and common area for power saving.
- Entire Atrium ceiling fitted with glass to utilize sunlight in daytime and conserve electricity
- Equipped with Organic Waste Converter to generate Organic Manure out of Wet waste generated and thereby converting 100 percent wet waste to manure.

(Above mentioned information was provided for the Images Shopping Centre Awards 2017)



VR CHENNAI



VR SURAT



VR BENGALURU



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Virtuous Retail develops and manages community oriented retail and lifestyle centers across India. Over the last 9 years, VR has redefined the spatial retail experience for consumers by delivering innovative centers that seamlessly integrate shopping, hospitality, food, leisure and entertainment including current flagships **VR Surat**, **VR Bengaluru**, **VR Chennai** and **VR Punjab** (recently acquired North Country Mall).

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- VR Chennai will give you access to a Primary Catchment of 500,000 SEC A and B shoppers, accounting for 25% of the city's population
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THE RECIPE FOR A SUCCESSFUL MALL

By Shopping Centre News Bureau

To successfully manage a retail shopping center, one requires a good degree of knowledge along with seamless systems. Knowledge comes with time and systems come with experience; astute management can do a lot for a retail property over a period of time. Talking to Shopping Centre News, **Rajeev Ranjan, Mall Management Expert**, talks about the art and science of running a successful mall.



Mall management and its importance in overall retail establishment

Mall management is defined as overall operation and maintenance of the entire building infrastructure, including the services and utilities, ensuring the wise use of resources. Mall management includes Operation & Maintenance (HVAC, Fire Fighting, Power Distribution, Periodic PPM, MIS, Billing, Collections), Mall Marketing (Boosting Footfalls, Events, Activation, Exhibition, Advertising ATL, BTL, TTL), Leasing & Fit-outs (Zoning, Tenant Mix, Franchises), Security (Managing Areas, CCTV Monitoring, In-Out Records, Control System, BMS), Housekeeping (Routine Cleaning, Facade Cleaning, Pest Control, Ambience).

For a retail establishment, there are various points to be kept in mind, such as regulatory bodies, supply chain, integrated management, market competition, margins, trainings and many other attributes. While mall management provides end-to-end solutions to the above-mentioned attributes, leasing and marketing teams will align all the local liaisons and help the operation to run smoothly.

The Importance of Tenant Mix

Tenant mix refers to the combination of retail outlets occupying the space in a shopping centre designed to produce cumulative profits for occupants and investors. Tenant mix is one of the most important factors to impact the success of a shopping centre; first impression on customers is critical and that can be achieved by an intelligent mix of retail outlets. Vacancies are typically Procurement of services / providers; Risk Assessment and security planning;

Manage tenancy Fit-out process; Overseeing commissioning of systems; Preparation of tenant criteria document; Set up systems & documentation; Marketing (for retail properties); Resource Mobilization & Management; Compliance; Financial processes; Detailed site cleanup & preparation; Dry run up of all services; Stores set-up; Business plan; Lease management. Post-opening phase: Property management; Finance and lease administration; training; Managing contract and vendor services; Occupants' management; Compliance management; Operations and maintenance; Service management; Administration services; Marketing (for retail properties)

Role of Retailers in Mall Management

There always needs to be a strong bond between the retailer and mall management without which the smooth functioning of the mall is not possible. It is through retailers that a mall generates the pull and experience to draw customer traffic, which is an important factor in deciding the commercial future of the development. For a retailer, there are the considerations of carpet area or super built-up area, as well as the Gross Leasable Area (GLA). The support and co-ordination of all tenants plays a vital role in the success of the mall and its investors. There is a set of standard procedures to which both the e-tailers and

Zoning refers to the division of mall space into various areas for the placement of various retailers. A shopping centre is dependent on the success of its tenants, which translates to the financial feasibility of the tenant in the mall.

management are bound, and which are designed to provide the best results in creating a commercially viable shopping centre.

constantly keeping an eye on the younger generation, zoning is often planned in a zig zag manner so that the customer can have a look around the complete mall and hopefully not miss any of the choices and stores available.

A zoning exercise, if done properly, helps in building a separate image in the minds of the visitors. This also helps influence shoppers' mall preferences and frequency of visits, which is critical considering the robust upcoming supply of shopping centres. Targeting both preplanned shoppers and impulse visitors is critical if the shopping centre is to achieve higher conversions and thereby, higher sales for its tenants.

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

Zoning of a Mall

Zoning refers to the division of mall space into various areas for the placement of various retailers. A shopping centre is dependent on the success of its tenants, which translates to the financial feasibility of the tenant in the mall. As per the routine tendency, creating the right tenant mix not only helps in attracting and retaining shoppers by offering them multiple choices and lifestyle experiences, but also facilitates the smooth movement of shoppers within the mall, avoiding unnecessary clusters and bottlenecks. In the current scenario, as the retail sector is

Advantages of Zoning

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

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As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians.

there are lot many major brands entered into the market & those who are not made it till date are still searching for the openings to get into this fast growing market & to evaluate their brand potential, this in turn allows the customers to have large varieties in terms of shopping options are concerned.

How would you rate the Facility Management Companies in this context?

As I have mentioned earlier the Indian market today is expending at such a fast speed that not only allows the brands or products to get into the market but also allows openings to various verticals in

Latest Trends in Zoning

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

Since 2013, the concept has been implemented in most shopping centres across India, with food courts and cinemas being typically placed at the higher floors for effective utilization of foot traffic. A relatively recent zoning practice involves housing local brands in small enclosed areas or specific designated areas to attract customers based on their loyalty. This concept of zoning is very popular in tier II and tier III shopping centres. To make the mall a vibrant, seamless space, it is essential that all stores have a good visibility of the atrium. The concept of cluster market should never be ignored while making the zoning plan of a mall.

What would you say about Retail in Central India

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. India is one of the fastest growing retail markets



in the world, with over 1.2 billion people. As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians.

Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered as tax payers. These

include the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local corner shops, owner manned general stores, Temporary road side kiosks convenience stores, hand cart and pavement vendors, etc.

As far as the growth of retail in Central India is concerned; looking to the potential of the market

it. Managing facility is also one of the major verticals that came out of it. Today there are lot of facility management companies operating at different modules, out of which I found Preeminent Management & Consultancy one of those companies who is having a team of young professionals with a very clear aim, that they are, "Formed to Manage" which they follow very strictly resulting in maintaining excellent client relations with on time performances, which is the need of the hour in this modern competitive world. ●●



Viviana Mall refreshes retail mix, introduces aspirational brands to ensure **consumer loyalty**

By **Charu Lamba**

Thane's Viviana Mall, which has close to 232 brands, has refreshed and reshuffled its retail mix by reintroducing / replacing 15 brands. The mall has also introduced brands like Nalli which are not there in any mall in India.

Talking about this new mix, CEO, Viviana Mall, Sunil Shroff told Indiaretailing Bureau, "This year we have reshuffled and refreshed 15 brands. We have got new F&B choices in the mall including SodaBottleOpenerWala, Irish House, Naturals Ice Cream and Boston CupCakery. In other categories, we have introduced ALDO and we are soon roping in Swarovski. So, we have

been getting the brands which have been aspirational for our customers who have been regular at the mall from past three years."

Despite introducing new F&B options, fashion as a category continues to dominate the charts. The mall has introduced brands like Nalli, which is not present in any other mall in the country. To ensure that shopping is easy for consumers, the mall has stuck to implementing practical zoning ideas.

Talking about how Viviana has strengthened its zones, Shroff said, "Floor wise and section wise we have tried to stick to one category. For example, our kids' category is predominantly situated on the second floor in that zone. Consumers like this since this floor has now become a marketplace for all things kids. One doesn't need to traipse through the entire mall to find kidswear and accessories."

Enhancing Customer Experience

In this day of cookie cutter uniformity, when it comes to garnering consumer loyalty, customer experience seems to be the buzzword. Yet, putting the customer at the centre of business and creating delightful experiences across the buying journey is not as simple as it sounds.

Shroff explained, that his mall – like every other mall has to work hard to win loyal consumers, and for this purpose, a lot of promotional and marketing activities need to be planned.

"As far as marketing initiatives go our calendar is very vibrant and out of 365 days, more than 320 days are event days. When we say event, most of our calendar operates around incentivising and giving back to the customers in the form of delight. Actual prizes worth Rs 1 crore are distributed as giveaways to the customers

who are shopping in the mall."

He further added, "We have days dedicated for events in collaboration where we promote categories in the mall like Tuesday is for food, Friday is for entertainment, and so on. All the brands falling under the category, participate actively in the campaign."

Technology – Shaping the Future of Retail

The technology collective is breaking new ground and transforming every aspect of the retail environment. The alchemy of data is here to rule and empower companies to explore unmapped territories. From warehouses to e-wallets, the next big wave sweeping the world of retail rides on the exponential infusion of breakthrough technology in all facets of human life. And malls are also not new to this.

Shroff said, "We as mall owners need to adopt technology in every stage where ever possible to aid customers in understanding the mall better. That is one good thing that every mall needs to do."

Elaborating on the technological advancements at the mall, Shroff said, "We have started touch-screen directories, our website is being redesigned. We are also looking forward to interacting with our retailers through the same platform."

FEC and F&B – Major Crowd Pullers

The idea of adding major Family Entertainment Centres (FEC) and expanding F&B sections in malls has been gaining popularity rapidly over the last few years. Several new malls have been constructed around the country, with substantial square footage allocated to FECs and F&B. They substantially extend a mall's draw, lengthen shopper stay and even increase revenue for other tenants.

"F&B and FEC are drivers for 365 days. So one has to be very careful while choosing the combination of these two categories as this makes the customers comfortable every day," concluded Shroff.♦♦♦

MALLS OFFER AN EXPERIENTIAL ELEMENT TO RETAIL WHICH IS HARD TO REPLICATE ONLINE

By Shubhra Saini



Derick Michael, COO, Amanora Mall, talks about the Retail realty scenario of Pune and the stake Amanora has in making it come of the age. Spread across 1.2 million sq. feet, Amanora today is a full day destination for shopping, food, and entertainment, which hold around 175 brands under one roof.

Amanora Mall is a part of 450-acre special township which started in the year 18th Aug'11. The township consists of 12,000 apartments, two schools, one stadium and a shopping centre situated in the eastern suburb of Pune which is the IT and residential hub. Back in 2010, Eastern Pune – spurred by the IT and call centre businesses – had no organized retail but at the same time was populated with a cosmopolitan crowd who had to travel a mile to shop and eat. All these areas are rapidly developing and demanding commercials and entertainment activities.

With just basic high street retail scattered around the eastern belt the need to have an organized retail environment was essential which later gave birth to Amanora mall. Amanora mall with its unique architectural features emphasising on more indoor and outdoor retail space was designed by New Zealand based architectural company WALKERS.

How has the retail real estate market coming up Pune over the last few years, according to you?

Pune has been a very bullish market with retail growing at a fast phase. It is an attractive

corporate location due to the presence of quality talent pool, education base, availability of quality real estate and economic cost of living. Pune's economic growth is predominantly driven by IT/ ITe S industry. With IT and BPO markets seeing a tremendous growth, the retail market has coped up pretty well with established pan India and international retailer brands having set their footprint firmly in the city. More and more malls have mushroomed within a span of five years in a 5 million populated city.

What is the total built-up area and gross leasable area of the mall? What is the occupancy rate of the mall?

Our built-up area is 1.2 million sq.ft. of the mall with a 10.65 lakh sq.ft. of gross leasable area. The occupancy of the mall is 80 percent so far.

Tell us about the location of the mall and your core catchment?

Amanora Mall is situated in the eastern suburbs of Pune which is a major IT and residential hub. The mall is 14 km away from Pune railway station and 8 km from the airport. Amanora Township is 465 acres with over 10,000 residents occupying about 4,000 flats at this month. There are another



2,500 flats being handed over the next 6 months and the total number is aimed at 10-12,000 flats over a period of five years.

The immediate catchment has housing societies by very prominent builders of Pune with apartment costs ranging upwards of Rs.60-70 Lac and going up to Cr's. Magarpatta City which is right opposite Amanora is a 430 acres township, it houses 40,000 residents and also hosts 60,000 professionals who work at the Magarpatta Cyber city IT Park within the Magarpatta complex. (Exl Services, Amdocs, Cognizant Technology Solutions (CTS), John Deere, SAP, Accenture, AVAYA, Inautix, Crest, MarketsandMarkets, Teradata, Reflexis, ZS Associates, Principal Financial Group, Red Hat, Xento, Bentley & more)

as H&M, Decathlon, Vero Moda, Jack & Jones, ONLY, and Harley Davidson to name a few. There is 3 lakh sq.ft. of commercial offices above the mall.

Who are the anchors and mini-anchors in your mall? Who are the key vanilla retailers?

Our anchor stores are: Central, Inox, and Big Bazaar. Our mini anchors are: H&M, Marks & Spencer, Decathlon, Crossword, Reliance Digital, Reliance Trends and the food court. The key vanilla stores in the mall are: Vero Moda, Only, Jack & Jones, UCB, The Body Shop, Harley Davidson, Hidesign, RTW, Sunglass Hut, Allen Solly, Van Heusen, Louis Phillipe, Puma, Nike, and Skechers to name a few.

Are there any interesting new or

category they are positioned accordingly. We do support them initially with brandings space within the mall but this is strictly for a specific period.

What marketing/promotional initiatives have you taken up recently? How do they help the mall and its retail tenants?

We recently launched our food court which is around 25,000 sq.ft., which holds around 12 food operators. To promote the food court, we recently created a property called 'The Great Puneriee Cook off Season 1'. This was a cooking completion held at the mall food court for the public. Celebrity Chef Sahilender Kakade was the judge for the event. We received a great response from the

in the digital world. There is such a massive amount of content dumped on the customers with online offers, discounts, festive sales that the customer ends up spending a considerable time just sifting through the information in search of the desired product. You may have noticed several prominent e-commerce brands moving to a retail place to develop a physical connect with the customer, something which will never lose its importance. Omnichannel strategies are therefore of extreme importance and over time, both (retail & e-tail) will learn to co-exist as they are dependent on each other.

What are your Omnichannel strategies?

We are setting out on a digital



What is the USP and differentiating factor of Amanora mall?

The architectural design is the USP of the mall with its indoor and outdoor shopping experience. The massive musical fountain synchronized with sound and lights is one of its kind inside any shopping centre making it a place for people to gather during evenings to witness the fountain and many other musical events.

What's the retail mix of Amanora mall like?

Fashion, entertainment and food constitute the major retail mix. The mall houses some of the best international brands such

upcoming retail tenants?

We are roping in some very interesting fashion brands, but it's a bit too early to announce the names.

What kind of revenue model do you share with your tenants?

We work on MG or fixed rent and also a combination of revenue share and MG.

What kind of a setup do you have for regional or local retailers? As a mall developer, how do you propose to promote these indigenous brands?

Pune has a very strong base on local brands just like any other city. Depending on the brand and

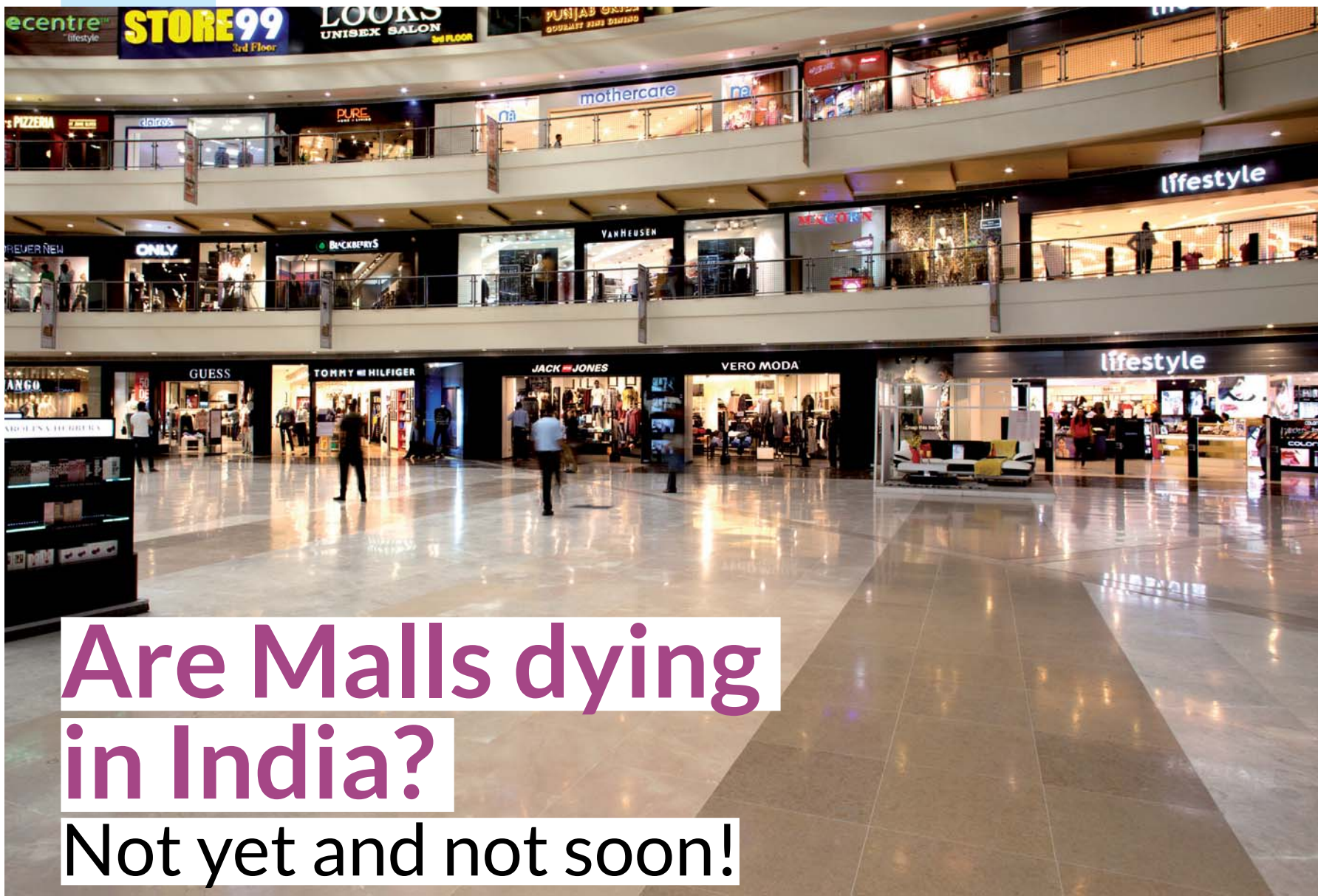
consumers as well as from our food court operators.

While retailers continue to invest in e-commerce, they still understand the value of physical stores and that bridging the in-store and online experience is a serious driver of business. Do you think shopping centres can bridge this divide with Omnichannel strategies?

Shopping centres are undergoing a major evolution at the moment. Yes, e-commerce offers a sense of ease when it comes to shopping. However, malls offer an experiential element to retail which is hard to replicate

transformation program, where we want to incentivise our loyal customers with benefits (offers, deals) of available brands within the mall. We have recently launched our Loyalty Program which comes with an app, microsite and the works which simply rewards people for shopping with us.

Over time, we will expand the scope to include product reservations, browsing of product catalogues and offering interest/previous shopping history based deals or discounts. There is a massive amount of work that needs to go in and this will be possible hand in hand with our retail partners. ●●



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

By **Namita Bhagat**

Pacific Mall, a part of Pacific India – one of India’s reputed business groups with presence in real estate, hospitality and education sectors – is positioned as a premium, shopping, entertainment and leisure destination. The mall is home to more than 130 national and international brands. With a total retail area of 12 lakh sq. ft. to its credit, it presently operates three locations spread across New Delhi and Dehradun.



We caught up with Abhishek Bansal, Executive Director of Pacific India Group, to discuss the changing Indian retail landscape and the key recent developments that are adding to the transformation. He says that to combat the e-commerce onslaught, the physical retailers and malls must adapt, evolve and stay fresh – and it would not be wise to write off malls so soon.

GST has been welcomed by (almost) all sections of the Indian business fraternity. Share your overview of GST and its impact on the country’s retail sector.

Shopping malls will witness great benefits with GST. There is no doubt that a unified GST will not only help streamline different types of taxes but will incorporate different tax legislations under one cohesive regime across India. Like any other sector, the new tax system introduced by GST is all set to change the dynamics of the Indian retail sector including shopping malls. Value and volume will both become key drivers for the retail segment as brands will be providing more product lines and the latest in trends at shorter intervals. Moreover, fast fashion will be the way forward. Thus, the impact of GST seems to be advantageous for shopping mall owners from taxation as well as operations standpoint.

What is your observation about the customer payments scenario—is digital transaction increasingly becoming a preferred mode of payment? Any key trend(s) to watch out for?

The retail world is undergoing a fast-paced revolution. Technological advancement and digital innovations have ushered new life into retail spaces by integrating physical and digital experiences. The pace of this revolution is remarkable with no sign of slowing down, provided all stakeholders embrace this change simultaneously. With shopping centres taking steps to merge offline experiences with online ones, the future of retail is becoming increasingly exciting for both retailers and consumers. Social Media has its own role to play in this retail world and its importance will continue to grow. Today, the first part of decision making for the new age consumer

is initiated before he enters the store. The physical store is an extension and culmination of his primary online journey. He carries the retail world within his mobile, with the entire shopping and leisure universe in his pocket!

India has crossed the one billion mark for mobile smart phone users. So, one can but expect an increase in digital mode of payments in malls, especially among the younger crowd – between 18-16 years. A survey of internet users conducted on behalf of the firm by Kantar TNS in December 2016 found that 40 percent of respondents had used a credit card to complete a digital shopping transaction. Digital payments through mobile wallets and mobile banking apps have increased as the numbers above denote. This is a hassle free transaction mechanism for all users who have a bank account.

The Indian retail scenario is transforming drastically on all counts: faster pace, consumer demands and habits, brand availability, product assortments and offerings, technology-driven selling and buying process, intensified competition, and regulatory environment. How can physical retailers keep up with the changing retail landscape and find room for further growth?

With increased competition from e-commerce, there is now a pressing need for physical

At Pacific Mall, we think ahead, try to give the customer what they need from their “mall experience” even before they ask for it. We try to keep a step ahead of the current trends.

retailers to evolve. To flourish in this dynamic scenario and beat competition, the physical outlets will have to provide a more specialized shopping experience. At Pacific Mall, we think ahead, try to give the customer what they need from their “mall experience” even before they ask for it. We try to keep a step ahead of the current trends. Experiential shopping is the key to stay afloat and ahead in the game in this state of flux.

At Pacific Mall, we use Cloud based applications to empower teams to help them deliver higher productivity and efficiency. This includes services like Real time CSI & RSI Mgmt. System, Fit-out Mgmt. application, Automated Daily Sales Report (ADSR), Leasing & SOH Inventory Mgmt., Retailer Analytics System and customer analytics, Task & Snag Mgmt. application to name a few. Latest in technology and operational systems are one of the biggest enablers for us and we have deployed some of the latest

innovative programs in technology such as the completely automated system for logging and tracking of complaints, use of advanced software for Mall management and operations for tracking, audits and data management, centralized one point system to track consumption of all utilities throughout the mall.

We have invested in state of the art security management service and surveillance systems and an International Mall Management company (PPZ) to help us maintain these high standards at mall. This involves continuous renovations and up-gradation of customer service areas to enhance customer experience, introduction of C1 (Customer First program) program to continuously train and groom on roll and out sourced staff to establish high standards in customer interaction and experience.

Other concepts are also doing the rounds in the mall space. Everybody is trying out new things to do expand business and increase footfall. One of the emerging concepts is that of ‘Pop-up-Stores’ which entails temporary use of physical space to create a long term, lasting impression with potential customers. Environment friendly malls using sunlight and open spaces will also evolve.

In the US, many major retailers and malls have closed down or are shrinking their physical

presence. Do you think Indian brick-and-mortar retailers and mall operators need to worry as of now? How do they need to rethink, reinvent themselves to survive and thrive in the long run?

If retail is dying why is money pouring into malls? The retail segment in the real estate sector attracted an investment of over \$700 million in 2016, which can rise by 20 percent in 2017, according to property consultant CBRE. Over 40 major international brands have entered the country over the past two years, CBRE said in February. Amid the flux in India’s retailing business, rentals for tenants in malls haven’t fallen.

If you look around you will find, most of today’s top-performing and hi- footfall gaining shopping malls are mixed-use spaces with significant social entertainment potential that provide exclusive appeal along with certain intensity and novelty in shopping experience. Malls are changing their positioning and converting to a neighbourhood centre to cater to a particular catchment. Some are also getting in luxury brands to differentiate themselves.

With malls, what counts most is the perception of customers. To meet this challenge, stores may have to be re-imagined to create richer shopping experiences that reflect their customers’ needs and shopping preferences. For a mall to achieve scalable success and to stay a step ahead of other players, today, you have to be adroit in understanding, forecasting and adapting to changing consumer needs and expectation. It’s a race to keep up with the constantly evolving ecosystem and stay current on new trends and deliver a new, customized and refreshing experience to people. The scope of growth for the physical outlets lies in this adaptation, this zeal to evolve and stay fresh.

Things are changing fast, evolving fast to attract footfalls and to stay in business. It would not be wise to write off malls so soon. ●●●



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

By Shubhra Saini

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. Some malls have gone a step ahead and have even invested heavily in creating strong CSR entities around their festivities. We bring a low-down of some of the most engaging mall activities, which happened across the country in last few months.

PHOENIX MARKETCITY, PUNE

Phoenix Marketcity, Pune, recently organised a special monsoon fiesta for its patrons, to enable them to experience the beautiful season from the comfort of the great indoors. The mall was decked up for the peak of the monsoon in bright, colorful and welcoming pieces. The main entrance sported an intricately designed lotus pond, an assembly of flowers, dragonflies, frogs and crystals forming the pretty water droplets. A second focal point of the mall delighted the senses with a picturesque mushroom landscape – lighted colorful mushrooms in different shapes and sizes accompanied with giant-sized snails and dragonflies. Other such life-size installations were displayed at several customer touch points inside the mall as well. The vibrant surroundings – complemented with the End of Season Sale – provided the perfect setting for Pune mall patrons who experienced world-class shopping with more than 500 international, national and local brands to choose from. There were also various avenues of entertainment along with seasonal lip-smacking delicacies available in the mall for consumers.



PALLADIUM, MUMBAI

Palladium, the luxury shopping destination of Mumbai, recently organised a Luxury Night Sale. The sale, which commenced from 7 pm ended at midnight. The countdown to the festive season has begun and this sale came right in time for all luxury connoisseurs. For men and women with a taste of luxury, labels like Burberry, Canali, Michael Kors, Tumi, Jimmy Choo, Longchamp, Tods, Hugo Boss, Coach, Bottega Veneta, Emporio, G-Star Raw, Furla, Paul Smith, Armani Jeans and many more added value to the shopping expedition with offers of up to 60 percent off on their products. Commenting on the initiative, Rajendra Kalkar, President (West), The Phoenix Mills Limited, said, "We have received an overwhelming response from the previous two editions of Luxury Night Raid. This year, we wanted to offer something special to our luxury shoppers with discount offering up to 60 percent across brands along with assured rewards of ₹25,000 and ₹50,000 on purchase of ₹1 lakh and ₹2 Lakh."

INORBIT MALL, MUMBAI

Inorbit mall recently concluded its third edition of Pink Power Campaign – an initiative to support women entrepreneurs with great business ideas. The multi-city campaign that was hosted across 5 locations and 4 cities, culminated at Inorbit mall, Malad with a grand felicitation ceremony. Winners were felicitated by versatile actress, author and producer Tisca Chopra; Associate Vice President, Marketing and Corporate Communications, Inorbit Malls, Puneet Varma; and Satish Mukte from Central Bank of India. Inorbit Mall gave the winners free kiosk space to operate their business for a period of nine months. In addition to this, winners were offered financial assistance by Central Bank of India as per the prevailing bank norms and exposure for business through partners like Shop CJ.

The third edition of Pink Power had garnered close to 1,411 entries across Mumbai, Navi Mumbai, Bangalore, Hyderabad and Vadodara. After close to a two-month long screening process based on criteria like innovation, scalability and future potential, Inorbit zeroed in on 10 promising candidates. Over the last few years, Pink Power has evolved as one of the most popular campaigns. The campaign has won recognition at advertising and marketing awards like Effies and Abbys. It was even recognized in the gold category at the DMA Asia Awards. Pink Power is a platform for budding women entrepreneurs to realize their business dreams. with exceptional business ideas."



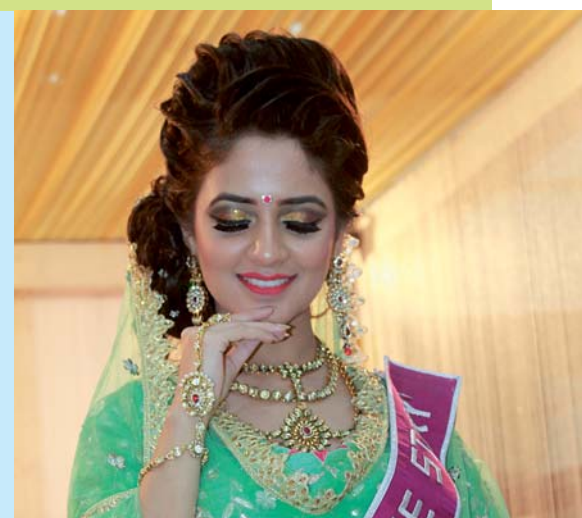


DLF EMPORIO, DELHI

As the wedding season approaches, DLF Emporio, one of the finest luxury destinations in India, presents the 5th edition of 'DLF Emporio Couture Weddings'. This personalised wedding show brings India's leading celebrity stylists to assist and advise patrons in identifying the best solutions for their trousseau needs. This year, stylists Aki Narula, Tanya Ghavri and Ami Patel assisted prospective brides and grooms in finding their perfect wedding outfits. To celebrate the 5th year of DLF Emporio's annual wedding event, an exclusively crafted fashion show of India's leading couture designers and jewellery brands was hosted at the mall as well. The launch evening brought together ace designers like Anita Dongre, Abu Jani & Sandeep Khosla, Rohit Bal, Surekha Jain, Shantanu & Nikhil, Suneet Varma and jewellery partners such as Hazoorilal by Sandeep Narang, Rose, DIACOLOR and Ganjam amongst others to showcase elaborate couture ensembles and exquisite jewellery pieces. All this helped perfectly translate the season's magnificent and intricate wedding trends onto the ramp. Speaking on the occasion, Dinaz Madhukar, Senior Vice-President, DLF Luxury Retail & Hospitality, said, "This year's DLF Emporio Couture Weddings was preceded by a glittering evening that showcased Emporio's finest couture and jewellery brands."

PACIFIC MALL, DELHI

Pacific Mall recently organised the Couture Wedding Wonders – wedding exhibition and show at the mall in association with Aashmeen Munjaal's Star Salon. The show was immensely popular and the mall witnessed a huge footfall during the exhibition. Owing to the success of the first exhibition that was held during last December and due to the huge demand from the customers the show was organised this year from August 23 to August 27, 2017. Salim Roopani, Centre Director of Pacific Mall, Tagore Garden, talks about what the mall does every wedding season to pull in customers. "We regularly curate special initiatives for customers with third-party brands such as bridal shows and bridal themed flea markets. This year from August 23-27 we hosted Wedding Wonders to promote this zone aggressively to position Pacific Mall as a one stop wedding/ occasion wear destination for customers. We have successfully managed to bring all stakeholders in the wedding business under one roof (including the consumer). The Wedding Fashion Show has been conceptualized to pique the interest of consumers and give them some insight on what they can expect this year in the wedding season".



GARDENS GALLERIA MALL, NOIDA

On the special occasion of Independence Day, Gardens Galleria Mall – a part of Entertainment City Complex, Noida – announced a fortnight long Freedom Shopping Festival. Spanning 16 days – from August 4 to August 20 –the festival was all about great shopping, delectable cuisines and foot-tapping parties and entertainment. Every day, one lucky winner who shopped over ₹7,100 got vouchers of ₹71,000. Moreover, anyone who shopped over ₹5,000 was entitled to two tickets of Worlds of Wonder, the famous water and amusement park in Delhi NCR. Arun Kumar Manikonda, Vice President Operations – Entertainment City, Noida said "Gardens Galleria is always at the forefront in conceptualizing and executing unique ideas to enchant our valued patrons. The Freedom Shopping Festival is a tribute to our great nation. We want each and every Indian to feel special on the occasion of 70 years of independence. Our endeavour is to provide our customers a unique combination of mouth-watering discounts on shopping, great food and amazing entertainment."

SELECT CITYWALK, DELHI

Select CITYWALK, in partnership with SDMC revamped the Jamun Wala Bagh, which is spread over an area of 95,000 sq. ft. under its CSR initiative providing facilities like yoga and a meditation area, an open gymnasium, a jogging path, a kids play area, LED lights and a surveillance system among others. The mall also announced an open library 'BookMahal' in partnership with Life Positive Foundation and Aarohan. In an initiative to promote spirit of learning, the library will provide two facilitators who will encourage reading amongst the youth. Speaking on the occasion, Inder Sharma, Chairman, Select CITYWALK said, "It is a proud moment for us; to have successfully executed this public-private partnership to create this beautiful park with facilities for kids and adults in place of a junkyard. A lot of hard work went into this transformation and we're happy to have made this small, yet significant contribution to the society." The initiative of Select CITYWALK saw huge support from local communities. Group events like dancing and singing led to huge local support and engagement. Children, specially, were kept engaged productively. The initiative has also led to a cleaner and greener environment around for local communities."



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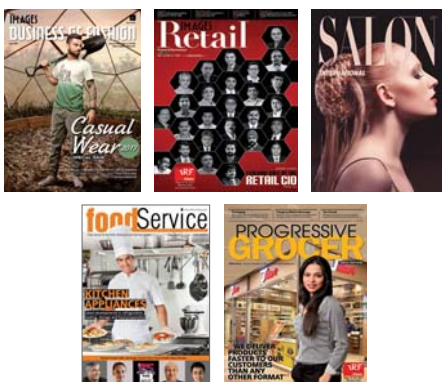
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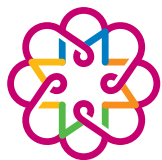
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