

# Shopping Centre **News**

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DEVELOPING RETAIL SPACES IN INDIA

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## OMNI CHANNEL RETAIL: THE GAME CHANGER FOR SHOPPING CENTRES

### INITIATIVE

#### Going Green:

Sustainable Malls Lead the Way

### TECHNOLOGY

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

### FUNDAMENTALLY

The Recipe for a Successful Mall

### MARKET SCAN

Delhi, an Ultimate Shopper's Paradise

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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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### Omnichannel retail: The game changer for shopping centres



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





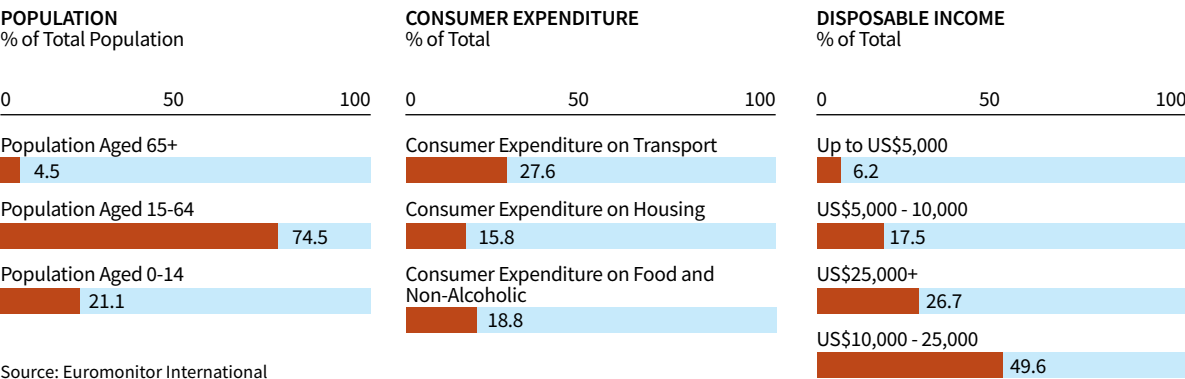
# Delhi, an ultimate shopper's paradise

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







# 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.

**P**uneet 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



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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



# 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.

**T**oday'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.





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# 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.

**T**he 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.





# 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;



# 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.

**A**manora 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?**

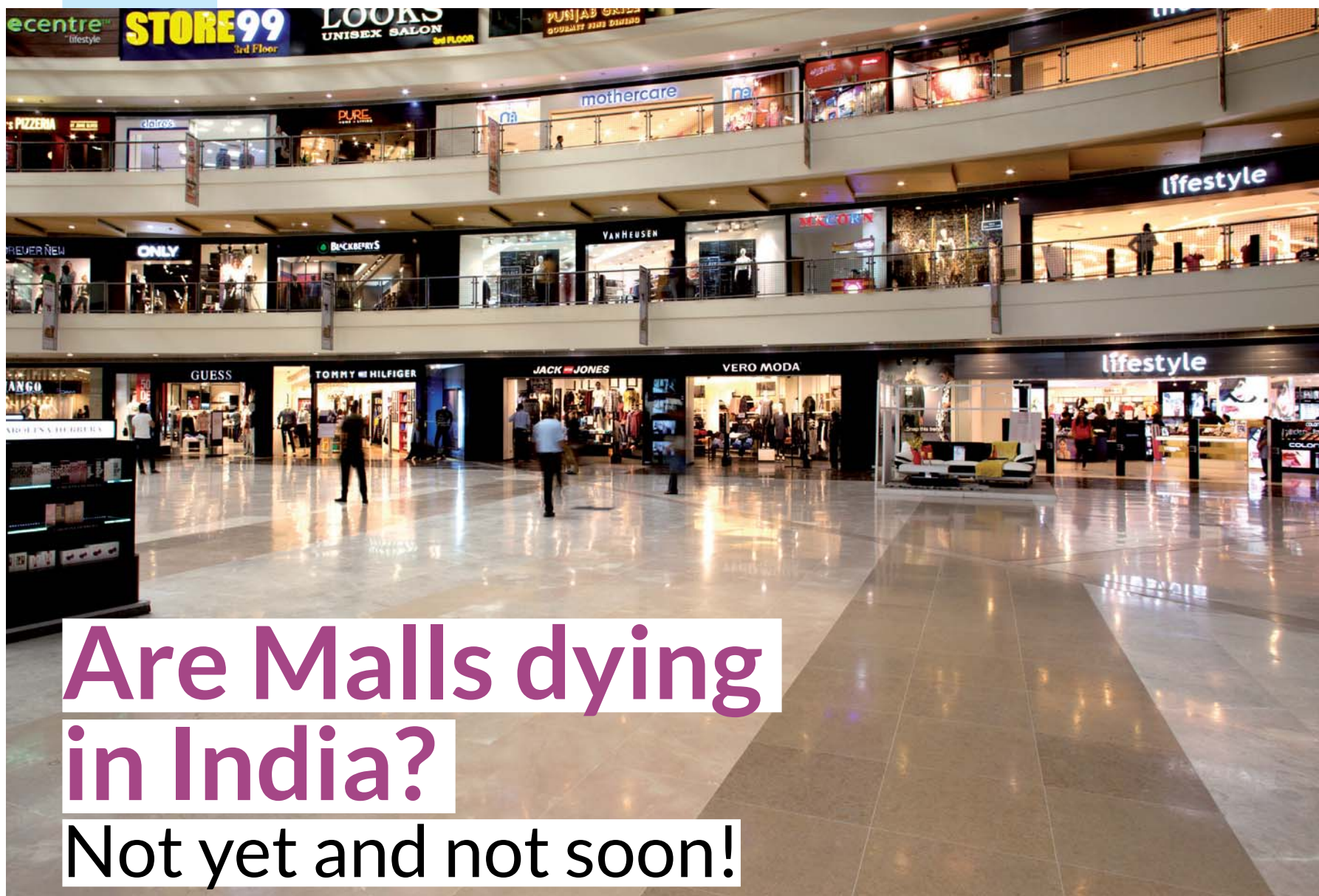
Our built-up area is 1.2 million sq.ft. of the mall with a 10.65 lakh sq.ft. of gross leasable area. The occupancy of the mall is 80 percent so far.

**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







# 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.



**W**e 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



# 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."





# GOING STRONG

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