

Shopping Centre

News

FEBRUARY - MARCH 2018

DEVELOPING RETAIL SPACES IN INDIA

VOL. 11 NO. 2 ₹100



FASHION RETAIL: CLOCKING THE HIGHEST SALES GROWTH IN MALLS

CONSUMER EXPERIENCE:

Engaging & Enthralling the Customer at the Shopping Centre

IN CONVERSATION:

Shibu Philips on the Melting Pot of Fashion, Food, Entertainment & Culture at LuLu Mall

ANALYSIS:

JLL Report on Increasing Mall Space Rate in India

SPOTLIGHT:

Infiniti Mall looks to expand across Delhi-NCR



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The beginning of 2018 has been very defining for the Indian Shopping Centre Industry. As per JLL, mall space in India is expected to increase by 40 percent and rise to 7.8 msf by the end of 2018. The South India cities of Hyderabad and Chennai are expected to be major contributors to this upward trend. More shopping malls mean more space for entertainment, stylish community hubs and of course, shopping spaces par excellence. And the section that shines the most in the shopping space is Fashion Retail.

Be it menswear, women's fashion, kids' clothing or even accessories, fashion brings in creativity, self-esteem and self-identity; not only on the individual parameter but also to the shopping malls. The concept of shopping for the latest trends in fashion has undergone a sea of change in all aspects, be it retail format or consumer buying behavior.

In our Feb-March issue – in keeping with our upcoming flagship event, India Fashion Forum in Mumbai on March 13-14, 2018 – we explore the workings of the fashion retail community within the larger setting of the mall. We tell you why the 'fashion floor' is the most important floor for the mall, how much revenue it generates, and how much space and status malls accord to the fashion segment. We bring you the inside perspective gleaned from in-depth interviews with mall heads and developers.

The edition also explores the work of two Shopping Industry leaders - Shibu Philips, Business Head, LuLu Shopping Mall and Mukesh Kumar, Senior Vice President, Infiniti Malls. We bring you a detailed look at their work, the upward trajectory of their malls, and the innovations they have brought into their own malls as well as the shopping centre industry at large in India.

We hope to find this issue well informed and beneficial as always. We also look forward to seeing you in large numbers at India Fashion Forum at Renaissance, Powai in Mumbai.



Amitabh Taneja

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Fashion Retail: Clocking the Highest Sales Growth in Malls

Pinterest, Instagram, Facebook and Twitter have changed the entire concept of fashion and shopping. Shopping Mall Developers and Heads across India talk about how important fashion retail is to the mall.



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BUOYANT TIME AHEAD FOR MALL DEVELOPERS IN INDIA

By Shopping Centre News Bureau

With positive initiatives taken by the government, the long-term capital gains tax on listed shares proposed in the Budget 2018 may attract more funds to private equity and venture capital funds. The optimistic environment has led to several new expansion announcements and business mergers...



LuLu GROUP TO SET UP MEGA SHOPPING MALL AND FOOD PROCESSING PLANT IN TELANGANA



● LuLu Group International, with investments in retail, hospitality and food processing sectors, has decided to set up a facility in Telangana for developing the retail as well as the food processing industry there. It has signed a memorandum of understanding (MoU) with the State government in this direction, as reported

by *The Hindu*. According to the MoU, the company will invest approximately ₹2,500 crore to construct a 1.8 million sq.ft. mega-shopping mall, food processing plant, and logistics and exports processing unit for fruits and vegetables.

The agreement was signed during the visit of the high-level delegation

led by Industries and IT Minister KT Rama Rao to the company's headquarters in Abu Dhabi. LuLu Group chairman, Yusuff Ali said the company signed the MoU as part of its expansion plans in India. Telangana, being the newest state, offered the potential for expansion and the government's support and cooperation in this direction was very encouraging, he said. The company plans to begin work in three months as the State government has already initiated the process to hand over the required land. Rama Rao said the government was working towards ensuring investments in world-class facilities in the State, especially in retail and food sector.

"We are looking forward to working with them on many more projects in future," he added. ●

REPUBLIC DAY CHEER AT INFINITI MALL

● Infiniti Mall, one of the leading destinations for shopping, food and entertainment celebrated Republic Day with host of activities. It was all about great shopping with host of cuisines at both the malls.

Besides shopping, the mall was packed with several events to cater to the festive spirit for its patrons. While classical band performed at Infiniti Mall, Andheri, Malla Khamba was hosted at Infiniti Mallad by DS School kids. Bharatnatyam by Vidhi and other dances by the school troops were the key highlights of the event. ●



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GAURSONS TO BUILD A SHOPPING MALL IN NOIDA EXTENSION

● According to a PTI report, Real Estate firm Gaursons is investing ₹750 crore to develop a shopping mall in Noida Extension to tap business opportunities in the commercial real estate which is doing well despite the overall slowdown in the property market. The shopping mall, with 7.5 lakh square feet of retail space, is expected to open by March next year.

Gaursons is developing a 240-acre township 'Gaur City' with an investment of ₹ 5,000 crore and the mall will be part of this integrated project catering to 25,000 families.

"There is currently no shopping mall in this area. We are soon going to fulfill this gap, adding that the company will be leasing the

retail space in the mall that also houses a 9-screen superplex," Manoj Gaur, Managing



Director, Gaursons was quoted by news agency PTI as saying.

Gaur, who is also Vice-President of CREDAI-National, said the project cost of this mall is ₹750 crore to be funded through internal accruals and bank loans. The company has roped in retail and F&B brands such as Shoppers Stop, Lifestyle, Hypercity, Pantaloons, Marks & Spencer, Max Fashion, Reliance Trends, Croma, Fabindia, Globus, Food Court by Foodquest, Starbucks and Sagar Ratna, among others. This is the company's second shopping mall. It has already developed 'Gaur Central Mall' at Raj Nagar District Centre in Ghaziabad. ●

NIT TO PUMP ₹400 CRORE INTO CONVERTING GOKULPETH MARKET INTO 21-FLOOR SHOPPING MALL

● The Nagpur Improvement Trust (NIT) plans to revamp the haphazard Gokulpeth market by constructing a shopping mall with two floor basement parking and G+21 floors. Instead of seeking funds from the State government, the civic agency proposes to develop the project on design, build, finance, operate and transfer (DBFOT) basis as reported by *Times of India*.

NIT has already floated an expression of interest, inviting private companies to develop the project. A pre-bid meeting was conducted on January 21, 2018 and the last date for submitting the tender was February 9, 2018.



"All efforts are being taken to develop the project in a time-bound manner. We are hoping for a good response from private companies for the project. We have prepared a tentative plan for the project. Developers can also come up with their own plan. The condition is to accommodate existing leaseholders of shops allotted by NIT and also Nagpur Municipal Corporation (NMC)," Deepak Mhaisekar, NIT Chairman, was quoted by the national daily as saying. ●

BLACKSTONE BUYS 75 PC STAKE IN FORUM'S BHUBANESWAR MALL, ESPLANADE

● As per a report in a financial daily, global private equity giant Blackstone Group has bought a majority stake in a retail project of real estate developer Forum Group. The Business Standard reports that the PE firm has invested about ₹250 crore for a 75 percent stake in retail space Esplanade Mall in Bhubaneswar. Forum is investing ₹1,400 crore to develop about three million square feet of retail space in the eastern part of India. The group is talking with Blackstone for investments in other retail projects, the report added. According to the news report, Forum Group is also in talks with Blackstone to sell stake in more of its retail projects.

"We will be delivering roughly one million square feet of retail infrastructure development every year for the next three years. We expect the joint platform with Blackstone will acquire more such properties in the future," Vidyut Saraf, deputy managing director, Forum Group told the news paper. Forum is investing ₹1,400 crore to develop about three million square feet of retail space in the eastern part of India. The group is talking with Blackstone for investments in other



retail projects, the report added.

Kolkata-based Forum Group had said last year that the Esplanade Mall would be spread over 0.9 million sq.ft. and would have a built-up space of 450,000 sq.ft. at an investment of ₹500 crore. Forum Esplanade is coming up at Rasulgarh, a strategically located areas in the city and is being built by Leighton, a major construction and contracting company based out of Australia. It would house around 150 operators in sectors like retail, food and entertainment. Further, the mall would count Mexican multiplex chain Cinepolis as one of its key anchor tenants. ●

FORUM CITY CENTRE OPENS IN MYSURU

● The Prestige Group, one of India's leading developers has added another state-of-the-art mall to their repertoire of malls under the immensely successful Forum brand, with the inauguration of Forum Centre City in Mysuru. Redefining the concept of shopping in Mysuru, Forum Centre City provides the perfect mix of international and popular domestic brands, making it the most prodigious shopping centre in the city. Aptly known as the 'Maharaja of Malls', Forum Centre City will be Mysuru's first full-fledged mall and one of the largest shopping destinations located in the heart of the city. Commenting on the inaugural event, Irfan Razack, CMD, Prestige Group said, "This is our very first project in Mysuru. It was our dream to bring the Forum experience to Mysuru and redefine the concept of shopping in the city with a world-class mall. I hope that people will enjoy their leisure time in our development." ●



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GLOBAL MALLS INNOVATE, EVOLVE TO KEEP CONSUMERS COMING BACK

By Shopping Centre News Bureau

In the never-ending debate of offline vs online shopping, mall developers throughout the world are still keen on providing personalisation and a phygital experience to lure customers to the traditional brick-and mortar format. Here's a lowdown of some of the most best activities malls are conducting across the globe to increase footfalls.

OMEGA OPENS OLYMPIC EXHIBITION IN LOTTE WORLD MALL, SEOUL

● In celebration of its role as Official Timekeeper of the PyeongChang 2018 Olympic Winter Games, the Swiss watchmaker Omega has proudly opened its 'Omega Olympic Games Exhibition' inside the Lotte World Mall in Seoul, South Korea.

The launch event included many guests of honour including Alain Zobrist, CEO of Omega Timing; Julia Choi, CEO of Swatch Group Korea; Omega friend and Olympic Games athlete Yuna Kim; and Hyunchul Park, the Director of Lotte Property & Development. The 'Omega Olympic Games Exhibition' displays 86 years of the brand's timekeeping history, which extends through 28 Olympic Games since 1932. The showcase takes guests through a race-themed tunnel, featuring 'Start', 'In-Race' and 'Finish Line'

sections, showing some of the most important technologies that have been developed and used by Omega over the decades.

Alain Zobrist, CEO of OMEGA Timing said, "For Omega, our Olympic Games role has been a passion and a dedication for many years. It's such a pleasure to open this exhibition and share some of that history and innovation. Timekeeping at such

a huge event requires a lot of expertise and technology. In this showcase, you can really see how we measure every second so precisely. It's definitely an exhibition that all sports fans should see." Julia Choi, CEO of Swatch Group Korea said,

"The Olympic Winter Games are an exciting moment for South Korea and I feel very proud to welcome guests in Seoul to

this special exhibition. It lets everyone understand Omega's important role in the event and how the brand is helping to make every moment a success. South Korean hospitality is sure to be at its best, and here you can see that the timekeeping will be too."

The exhibition also displays Omega's new Seamaster Olympic Games Collection. Representing the different colours of the famous Olympic Rings, there are five models available in black, yellow, green, blue or red. As well as having a vibrant colour design and playful spirit, the watches have largely been inspired by several Omega stopwatches from the brand's timekeeping past – particularly those used at the 1976 events in Montreal and Innsbruck. ●



MEGAWORLD TO OPEN FIRST BIG SHOPPING MALL IN ILOILO



● According to a report published in *Business Mirror*, Megaworld Corp. announced it expects to open its Festive Walk Mall in the city by April 2018. The P2.2-billion building in the Iloilo Business Park would be the company's full-scale shopping mall outside of Luzon.

Kevin Andrew L. Tan, Megaworld's Senior Vice President for Commercial Division told *Business Mirror* that the company will open three more malls this year, one each in Pasig, Boracay and Alabang. This will bring the firm's total number

of malls to 18 by the end of 2018. "We are still on target to reaching half of our recurring income from shopping malls by 2020. The idea is to have a shopping mall in each of its townships and some stand-alone malls. Megaworld currently has 23 townships," he stated.

According to its target, Megaworld wants to reach a recurring income of P20 billion by 2020. The remaining half will come from its business process outsourcing business. Covering 90,000 square meters in gross floor area and about

40,000 square meters net leasable area, Festive Walk Mall will have a main mall connected to a mall annex that will also be linked to the 1.1 kilometer Festive Walk Parade via elevated walkways and bridges.

The mall will have three levels of shopping, dining, entertainment, leisure and wellness offerings. It will be anchored by its two supermarkets of either SM or Metro Gaisano, a department store, home-essentials store, toy store and a food hall. The mall will also have seven cinema houses, which include cinemas that offer complete surround-sound technology. Another highlight of the mall will be The Deck at the third level, which features an open space with gardens and greeneries, a chapel and a dog park. It will also have three main activity and event centers—the indoor atrium, the outdoor covered event area and the outdoor open-air activity center. A children's playground will also be at the mall's ground level. ●

KIRKWOOD MALL TO UNDERGO RENOVATION, GET PEOPLE TO SHOP LOCALLY

● As per a report published in *kfyrtv.com*, Kirkwood Mall in Bismarck, North Dakota, is getting a face lift, to keep it relevant with the shopping community. The mall has been around for 48 years and it doesn't plan to close anytime soon.

"I think it sounds wonderful. I've been walking the mall for 17 years, so I've seen a few changes," Darlene Meier, a Bismarck resident, was quoted by the website as saying. "You think of all the changes and how Kirkwood has responded to the changing market place and the needs of shopping, the types of stores, and all of that. It's pretty amazing," Keith Groewald, Owner, Lee's Hallmark, told *kfyrtv.com*.

Kirkwood Mall generates approximately \$92,000 in city sales tax every year, which in turn funds infrastructure in the city. "This mall is important as a community center, this mall is important as an employer, this mall is important as a place we generate the funds we use to keep our economy and our community growing," Brian Ritter, President of BisMan Chamber of Commerce, told *kfyrtv.com*. The mall is the regional shopping destination for the western part of the state. It has five anchor stores and over 70 specialty retailers, where nearly 20 percent is locally owned. ●



ARENA ZAGREB SHOPPING CENTRE BREAKS RECORDS AHEAD OF EXPANSION

● The Arena Shopping Centre in Zagreb has been the largest shopping mall in the Croatian capital for the past seven years, as per report published by *Poslovni.hr*. In 2017, outstanding business results were achieved, and in December 2017 Arena Centre set a record in the number of visitor, with more than a million visitors in just one month. This made

December 2017, the most visited month since the opening of the centre. After achieving record breaking number of visitors in 2017, the mall is working on ambitious business

plan for 2018 and beyond.

In addition, a double-digit percentage of spending growth in

the stores confirms the fact that Arena Centre is among the leading shopping centers in Croatia.

The new business strategy announced includes major changes in the operations that will be implemented during 2018 and 2019. The Centre's offer will be expanded by almost 6,000 square metres of additional shopping area, and new anchor shops will arrive in the centre, which is currently one of the centre's main disadvantages, according to the opinion of some shoppers. As part of the process, some of the existing stores will relocate, which will be used to improve shopping concepts and expand offer which is available to consumers. ●





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JUST HERBS SETS FOOT IN SOUTH INDIA WITH AN EXCLUSIVE STORE IN HYDERABAD



In a bid to expand its offline footprint in South India and cater to the growing customer base in the region, the award-winning, Made-in-India and bespoke Ayurvedic beauty brand 'Just Herbs' has opened a retail store in Sujana Mall, Hyderabad. This is the brand's third exclusive outlet nationally and the first in South India. Just Herbs started its offline operations in June 2017 with the launch of two stores in Chandigarh and Ludhiana.

Just Herbs, the flagship brand of APCOS Naturals, was launched in November 2013 as an online-first venture. It is also the first beauty brand in India to launch products through crowd-sourcing. Over the last few years, Just Herbs has built a devout customer base not only in India but also in international markets such as the US, UK and South East Asia. After witnessing a tremendous customer acceptance through its e-store as well as a 144 percent growth in the last fiscal, this boot-strapped venture plans to strengthen its presence in the offline retail space.

As per Arush Chopra, CEO, Just Herbs, "The data from our online sales suggests that South India, especially Hyderabad, Bengaluru and Chennai are substantial markets for us. Moreover, we cater to our big northern markets like Delhi easily from our Head Office in Chandigarh. However, the absence of a store down south was hindering the business prospects here. So, as soon as we outlined strategies and found a suitable location, we took the plunge."

THE COLLECTIVE DENIMS LAUNCHES STORE IN DELHI

The Collective, India's first and largest multi-brand luxury retail concept known for its breadth of fashion by Aditya Birla Fashion & Retail Ltd. is all set to introduce Delhi to 'The Collective Denims' – an exclusive denim lifestyle store which will house some of the most iconic luxury denim brands. Spread over 1,000 sq.ft. the stand-alone store is housed at Delhi's upcoming luxury fashion destination, The Chanakya Mall, Chanakyapuri.

The first exclusive denim store in luxury retailer's ever-expanding portfolio, The Collective Denims offers iconic brands such as Seven for all Mankind, Versace Jeans, Replay, Dsquared2 and numerous other international designer labels. Fashion connoisseurs can also shop for their favourite denim wear and accessories here. Amit Pande, Brand Head, The Collective, said, "Investment in a luxury denim takes your wardrobe to a different league. We are very excited to launch 'The Collective Denims'. The format brings out India's best destination for denim. We have the world's best denim brands. Consumers can choose from over 100 options of denim in over 40 fits. Of course, our denim experts will help style it for you."



ALCIS SPORTS OPENS FLAGSHIP STORE IN MUMBAI



Alcis Sports, a cutting-edge Indian performance wear brand, has unveiled its flagship store in Mumbai, its second exclusive brand store in India. Located at the much sought after Phoenix MarketCity in Kurla, Mumbai, the store will offer a premium performance wear retail experience for Alcis Sports' customers, getting them up close to the brand.

The store will be spread across an area of over 1,000 square feet and will house the Alcis Sports' range spanning specific clothing for running, training, yoga, football and racquet sports.

Alcis Sports is also the exclusive licensee for the official fan wear merchandise of 2018 FIFA World Cup Russia, and the new store will feature the upcoming range for football fans of the city.

Speaking at the launch of the store, Roshan Baid, Managing Director, Alcis Sports said, "The city of Mumbai is a natural fit for a brand like Alcis Sports, as we plan to ramp up our presence and visibility. Since our inception, our products have received a tremendous response and we are all geared up to take our brand to the next level. We already have one of the widest ranges when it comes to athleisure brands, and apart from exclusive stores we are also readying up newer categories to cater to more consumers." The Mumbai store is Alcis Sports second exclusive brand store after Kochi, which opened up last month. The company will soon open up other exclusive stores across the country and plans to have 15 exclusive brand stores within the next 12 months spanning all the major cities of India.

VAJOR OPENS FIRST RETAIL STORE IN PUNE

After months of anticipation among fashion lovers and enthusiasts, Vajor.com, the women's fashion and lifestyle brand, known for its free-spirited outlook, takes a big plunge and opens its first ever store at The Pavillion, Model Colony, Pune. Blurring the lines between online and offline, the Vajor store meets nature with a next-gen Omnichannel experience. Spread across more than 1,800 sq. ft, the store is a physical render of the Vajor website – clean, fuss-free, effortless to browse, equipped with the most coveted boho fashion and lifestyle products.

Talking about USP, Vajor store has a dedicated 'Story' zone wherein, each month, a section will be dedicated to narrating the story behind that month's collection.

The store also incorporates a www.vajor.com touch-screen where customers can actually take a virtual tour of the brand and make any and every form of transaction. One can browse products online, get the touch and feel of the merchandise in store and then order at their convenience online or offline! Vajor has introduced a whole new eclectic mix of products to be displayed at the Vajor Humane section in its store. This product range comprises of unique, meaningful, boho fashion and lifestyle products that provide a truly satisfying shopping experience. Vajor stores will soon be opening in Chennai and Delhi.



FOREVER 21 ENTERS KOLKATA



Forever 21, the most loved international fast fashion brand from Los Angeles, California, and part of Aditya Birla Fashion & Retail Ltd launched its first store in Kolkata. The sprawling new store is spread across 6,500 sq. ft. of retail space and is located in the heart of the city at South City mall. New-age folk-fusion and noted Bollywood singer Papon, created a stir with Forever 21 customers with his live performance. Papon along with Rahul Jhamb, India Brand Head, Forever 21, Aditya Birla Fashion and Retail Ltd inaugurated the store.

Speaking at the launch, Rahul Jhamb, Brand Head, Forever 21 said, "Kolkata is not only the most potential market in East India but one among the key markets of India and we are delighted to launch our first store in Kolkata, just in time for the year-end festive season. Our first store in Kolkata and 22nd in India is a momentous step as we continue to leave our imprints in the country by making fast fashion accessible to the young fashionistas. Our new Holiday collection, designed to make fashion loving Millennials look awesome during vacations and New Year will be available in all our stores. We are grateful to our patrons for making Forever 21 the most loved fashion destination of the country."

Forever 21 hosted 'Meet and greet with the celebrity for 10 best dressed black and yellow costumes. 'Happy Queue' offered shopping vouchers to its patrons. The first 100 customers in the queue were given ₹1,000 off while the next 200 customers availed ₹500 off on their purchase.

COVER STORY LAUNCHES ITS FLAGSHIP STORE AT AMBIENCE MALL, GURUGRAM

Cover Story, a fast fashion brand for women by Future Style Lab, launched its flagship store on 7th February 2018 at Ambience Mall. The store is spread across 2000 sq. ft. of area, at a prominent ground floor location amidst the most fashionable brands around.

The new store's stock has the latest Spring-Summer '18 collection for India. The collection, designed at the creative headquarters in London, consists of women's apparel, accessories and shoes. The collection is inspired by the story of two BFFs, that are bold, adventurous and ready to rock the world. Luxurious and contemporary designs make the collection versatile enough to be worn on different occasions, during the day or night, by the modern woman. The collection draws inspiration from nine unique story lines, each designed with a catwalk trend keeping form, fabric and fit in mind.

In the past one year, Cover Story has opened many stores across Delhi NCR, Mumbai and Surat. Apart from these stores, Cover Story has a nation-wide presence in different shop-in-shop formats including Central, Kapsons, Iconic & Sohumi. Additionally, the brand has its own online store to help cater its customer from anywhere, by simply visiting the website – www.coverstory.co.in. Cover Story is retailed through online marketplaces including Myntra, Jabong and Koovs.



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LuLu Group International is a diversified entity. Keeping its retail division as top priority, LuLu Group operates in supermarkets, shopping malls, imports and exports, trading, shipping, IT, travel and tourism and education. With an annual turnover of over \$ 6.9 billion (about ₹44,160 crore) and staff strength of over 40,000, LuLu Group is considered a major player in the economic scenario of the Middle East.

Since its launch in 2013, LuLu Mall has transformed the way Kerala shops. Being the first avenue for large scale organised retail in the state, LuLu has been able to stay far ahead of the competition across the state. Shibu Philips, Business Head of LuLu Shopping Mall, believes in an age where with soaring customer expectations, if a company can create satisfied customers, retention becomes instinctive. Excerpts from the exclusive chat...

Describe the journey of LuLu Mall, one of the largest mall in India in terms of area? What are the challenges and difficulties – from real estate to technology – that you had to face when you came up?

Currently completing five years of operations, LuLu Mall is spread across four storeys occupying more than 2.5 million sq.ft. of space in 17 acres. When we launched the mall in 2013, we had 75 percent occupancy and the challenge of bringing best brands to an unexplored market of Kochi was immense. Today we are 100 percent leased with 223 operational stores and 25 kiosks. We have launched over 75 brands for the first time in Kerala and we continue to attract brands who want to explore the southern market. The LuLu Hypermarket – at about 2,00,000 sq. ft. – is the go-to store for both premium and low-income customers for the variety it offers at international standards, and that too at affordable price. Our patrons enjoy luxury of cinematic experience at PVR Gold, with a 9-screen multiplex and then there is the 55,000-sq.ft. entertainment zone including trampoline park and an ice skating zone.

Sustaining the momentum of the mall and recording steady

LuLu Mall: THE MELTING POT OF FASHION, FOOD, CULTURE AND ENTERTAINMENT

– By Sandeep Kumar

Since its launch in 2013, LuLu Mall has transformed the way Kerala shops. Being the first avenue for large scale organised retail in the state, LuLu has been able to stay far ahead of the competition across the state...



growth has not been easy and we faced several challenges. The building codes had to be made from scratch, due to the absence of any prior model to look up to in the Kerala market. Environmental clearances, lack of local labour, the 60 percent rainfall the state receives were the challenges that we were able to overcome successfully. The biggest challenge most malls are facing today is change in rules which lack consistency. Approvals are taking time, parking policies are changing, and malls are forced to pump in more money on security, making any law & order situation happening within its premise the mall's issue rather than being the state's responsibility as well. The common infrastructure of the state is not able to catch up with the fast pace of development.

What's your location strategy? Why Kochi?

When we decided to enter India, we chose our home town Kochi, a Tier II city for the launch. The mall is strategically located on Edappally Junction with four entrances. The centre is strategically located at an intersection of two major highways, making it accessible to all the residents in the neighborhood. LuLu is on an expansion mode globally and

in India, two mall projects are under construction – Lucknow and Thiruvananthapuram. We understand that the opportunity that lies in Tier II markets.

What, according to you, are the key elements that will determine the success of your mall?

Right Brand Mix: We constantly try on including the stores that the customers respond to. Though our anchor store that drives traffic is still key, a curated mix will help us in making all our zones active. With online shopping thriving by the day, malls must aim at providing uniqueness. This must be done through a well-planned entertainment zone and the best F & B brands.

Customer Engagement: We

Let's talk innovation –both tech and in-store. What has LuLu done in this field and what are you planning over the next one year to keep consumers coming in?

LuLu's Loyalty Program has helped to establish a direct relationship with the customers, going beyond each visit to the mall. Shoppers can use their smartphones to scan purchase receipts in exchange for points that can be redeemed against gift vouchers.

We are also in our final stage of incorporating Geo-fencing and ANPR (Automatic Number Plate Recognition) to our LuLu Loyalty Program.

Apart from this, we have designed a PGS system (intelligent parking guidance)

Phygital marketing helps us to see consumers in real life, interact with them and give them an opportunity to feel included, acting as ambassadors for us. We also believe in having a 'first-hand experience' with the customers, by giving them a satiable experience that they would like to enjoy again and again.

LuLu's Loyalty Program has helped establish a direct relationship with customers, going beyond each visit to the mall. Shoppers can use their smartphones to scan purchase receipts in exchange for points that can be redeemed against gift vouchers – one of our best phygital experiences.

Is there a need for Omnichannelisation of malls? Your views.

Without doubt, e-retail is on a steady trajectory in India, and so are professionally run malls. From the basket, offline will get certain percentage of the share and online will get theirs. And if we can find common ground, no one benefits more than the customer. Several online retailers like Chumbak and Zivame have now chosen to be present within malls, having understood the importance of being tangible for the Indian customers. Shopping Centers are also reaching masses through various e-programs. But when it comes to feel and touch like food & entertainment, the customers must come and visit us. People value a lot of relations, individuals want to experience the services first hand. We create loyal service which creates human bonding.

You're obviously doing a lot to keep your consumer engaged. Tell us more about your shopping mall's customer centricity ideas are different from others.

Focused marketing is the need of the hour and it's important to provide customers with an experience that meet their individual needs. 'Blanket targeting' shoppers with generic schemes and incentives will not be sufficient. Today's customers



always believe in extending the relationships with customers. Through social media, app and as well by our loyalty program which has 1,50,000 + members we have created deeper bonds. Customers like to get rewarded, and with various online activities we make them happy by giving away goodies and gifts.

Better Customer Experience with Services & Events:

Malls are getting closer to the customers by understanding the pulse of the customers. At LuLu mall, we multimate levels of convenience like valet parking, pram, butler etc. Customer incentive programs, international performances and campaigns add more to the list of value-added elements.

that suits all types of car parking areas. Regardless of the parking space size, the system ensures customers find a space by guiding them directly to it, in real time. We have also recently incorporated 'puzzle parking', considering the heavy footfalls the mall garners.

Tell us about the phygital experiences, personalisation strategies, and intelligent technologies that LuLu offers its consumers?

We all know that it's important to think outside the box. Creating a positive and lasting memory in the minds of the customers will get people talking, tweeting and sharing to their friends and family for days to come.

crave for tailored, consistent and convenient service and to stay on top, one should provide just that making us stand out from others. Marketing is the art of attracting and keeping profitable customers. It is a proven fact that the top 20 percent of the loyal customers often generate 80 percent or more of a firm's profits. Interacting with customers, developing loyalty programs, personalizing marketing are key activities that could be used to build customer loyalty.

The highlight for us in 2017 were events like LuLu Football Challenge, celebrating and encouraging football in the country; LuLu Fashion Week, where brands showcased their best collections and launched their collections with a number of celebrities, LuLu Beauty Fest - a weeklong Beauty Fest with exciting offers from over 100 brands, free makeovers, offers on beauty & wellness products and also the LuLu Beauty queen gets featured in the mall magazine name LuLu Happiness, LuLu Flower Fest, Lulu Little stars - a talent show for kids, LuLu Digex - a digital expo.

Apart from this, you are also heavily into CSR activities...

Under LuLu Smiles, we have been doing a lot of CSR activities on health awareness and social campaigns. Blood Donation, eye check - up, vaccination camps, BMD screening and diabetes check-up and consultation on World Diabetes Day are some of the initiatives that was done by LuLu.

Are you also environmentally responsible? What are the key ecological considerations that you kept in mind while building the mall?

We have been very ecologically aware while designing and building all our malls. LuLu Mall in Kochi 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.

We have a well-equipped sewage treatment plant which helps us to recycle the water for the daily operation of the mall. A rain water harvesting system with near to 10 lakh litres capacity is another measure undertaken by us towards a greener tomorrow.

As a policy, we ensure effective garbage separation is done at all collection points and we have invested in a wet waste de-compost machine to convert waste to manure. We have also ensured that all our lightings are LED, to minimise consumption.

What's your take on zoning in a mall?

Zones give consumers a sense of order and a curated mix makes the zone active. LuLu Mall primarily caters to the premium and mid-premium brands in all categories. Our ground floor gives an exposure to international brands which includes premium brands in luxury, beauty, fashion etc. The first floor has the finest

selection of men, women and unisex fashion. The second floor has kids fashion, value products, mobile & accessories, sports brands and the cinema.

Do brands prefer to come to you or do they look more at high streets and why?

Both individuals and families are looking for avenues to spend time with their loved ones, to shop, watch a movie and engage in other recreational activities. Only a mall can provide this in a safe and organised manner with plenty of options under a roof. Since we can generate a larger number of footfalls, I feel brands prefer coming to us.

International brands share the major limelight in the malls. Do you think homegrown brands should be also given more space and value?

It is very important. In every region, there are some homegrown brands which are people's favorite, running highly profitable businesses. However,

they lack a vision of adaptation of technology and processes. Considering the popularity of these brands, malls do give them a red-carpet welcome with very lucrative rentals and location. The second generation puts in a lot of effort to adapt to an organised retail format and promote the brand to compete with any other national brand.

Maharaja Bhog, Calicut Paragon, Liso Chocolatier in the food sector; Mantra in ladies ethnic wear, Make-up studio; Ajmal Perfumes in beauty & wellness; Crocurry.com in home improvement; MCR in the apparel sector are some of the regional brands which we have at LuLu. Smaller regional retailers can also be accommodated in a kiosk model.

Elaborate on the importance of food courts and the role F&B plays in generating footfall in malls?

Food & entertainment sets brick-and-mortar ahead of e-retail by giving it a destination value. The working class has increased exponentially over the years and so has the number of people eating out. F&B at Lulu Mall itself has recorded a growth of 21 percent. New cafes have been introduced across the mall as a means for a casual F & B option while shopping. Lulu Mall has various international and national flavors with the likes of South African brand - Galitos, Maharaja Bhog, The Yellow Chili, Anjappar Chettinad Restaurant along with Cold Stone Creamery etc. Soon we are going to open Punjab Grill and Pizza Hut express as well.

What is the importance and benefit of being a Family Entertaining Centre (FEC) instead of a mall.

LuLu Mall, being the first avenue for large scale organised retail in the state, we have been able to stay far ahead of the competition

well. LuLu Mall employs several different technologies to engage with customers and potential customers through social media.

What does the future of retail hold for the malls of tomorrow?

India is a market where

premium industry and hence the interest on loans is also very high. Now, with the introduction of GST and adoption of e-payments, We are hoping that the retail real estate industry will witness a better change.

than 50 percent of the entire loyalty base is active and redeeming rewards within the loyalty offerings. Using the right medium to offer the loyalty programs is vital to its success. It is a known fact that the dramatic influence mobile phones has



across the state. We keep generating various new factors because of which LuLu has become a melting pot of fashion, food, culture and entertainment. Once you create a destination value, you automatically cater to families.

Tell us about the role that hospitality plays in generating footfalls?

Shoppers today have the choice between visiting the mall or to buy it online. Hence to lure customers to store, there must be more than retail offerings. We have added photo opportunities as a key element in the décor. Customers enjoy clicking and sharing it on the social media platforms has turned out to be a major hit.

Service does not pertain to only well-trained staff, but also to the ambience created through the music played, temperature control, lighting, innovative services provided and more. In the organized sector, the importance of visual merchandising and in store design cannot be emphasized enough. Innovative store frontage welcomes new customers and ensures top of the mind recall. We do daily audits where the entire mall is covered through extensive questionnaires and the analysis done by operational managers to let us know whether the mall is faring



e-commerce is far from taking away brick-and-mortar model. With many big players acquiring like-minded small retailers, the clutter in retail is being avoided and brands can get a firm foothold in their respective segments. Food is bound to get more prominence from the current occupancy of 10-12 percent in a mall to at least 30-35 percent; entertainment which is normally limited to only one FEC and cinemas will evolve. More concepts like Bounce, VR, AR is expected to find space within malls. The use of technology will ensure more customised experiences for customers through beacons, digitalised fitting rooms and more.

What is the future of real estate in India?

Real estate is considered as a

How do you plan on drawing customers and then retaining them in 2018?

The easiest way to grow your customers is to not lose them. A holistic marketing philosophy coupled with the best services is the chance of outperforming the competition. And the cornerstone of a well-conceived marketing orientation is strong customer relationships. Consumers are more educated and informed than ever, and they have the tools to verify companies' claims and seek out superior alternatives. In an age where customer expectations are soaring, if a company can create satisfied customers, retention becomes instinctive.

LuLu Loyalty program: Most retail and mall establishments run their own loyalty programs. However, in most of them, less

had, not only on retail, but on all daily personal activities is going to continue to increase. Therefore, building a mobile-first loyalty program proved critical in customer retention strategy for us. Driving offers, bill submissions, managing points and posting communications through mobiles, has turned out to be convenient to the customer, but also helped maintain an active loyalty base.


Personalising marketing: We create a strong bond with customers by individualising and personalising relationships. Not surprisingly, the right technology is an increasingly essential ingredient for this purpose. Maximising customer satisfaction means cultivating long term customer relationships. The vital skill of gauging customer satisfaction requires a working knowledge of marketing research coupled with sensitivity for customer concerns.

What is your vision, future plans?

We are an international retailer in Middle East and South Asian countries and we control more market and future malls in India - Thiruvananthapuram, Lucknow, Vizag, Hyderabad, Bengaluru are as per international standards. We want to ensure that we are present across India in the shopping mall category. ●●



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Success Stories of Collaborations between Retailers and Malls

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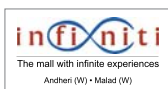
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NEW MALL SPACE TO INCREASE IN THE COUNTRY BY 40 PERCENT:

JLL INDIA

– By Shopping Centre News

Delhi NCR, Hyderabad, Chennai will witness the highest supply, whereas new mall supply in Mumbai is set to decline by y-o-y in 2018, according to a study by JLL India...



In a recently completed study by JLL, one of India's largest real estate service firms, retail supply in the next three years (2018 – 2020) is expected to be at 19.4 million sq. ft. (msf). In the same period demand will be approximately 15 msf. The study revealed that 2018 will see the highest supply since 2011.

Year	New Completion (million square feet)	Net Absorption (million square feet)
2017	5.6	3.2
2018 (F)	7.8	5.8
2019 (F)	6	4.7
2020 (F)	5.6	4.7

Source: JLL India Research

The steady growth of supply will be accompanied by an equally stable growth in demand which is also expected to be at around 15 msf in the period of 2018 – 2020. Further, it expects a parallel rationalisation of existing mall spaces which will help the market avoid an oversupply situation. As a natural course of events, it expects a few malls to close down or temporarily suspend their operations for repairs, renovation and upgrades. This will help the market create the necessary balance to maintain the rental values.

The total newly completed malls in 2017 was recorded at 5.6 msf which is expected to see an increment of close to 40 percent y-o-y and rise to 7.8 msf by the end of 2018. The largest contribution to this will be coming from the two southern cities of Hyderabad (2.2 msf) and Chennai (1.5 msf) which will see significant influx of mall supply. Delhi – NCR will be witnessing the highest supply of 2.3 msf of new mall space in 2018, albeit recording a decline of 28 percent y-o-y since 2017.

New Completion (million sqf)	Mumbai	Delhi	Bengaluru	Chennai	Hyderabad	Kolkata	Pune	India
2017	0.8	3.2	0.3	0.3	0	0.6	0.4	5.6
2018 (F)	0.7	2.3	0.4	1.5	2.2	0	0.5	7.8
	-13%	-28%	33%	400%	NA	-100%	25%	39%

Source: JLL India Research

While retail mall space has now started to see a rise in the market, we have also experienced some rationalisation in supply in the last year. 2017 saw withdrawal of nearly 5 msf of retail space with a closing down of 28 malls. Most of the rationalisation took place in the markets of Delhi – NCR and Mumbai owing to the fact that these markets have significant mall stocks with a considerable percentage of the same performing below par.

"The retail sector of India is going through a fresh period of growth which is backed by strong economic fundamentals. As we have seen an increase in interest from investors which was seen with investments of over US\$ 750 mn in 2017. Encouraged by the urbanisation, young population and rising proportion of nuclear families in urban locations, over 70 percent of consumption growth in the next 15 years is expected from population aged 15-59 years, with increased per capita consumption. This along with the opening up of the FDI route for retail brands entering into India, will further boost retail investments," said Ramesh Nair, CEO and Country Head, JLL India.

Despite an expected decline in Delhi – NCR, the city is expecting to see an addition of 2.3 msf of new mall space in 2018. Most of these malls will be in the peripheral regions and would be catering to the growing catchments

of Noida, Gurugram and Greater Noida.

While Delhi – NCR already has the highest inventory, the growth of retail sector points out to the further possibilities of growth. In the same space, Mumbai which has in the past few years seen as slowdown in retail development activities will continue to witness remain cautious. 2018 will see a decline of 13 percent y-o-y in new mall completions, further maintaining the status quo in the market.

Chennai will experience a surge in new completion mall spaces with over 1.5 msf of new malls being added. Chennai has seen extremely restrained development activities over the last few years, mostly due to strong preference by retailers for traditional high street locations. Hyderabad is the other major market to see significant growth adding 2.2 msf of new mall supply in 2018.

This comes at the back that the city has not seen any new supply in the last year and has had a history of sporadic additions from time to time.

"Despite the onslaught of new retail formats like e-commerce, tele-marketing and others, we will continue to see a steady growth in brick and mortar form of retail as the sector is pegged to grow to INR 1 trillion by 2020, at a CAGR of approximately 15 percent. We expect the opening up of FDI will be instrumental in achieving and surpassing these growth estimates," concluded Ramesh Nair. ●●

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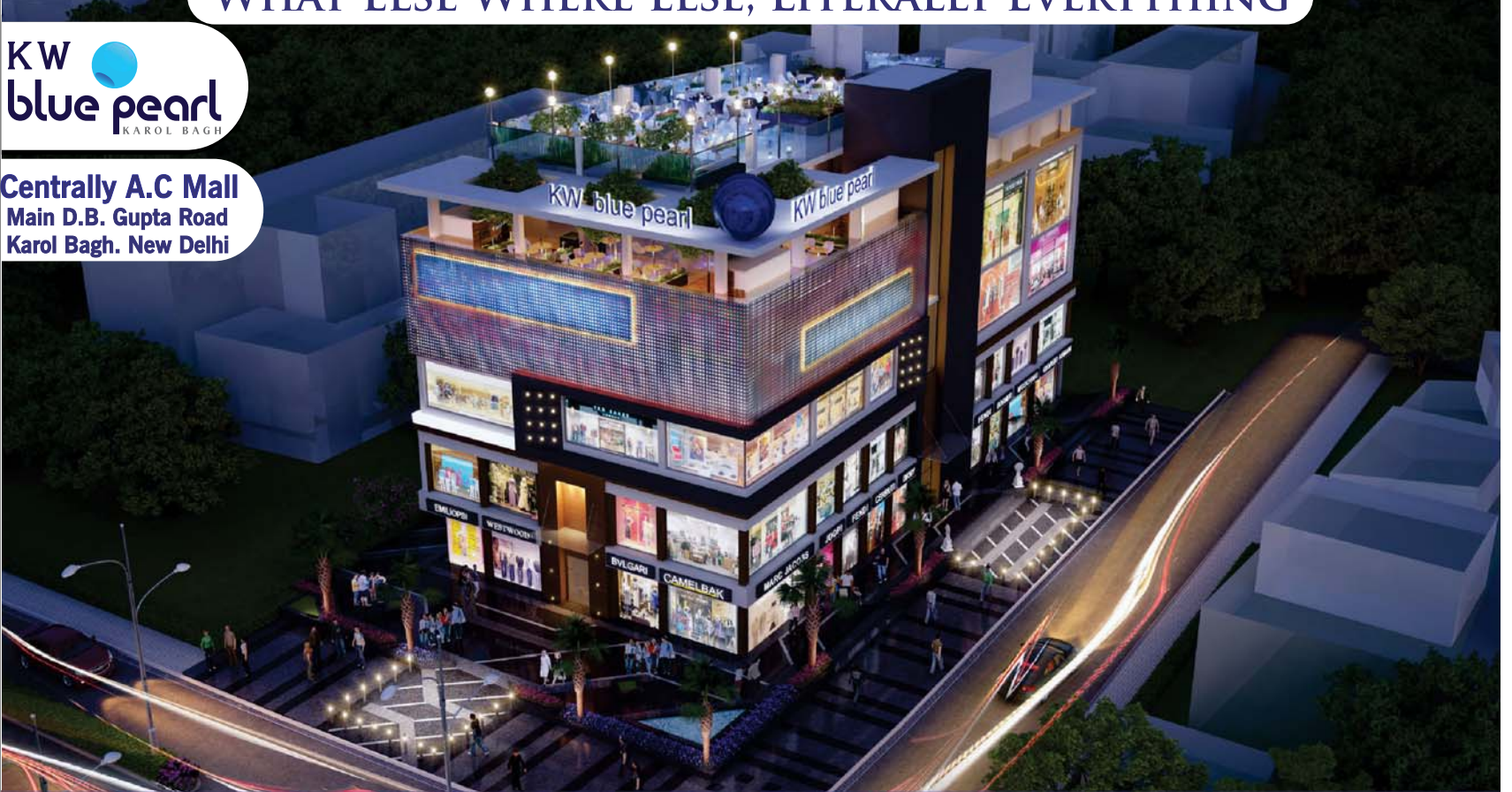
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It won't be wrong to say fashion is more social these days. Social media platforms like Pinterest, Instagram Facebook and Twitter have changed the entire concept of fashion and shopping.

FASHION RETAIL: CLOCKING THE HIGHEST SALES GROWTH IN MALLS

– By Sandeep Kumar

Retail in India is an incredible assortment of formats. Over the last decade, the concept of shopping has undergone a sea change in terms of format and consumer-buying behaviour. Along with the increase in disposable income, brand consciousness, development and modernisation of infrastructure has also played a major role in defining the changing dynamics of retail spaces – especially in the fashion category.

While the shopping mall may have become a complete family entertainment centre – complete with food, fun zones and cinemas – and successful malls in India have everything that a family needs for an enjoyable day out, it is the fashion and accessories sections in malls that always get the maximum attention.

Fashion has glamour and elegance. It catches attention and attraction. It won't be wrong to say fashion is more social these days. Social media platforms like Pinterest, Instagram, Facebook and Twitter have changed the entire concept of fashion and shopping.

On an average, 60 percent of a mall's revenue is generated by its fashion stores. Currently, the fashion category occupies approximately 60 percent of mall space in India – a number that may go up as per a mall's target audience, but never down.

Fashion Retail: The Epicenter of the Mall

Consumers of all age groups spend the maximum amount of time circling international and national clothing and accessory brands. The Millennial consumer – with his high-income level, even higher spending capacity and his shop-anytime-you-wish attitude – wants the best of fashion.

Studies show that even when consumers don't purchase a product, the maximum time consumers spend window shopping is on the floor that houses the fashion stores. They check out new designs, trends, style and colours in order to look elegant, look smarter, up-to-date and attractive.

The past few years have seen the emergence of national-level women ethnic and fusion wear brands that are aggressively expanding across the country. Western wear brands, including fast fashion and casual wear, are also expanding rapidly due to increasing demand by consumers.

What malls do to highlight the Fashion Section

Smart mall developers study their target audience, see the categories that are growing in their catchment area and then pick and choose the perfect brand mix for their fashion and accessories section – an exercise which is extremely important since malls depend heavily on the revenue and footfalls that fashion brings to them. Since fashion retail is all about the customers' preferences, space allotment to brands – value formats, lifestyle, and luxury formats – needs to be in sync with the type of people visiting a mall.

The commonest trend is to allow ground floor to the international and domestic luxury and bridge-to-luxury brands. The reason behind this is that the ground floor has the highest rentals and highest footfalls. For malls that don't target an elite audience, international and





homegrown fast fashion brands work beautifully too.

Another common trend is to exclusively allot the first floor to women's wear brands, and the second and third floors to menswear and kids wear brands respectively.

One reason for this is that despite menswear holding a major share of the apparel market at 41 percent, it's the women's wear segment which is growing the fastest as witnessed by the footfalls and purchase patterns.

Another reason, say mall developers that effectively, it is almost impossible to understand what the customer is exactly looking for. The likeness for design and trend can change any moment.

Fashion consumers, say mall developers, can be broadly divided into two categories – focused buyers and impulse buyers. Focused buyers are those who know exactly what they want, which store houses the product and come to the mall with the purpose and intent of buying that piece of clothing. Impulse buyers on the other hand are those who visit a mall just on a whim and then end up buying clothes that appeal to them on the spot. Both types of customers are important for retail stores and malls and to satisfy them both, mall developers ensure retailers update their designs and categories almost every month.

IN CONCLUSION: As per a JLL report, fashion retailers will continue to command a prominent presence in Indian shopping malls. It is expected that more fashion brands will open 'experience stores' and newer formats and strengthen their footprint across the country.

With the fashion retail sector in the midst of a reinvention powered by technology, one thing is for sure and that is that the only limitation today's retailers face is their own creativity. The good news for customers is that there has never been a better time to be a shopper.

IMAGES Retail Bureau spoke to the heads of some of the best malls across India to find out how important fashion retail is to these malls and why...

On the Importance of Fashion Retail in Malls

Abhishek Bansal: Indian fashion brands are constantly reinventing themselves to evolve with the increasingly competitive retail landscape. There is now an increasing emphasis on productivity when it comes to the revenue generated per square foot in physical stores. Therefore, fashion brands are reviewing their store networks and undertaking conducting structured research when it comes to location, rentals and sales generation.

In the last decade, there has been a manifold increase in the number of malls, but the quality retail real estate space is still quite limited. Demand for right quality retail spaces in the right locations has increased significantly in recent times.

We have observed that there has been a significant rise in the number of retailers in the premium and high-end fashion segments over the last decade. Within the fashion segment, there are also variations in type and positioning of brands across various malls depending upon the location and catchment. In other words, the real estate strategies of fashion retailers are customised according to micro-markets, taking into account the shopping preferences of the potential shoppers.

Leading fashion brands are eyeing the Indian market with renewed, country-specific, localised strategies. Indian consumers are exhibiting a distinctively higher preference towards International fashion brands. There seems to be an ever increasing and growing appetite for all things fashionable. Delhi has become a growing aspirational market for international luxury and fashion brands. We are continuously seeing the more far-sighted and committed brands consolidating their position in the market by continuing to look at expansion strategies. Despite this, the Indian market has a lot of untapped potential. As the integration of the Indian consumer with global trends continues, international fashion brands can expect to find the country an increasingly fruitful ground for growth.

Currently, the fashion category occupies 45-60 percent of mall spaces in India. The past few years have seen the emergence of national-level women ethnic and fusion wear brands which are expanding aggressively across the country.



Abhishek Bansal
Executive Director,
Pacific Mall



Shibu Philips
Business Head,
LuLu Shopping Mall



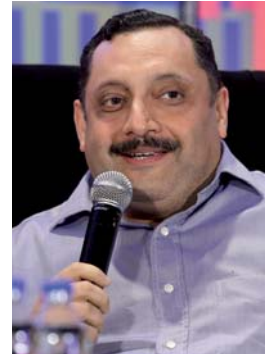
Rajneesh Mahajan
CEO,
Inorbit Malls



Gajendra Singh Rathore
Director,
Phoenix MarketCity



Arjun Gehlot
Director,
Ambience Mall- Gurugram
& Vasant Kunj



Bipin Gurnani
CEO,
Prozone Intu Properties
Ltd

Western wear brands, including fast fashion and casual wear, are also expanding rapidly due to increasing demand by consumers.

When it comes to buying something that is unique, fashionable, trendy and fancy items Pacific Mall is just the place to be. Some of the new brands that find space at the mall are Cover Story, Superdry, GAP, Armani Exchange, Mango, Dune, Hamleys, Nike, Asics, Metro Shoes, Baggit and Arrow Sports. This augmentation comes immediately after last year's addition of brands like Decathlon, Marks & Spencer, Max, Meena Bazaar, Steve Madden, Only and Aeropostale.

Shibu Philips: In 2013, when we opened the mall, we knew fashion will be the most challenging segment for us. Over the years we have been able to nurture the way Keralites view fashion

by introducing them to the best in apparel, footwear and accessories. LuLu Mall has been able to transform the way Kerala shops. Being the first avenue for large scale organised retail in Kerala, which provides a complete shopping and entertainment destination value, we have been able to stay far ahead of competition across the state.

With 224 operational stores, it comes with everything that is required to whet the desire of a discerning shopper, from premium to mid-premium, branded apparels to fashion accessories and much more. We also, understand that the expectations are growing day by day, as customers and new generations are exploring the world. And so, we have been adding more International fashion to the mall.

Rajneesh Mahajan: Fashion as a category is comparably more organised in the retail

sector in India, and with apparel, shoes, bags and accessories it contributes anywhere between 60-65 percent of the monthly sales in a mall. The frequency of fashion shopping is higher. Fashion brands bring fresh merchandise every season and the fast fashion brands have even higher frequency of introducing new designs and trends. Fashion being the biggest space occupier in malls, at Inorbit, we are continuously curating our offering to bring in best in class for our patrons.

regional fashion brands to cater to their needs.

The mall curates various events pertaining to fashion such as fashion shows, launch of spring summer collection and autumn winter collection, styling workshops with renowned stylists from the fashion world, a denim fest and so on. We also setup fashion related décor in the mall to generate curiosity among customers. The main objective is to make shopping a fun experience for customers. Phoenix MarketCity has always



Gajendra Singh Rathore: Fashion plays a very important role when it comes to the mall business. Our primary target audience is the fashion and brand conscious consumers who are well versed with the latest fashion trends in the market. We bring the best mix of the international, national and

been known for keeping up with the latest trends in fashion.

Arjun Gehlot: The answer would be a lot. A mall is supposed to be something that offers everything to the customers as such, but fashion is the integral part of our offering to the customers. If you want me



Yogeshwar Sharma
Executive Director,
Select CityWalk



Sanjeev Mehra
Vice President,
Quest Properties
India Ltd.



Pushpa Bector
Executive Vice President
and Business Head,
DLF Shopping Malls



Rima Pradhan
Sr. Vice President,
Marketing,
Viviana Mall



Man Mohan Bagree
Vice President,
South City Mall



Mukesh Kumar
Senior Vice President,
Infiniti Malls

to put a number to this, it would be around at least 80 percent related to fashion.

Bipin Gurnani: Fashion is emerging as an important and growing category in the Indian retail sector. Consumers, on an average, are buying apparel eight to ten times a year as compared to a few years ago. Fashion category forms an integral part of our malls. It is a huge driver of footfalls, and therefore, forms a large part of our retailer category. At both our centers, approximately 48 percent of our retailers are from the fashion category that includes – unisex fashion, men's wear, women's wear, kids wear & footwear.

Yogeshwar Sharma: The Fashion category in the shopping centre is very important for us. It is the fastest selling and has always been the most demanding segment. Also, fashion segment is one of the reasons why people come and shop at the malls.

Sanjeev Mehra: Fashion as a category is very important for the retail business in the country. Customers now do not buy clothes but invest in occasions. formal, non-formal, evening wear, day wear, casuals etc. are all becoming part of the larger fashion statement. The world has become very connected, as what happens in New York or London flashes in seconds on our smartphones. The demands

and desires that are being created are ever growing. The consumer is a global citizen and his desire for the latest fashion and finest brands available in the world is ever evolving. In this scenario, it is extremely important to dedicate a substantial amount of area to fashion, which thereby drives revenues for the mall.

Pushpa Bector: Apparels are the main traction for most of the retail market in India and hence, fashion becomes an extremely imperative part for the success of any mall. Same is the case with DLF Shopping Malls and we are a proud to have some of the biggest Fashion stores such as Zara, H&M and Forever 21. We give high importance to fashion, as our shoppers are extremely aware and conscious of major global fashion trends.

Rima Pradhan: Fashion is a very demanding sector. Paucity of time is one problem that customer face. They want to do everything in one go and one place and hence Viviana Mall has zoned itself in such a way that a customer knows exactly

where he/she will find a particular category of product in the mall. At the same time, we have provided digital touch screens at all entry points and on all floors so that a customer can easily locate each and every brand in the mall without any assistance.



Man Mohan Bagree: Fashion is the most important category in a shopping mall and occupies 70 percent of the leasing. We have encouraged and tried to provide maximum latest fashion brands (aspirational) in our mall for the shoppers.

Mukesh Kumar: Fashion is a very important segment for us. We have recently added new brands like Columbia, W, Asics, Croma, Cadini and Beligan Waffle to name a few. This is an ongoing process and brands are regularly added to make sure the mall stays fresh.

On How Much Space Is Allotted to Fashion Retail

Shibu Philips: LuLu Mall primarily caters to the premium and mid-premium brands in all categories. Ground floor gives an exposure to international brands which include watches (luxury), beauty, fashion, etc (premium brands). In the first floor one sees a good collection of premium brands in men's, women's & unisex fashion. If one walks through the second floor of the mall, they will be able to see kids fashion, value, accessories and sports brands.

Rajneesh Mahajan: The Fashion segment as a whole covers apparel, accessories, footwear and is the largest occupier of space, followed by entertainment, F&B and electronics. At Inorbit, we have allocated around 60-65 percent space for the fashion segment which includes fashion anchors, apparel, footwear and accessories. In the recent past, the allocation for F&B has increased and more space is given to this category, may be taking it up to 15 percent of the mall space.

Gajendra Singh Rathore: 35 percent of the total mall trading area is occupied by the fashion brands. We have specially divided fashion into various sub categories such as General Fashion, Kid's Fashion, Men's Fashion, Women's Fashion, Foot Fashion, Bags, Luggage & Accessories and Watches, Jewellery & Fashion Accessories. The upper ground floor of the mall comprises only of exclusive premium fashion brands where customers have a wide range of options to choose from such as Zara, Lifestyle, Marks and Spencer, GAP, GAS, Steve Madden, Sephora, Mac, Nautica, Gant and many more.

Arjun Gehlot: See, we specifically follow the concept of zoning very seriously in both of our properties, so according to that, we have international brands on the ground floor. The women

brands are collected and are accommodated in one area of the mall. Likewise, we have categories on every floor, which makes shopping very easy for the customers. There is a mix of everything. Indian brands are also coming to be at par with the international brands that we have. So, it's more about what the customers want. The taste and demand of the customer also varies from different parts of the city and it is very essential to understand it. At the end of the day, it's more about market research and customer choice. For example, the customer is very different in Gurugram, Delhi and Noida in brackets of style, fashion, price and purchase. So, a mall has to understand the needs of the people coming to it. We select the brands accordingly.

Bipin Gurnani: In terms of space – almost 56 percent of our anchors, mini anchors and line shops fall under the fashion category thus the area contribution of fashion category retailers is high in our malls.

Yogeshwar Sharma: Approximately 40 percent of the shopping centre is filled with apparel brands, bags, footwear and accessory brands, both in terms of the covered area and number of stores. The maximum weightage is given

to this segment as it not only is the highest in demand but also compliments the rest of the brands that we have at Select CityWalk.

Sanjeev Mehra: 27 percent of the total space is allotted to this segment. This is primarily driven by women's wear which is in the ratio 60 percent women and 40 percent men. It is also spread across luxury, aspirational brands of bridge to luxury and the national premium brands.

Abhishek Bansal: About 60 percent is allotted to Fashion.

Pushpa Bector: The wide fashion category including ethnic, apparels -Men/women/unisex, sportswear, eye wear, kids, lingerie & shoes/bags, watches, jewellery accounts for 40-50 percent of the total built up area of the mall.

Rima Pradhan: About 50 percent is allocated to fashion. Both - International as well as domestic brands have their own importance. All have a unique brand proposition which helps them to co-exist together in a mall. Space allocation depends on the requirement by the brand and its demand. There are instances where a homegrown brand has occupied more space than an international brand.



On How Much Revenue Fashion Retail Generates for Malls

Abhishek Bansal: About 60 percent of the revenue is generated from fashion at the Pacific Mall.

Shibu Philips: People here spend more than 70 percent on fashion & lifestyle. The trend towards fashion is currently good and therefore, we have been adding more international fashion to the mall.

Rajneesh Mahajan: Fashion as a category contributes approx. 70 percent of the total monthly sales.

Gajendra Singh Rathore: Approximately 40 percent of the total mall average revenue is contributed by fashion brands which is the highest among all categories in the mall. Anchor brands like Zara, Lifestyle, Marks and Spencer and Pantaloons do very well in this regard.

Arjun Gehlot: As 80 percent of our space is allocated to fashion, so lot of revenue is generated from it. I won't be able to disclose the exact amount, but I would say the majority chunk is generated from the fashion. It's a healthy growth that we can see.

Bipin Gurnani: The fashion category contributes almost 62-65 percent of the total sales generated in our centres.

Yogeshwar Sharma: Over 35 percent of revenue is generated from the fashion segment at Select CityWalk.

Sanjeev Mehra: 32 percent of the total revenue is generated from the fashion category in Quest Mall.

Pushpa Bector: 60 percent of the total revenue is generated from this segment at DLF malls. ●●

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INFINITI MALLS LOOKING TO GROW PORTFOLIO, SPREAD TO DELHI-NCR

– By Sandeep Kumar

Mukesh Kumar, Senior VP, Infiniti Mall, believes in merging technology with infrastructure retail through Omnichannel concepts like click-and-pick, POS-based loyalty programs, and brand promotions.

Gone are the days when going to a mall meant simply a day out shopping. Today, a mall is synonymous to a community hub, a place to spend time with the family, to relax, indulge in fun and games, eat great food and occasionally shop some. One brand which provides all these options to its patrons – and much more – is Infiniti Mall.

While the mall's primary responsibility is to provide premium service, ambience, amenities, and a secure and comfortable environment to guests, Mukesh Kumar, Senior VP, Infiniti Malls, believes in merging technology with infrastructure retail through Omnichannel concepts like click-and-pick, POS-based loyalty programs, and brand promotions at customer's finger tips.

In an exclusive interview with Shopping Centre News Bureau, Kumar revealed Infiniti's Omnichannel plans, the stress on Phygital retail and their expansion plans...



Describe the journey of Infiniti Malls.

The first-ever Infiniti Mall was launched in 2004 at Andheri (W) when the shopping mall trend in India had just begun. We were probably the second in Mumbai with multiple retail stores covering almost all categories including Cinema, Electronics, Food & Grocery, Books, Fashion, Spa, Footwear and Food. It was a compact and cozy mall and attracted people from Bandra to Borivili. The mall attracted huge footfalls since it offered something for everyone. Seeing the great success and growing demand of our patrons, we launched our second mall at Malad. This mall is much larger in terms of area and has more international brands across various categories. Though both the malls are in the same city and not far apart, we have ventured into two different arenas of consumers in terms of brands, marketing and operations.

How is the USP of Infiniti Andheri different from Malad?

Whilst both the malls are a great mix of fashion, lifestyle, food and entertainment, they differ in-terms of location and target consumer. A convenient connectivity by road, metro and train makes Infiniti Mall at Andheri a preferred destination for the younger crowd and family whereas Millennials prefer venturing to Infiniti Mall Malad because of a wider variety of brands across various categories. Infiniti Mall, Andheri is promoted more as a neighborhood mall whereas Malad is more of a regional center. Having said that, both the malls are good choices for all age groups, all members of a family.

Infiniti Mall was one of the first few malls that decided to go Omnichannel. How has been the outcome so far?

We are among the first few malls in India that planned to launch a 'click-and-collect' model covering almost all stores present within. We also plan to launch a more enhanced customer friendly loyalty program where earning and burning points will happen at the POS itself.

Give us examples of ways in which you have gone Omnichannel.

Our Omnichannel module is going through a final test, a final dry run. The customer will have a choice of blocking the product online from the entire inventory of the store and picking it from the store offline. The loyalty program is a customer friendly platform that bids more than just shop and gain points. It provides a complete map of our latest offers and promotions to the patrons that allows them to shop in much more convenient way. We have taken a step forward and soon it will be available at the POS of multiple retail units offering earning and burning points in real time.

Stores are increasingly going digital - taking the e-commerce route to make sure their products have a wider reach. Are you comfortable with your retailers advertising their e-commerce portals in their shops inside your mall?

We are an offline model, we believe touch-and-feel model is the best shopping experience for customers. We agree stores are increasingly advertising their e-commerce portals in their shops to make sure their products have a wider reach and hence we are developing our Omnichannel model that is click and order to get a better customer experience under one roof. Any online promotions from the offline stores are generally restricted.

What role does customer centricity, phygital experience, personalisation play in keeping a customer engaged? How is Infiniti different from others?

Physical retail is always important as it gives touch-and-feel to the customers. Personalisation and engagement are required to highlight the benefits of a product to the customer. This is more or less managed by retail outlets at our mall. While our responsibility is to provide better service, ambience, amenities, and a secure and comfortable environment

there are parking sensors which indicate the availability of slots in the parking area. These sensors are updated instinctively as and when a car leaves the slot or is parked there. The sensors help customers find vacant slots with ease.

West India, especially Mumbai has a plethora of premium malls. How do you cope with the fierce competition for footfalls and profit?

Today, malls are not just considered as shopping

Republic Day, Independence Day etc. We also have a month-long Summer Fiesta, Monsoon Magic, and Christmas Carnival. This is to ensure that patrons get to see something new whenever they come to the mall.

What initiatives do you take to pull in crowds in the non-festive season? Give some examples.

From organising workshops such as Thrilling Thursday to Friday Jamming, Super Saturday to Musical Beats the mall leaves no stone unturned to provide a great

We have recently added new brands like Columbia, W, Asics, Croma, Cadini and Beligan Waffle to name a few. This is an ongoing process and brands are regularly added to make sure the mall stays fresh.

Elaborate on the importance of food courts and the role F&B plays in the shopping mall.

The relevance and connect to consumer is paramount. Malls are no longer primarily about shopping but a place where consumers are looking for experiences that go well beyond traditional shopping. F&B plays a very important role in ensuring that consumers spend more time in the mall. Our F&B offering is such that it attracts people from all age and section of the society. Demand for retail space during 2017-18 is expected to be dominated by fashion and F&B. While international retailers are likely to dominate the fashion segment, the F&B segment, is likely to be a healthy mix of domestic and global operators across the QSR, café, brewery and casual dining formats. Besides these categories, Family Entertainment Centers (FECs) and multiplex operators are also going to be active in leasing space at existing and upcoming malls in 2017-18.

MUKESH KUMAR, SENIOR VP, INFINITI MALLS

- Mukesh Kumar has been in the Retail and Hospitality profession for almost three decades. He is an Economics graduate, with a diploma in Hotel Management. He is also a Certified General Manager by Ramada International University, Geneva.
- He began his career with a startup as a management trainee and moved up the ladder in a very short span of time. He has worked at various locations in Operations, Sales & Marketing, Pre-Opening and Projects at Unit as well as the Corporate level in the Hospitality Industry.
- His stint of three years at American Embassy as General Manager for their Recreation, F&B and Commissary division exposed him to the international community. His last assignment with the hospitality industry was as Vice President of Ramada Plaza Palm Grove, a 5-star business hotel in Mumbai.
- He started his career in Retail in 2011 with the launch of Infiniti Mall, Malad, Mumbai. Beside coordinating project work, he also oversaw the pre-opening, leasing, fit-out and launch of the mall. As Head of the division, he is responsible for handling Operations, leasing and marketing of both malls of K Raheja Constructions – Infiniti Mall Andheri (with built-up area of 2,75,000 sq.ft.) and Infiniti Mall, Malad (with a built-up area of 1.20 million sq. ft.)



to our guests, we also believe in merging technology with infrastructure retail through Omnichannel concepts like click-and-pick, POS-based loyalty programs, and brand promotions at customer's finger tips.

Tell us about the technological innovations in your mall that help enhance consumer experience.

We have interactive kiosks on all floors for customer assistance. Additionally, we have a mobile application for our loyalty customers. They can upload bills and earn points through this application and also check current offers running at the mall on phone. Apart from this

destinations, but are complete community hubs. Infiniti Mall brings experiences extraordinaire to influence its consumers' lifestyles.

Our mall has successfully built upon a diverse retailer base considering the growing awareness and brand consciousness among people across different socio-economic classes. Infiniti Malad is one of the biggest malls in Mumbai suburbs with more than 200 national and international brands under one roof. We conduct various events throughout the year coinciding with national and international festivals like Diwali, Christmas, Dahi Handi,

experience to its consumers. Also, the mall keeps hosting various movie promotions that helps increasing brand awareness among its audiences. Also, in order to make our mall buzzing, we host a number of events like the Taiwan Excellence Gaming Cup, The Culture Show, Auto Show, Make in India Fashion Show, and Mast Monsoon to name a few. Additionally, in the coming months, we will be hosting the Malad Run as well as Season 3 of the Auto Show.

Are you planning on introducing new brands - national or international - to any of your properties? Which ones?

What are your expansion plans? Any plans to open malls in other cities?

We are looking to grow our portfolio in various other cities including Delhi NCR

Where do you see Infiniti Malls in the next five years? What do you aspire to be perceived as by the stakeholders?

Infiniti Malls are established as premium, lifestyle destinations to make a difference by offering infinite experiences. This statement defines our future goals. We are continuously concentrating on enhancing unique experiences for our patrons and are focused on adding value to all the stakeholders. ●●●



The customer was, and always will, remain the king. When a king walks in anywhere, he deserves a royal welcome, royal treatment. And of course, kings love to be entertained.

With the majority of malls in India housing the same set of brands and F&B options, it becomes imperative to put in an extra effort to narrow down the customer engagement initiatives that will keep visitors enthralled and entertained.

The Need

Naviin Ibhrampurkar, Head of Marketing and Corporate Communication, Inorbit Malls (India) Pvt. Ltd. highlights the most important fact of the topic – that given the dynamics of 'going out' that we have today, malls are the preferred choice for out of home time with family and friends, hence to ensure contribution of

ENGAGING & ENTHRALLING THE CUSTOMER AT THE SHOPPING CENTRE

– By Zainab S Kazi

Customer engagement is all about encouraging mall visitors to interact with and share the experiences that are created for them as an entertainment and a lifestyle destination

wallet share from these consumers, it is important that customer engagement is considered as an on-going interaction. He says, "It is not just about when the customer is at the mall, it's about how and why does he think of you when he is not at the mall."

Highlighting the concept and relevance of customer engagement, Mukesh Kumar, Senior Vice President – Infiniti Mall feels that customer engagement is the strongest indicator of customers' feelings about the brand and the definition varies from product to product or services. He shares, "It is the pathway to everything good that a business could want like customer loyalty, brand awareness, and buying experience."

Rajendra Kalkar, President West, Phoenix Mills Ltd. points out that customer engagement is all about encouraging the customers to interact and share the experiences that are created for them as an entertainment and a lifestyle destination. He stresses on the fact that these help in creating brand growth, loyalty and value in the minds of the customers that may not necessarily result in revenue extraction.

Citing an example of how customer engagement initiatives can really push the customer to feel a part of the entire property, Nishank Joshi, Chief Marketing Officer, Nexus Malls shared, "The importance of customer-engagement has evolved over the years. To stand tall in the competitive market you need to have constant communication with the customers; like in our Amritsar Mall where we did a live reality show. The top 20 contestants were asked to stay in the mall for 72 hrs and they were not allowed to leave the mall. They performed various tasks to win the top two big prizes – car and a bike. Customer engagement today is a very dynamic concept that keeps on changing depending on what excites the customers."

Ibhrampurkar further adds, "Customer engagement these days come in different forms like digital and on ground engagement. It is essential to connect with consumers by using a combination of different mediums. Sometimes it is a communication process and other times it may involve structural changes in the product." Inorbit has a lot many firsts to its credit of revolutionizing the mall culture in India and they have also been the first mall in the country to introduce the shop online feature for their Mumbai locations i.e. Malad and Vashi mall. With this feature activated, their consumers can either buy their product online from Inorbit Mall and get same day delivery or reserve the product and pick it up at the mall.

While having customer

engagement initiatives is imperative, one also needs to ensure that the initiatives aren't over the top or intrusive in nature. Kalkar shares, "While we always look forward to hosting exciting gigs and entertaining activities at the mall, we also ensure and take great care in making the whole experience non-intrusive allowing the customers to have a peaceful shopping experience. We have strict guidelines in place that emphasize heavily on non-solicitation of the shoppers and we maintain the sound at the desired decibel levels which does not interrupt their routine."

Rima Pradhan, Senior Vice President, Marketing at Viviana Mall adds, "Going deep into the personal information, continuous spamming inboxes, forcing customers for feedback, be it manual or automated, giving a credit card company a kiosk at the entrance of the mall, bombarding with SMSes or WhatsApp's every day, etc. is some of the customer engagement initiatives that can be described to be overdoing. Regular engagement does not mean forced engagement; a mall needs to understand that the customer is in the mall or connected with the mall socially because the customer wants to spend quality time which is precious for the customer given the hectic schedule everyone has."

Attracting Through the Ambience

Music, colors and a treat to the eyes through perhaps an enchanting water fountain, a gigantic sculpture or a floral prop go a long way in attracting the shoppers at a mall. These either serve as a backdrop for selfies or they become the talking point in town and a 'must see' of sorts, especially during school vacations. Abhishek Bansal, Executive Director, Pacific India Group rightly points out that atrium being the nerve center of a mall is the place where most of the action is possible. He shares, "It is the first place that comes to notice and is the main center of



“It is not just about when the customer is at the mall, it’s about how and why does he think of you when he is not at the mall.”

– Naviin Ibhrampurkar,
Head of Marketing and Corporate
Communication, Inorbit Malls (India)
Pvt. Ltd.



“It is the pathway to everything good that a business could want like customer loyalty, brand awareness, and buying experience.”

– Mukesh Kumar,
Senior Vice President, Infiniti Mall



“Customer engagement is all about encouraging the customers to interact and share the experiences that are created for them as an entertainment and a lifestyle destination.”

– Rajendra Kalkar,
President West, Phoenix Mills Ltd.

attraction constantly buzzing with activities, exhibitions, contests and performances." Pacific Mall had a massive 18 feet high replica of Taj Mahal in February 2017 and a few months later along with India's First Ever Scuba Diving in a mall, they also had a 40 feet submarine in the atrium giving a feeling of it breaking from the ground and emerging into the atrium. The submarine was so large that all their summer activities were carried out in it.

Kalkar shares how a beautiful décor complementing the season and festivities of the year with great storytelling behind it has always attracted the shoppers here enhancing their experience. To add in richness with a purpose, at High Street Phoenix they work in tandem with many artists and provide the atrium space as a platform to showcase their creativity. He adds, "The best example to explain this is Mumbai's Iconic Chimney which stands tall in the premise of High Street Phoenix. To pay a tribute to the iconic symbol of a veritable era, we revamped the Chimney depicting art, culture, and Fashion- the three main elements that the mall offers. The entire Chimney has been lighted up with 55,000 special LED bulbs, the design is inspired by the shapes of diamond used in a crown that dazzles on the structure making it serve as the new beacon of light in the city for brighter times ahead. With such installations, we ensure that the customers always come back to us looking for more such epic backdrops for their selfies where we also have a story to share with them."

Ibhrampurkar talks about how the atrium space at Inorbit is enlivened, "At Inorbit, the mall décor is themed basis different festivals, with larger than life welcome arches, specially curated installations, selfie points etc. Recently we created a photo opportunity on Valentine's Day at Malad, which had an old model of scooter nicely painted and decorated. Visitors could pose on the scooter and get them clicked."



“The importance of customer-engagement has evolved over the years. To stand tall in the competitive market you need to have constant communication with the customers.”

– Nishank Joshi,
Chief Marketing Officer, Nexus Malls



“The customer is in the mall or connected with the mall socially because the customer wants to spend quality time which is precious.”

– Rima Pradhan,
Senior Vice President, Marketing at
Viviana Mall



“It is the first place that comes to notice and is the main center of attraction constantly buzzing with activities, exhibitions, contests and performances.”

– Abhishek Bansal,
Executive Director, Pacific India Group

Adding in Surprises

With F&B and entertainment options running common across malls, adding in out of the box activities and options is what sets the mall apart. Kumar talks about how they have added a delight for their patron's right within the mall, "We have roller coaster ride inside the mall and has one of the best family entertainment center which is really remarkable and contributes to the customer engagement. The inside game provides a fascinating experience which is more secure and comfortable in an air-conditioned environment. To encourage small enterprises we host Flee Market at both the malls."

Thursdays are a delight at High Street Phoenix. Kalkar shares the reason, "Every Thursday, we host 'Zama Thursdays' a unique organic market which not only offers fresh fruits and vegetable but also has a new offering every week like exotic cheese, varieties of bread, baby salads, etc. This is an initiative to make these products easily accessible to the customers on a weekly basis."

Catering to Kids

Children hold the decision power for an evening out and keeping in mind that a mall provided end to end entertainment – from shopping to eating out to watching a movie, it eventually becomes the favorite destination for them. Little wonder we have the majority of the malls holding contests and activities



with children being their prime focus. Kumar adds, "Today, kids are passive decision makers and future brand ambassadors. Events and activities that are curated considering their comfort and how well they spend leisure time in safe and secure environment get more attractions."

At High Street Phoenix, children even have the option for attending kids' screenings! Kalkar shares, "We screen movies for kids. On a regular basis, we tie up with various schools targeting different region-specific where we get about 100- 150 children coming for the movie which are usually animated ones which may have released recently. Post the movie we also host them for a small DIY workshop. We invite Mommy bloggers for the same with their kids who post about these activities."

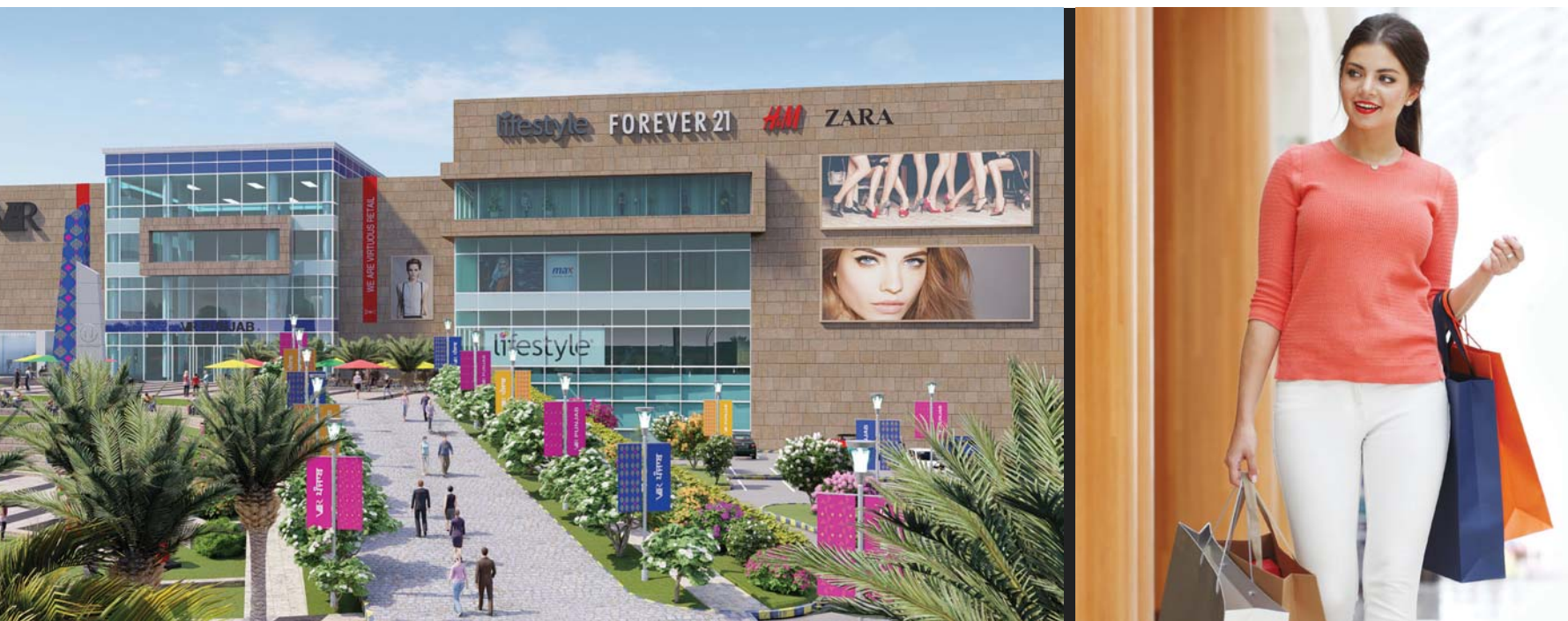
Pradhan shares, "We are a

family destination mall. Children are the heart of the family and so for our campaigns. Also, Children are the ones that are more expressive in terms of the emotions; they are more enthusiastic and sportive to participate in engagement programs. Not only are they one of our major 'pull' factor but they are also our biggest critic. An adult or a senior citizen might not express his or her displeasure towards a campaign directly but if a child doesn't like it, you cannot help it; the child will not appreciate your efforts even if you have put your soul to the campaign."

She adds, "Competition and contests becomes a motivating factor that helps in motivating kids to show their talent and also win prizes and rewards. One of the activities that we did on World Environment Day – we installed an artificial 'Hug & Heal' tree to create awareness towards tree plantation. We gave kids a chance to write their own eco-friendly messages and tie on the branches of the Hug and Heal tree. The response was phenomenal; kids wrote such amazing and heart touching messages, that we could feel our message of saving environment getting passed to the future leaders of our nation. They also participated wholeheartedly in the special workshop arranged to educate customers on the protection of trees, quality and proportion of soil to be used, composting process, etc."



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OUT OF THE BOX ACTIVITIES AT PREMIUM MALLS

Inorbit Mall: According to Ibhrampurkar, at Inorbit they host more than 250 events in a year. Community connects initiatives like Pink Power, Family and Kids centric events like The International Clown Festival and *Baccha Bollywood* have evolved as the most popular initiatives. At their Hyderabad mall, they hosted an open-air movie screening this month, where shoppers could enjoy classic movies sitting in an open arena under the moon and stars. Other acts like stand-up comedy performances are also conducted every month in the garden space outside the mall. The Christmas of 2017 at Inorbit had a treat in place for its shoppers with a 10 day long extravagant Christmas celebration filled with activities and attractions for kids and families. The shoppers were gratified with gifts, shopping vouchers and Christmas cookies. For the first time in India, the most popular character – Doraemon with his friends visited all the five locations (Malad, Vashi, Bengaluru, Hyderabad and Vadodara) to meet their little friends.

Infiniti Mall: At Infiniti, the mall initiated a contest wherein customers have to click a picture with their shopping bags in the mall and win prizes by posting it on social media tagging Infiniti. The other contest was that of making a shopping gang and visiting the mall, clicking a picture with the gang and win prizes. Infiniti Mall runs targeted interactive mall promotions regularly to bring the entire shopping experience to life. For example, Christmas Carnival was held in the month of December. From Christmas Carol singing, Santa parades, fun activities with paddle boat ride to bungee jumping everything was made available for kids, the Mall had organised a slew of activities to woo the young and the old alike during this 11 days of celebration.

H1 of 2017 seen a new avatar of Infiniti mall with an array of innovative events to provide a great experience to its consumers such as Super Saturdays - a musical performance, Moving Artist @ Planet Infiniti, Thrilling Thursdays, Culture Summer Dance Festival, No TV Day with HT, Big Binge Beer Fest, Auto Show, Taiwan Gaming Excellence,

Max Fashion Show and much more. Further, the mall had successfully arranged a yoga session for health enthusiasts at both the location (Andheri and Malad) during International Yoga Day for the citizens of Mumbai.

High Street Phoenix: At High Street Phoenix, there was a road show by LFC World (Liverpool Fan Club) where fans could meet and greet Liverpool FC Legends Sami Hyypiä, Robbie Fowler, Luis Garcia and Vladimir. The mall also hosted the promotion of the Netflix movie *Bright* where Hollywood actor, Will Smith and the entire cast of the movie had graced the event. Another remarkable event that needs a mention is where they recently hosted was the 70th Anniversary of the Ferrari Car event where owners of all the Ferrari cars did a leisure drive starting from BKC and concluded at the Festival Square of High Street Phoenix. Around 50 Ferrari cars were parked for the event for the viewers to see.

Pacific Mall: At Pacific, the various innovative customer engagement initiatives include

– Scuba Diving, 50ft Eiffel Tower, Statue of Liberty, Bhangra workshops, Baby Wear Dance etc. They have also started a special web series with their mall customers called 'Mall-o-holic' where customers are encouraged to engage in various quizzes, conversation and activities. The most successful one was 'Scuba Diving' where they had certified trainers from Dive India which is India's largest Dive Center to provide a safe and real-life Scuba Diving experience.

Viviana Mall: At Viviana Mall, they organized 'The Pawsome Show' to generate awareness about pets who are abandoned by their owners once they grow old and the Indian dogs who are ignored and preference being given to international breeds. Many dog rescuers and pet lover's unfolded emotional stories of dogs rescued; the challenges they have to go through in the society, scarce availability of medical facilities, etc. The 'Pawsome Show' not only touched the emotions of the thousands of audiences at Viviana Mall but also gave an opportunity to the unsung heroes in our society

who pledged to give a better life to these abandoned pets to share their experiences. Many pets were adopted during the adoption drive organised at the event. Another fantastic initiative was that of having Noise Free Garba. The Garba and *Dandiya* during the festival were played in an eco-friendly manner using headphones. The mall welcomed Garba fans to be a part of the pollution free campaign by participating and playing silent Garba in the mall. Thousands of visitors enrolled to participate for the silent Garba.

Nexus Malls: Nexus held a very niche contest at one of their mall in Amritsar. It began with the live reality show where the top 20 contestants were asked to stay in the mall for 72 hrs and they were not allowed to leave the mall. They performed various tasks to win. The Digital Dusshera hosted across all properties of Nexus Malls - Seawoods Grand Central Mall, Ahmedabad One, Mall of Amritsar, Elante, and West End Mall met with an overwhelming response. This was a social engagement where patrons burned the 'Digital Ravan'. Through the 'Digital Dussehra' initiative, the intention was to inspire people to overcome their evil habits/traits which they wished to get rid of. The campaign received a resounding 25 million hits in just two days.

A lot of media hype was created with their unique augmented reality show that gave viewers an arctic experience. Blue whales emerged out of the glacier waters of the Arctic Ocean. There was a white polar bear which suddenly came out of the water and started to growl. The Penguins came in flocks and danced around endearingly. That was a sight to behold for both kids and adults alike. This was followed up Pictionary challenge, held for the first time ever in Maharashtra, and many more.

This year, they enthralled their shoppers by introducing an exciting offer — *99 sales, a part of End of Season sale. They together with a handful of retailers across all their malls and organized a specific market where products under the '*99 Sale' were available at large to enhance consumer shopping experience.

Setting the Calendar and Involving Retailers

Nothing comes free and more so when it is about 'retaining a customer' and keeping him 'engaged and entertained' at the same time. So, how do malls fuel their activities considering the scale is usually high. Ibhrampurkar shares the modus operandi in place at Inorbit, "Special Retail Connect meetings are conducted every month in which retail brands are invited for brainstorming ideas and co-create events together. At the beginning of the year, there are specific budgets assigned to conduct events and engagement in the mall. Marketing teams are also liable to source external sponsorships and tie-ups to amplify the scale of events. A lot of times in-house retail brands come forward and sponsor gift vouchers, gifts etc. and in

events planned in our calendar are co-curated by our retailers. We encourage participation of our brands for most of our events, which helps them gain more visibility and drives in more footfalls to their store. We also include them in our mall curated IP's for example last year we hosted the 'Smoked Food Festival' where we had our in-house restaurants being a part of it on who- so- ever could participate in the same where they had to create a special smoked food menu at their restaurants as a part of the initiative."

Customer engagement these days come in different forms like digital and on ground engagement. It is essential to connect with consumers by using a combination of different mediums.



Bansal points out that they receive support from a majority of the leading brands for marketing activities through participation, give away, offers etc. but there is no separate cost that is passed on to their retailers for individual customer engagement initiatives and activities.

Viviana has an interesting system in place where inspire of having an annual calendar in place, they review it every quarter to ensure that their plans are in sync with the trends that are doing rounds currently. Pradhan shares, "It is very important that the mall strategizes according to the requirements of its patrons. We cannot initiate an activity based on the trend that is outdated or does not have meat enough to create the excitement level that we expect. Hence, we review and modify our plans every quarter before executing any initiative. It also helps us in coming up with fresh ideas every quarter."

exchange request for promotion or signage visibility from the mall team." He adds, "Our retail brands partner with us in our initiatives and support our events in various ways like offering sponsorships, gift vouchers, physical products as gifts for customers, free samples, free services etc."

Kalkar talks about how actively the retailers are involved in the decision-making process for various initiatives that they have. He explains, "We believe in working closely with our retailers and creating great content and experiences that are beneficial for them and serves as a delight for the mall patrons. Most of the



She further adds, "Every week, we plan various initiatives for our hugely popular theme, 'Celebrate Everyday'. The objective of 'Celebrate Everyday' initiative is to give customers a reason to celebrate every day in Viviana Mall. Under the celebrate everyday initiative comes regular event like 'Monday Mania' in which we have a Social media contest, 'Tuesday Treats' in which we provide special offers and free food tasting sessions, 'Women's Wednesday' in which we conduct special workshops and free services for women, on Thursday we have 'Gaming Guruvar' which gives experience of Live Casino and Indoor Games for customers, 'Filmy Friday' which is a movie based social media



can be clubbed with social engagement activity." She points out how 'The Pawsome Show' initiative is an ideal example of a customer engagement initiative that was clubbed successfully with a social engagement/ community service initiatives. The objective of the initiative was to generate awareness towards dogs that were abandoned by the owners once they grow old and the Indian dogs whom our society is ignoring giving preference to

'The Tree of Smiles' campaign at all the five locations of Inorbit Mall. In this campaign, Inorbit gives its shoppers an opportunity to play Santa for underprivileged kids. Through this campaign, patrons



drug abuse. The program also had a focus on parents as a way of preventing children from resorting to the use of drugs. The mall along with Mumbai Traffic Police organized awareness program about Traffic Rules and regulations for the citizen."

An interesting activity by High Street Phoenix in 2017 had patrons enter/play a digital game called the 'Digital Kitchen'. Kalkar elaborates, "It was a game or a space that we had created digitally where one could enter, choose from the available recipes to cook with help of user-friendly kitchen assistant to stir up a quick meal. For every meal one cooked virtually, High Street Phoenix ensured that a child at Smile Foundation got a freshly cooked hot meal." Sharing information on the other community initiative that they had, he shares, "We also host Palladium Anniversary in September, wherein we portion out 5 percent of Palladium brand sales on that particular day and the proceeds are then handed over to an NGO's like Light of Life Trust that works towards the betterment and transforming the lives of the underprivileged kids. Similarly, for all the kid's related events and parties such as the time of Christmas, Halloween and Easter that we host at Palladium, the tickets sales proceeds are donated to such NGOs."

At Pacific, most of their initiatives have a community connect/ social engagement. Elaborating on the same, Bansal shares, "During our larger events like a summer festival, special celebrations we arrange special sessions for children who are a part of some of the NGO's and Schools that we regularly partner with. In our last summer camp, we had around 45 Kids from Chahat Special School who came to the mall to inaugurate the event and spend the entire day learning and doing fun activities at the mall. We regularly provide space to NGO's and another special group at the Mall to conduct awareness campaigns and other initiatives, like blood donation camps, health camps to name a few. Among



contest, 'Saturday V4 Music' for some mesmerizing live band performance and a much followed special 'Social Media Shopping Contest' on Sunday."

Community Connect

Involving customers in a social cause can be highly satisfying for them. For the customers, it becomes 'shopping with a cause' and this can be an enticing factor for them as well.

Pradhan highlights why clubbing customer engagement initiatives with social engagement activities is important. She shares, "Most of the social engagement activities are aimed at generating awareness towards a cause or wants participation towards it but what's the use; if a discussion about such causes is done indoors where people who are already aware of it discuss about it. It has to come out of the discussion rooms and reach the public. If the objective and motives clearly defined, a customer engagement activity



international breeds.

She shares, "We had arranged an adoption drive for such pets but keeping it has only an adoption drive would not have gathered the kind of response we expected. Hence, we invited our patrons along with their pets to be a part of a special fashion show for pets and the response was phenomenal. Even before the event, the response on social media was great. The surviving stories of the rescued dogs reached to thousands of visitors and many pets were adopted during the adoption drive organized at the event."

Ibhrampurkar shares, "Customers like to be a part of social service initiatives. Every year, during Christmas, we host

can buy gifts like stationery, toys etc. and drop it in the giant stocking set up at the mall. Once the collection drive is over the gifts are handed over to an NGO. This year Inorbit has associated with Smile Foundation – an NGO that works towards the development of underprivileged kids."

At Infiniti, they regularly have activities like blood donation camps, organ donation awareness, anti-drug awareness program in association with anti-narcotic department of Mumbai and Anti Polio Movement etc. Additionally, this year, the mall in association with The Street Store (TSS) had set up a kiosk at the mall premises allowing people to donate their unused clothes, shoes and accessories. Kumar elaborates, "Infiniti Mall, Malad held anti-drug awareness program in association with Mindspace and Mumbai Antinarcotic Department. The program was a much needed 'wake-up call' to warn people about the harmful effects of

others, we partner with Tihar Jail to sell products manufactured by in-house prisoners and with Goonj to donate clothes and other essential items. We also periodically carry out Disaster Management Drills involving all concerned authorities i.e. Police, fire, traffic, MCD, hospitals etc. and also frequently work with the Police and Traffic teams to conduct various awareness campaigns."

Measuring the ROI

With lakhs being spent on various customer engagement initiatives, a question that is obvious to pop up is that of how should one gauge its effectiveness? Talking about the action plan in place for the same, Kumar shares, "Measuring the increment in loyalty database is one key mechanism what we use. With the increase in loyalty registration and increase transaction of loyalty points is one good factor which helps us assist our customer engagement initiatives. Along with it, we have footfall count at the entrance that tells us how well the initiatives are working and what alteration needs to be done to create a better engagement experience for our customers." At Pacific, the success is measured based n the feedbacks and they also have technology in place to take care of the same. Bansal shares, "Apart from regular feedbacks, social media engagements, we also use some of the latest technologies at the mall to map customer preference and activities, increase in dwell time of customers, the advantage to the retailers, the surge in customer engagement and spend per customer. The analysis gives us valuable insights into our future planning. "

Revealing the mechanism in place to measure the success of the customer engagement initiatives at Viviana, Pradhan shares, "We check the registrations to participate in the activity – Pre-registrations as well as the final registrations that we receive for the activity. Then we also check the footfalls that the mall witnessed during the activity along with changes

in social media outcomes – how was the trend across social media platforms for the mall during the week. Trends before, during and post the activity is used to measure the success. Additionally, we also track the sales of the mall did on the day of the activity, to check if the activity is matching our business objectives."



Locking Loyalty

Loyalty does not come free. It needs to be nurtured and some amount of incentive is needed to keep it intact. This applies practically for everything – be it retail or human relationships. Where showering the person with love, respect and care work wonders when it comes to relationships, for retail it is about pampering the customer, keeping him engaged, entertained and of course letting him know that he would be made to feel special each time he walks into the mall. Kalkar points out how customer loyalty and engagement activities always go hand in hand. Citing an example, he shares, "We offer these set of people value-added services every time they visit the mall or register for an event.

In fact, we plan various events for the regular shoppers, to explain this best, I would like to give an example of the Phoenix Gift Card that we launched last year. While we promoted the Gift Card in our mall through customer engagement we were also creating a database of the customers who bought these cards for their loved ones which

indirectly happen to be our loyal customers, who believe in the brands and services we offer and show a loyalty towards us."

Ibhrampurkar shares, "Highly engaged customers tend to be more loyal – spend more time, visit more frequently, leading to higher consumption." Reiterating this, Joshi says, "Customer engagement is a lead indicator of customer loyalty and the profitability of the brand. For example, there are multiple brands that are available in various places. But the consumer's willingness to invest his hard-earned money in the product or service provided by you, this is what customer loyalty is. So, more effectively engaged the customer is, better is the chance to have the customer loyalty."

Fantastically explaining with an example of how customer engagement and loyalty are correlated, Pradhan brings into discussion their eco-friendly Ganesha initiative. To hear it

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in her own words, "In 2015, we collected used paper from 100 households which gave birth to the Paper Mache Ganesha. It was not in association with any brand and the campaign was run solely by Viviana Mall. 300 plus kids from various NGO's came for the seven days of celebration. In 2016, we invited customers to come and make their own eco-friendly Ganesha idol. All eco-friendly material was provided to the customers from the mall. There were sculptors/trainers who guided them in making Ganesha idol in an eco-friendly manner. Customers wholeheartedly participated in the activity. Visitors at Viviana Mall made a record 411 eco-friendly Ganesha idols in just two days. In 2017, taking a step forward, we arranged a special initiative to assist our customers in making Tree Ganesha on their own and give their support towards the environment. We also created an artificial pond for Visarjan of Ganesha idols in Sheth Zuri premises (a project which is part

■ ■ ■ Apart from regular feedbacks, social media engagements, malls also use some of the latest technologies to map customer preference, activities, increase in dwell time of customers, the advantage to the retailers, the surge in customer engagement and spend per customer ■ ■ ■



of our promoter company) next to the mall to promote pollution-free Ganesha festival and protect lakes in Thane from getting polluted." She adds, "Our eco-friendly Ganesha initiative has become the talk of the town. We get many suggestions every year a month in advance about how we can take the legacy forward and the feedback post the event is phenomenal. Customers share pictures on Facebook, Instagram, Twitter, etc., they write

to us through email, feedback forms, and digital platforms. It has turned into a very important event for us to plan months in advance."

Keeping an Eye on Logistics Pradhan points out that some special initiatives do require additional and trained manpower. Citing an example, she shares, "For an activity like that we did for World Disabled Day in which we invited the disabled person

for showcasing their talent and felicitate them we invited experts to ensure that all our disabled guests are taken care of properly without causing any discomfort to them. Also, we invited a team of experts during 'The Pawsome Show' event to provide best facilities that included special dog food, grooming facilities, etc. for all the canines that took part in the event."

"At the mall, there is a management team who handles daily operations of the mall. The mall team along with the outsourced manpower (Housekeeping and security) manages and executes mall events. At times when there are larger events like music concerts, celebrity visits there are special security, valet arrangements done by the mall and the event agency for smooth vehicle and customer movement," shares Ibhrampurkar. According to Bansal, "It is only during special events where VIPs and celebrities are involved when



extra security is called for. He explains, "In case of some larger events we do require extra manpower we do call for professionals to support us. Mostly in cases of any VIP/ Celebrity visits to the mall or any larger event where we expect huge crowds we employ extra manpower. All our planning is done giving priority to safety and security of customer, retailer and employees."

Kumar shares, "We have enough bandwidth of housekeeping/security to manages activities and initiatives however if need be, we call for a spike in manpower requirement through civic deployment. For mega events,

we call for additional resources to deploy on the event and occasionally ask for security/ police assistance."

And to conclude, Pradhan aptly shares the things one cannot afford to miss while designing a customer engagement initiative:

- Ensure you have a customer engagement and a customer loyalty plan in place which can be modified or altered as per the changing trends and scenarios
- Create a mechanism such that the turnaround time for a response to a customer feedback and suggestion is quick
- Ensure to provide the best of the services to a customer irrespective of the purchase a customer does
- Create a multi-dimensional solution to understand the behavioral pattern of a customer that can segment and target a customer based on demographics, psychographics, spending behavior, consumer lifetime value and other attributes to ensure that the mall is synced with the changing trends.
- Make technology your friend – Disruption and adaptation of technology are changing the customer engagement model.
- Don't just leave a mark on social media, Live it – Customers are 24*7 on social media, the mall cannot afford to let their opinion unheard even at night. Social media sites are not only for your fans but it also reflects how much you are concerned about them.
- Don't suffocate the customer – It's imperative to understand where to draw the line while engaging. The mall should not go overboard so much that the customer gets irritated and blocks every path of communication
- Consumers love that the feedback given by them is adopted by the mall. So it's always fruitful to try and implement valuable feedback from customers which would be beneficial for both ●●

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

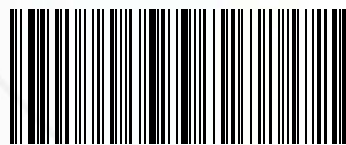
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SOUTH CITY MALL 2.0 LAUNCHED, OMNICHANNEL TO PLAY BIG ROLE IN REFURBISHED MALL

– By Sandeep Kumar

Contrary to views that the mall would lose its charm, the wait for South City Mall to reopen in all its refurbished glory has made it one of the most eagerly awaited malls in Kolkata...



make overs – making the mall safe and environment-friendly.

The mall has upgraded its back-end infrastructure to the latest advanced technology. It has also reduced the number of units by 20 percent despite increasing the retail area. The new mall will cover an area of 1.2 million sq.ft.

“SCM has always been one of the most popular malls in Eastern India. We always work to give our shoppers and patrons a great experience. We take pride in being SCM and the renovation is a big part of it. SCM is the first mall in India to take this bold step – shutting down for a year to refurbish the entire mall. Contrary to views that the mall would lose its charm, the wait for it to reopen has made it one of the most eagerly awaited malls in Kolkata,” says Man Mohan Bagree, Vice President, South City Mall elaborating on the importance and role refurbishment plays in increasing the popularity of the mall.

The only constant in the retail industry is ‘change’. And this holds most true for malls since for them, refurbishment is not a trend, it is a necessity. It is the duty of shopping centre developers and the mall management to keep an eye on the centre’s performance as well as on external parameters that might impact the future of the business and investment. Undoubtedly, refurbishment,

repositioning and expansion play a major role in determining the success of a shopping mall and it is essential to understand and know when it is the right time to go in for a complete makeover.

One such mall, which has made the right choice by studying all factors is South City Mall (SCM), Kolkata. The management decided to shut down the mall last year for renovation and reopened it partially (80 percent) in January 2018 after adding some major





■ ■ ■ Shopping trends in East is witnessing a fundamental shift, from the conventional trader-run standalone shops to more organised and large retail formats. South City Mall promises to be a big part of this fundamental change in retail. ■ ■ ■

time in the city, including Forever 21, Starbucks, Sephora, GAP, MI-Xiaomi, Fossil, Wacoal, Hunkemollar, Zivame, Tom Tailor, Harley Davidson, ASICS, DC Shoes and Soch to name just a few.

Omnichannel Strategy

“The future of retail is Omnichannel. The trend towards an Omnichannel strategy will certainly enable us to grow in the business. It will tap the best of both worlds and maximise on footfalls in the mall. Our new avatar is Omni-friendly for sure,



theme is not changed every 4-5 years by the mall developer, then it becomes stale. A new theme and a new concept brings freshness and new life to the property but also, gives shoppers new experience/theme,” says Bagree.

and while we haven't launched it yet, Omnichannel services will be an integral part of SCM 2.0,” said Bagree.

New Features

The mall has gone 'green' (environment-friendly) during the refurbishment process:

- All the lighting are LED
- Recycled water is used in the toilets
- New smart cooling towers have been installed for air conditioning
- Advanced IP- based CCTV has been set-up
- Upgraded fire sensors and detectors have been fitted into the mall
- Video panels have been installed on escalators
- Video walls are being created in corridors and will be launched shortly in the new food court, which is expected to launch in April 2018

SCM is also taking the food experience to a new level by introducing a 'Community Center for Food Lovers' in place of the old-style food court.

Zoning, Themes & Concepts

SCM follows the zoning concept thoroughly. The mall management has noticed that if a mall is zoned properly, it always works better.

One floor is entirely dedicated to the electronics, gadgets and travel gear. Another floor has the beauty cosmetics and accessories. Apart from this a full floor has been dedicated to international fashion, one to footwear and men's fashion and a floor each to women's and kids wear. “We quite like the idea of theme malls too but feel that if a

Retail Mix

The refurbishment promises to bring South City Mall closer to the hearts of the people of Kolkata as it boasts of being a mix to the city's culture, tradition and heritage. With the presence of premium, international and aspirational brands the mall aspires to fulfill the demands of consumers of all age groups.

“Eighty percent of the mall has already been leased and 20 percent more of premium brands will be added by the end of March 2018,” says Bagree.

He adds that SCM is introducing new (and much-awaited) brands for the first

Future of Retail in East India

East India is one of the biggest markets for retail growth in the coming decade and the mall industry is growing, getting stronger by the day. The city of Kolkata has come a long way in terms of retail maturity with a plethora of brands, both international and national, paving the way for greater organization of the sector across the region. Shopping trends in and around the city are witnessing a fundamental shift, from the conventional trader-run standalone shops to more organised and large retail formats. And South City Mall promises to be a big part of this fundamental change in retail in the region. ●●

SPECIAL EVENTS IN MALLS

Shopping Centre News brings you a lowdown of some of the most engaging mall activities across the country in the last two months...

VR BENGALURU INAUGURATES THIRD EDITION OF 'THE WHITEFIELD ART COLLECTIVE'

VR Bengaluru, the Black Box on Whitefield Road delightfully announced the launch of the 3rd edition of the much-anticipated Whitefield Art Collective inaugurated by Bose Krishnamachari, renowned artist and Co-founder & President of the Kochi Biennale Foundation.

WAC 2018 began with a discussion on Public art and its relevance comprising a panel of Bose Krishnamachari, Shashidharan M – Professor at MSU Baroda, senior artist Veer Munshi and art critic & consultant Nalini S Malaviya moderated by Sumi Gupta, Director, Virtuous Retail & curator for the festival.

The 4th VR Art Car Project, painted by Veer Munshi was unveiled to much applause. Art is for All – the interactive wall art installations was painted by guests and artists at the evening.

Best Kept Secret – the popular band lit up the atmosphere at Whitefield Arms, Anglo-Indian Pub and Micro brewery.

Sumi Gupta speaking on the occasion said, "The third edition of the Whitefield Art Collective further establishes VR Bengaluru's importance as both

a leading commercial hub and cultural platform. We are thrilled to have collaborated with some of India's premier art institutions, including MSU Baroda, JJ School of Art & the Delhi College of Art. The overwhelming response to Virtuous Retail's public art initiatives has encouraged

us to make this the country's first travelling art show across Chandigarh, Bengaluru, Surat and Chennai, connecting communities and providing a national platform for established & emerging artists."

"Over the last couple of years, we have witnessed an increased interest in the field of art in the country. It is indeed remarkable that with so many cultures and traditions, several forms of art originate and co-exist in India. I see a reflection of this phenomenon in Whitefield Art Collective and am glad to collaborate with the event. Public art festivals like these offer a compelling platform for artists and art lovers," added Krishnamachari.



SELECT CITYWALK CELEBRATES SPIRIT OF 'INCREDIBLE INDIA'

Select Citywalk, one of the most popular and admired shopping centres in Delhi-NCR, celebrated the spirit of Republic Day in grand style this year. The mall set up a magnificent installation to mark the 69th anniversary of the occasion.

The installation was made up of 1,800 colored pencils that

emphasised peace across the globe with different shades of color. The tri-colored origami crane symbolised happiness, eternal youth, hope and peace.

The exhibit was a collective form of faith which we have in the nation, India. The word peace was carved on the wings of these birds with a theme to fly and spread the

message of peace all over the world.

Speaking on the occasion Yogeshwar Sharma, CEO and Executive Director, Select

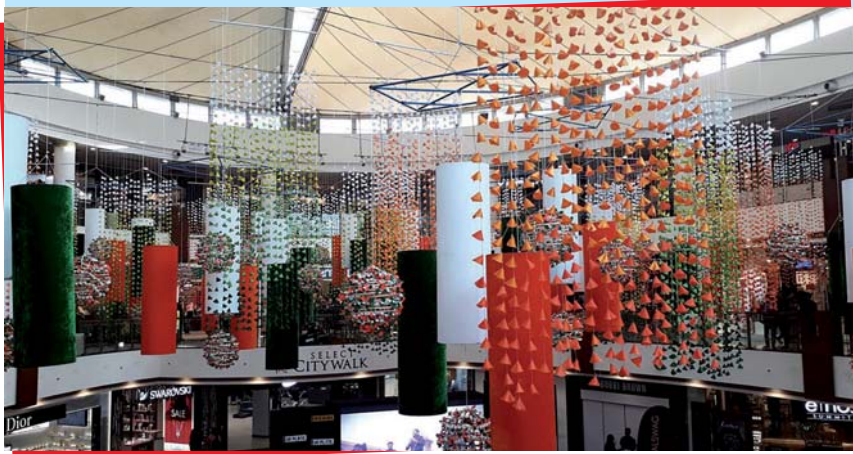


The month-long festival, from 19 January to 15 February 2018, displayed more than a hundred unique artworks, including paintings, sculptures and audiovisual installations – a collection curated from partnering organisations such as the Maharaja Sayajirao University (MSU) of Baroda, Delhi College of Art, JJ School of Art (Mumbai), Chandigarh College of Architecture and Government College of Art (Chandigarh).

The festival will also feature unique art-related events throughout the duration including Performance Art, The Basement Art Project, Art Cinema under the skies at the Skydeck, and Mini Art Project - a children's art competition in collaboration with 3M.



CityWalk said, "As we celebrate our 69th Republic Day, it gives us immense pleasure to have our shoppers experience the passion and excitement with which we celebrate our national day."



INORBIT MALL MALAD TURNS 14

One of the most happening shopping destinations in Mumbai, Inorbit Mall, Malad turns 14 this year. To celebrate the occasion Inorbit hosted a six-day gala event filled with activities, fun and food from January 19-24, 2018.

Shopping was more rewarding during this period as 10 lucky winners got a chance to win exciting gifts and vouchers every day of the event. A live band performance by Nihar, followed with a musical evening by Khayaal-e-Jazz with 14 musicians playing 14 different instruments helped the audience. Apart from this, shoppers also participated in a unique 'Sketch-e-Song' game where the participants guessed the song with the drawing clues given by their team member. There was also an indulging exhilarating drum jam session with 100 drummers and also

popular games like Grand Housie and others were played to keep the shoppers engaged.

It is also the first mall in the country to introduce the shop online feature through its website and Inorbit app. With this feature customers can not only browse through latest collection but also can reserve the products and pick it up whenever they visit the mall. Alternatively the mall can also deliver the product to the consumer at their doorstep.

Commenting on the completion of 14 years, Naviin Ibhrampurkar, Head Marketing and Corporate Communications said: "Inorbit mall has come a long way and the journey has been an enriching one. We celebrated this success with our patrons by inviting them to be a part of a six-day celebration and we thank them for their continued love and support."



PACIFIC MALL'S END OF SEASON SALE ON ITS 7TH ANNIVERSARY

Pacific Mall, the preferred premium fashion destination of Delhi and NCR, completes seven successful years on 21st January 2018. To

make the shopping experience memorable and rewarding for its customers, Pacific Mall announced an End of Season Sale on more than 50 brands and to add excitement, there was even a contest for customers from January 6-28, 2018.

Shoppers who spent ₹10,000 or more got a chance to win gifts worth thousands including wristwatches, electronic items, gadgets, home makeover items to name just a few. The customers participated by registering themselves before January 27 and the winners were announced next day. To mark its 7th anniversary, Delhi's favourite premium shopping, entertainment and leisure destination has left no mark in decoration to glorify the shopping experience. Pacific mall

built a statue of a couple dancing in a ballroom surrounded with the pink and white butterflies in the atrium – spreading the magic of love and celebration in the air. Salim Roopani, Centre Director of Pacific Mall said, "Ever since the inception of the mall, we have tried to do things differently and create a very up-market atmosphere for the shoppers. Today, we enjoy a mix of customers who are loyal, fashionable and are high spenders. Pacific Mall has the highest footfall in the region. We are thankful to our customers who have made this journey distinctively special. On this note, we promise to make this a grand affair by umpteen offers and celebration. Shopping in the mall will not be a tiresome job as huge offers and embracing decor is there to welcome you."



MERRY THE FESTIVE SEASON: CHRISTMAS CELEBRATION AT INFINITI MALL

Over the centuries, Christmas has become one of the biggest festivals celebrated across the world. Like every other festival, a major part of Christmas is getting together with family and friends, exchanging gifts and wishes with one another. Mumbai, known for its diverse culture and spirit for festivals had the same enthusiasm this year with Infiniti's Christmas Carnival as a special highlight.

The best part of Infiniti Mall's Christmas event was that adults could enjoy their time at the sales while the kids were busy enjoying at the host of events organised by

the mall.

It was seen as a joyous time to spread love and the spirit of festivity with a host of events from carol singing and Santa parades to fun carnivals for kids. Infiniti Mall organised a slew of activities to woo the young and the old alike during the 11 days of celebration. The mall was all set to usher in Christmas Carnival 2017 that ensured a pocket-friendly shopping and loads of entertainment for everyone. Moreover, the mall patrons were indulged in International Performances that was being held during the Weekends to make it



more festive.

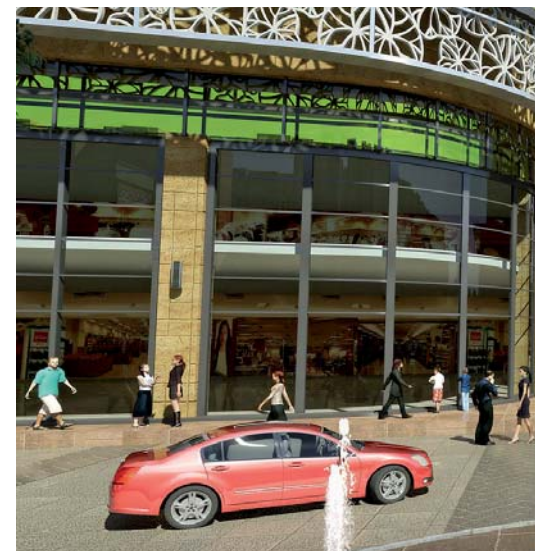
Speaking about the carnival, Mukesh Kumar, Senior VP Infiniti Mall said, "Our existence and popularity today is a

manifestation of the love that we receive from each of our patrons, who keep coming back to experience something unique and memorable with every outing."

VEGAS MALL TO HOST A HOTBED OF INTERNATIONAL BRANDS, BE FULLY-FUNCTIONAL BY END 2018

– By Charu Lamba

The mall will house one of the largest hypermarkets in the city offering unlimited choice as well as Delhi's first Megaplex, an entertainment zone par excellence – including a bowling alley and a gaming arcade – plus an ideal outdoor location for hosting events...



Tell us about your location strategy. Why did you choose Dwarka in New Delhi?

Dwarka is a relatively new and planned city. It is a modern infrastructural landmark in terms of its planning, amenities and connectivity, housing the most aspiring population. Dwarka is known for its maintained infrastructure and is well connected through road, and the metro making it a hub of commercial and residential activity.

Dwarka and its neighbourhood areas are home to 5,00,000 families, 15,00,000 affluent citizens And boast of ₹1000 crores+ spent every month on entertainment, food, clothing and outings. The population comprises of young professionals and despite demand, there has

Shopaholics be warned! Vegas Mall – with its innumerable retail experiences, the sheer opium of retail therapy – is coming up in the heart of Dwarka. The mall is a prime project of the Pratham Group, an initiative of three established and experienced groups – Unity Group, HL Group and RP Group.

Fashion ranges from pret to glam, footwear lines from casual to formal, jewellery designs from designer to exclusive, not to mention a select and chosen cluster of anchor stores, Vegas is set on a bid to unveil the best of stylish and iconic selections for consumers. The mall will house one of the largest hypermarkets in the city offering unlimited choice, comfort and convenience as well as Delhi's first Megaplex, an entertainment zone par excellence – including a bowling alley and a gaming arcade – plus an ideal outdoor location for hosting events. The mall, which is slated to come up by the third quarter of 2018 is a part of mixed-use land and will be fully operational by the end of 2018.

In an exclusive interview with IMAGES Retail Bureau, **HV Bansal, Director, Vegas Mall** revealed the mall's strategies, retail mix and zoning. Excerpts from the chat...





Let's talk about zoning. What's your take on it and how have you divided your mall into zones?

The right tenant mix based on zoning attract shoppers, it gives them multiple choices on the same floor, and facilitates smooth movement within the mall. It's the best way to avoid confusion for both shoppers as well as mall developers.

Vegas Mall will boast of bridge-to-luxury brands. We have divided the entire mall into four levels:

- The ground floor comprises of aspirational, international, fashion, accessories and beauty brands
- The first floor houses men's wear brands
- The second floor is dedicated to women and kids wear
- And on the third floor we have a complete FEC including a cinema hall and a food court

floor including Barbeque Nation, Mamagoto, Social and Café Delhi Heights.

What is something unique that you are offering to the consumer of your catchment area?

We are focusing big-time on cinemas as there is no other cinema hall in the area. We have a 12-screen Superplex with all the formats including IMAX and 4DX.

Who are the anchor and key vanilla retailers of your mall?

Anchor retailers - Lifestyle, Spar Hypermarket, H&M, Zara, Pantaloons, Max. We are also expecting Westside and Croma to open stores in the mall.

Vanilla retailers - Nike, US Polo, adidas, Reebok, Puma, Pepe Jeans, Van Heusen, Arrow, Raymond and Blackberry.

What is your revenue arrangement with the retailers?

All the retailers are on the revenue sharing basis. We charge 15 percent from fashion and F&B brands and we will be charging between five and six percent from the hypermarket.

What steps have you taken towards introducing technology in your malls?

As far as implementing technology is concerned, we have tied up with Skidata for automatic parking, we have free Wi-fi zones and a mall radio to name a few.



Broadly speaking between 18 and 20 percent of the mall area is dedicated to a Family Entertainment, which is roughly 50,000 sq. ft. Out of this, FunCity occupies 25,000 sq.ft. The cinema hall occupies 12-13 percent of the mall area, while 55 percent is dedicated to fashion. The rest is divided between food and hypermarket.

The 650-seater food court comprising of 18 different brands serving special cuisines is located on the top floor. We also have 10 specialty restaurants on the

been no organised retail hub or cinema hall catering to the ever-growing needs of the evolving consumer in this area. So, we thought this is the perfect place to introduce a shopping mall, which will be a complete Family Entertainment Centre including a cinema hall and dining out options.

What's your core catchment area?

Our primary catchment is the consumer residing in Dwarka – middle class, upper middle-class and of course, Millennials.

What is the GLA and total built-up area of the mall?

The GLA is 6.5 lakh sq.ft., while the total built up area is 2 million sq.ft.



What is your opinion on future of shopping malls in India?

Malls in India have a very bright future. Indians are very traditional in nature and consumers will take time getting used to online shopping. They like to touch and feel before they buy, and so physical retail will not go out of fashion anytime soon. Also, e-commerce cannot fulfil needs like being a family zone or for watching a movie. For this, consumers need to come out of their homes and head to the nearest mall. ●●●

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