

Shopping Centre News

APRIL - MAY 2018 | PAGES: 60 | VOL. 11 NO. 3

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The survival of a shopping mall depends on footfalls. Crowds and recognition come with the right brand mix, a healthy dose of hospitality and premium services to consumers. The right brands matter because a reputed, successful brand can pull in its own crowd. And the best of brands need grand launch pads – a party of epic proportions to draw in the consumers.

The Apple phone launch globally witnessed massive crowds camping outside malls, waiting to get their hands on the products. The MI gadget launch at Phoenix Marketcity, Bengaluru recently clocked record sales of ₹5 crore in just 12 hours of launch, with customers lining up from 8 AM onwards despite the rain – all of this thanks to a brilliant launch campaign done in collaboration with the mall.

So why do malls feel the need to gently nudge brands towards impressive launches? The simple answer is that the big bang announcement that a renowned brand is joining a mall equals more visitors, which in turn means profit – for both the mall and the retailer. In the April-May issue of Shopping Centre News, we bring you the minutiae of why malls push for over the top launch events and industry experts' opinions on why this paves way for a successful brand mall journey.

We also bring you the in-depth story of another reason that is extremely important in the success of a mall – its location strategy. Also, covered exhaustively is a latest trend of the Shopping Centre Industry – the rise of 'luxury malls' in India – malls which cater to the wealthy, which only house high-end retailers and use exclusive facilities, services and premium technology to lure consumers.

And talking about technology, how come one ignore the Omnichannelisation of malls in the country. We bring you a case study of how the Inorbit Mall and Pretr partnership has turned the tech story around for Indian malls.

The edition also explores the journey of 'The Grand Venice Mall, Noida and Brookfield Mall, Coimbatore – both rising on the popularity charts. We hope you find this issue as well-informed and beneficial as ever.



Amitabh Taneja

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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase – 1, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase – 2, New Delhi. 110020 Editor : Amitabh Taneja

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contents

- 08 NEWSMAKERS NATIONAL**
Investments, M&A the Way Ahead for Mall Developers in India
- 12 NEWSMAKERS INTERNATIONAL**
Key to Increasing Footfalls: Acquisitions & Consolidation
- 16 STORE ARRIVALS**
A List of New Store Openings
- 20 EXCLUSIVE**
Luxury Malls in India: The Destination for New Age Shoppers
- 24 WHAT'S HOT**
Brookefields Coimbatore Aims to Revolutionize Customer Experience

26 [COVER STORY]

How Grand Brand Launches Pave Way for a Successful Retail Journey

When brands decide to go all in when it comes to their inauguration in a new mall, what is the effect on the overall brand image? We bring you the scoop from both the mall management and retailer end.

NEW ARRIVAL

- 32 TECHNOLOGY**
Inorbit-Pretr Partnership: Serving Consumers Seamlessly, Through All Channels
- 34 RESEARCH**
Green Buildings: India 2nd After US in Sustainable Real Estate Projects
- 38 DYNAMICS**
Understanding the Dynamics of Location Strategy of Shopping Centres
- 44 SPOTLIGHT**
India's Largest Creative Living Campus 'Creativity' Launched in Pune
- 46 CUSTOMER EXPERIENCE**
Grand Venice Mall: India's First Mega-Tourist Destination Mall Lures Consumers with Venetian Theme
- 50 FUNDAMENTALLY SPEAKING**
Cinépolis to Take Total Screen Count to 400 by End 2018
- 52 SNAPSHOT**
Roundup of Special Events Conducted in Malls
- 54 REAL ESTATE**
Retailers Halt Expansion, Awaiting Real Estate Price Correction