

Shopping Centre News

JUNE - JULY 2018

DEVELOPING RETAIL SPACES IN INDIA

VOL. 11 NO. 4 ₹100



FECS: TURNING SHOPPING CENTRES INTO EXPERIENCE CENTRES

SUCCESS STORY:

How Pacific Mall Evolved into a Premium FEC

IN FOCUS:

PlayBox's Entertaining & Engaging India Story

RETAIL REAL ESTATE:

The Rise & Rise of Indian Malls

SNAPSHOTS:

Special Events in Shopping Centres



CENTRAL PARKING SERVICES



IN SAFE HANDS

With India's No.1 Parking Management Company

VINOD KUMAR
Valet

WHAT DOES IT TAKE TO MOVE AND PARK 2 LAKH CARS A DAY?

A miracle or 2500 plus dedicated professionals. A state-of-the-art and painstakingly designed parking lot, technologically advanced parking management systems and an ingrained commitment to honesty and responsibility towards our customers and their belongings. Well, we didn't become the country's leading parking management company by just talking about it but by actually getting it done. So, if you have a near impossible parking task at hand, call +91 9980544278 and we'll be more than up to the task.

#794, 1st Cross, 12th Main, HAL 2nd Stage. Bangalore 560008
Ph:080 -40803131 | Fax:080 -40803111 | Email : info@controlsol.com

www.cpsindia.in

34+ CITIES
90+ LOCATIONS
2700 + EMPLOYEES

LIVE HIGH

Dress
₹1299

Chinos
₹999

Leather Brogues
₹2999

Shop online at
lifestylestores.com

lifestyle[®]
YOUR STYLE. YOUR STORE.



www.7.life



- **10 acres of fun**
- **Multi-cuisine food court**
- **Maintained as per global standards**
- **Professional hosts and hostesses**

**Appu Ghar Marg, Sector 29, Gurugram, Haryana 122001.
Near HUDA City Centre metro station**

Temperature:
FUN^{°C}
at

Oysters
Water Park

Amazing rides

- Pirate Station • Wave Pool • Lazy River
- Skyfall Rapid Racer • Torpedo • Cruiser • Whirlwind
- Typhoon Tunnel • Thunderstorm • Monsoon Mania
- Dancing Drops • Aqua Lagoon • Water Keys

For group bookings and parties contact:

+91 8448189328 | Website: www.oysterswaterpark.com

Shopping Centre News

JUNE - JULY 2018 | PAGES: 80 | VOL. 11 NO. 4

Editor-in-chief: **Amitabh Taneja**
Editorial Director: **R S Roy**
Publisher: **S P Taneja**

Editorial

Managing Editor: **Surabhi Khosla**
Assistant Editor: **Sandeep Kumar**

Creatives

Art Director: **Pawan Kumar Verma**
Dy. Art Director: **Deepak Verma**

Production

Sr. General Manager: **Manish Kadam**
Asst. Manager: **Ramesh Gupta**

Support

Sr. General Manager – Administration:
Rajeev Mehandru

Subscription

Deputy Manager – Subscriptions:
Kiran Rawat

ADVERTISING

Business Head

Anjali Sondhi, Director
E: anjalisondhi@imagesgroup.in
M: +91 9810204297

DELHI:

Partha Ganguly, GM (Retail)

MUMBAI:

Sarang Mehta, Senior Manager

AHMEDABAD:

Monark J Barot, Asst. Manager

KOLKATA:

Piyali Oberoi, Vice President & Branch Head
Rohan Narayan, Dy. Manager

BENGALURU:

Suvir Jaggi, Vice President & Branch Head

For Advertising Queries, please write to: salesretail@imagesgroup.in

Images Multimedia Pvt. Ltd.

(CIN: - U22122DL2003PTC120097)

REGISTERED OFFICE:

S 21, Okhla Industrial Area, Phase II,
New Delhi 110020
T: +91 11 40525000 | F: +91 11 40525001
E: info@imagesgroup.in
U: www.imagesgroup.in

MUMBAI:

1st Floor, Plot No. 111 / 3,
Marol Co-Operative Industrial Estate,
Marol, Andheri (East). Mumbai 400059
T: +91 22 28508070 / 71
F: +91 22 28508072

BENGALURU:

523, 7th Cross, 10th Main,
(Jeevanbhima Nagar Main Road),
HAL 3rd Stage, Bengaluru 560 075
T: +91 80 41255172/41750595/96
F: +91 80 41255182

KOLKATA:

P-513/B, Raja Basanta Roy Road, CIT
Scheme XLVII, Near Sabyasachi Store,
Kolkata 700029
T: +91 33 40080480, 40080440

For subscription related queries, email to:
subscription@imagesgroup.in

For feedback/editorial queries, email to:
letter2editor@imagesgroup.in

Malls are no longer just shopping destinations. Today consumer looks for experiences and entertainment surpassing the conventional shopping and spend quality time with family and friends. Maximising on digital technology, malls are enhancing customer engagement to stimulate footfalls besides boosting sales as these factors form a vital aspect of their business strategy. Apart from big box retail, we are also steadily moving towards play zones, amusements park themes, rides and engaging events, like celebrations, special campaigns, shows, summer workshops music concerts.

In June-July edition of Shopping Centre News, we take an inside look of the Family Entertainment Center (FEC) zones around us. The edition features insights, highlights and key attraction of the major players of the industry. We talk about the theme, concept, major attractions and technology behind to set up these FEC centers.

Beside this, we bring our readers, inputs from the industry experts (gaming service providers) with the likes of QUBICA AMF and Amoeba.

We also bring an inclusive coverage of major entertainment players PlayBox, Oysters Water Park and Hang Out. Prakash Vivekanand, Founder & CEO of PlayBox, Benu Sehgal, Business Head, Intersports Pvt Ltd., and Shalini Vij, Director, Hang Out reveals about how their respective entertainment hubs work as well as spill the beans on the reason they are so popular.

The edition also features deep coverage of India Shopping Centre Forum (ISCF) 2018, talking about the 'Retail Real Estate 2.0: Building India's Next Generation Community Assets.'

As always, we hope you find the issue informed and beneficial.

Do log on to our website, www.indiaretailing.com to read more informative articles and analyses on the stage of the global retail and shopping centre industry with an emphasis on India.



Amitabh Taneja

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

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

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Shopping Center News does not accept responsibility for returning unsolicited manuscripts and photographs.

We are all ears! Your bouquets and brickbats are welcome.
Visit us at www.imagesretail.com

contents

10. NEWSMAKERS NATIONAL

It's Malls Galore in India as 7.8 Million sq. ft. Space Under Construction by 2018

12. NEWSMAKERS INTERNATIONAL

Global Shopping Centre Industry Works to Reinvent Malls

14. STORE ARRIVALS

A List of New Store Openings

16. WHAT'S HOT

The Chanakya: Delhi's Newest Boutique & Contemporary Luxury Destination

20. SUCCESS STORY

How Pacific Mall Evolved into a Premium Family Entertainment Centre

24 [COVER STORY]



Family Entertainment Centres: Malls Blend Retail & Entertainment into Winning Proposition

No mall today can afford to operate in isolation and just be a 'shopping' destination. They are transforming into community spaces, bringing to the discerning consumer the best of brands, food, and entertainment. They're hubs where people go to rejuvenate, socialise and entertain

48. EXCLUSIVE

The Great India Place & Gardens Galleria: Transforming the Way Noida shops

52. IN FOCUS

Playbox: Entertaining and Engaging with its Premium Quality Play Area

58. SPOT LIGHT

Hang Out: Carving Out Space for Families to Bond

60. RETAIL EXCELLENCE

Oysters Water Park: Pulling in a Wave of Consumers with its Offerings

62. SNAPSHOT

Round up of Social Events Conducted in Malls

66. EVENT

Retail Real Estate 2.0: Building India's Next Generation Community Assets

76. RETAIL REAL ESTATE

The Rise and Rise of Indian Malls



Introducing Dolphin. The peace-of-mind parking management solution.

Intelligent

Security features prevent theft and pilferage → Sends instant alerts in case of any aberrations → Offers a clear audit trail → Has different levels of approval

Customer Satisfaction

High speed transactions eliminate queues → Offers advance booking and valet services → Multiple payment options → Loyalty Programs

Efficient and Versatile

Customised solutions with different user profiles, tariffs and parking areas → Tailor-made reports → Easy to reconcile



Tel +91 22 61393400 | Fax +91 22 61393411
email info@secureparking.co.in | www.secureparking.co.in



www.treindia.net

Soon to commence fitouts



Brands signed and under negotiation



THIS SEPT. 2018

Bhubhaneshwar will experience the most trendsetting fashion brands under one roof as D.N. Regalia opens its doors to a multitude of shopaholics



100%
LEASED
MODEL

Leaseline: +91.98201.88182 E: leasing@beyondsquarefeet.com W: www.beyondsquarefeet.com/dnregalia.html

Developed by



Mall Mechanics by



Site Address: DN Square, Patrapada, On NH 16, Bhubaneswar - 751019, Odisha

It's Malls Galore in India as 7.8 Million sq. ft. Space Under Construction by 2018

By Shopping Centre News Bureau

The next three years could see around 20 million sq. ft. of mall space coming into play in the market as big developers such as DLF, Prestige, Brigade Phoenix Mills, L&T, Nitesh Estates and a host of regional and local developers are building new malls...



PACIFIC BAGS ₹100 CRORE SHOPPING MALL PROJECT FROM DMRC



● Realty firm Pacific India has bagged a project from Delhi Metro Rail Corporation (DMRC) to develop a shopping mall and multi-level car parking at Dwarka in the national capital with an investment of about ₹100 crore. As per a report published by *Economic Times*, Pacific India bagged the project, which also includes a multi-level car parking. "We have bagged a project from DMRC to develop a shopping mall at Dwarka Sector 21 metro station in the national capital. The company will develop a total of 4.5 lakh sq ft area, including a shopping mall of 3 lakh sq ft of leasable area and a multi-level parking, having capacity of 600-700 cars," said Abhishek Bansal, Executive Director, Pacific India. The total project cost of the metro mall would be ₹90-100 crore and the same would be funded through internal accruals.

"The structure of the mall has already been developed by the DMRC. We will soon start the interior works and launch this mall by March next year. With two upcoming malls in the national capital, we will have a total of 5 shopping malls in our portfolio," added Bansal. Last year, Pacific had bagged another project from the DMRC where it is developing a 2.5 lakh sq. ft. shopping mall and a multi-level car parking with a capacity of 600 cars at Netaji Subhash Place metro station.

The Delhi-based company has a 6-lakh sq. ft. shopping mall at Tagore Garden in West Delhi and earns a rental income of ₹10 crore monthly. That apart, it has a 5-lakh sq. ft. shopping mall at Sahibabad and another 3-lakh sq. ft. mall in Dehradun. ●

SHOPPING MALLS SEE 69 PERCENT RISE IN RETAIL SPACE LEASING IN 7 TOP CITIES: JLL

● Net leasing of retail space in shopping malls has increased by 69 percent during January-March in seven major cities to 3.52 lakh sq ft as domestic and global brands looking to expand their presence, reported JLL India. Supply of space in malls, however, fell by 87 percent during the first quarter of 2018 calendar year in the seven cities – Mumbai, Delhi, Bangalore, Chennai, Hyderabad, Kolkata and Pune – to 1.6 lakh sq. ft. over a year-ago period.

"Retail mall absorption recorded a positive trend in Q1 2018 (January-March). Total absorption across top 7 cities of India was recorded at 3,52,000 sq. ft., recording a rise of 69



percent over the same time last year," JLL said in a published report. The supply side of the market recorded an addition of only 1,60,000 sq. ft. of fresh

mall supply by adding just 2 new shopping malls in Delhi-NCR, it added. According to the data, the Delhi-NCR market accounted for 84 percent of total leasing of retail space in malls at 2.92 lakh sq. ft. The other markets that saw some decent absorptions were Hyderabad (31,000 sq ft) and Chennai (17,000 sq ft).

"The increased pace of leasing activities is heartening as it signals towards a growth phase for retail in India. Brands, both national and global, are looking at increasing their presence in key markets, to capitalise on the stability and growth in the economy," said Ramesh Nair, CEO and Country Head, JLL India. Nair

said the customers today view retail malls not only as shopping centres but also as entertainment hubs and lifestyle destinations.

Stating that global brands have been entering the country and are expanding rapidly in the past couple of years, Nair said some international brands like Kiabi, Mavi, Avva, Colin's, Damat, TudbaDeri and Dufy are likely to enter the country in the next few months. The vacancy levels across mall spaces remained stable across most markets with the exception of Delhi-NCR (18 percent), Hyderabad (11 percent) and Chennai (7 percent) that saw a marginal decline over past quarter. ●

LULU GROUP ANNOUNCES ₹1000 CRORE CONVENTION CENTRE-CUM-SHOPPING MALL IN KOZHIKODE

● As per a report published in *Indian Express*, Malayali business tycoon MA Yusuff Ali has announced ₹1000 crore investment in Kozhikode to set up an international convention centre cum shopping mall and a global hotel, which would provide jobs for 3000 people. In a statement to media in Dubai, Ali said that the work on the mega project will commence within three months, and he hoped to open the

convention centre-shopping mall-hotel within 28 months. The decision comes after a request by Chief Minister Pinarayi Vijayan after the Lulu Group skipped the Kozhikode investment while mentioning its forthcoming projects in the state during the inauguration of Lulu Group's Bolgatty International Convention Centre in Kochi recently.

“(Honourable) CM Pinarayi Vijayan asked what happened to our plans to the Convention Centre in Kozhikode. There had been a prolonged delay in getting the required approvals for the Kozhikode project, and hence we decided not to pursue it. But, the CM assured us all the support, and got us all the approvals,” he said. Some of the ongoing projects by the \$7.4 billion (revenue) LuLu Group in Kerala include the Cyber Tower at Infopark, Kakkanad, which will house 10,000 software engineers; the establishment of a shopping mall at Thiruvananthapuram and the expansion of the existing convention centre at Thrissur. ●



OBEROI MALL GOREGAON TURNS 10

● Oberoi Mall, one of the trendiest shopping destinations in Mumbai celebrated its 10th anniversary from April 6-15. The celebration started with 37 kids of 'The Akanksha Foundation' spent a fun – filled day at the mall. Another thoughtful initiative by the mall was to give away jute bags made from reusable jute to reduce use of plastic bags and promote sustainability. To share the joy and pamper its patrons, the mall has installed a huge live-sized Ferris wheel which has exciting gifts and vouchers hidden for the customers to play and win. Oberoi Mall also organised 'Retail Excellence Awards' to boost their confidence and acknowledge their determination and hard work. Speaking on the occasion, Anupam T, Vice President, Oberoi Mall said, “We feel proud to have reached this major milestone. Since we opened doors on April 15, 2008, we have served 10 million shoppers. On this occasion, we would like to thank all our stakeholders- employees, customers, retailers, shareholders, vendors and neighborhood for contributing to our success.” ●



SEAWOODS GRAND CENTRAL MALL ANNOUNCES PHASE II PLANS



● The Seawoods Grand Central (SGC) Mall plans to unveil phase-II of SGC Mall by early 2019 and has set a target to increase its footfalls to 10 lakh per month by 2020. Under phase-II, which is being constructed above Seawoods Darave station, 30 retail stores will be added to the existing 300 stores. Among the key attractions to be added under this new phase is the largest multiplex, huge family entertainment center of international standards, well-known restaurants, cafes and other hospitality brands in Navi Mumbai. The mall is also gearing up with preparations to brighten the summer holidays for children and teenagers with a host of edutainment events and activities. SGC Mall is also all set to bring the ultimate gaming experience, as it is going to launch Smaaash in June. On the completion of one year, Nilesh Singh, Centre Head, Seawoods Grand Central Mall said, “SGC Mall was set up with a specific goal – to transform the mall experience and offer unique world class shopping and entertainment options for all our visitors. Going forward, we will continue to raise the bar and provide our valued customers with the best of options and widest of choices across all our business segments including retail, entertainment and hospitality.” ●

L&T SELLS BENGALURU LAND PARCEL TO PHOENIX-CPPIB PLATFORM FOR ₹650 CRORE

● Island Star Mall Developers Pvt. Ltd, a strategic investment alliance by Phoenix Mills Ltd and Canada Pension Plan Investment Board (CPPIB) has acquired a land parcel in Hebbal, for ₹650 crore from L&T Construction Equipment Ltd. The land has been purchased to develop



its second Phoenix MarketCity shopping mall in the city. The mall has got an approval to build around 1.81 million sq. ft, which would include a million sq. ft. of shopping space. An L&T spokesperson confirmed the sale and said the land is part of a larger land parcel for mixed-use development that will have residential and offices and now, a mall. This is the first acquisition after CPPIB earlier this month said it has invested an additional ₹938 crore in Island Star, an investment platform it co-owns with Phoenix Mills. With the investment, CPPIB increased its investment in Island Star to a total of ₹1,662 crore, constituting a 49 percent stake.

Currently, Island Star owns and operates Phoenix MarketCity in Bengaluru, with development potential of 3.2 million sq. ft, in Mahadevpura. ●



GLOBAL SHOPPING CENTRE INDUSTRY WORKS TO REINVENT MALLS

By Shopping Centre News Bureau

Across the globe, the shopping centre industry is undergoing a sea of change and how! New malls are under construction, old malls are being refurbished and investments are being poured into lucrative sites. A detailed look at the top shopping centre news from across the world...

SHOPPING MALL FOR CONSERVATIVE WOMEN OPENED IN ISTANBUL

● In the district of Zeytinburnu in Istanbul, a shopping mall, which is "oriented towards women with conservative sensibilities," has been opened.

At the opening ceremony of the shopping mall Zeruj Port, which has been promoted as "the first conservative and women-oriented shopping mall of the world," the ribbon was cut by a committee which consisted of nine men and one woman (Zehra Özkaymaz, the Chairperson of the Executive Board of the shopping mall).



Although it was initially expected that the shopping mall would serve solely to women, in the press release, it was stated, "Zeruj Port Shopping Mall is the first conservative and women-themed shopping mall of the world, but it is not a shopping mall without men. The doors of the Zeruj Port Shopping Mall are open to our whole public, women or men, conservative or non-conservative." ●

BLACKSTONE FLIPS TOP RYDE RETAIL CENTRE FOR \$700 MILLION

● Global property giant Blackstone is selling its first ever Australian property purchase, the Top Ryde City Shopping centre in Sydney's north west, as per the report published in Urbandeveloper.com.

Blackstone acquired the then struggling shopping centre for \$341 million in 2012 from receivers after it underwent an \$800 million redevelopment that caused the company of John Beville, Bevillesta, to collapse. Blackstone is set to double its money over the five-year investment, with the centre likely to sell for \$700 million.

The group achieved this by replacing the failing Myer department store with a Coles,

TKMaxx and a Harris Scarfe store which became its three top performers, along with \$90 million in upgrades of the 76,958 square metres shopping complex.



The mall, 14 km northwest of Sydney's CBD, includes a Woolworths, Aldi, Kmart, Big W and Event Cinemas and generates about \$34.7 million each year.

In September Blackstone called off the sale of its \$3 billion shopping centre portfolio comprising regional and subregional shopping centres amid concern over online e-commerce giant Amazon's arrival to Australia's shores. Marking the most lucrative equity deal on record, Blackstone announced it was selling the last of its Hilton Holdings Inc. shares, in a sweep that will see Blackstone gain more than \$14 billion (\$18 billion) in profit from its 11-year Hilton relationship. ●

SIMON PULLS OUT OF SHOPPING CENTER PROJECT NEAR NORFOLK OUTLET MALL

● As per the report published by dailypress.com, the plan to build a large shopping center on the vacant driving range in front of Norfolk Premium Outlets will move forward without its star business partner. Simon Property Group, the Indianapolis-based owner of the outlets and the largest mall landlord in the nation, is no longer part of the venture with local real estate firm SL Nusbaum. The reasons behind Simon's withdrawal from the project aren't publicly known. The change leaves questions about Simon's commitment to future investments in the vicinity. The 3,32,000- square-foot mall, which landed an H&M outlet this spring, has gradually filled vacant suites since its June opening at the former Lake Wright golf course. The center started with 50 stores and restaurants. One year later, its roster now includes about 60 businesses but is far from its initial marketing of 85.

When asked if Simon's decision was related to the outlets' performance, a corporate spokesman responded with a written statement, assuring that the company's faith in the mall and the market hasn't wavered.



The driving range proposal, first announced during Norfolk's State of the City speech four years ago, is for a 250,000 square-foot shopping center, with retail, restaurants and entertainment.

Dubbed Burton Crossing, it would sit on about 30 acres east of Premium Outlets Boulevard, the entrance road that stirred a maelstrom between Norfolk and Virginia Beach just three years ago. The Beach council rejected a proposed road that would start on its side, forcing Simon to redraw the road entirely in Norfolk. The change caused delays and likely resulted in a more congested intersection.

The new project, again set for Norfolk-owned land but this time in Virginia Beach territory, could give the two cities a second chance to cooperate on development along their border. Norfolk's Economic Development Authority signed a deal to sell the driving range to the developers, going by Northampton Development LLC, in 2014. The sale, for about \$9.3 million, is contingent upon the neighboring city approving a rezoning of the site from residential to business. The Virginia Beach City Council is expected to vote on it June 19. ●

NEW PLAN TO REVITALISE CARRYDUFF SHOPPING CENTRE SITE

● As per the report published in Belfasttelegraph.co.uk, an updated regeneration plan for Carryduff Shopping Centre will see a part of the building demolished. The last internal retail tenant moved out of Carryduff Shopping Centre in April 2016. The refurbishment will extend to the former SuperValu building. The amended plan, which has just been lodged, includes the construction of 21 new apartments, three retail units and a restaurant. The development will also include car parking and landscaping. Three external units remain occupied by an off-license, bookmaker and chip shop.

The plan will be considered by Lisburn and Castlereagh City Council and developed by Kilmona Holdings - a property company led by developer Paddy Kearney - if it is approved. Brian Hanvey, Councilor, Lisburn and Castlereagh said, "Carryduff has been waiting a long time for the regeneration of the shopping centre. Anyone I speak to about it is very keen to see movement on it."

Carryduff Shopping Centre was opened in the late 1980s. But the centre hit turbulent times in 2013 when anchor tenant SuperValu moved out as the result of reduced footfall. As customer numbers continued to dwindle the remaining shops also began to close. The last retail client was hairdresser Keith Kane. At the time a charity coffee shop run by volunteers from three churches occupied a unit. A previous planning application for the centre to be razed and flats to be built on the site was submitted in 2007 and approved in 2012 but was never progressed. ●



GOLDHILL SHOPPING CENTRE UP FOR SALE AT \$425M

● Goldhill Shopping Centre in Novena has been launched for collective sale with a reserve price of \$425 million as per a report published on straitstimes.com. With a development charge of around \$61.2 million, the land rate for the freehold site translates to around \$2,597 per square foot per plot ratio. It is the first fully commercial collective sale site to be launched this year, said Cushman & Wakefield, the agent handling the sale. The tender is set to close on June 27. The existing development, with a site area of 62,422 sq ft, comprises three blocks of walk-up commercial units, with retail shops on the ground floor. The site is



zoned 'commercial', with a plot ratio of three, translating to a maximum gross floor area of around 187,266 sq ft. It has a building height

limit of 117m above mean sea level.

The Goldhill site represents an opportunity for developers to "create a trophy landmark commercial development in an established location", said Christina Sim, Director, Cushman & Wakefield of capital markets. It is within walking distance of, among other developments, United Square, Novena Square, Square 2 and Tan Tock Seng Hospital.

"With the impending North-South Expressway in the pipeline, there may also be a possibility of a direct connection to the Novena MRT station through the basement, subject to planning approval," Sim noted. ●

'LOVE MOSCHINO' FLAGSHIP STORE LAUNCHED IN PALLADIUM MALL MUMBAI

● Samar Lifestyle Pvt Ltd expands its portfolio in India and forays into luxury retail with the launch of the iconic Italian luxury fashion brand, LOVE MOSCHINO. The company unveiled the flagship store of Love Moschino, that will showcase handbags, accessories, shoes for women. The brand enters the fashion scene in Mumbai, June 1, 2018 onwards with its quirky & edgy merchandise. Flaunting quirk at its best, Love Moschino easily helps label Mumbai as the fashion capital of India by launching its first ever boutique here.

Located at Mumbai's premier luxury shopping destination, Palladium, the brand is all set to romance its patrons and win over their hearts with its quintessential

eccentricity. Offering a wide range of merchandise for women, Love Moschino's den in India spans over a space of 1060 sq ft. of retail space. This newest fashion

stop boasts a whole bunch of playful accessories- from bags & wallets to clutches & fanny bags as well as key chains amongst others. The store will retail Love

Moschino's Autumn Winter 2018 collection along with some of its bestselling products like quilted bags and back packs with iconic Love Moschino prints. And footwear will be introduced very soon!

"We are proud to present Love Moschino at its first ever exclusive store in India. Strategically placed at Palladium Mumbai, it represents the best of fashion from the international market. This Italian luxury label has already set major fashion standards globally and is now all set to woo & garner the same loyalty in India. We are ready for our Indian discerning customers 1st June onwards," said Mouli Venkataraman, COO, Samar Lifestyle – Love Moschino at the launch. ●



ABFRL BRINGS AMERICAN EAGLE OUTFITTERS TO INDIA IN DLF MALL, NOIDA

● American Eagle Outfitters is set to spread its wings and carve a niche in the hearts of the fashion savvy and brand conscious Indian youth. Under this partnership, ABFRL intends to aggressively expand the reach of the brand in the next 3 years. It also plans to invest in retailing the AEO merchandise through the brands exclusive India website www.aeo.in. With the entry of AEO, ABFRL aims to fulfill the gap and corner a significant share of the country's premium jeans wear market. Catering to the fashionable Indian youth, the 2500 sq.ft American Eagle Outfitter store in DLF Mall in Noida promises to be a fashion haven for today's Millennials. For the effortlessly chic, fashion savvy young generation, the brand offers superior designs in jeans with an array of washes and fits jeans. Apart from jeans the collection also includes clothing options like graphic tees, polo tees with the iconic eagle logo, summer shirts and cargo pants all with accessories to match. The brand also has a range of fashionable casual wear for women. ●



MOTOROLA LAUNCHES FIRST 'MOTO HUB' AT MYJIO STORES IN R CITY MALL

● India's largest CDIT (Consumer Durables and Information Technology) retail chain - Reliance Digital announced the launch of Moto Hubs in partnership with Motorola India to showcase the widest and latest range of Motorola phones at its stores. The Moto Hub zone offers customers easy access and availability of all Motorola products at one go

within the Reliance Digital and My Jio stores; where they will be able to experience the entire portfolio of Motorola devices including the online exclusive devices at convenient locations.

As part of its strategy to consolidate its offline presence, Motorola plans to open multiple moto hubs in Reliance Digital and My Jio stores pan India covering key locations such as Mumbai, Delhi, Bengaluru, Chennai and Hyderabad. The first Moto Hub was inaugurated today at R-City – Ghatkopar, Mumbai in the presence of Shashank Sharma, Executive Director, Motorola Mobility & Lenovo MBG Asia Pacific region, B.V. Mallikarjuna Rao, Regional General Manager, Motorola Mobility India, Kaushal Nevrekar, CMO, Reliance Digital and Pradeep Bhosale, Head of Business - Productivity, Reliance Digital.

While inaugurating the first Moto Hub

under this partnership, B V Mallikarjuna Rao, Regional General Manager, Motorola Mobility India said, "We are highly focused on sharing meaningful experiences and engage with customers in a more effective way and our partnership with Reliance Digital is a step further in the same direction. With this partnership, we aim to provide customers with easy access to Motorola's premium products across India."

Elaborating on the association further, Kaushal Nevrekar, CMO - Reliance Digital said, "Reliance Digital has always been a go to destination for the latest in technology. Its key proposition being personalising technology, Motorola products are going to be an exciting new addition to the portfolio. We share Motorola's vision of providing premium customer experiences and are excited to start off this relationship." ●



INDIA'S PREMIUM KIDS ENGAGEMENT FACILITY

EXPRESS



ENGAGE



EXPLORE



ENTERTAIN



- 14000 Sq. Ft. to explore in a fully CCTV monitored, safe & hygienic environment
- MY BURROW & MY MAZE - Dedicated Play Areas for the 2-4 & 5-9 year olds
- SNACK BOX - the Boutique Cafe for Kids
- PARTY BOX - Trendy Parties
- SHOWBOX - The Unique Activity Studio promoting Cognitive Development, Creativity & Imagination

- PLAYBOX is a dedicated kids concept, designed to attract family footfall to any retail & community mall development
- Conforming to European Design & Safety Standards with Child Friendly Crew to make every visit a fun & engaging experience
- Perfect PLAY Retreat for Social and Peer Interaction & Parent - Child Bonding
- Now Expanding across India. Call us for Franchise opportunities!

Call: 0120-6229422

www.playboxkids.com

Instagram Facebook playboxkids

Lower Ground Floor, Gardens Galleria Mall, Noida

Delhi's Newest Boutique & Contemporary Luxury Destination, **The Chanakya**

– By Charu Lamba

Keeping in mind the great digital revolution taking the country by storm and the increase in the number of Millennial consumers, DLF introduced its newest luxury offering in the Capital city last year – The Chanakya...

The Indian luxury market has seen an unprecedented growth in the past few years, largely attributed to the rising impact of technological advancements and social media presence. Keeping in mind the great digital revolution taking the country

destination, The Chanakya, will be a huge success," says **Dinaz Madhukar, Executive Vice President, DLF Luxury Retail & Hospitality.**

The mall is located in the heart of Delhi, in Chanakyapuri.

"The Chanakya has opened its doors in a natural location for luxury. Since it's surrounded by so many



by storm and the increase in the number of Millennial consumers, DLF introduced its newest offering in the Capital city last year – The Chanakya.

The mall – situated near Lutyens' Delhi – offers the best of fashion, food and cinema all under one roof.

"With the right tenant mix, multiple options for food and entertainment, we are sure that our concept boutique-cum-contemporary luxury

embassies and multiple five-star hotels, it's in a high net worth residential zone. This location is a no-brainer. Home to the bureaucrats and diplomats of the city, this is perhaps the most beautiful area of Delhi," says Madhukar.

What to Expect at The Chanakya Malls are favourite hangout joints for India's urban population, great places to spend quality time with

friends and family. For a mall to become more than just a shopping paradise, to be known as a one stop community hub, it needs a judicious mix of retail, food and entertainment.

According to Madhukar, "We offer a best of movie theatre experiences with a 3-screen PVR Cinema equipped with the best in screening and audio technology."

The mall also houses a casual food space called Café C, which

Luxury Hair Salon **NOIR** opens up at The Chanakya

- Delhi's most swanky boutique hair salon has opened its doors to public in the heart of the city, at luxury shopping mall The Chanakya.
- Trendsetting and sophisticated, NOIR is the premium salon property launched by Looks – one of the largest luxury salon chains in India.
- NOIR at The Chanakya appeals to the urban consumer with a discerning taste. With NOIR, brand Looks has introduced only specialised hair services in the luxury premises. So, whether one wants a style overhaul, a chic blow dry, colour update, an indulgent therapy or a just a quick trim, NOIR is specially designed to offer a full-spectrum of impeccable hair-care services to both, women and men. While one could indulge in hair styling services, there's also a range of nail therapies for the finishing touches.
- On the launch of NOIR Salon in the city, Samay Dutta, Director, NOIR said: "The team behind NOIR is specially hand-picked and are industry's best hands. Their experience, knowledge, academics, expertise in this line are their strong points. We hope our patrons receive ultimate experience in hair-care and enjoy all our services."

offers various cuisines including Western, Mediterranean, Italian, Oriental and Deli dishes apart from desserts. The café has already become a popular place for meetings, casual brunches and even the occasional coffee date.

The more formal multi-level gourmet restaurant – MKT – offers 17 delectable cuisines from across the world, a formidable wine collection and sports live cooking theatres to entertain and elevate consumer dining experience.

"Taking the gourmet experience a notch higher, MKT has also introduced the luxury edition of Foodhall - a unique food retail destination, where you can shop and indulge in the best of local ingredients and cuisines from around the globe. In addition to this, our latest offering NOI - a high-energy bar serves the best

Grassroot, Outhouse, Perona, Ranna Gill and Neeru Kumar and Madhukar says retail giants like Chanel and Ralph Lauren are all set to open shop in the mall soon.

"With the right tenant mix, multiple options for food and entertainment, The Chanakya, is already creating waves in retail. In addition to this, adequate security measures, parking facilities and most importantly adequate hygiene facilities encourages customers to spend more time at

In-Mall Services to Engage Customers

- ▶ Valet
- ▶ Fashion Consultants
- ▶ Bell Boys
- ▶ Currency Exchange
- ▶ Senior Citizen Zones
- ▶ Kids Play Zone
- ▶ Free WiFi
- ▶ Loyalty Programmes
- ▶ Navigation Assistance



international wines and spirits, ranging from Tequilas to Sake to serving wine on tap – a novel concept being introduced for the very first time in the country," says Madhukar.

The tenant mix too, says Madhukar, is just right with iconic brands like Mont Blanc, JLC, Hermès, Rolex and Panerai setting up shop in the mall, alongside aspirational brands like Ted Baker, Thomas Pink, Diesel.

The Chanakya also houses Indian contemporary brands like Janavi, Nicobar, Paro & Shalimar by Good Earth, Anita Dongre's

the mall. This in turn translates to more money spent per footfall at the mall," explains Madhukar.

Innovation, striking the right tenant mix, effective mall management, personal experience, bespoke services and provision of ample parking space are components that play an important role in generating footfalls.

Brand Mix

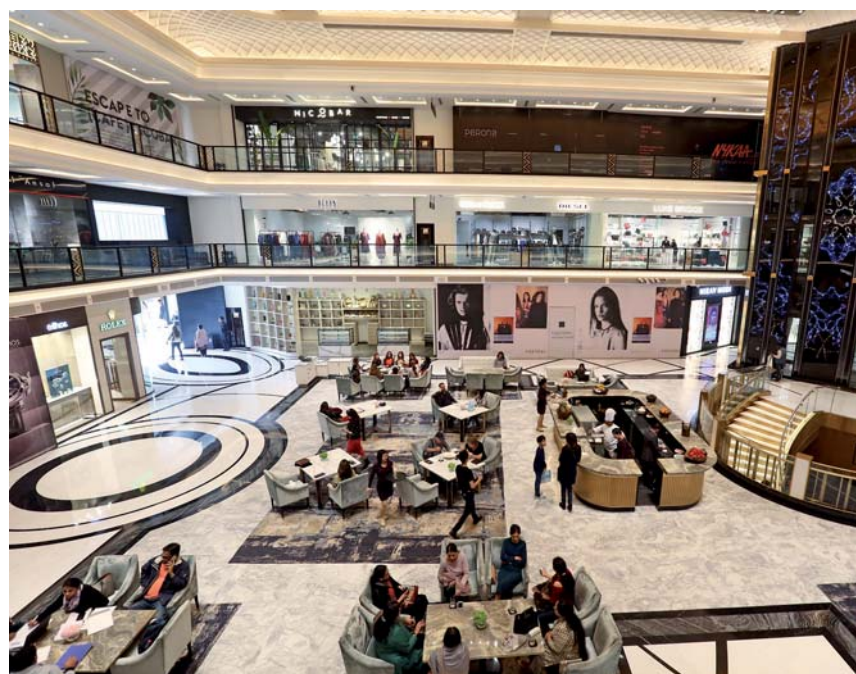
The luxury retail sector in India has been steadily yet significantly growing over the last few years. Increasing brand awareness and

a growing purchasing power of the upper middle class in Tier I, II and III has led to a demand of luxury products in the country. And luxury brands are making a beeline for the emerging market that is India.

Brands had earlier lacked space and the right format to enter India, but The Chanakya provides the just right platform, the perfect location and a discerning audience for international luxury retail majors – in categories such

as fashion, home décor, dining and entertainment – to launch their wares in the country.

She further adds, "This curated mix of homegrown and international brands have introduced their special luxe editions at the mall. More brands that will be opening luxury stores in our mall this year include Chanel, Ralph Lauren, Paro by Good Earth, AJSK Gulabo, and Brunello Cucinelli, to name a few."



Chanakya Theatre Returns in New Avatar as PVR ECX

- The iconic Chanakya theatre is back in a revamped avatar – as PVR ECX, The Chanakya – a three-screen multiplex with a seating capacity of 1,001, upgraded technology, luxurious ambience and set in a retail space with a string of international brands.
- The investment for the revamp was between ₹12 - 13 crore.
- Backed by a 4K projection system, 3D-enabled screens with ultra HD picture quality and Dolby ATMOS surround-sound system in all auditoriums, PVR ECX will offer Enhanced Cinema Experience, where the contemporary design blends with the best in cinema technology.
- The new theatre is not reminiscent of the heritage that Chanakya stood for, but PVR officials hope it gives fresh memories to the new generation of cine-goers.
- Designed by Madrid-based Studio Gronda, the multiplex has magnificent lobby spaces, custom-made chandeliers and advanced technological integrations both on and off screen. The lobby is adorned by posters and, interestingly, the complex offers a digital ticketing solution to promote cashless transactions and reduce ticket-wait times.
- There are also automated food and beverage kiosks of Quick Bites, wherein patrons can either pick up their order from the counter or get it served at their seats.
- The multiplex is spread across an area of 21,673 sq. ft. and is a part of the new two-storied The Chanakya mall, DLF's luxury retail housed at the Yashwant Place Community Centre - a nostalgic landmark for Delhi's residents.



“ At The Chanakya, we have also introduced an exclusive digital screen at the entry that showcases campaigns of our in-house brands and other relevant promotions that keep our shoppers well informed.”

– Dinaz Madhukar,
Executive Vice President,
DLF Luxury Retail & Hospitality



Marketing & Promotions

In keeping with its image of being a contemporary luxury destination, the mall's promotion strategy is bespoke and personalized.

“Since the opening of The Chanakya, we have hosted various exclusive events for diplomats, bureaucrats and ambassadors to cater to our prime audience in Chanakyapuri. We hosted a curated dinner for royal families of the country and also recently concluded our very The Chanakya Festival and Women's Day Brunch that raised the bar of events hosted in the city,” says Madhukar.

With the evolution of the consumers through increasing digital influence, The Chanakya has adopted many methods to connect with guests. “Our strong social media presence on all platforms, digital promotions through e-mailers, monthly newsletters, e-magazine and website keeps our customers aware of the latest offers and events at the mall,” explains Madhukar. “At The Chanakya, we have also introduced an exclusive digital screen at the entry that showcases campaigns of our in-house brands and other

Watchmaker Officine Panerai Opens New Boutique at The Chanakya

Officine Panerai, the Florentine luxury watchmaking company, has opened its new boutique in New Delhi, India at DLF Chanakya, the new luxury mall in the capital city.

- Panerai has partnered with Ethos, one of India's leading luxury watch retailers, to deliver an exceptional retail experience for customers. The concept of the design and the materials used respect the philosophy and history of Officine Panerai.

It features an area of 36 square metres, displaying the collections of the Florentine company to enthusiasts and collectors.

- The boutique remains consistent to the concept of interior design developed by Patricia Urquiola, the celebrated Spanish architect and designer, across all the Panerai boutiques worldwide.

She has reinterpreted the aesthetic and technical codes of the watch house, respecting the identity of the brand with a timeless design: she has succeeded in respecting tradition with a look that is nonetheless modern and up-to-date, finding a genuine link between the past and the future.

- Inspired by the main characteristic themes of Panerai, such as the Florentine origins, the link to the nautical world and the strong Italian heritage, the Spanish architect has used bronze, wood and a special corrugated glass, undulating and transparent, a clear reference to the world of the sea and ships, as are the brass lights and the sales counters with their details of wood. The boutique also features a large wall clock, a large-scale version of Panerai's iconic watch dial.

The boutique is welcoming, sophisticated, contemporary and elegant: as well as admiring the technical beauty of Panerai watches, clients can relax in a luxurious, intimate space.

relevant promotions that keep our shoppers well informed,” she adds. Apart from this, the DLF Foundation – which is

known for its work towards empowering communities and creating livelihood opportunities for the underprivileged through

education, health and skill development – also holds special events in the mall to raise money and supplies for the disadvantaged.

“We recently hosted a special event for Spread A Smile Foundation to contribute towards a safe, healthy, well-fed environment for street children and assisting them in leading a better life,” asserts Madhukar.

“We also are extremely responsible towards the environment and building sustainable structures is our core strength. The Chanakya has been constructed keeping in mind the importance of being ecologically sound. The entire mall has been lit with only LED lighting which is a non-traditional approach yet super-efficient as it consumes minimum electricity. Multiple solar panels have been installed at the rooftop to ensure natural source of energy consumption. The catchment is covered with lush green trees and plants to help control and clean environmental pollution. In addition to this, special provisions have been made that ensures 100 percent reuse of waste generated and doesn't put load on the city waste network,” she concludes. ●●



A COMPLETE FAMILY HANG OUT

AT SELECT CITYWALK • PACIFIC MALL • LUDHIANA
CATERING TO 2 TO U 2
EAT • DRINK • PLAY • PARTY • FUN



BOWLING



GAMING ZONE



ZOO CAFÉ



MONKU SHOW



PRIZE GAMES



MY TOWN



FAMILY RIDE



VR RIDE



JUNGLE THEME



ARCADE GAMES



POOL



RESTRO - BAR

FOR MORE INFO CONTACT 9810224004 / 9560700849

3RD & 4TH FLOOR
SELECT CITYWALK, SAKET

PACIFIC MALL,
TAGORE GARDEN, WEST DELHI

PAVILION MALL,
LUDHIANA

www.hangoutkids.com | or visit us at Hang Out

How Pacific Mall Evolved into a Premium Family Entertainment Centre

– By Shopping Centre Bureau

Pacific, Tagore Garden has seen an exorbitant growth of 20 percent in the year 2017, when it clocked ₹920 crore in consumption and 15 percent growth in footfalls – to close at ₹ 1.25 crore for the fiscal...

The Indian mall is evolving. From being a simple shopping destination, it has become a family entertainment zone – a place where families eat, shop and indulge in leisure activities, a place where families spend quality time together.

The fear that the Indian shopping mall will lose its sheen with the meteoric rise of e-commerce in the subcontinent, has been so far, unfounded. Despite the fact that online shopping has not deterred the Indian mall rat, mall owners are striving hard to provide consumers with an unparalleled experience, a heady mixture of shopping, fun, food and activities.

One mall which has abundantly met consumer needs, thus becoming one of the more successful shopping centres in the Capital city is Pacific Mall,

Tagore Garden.

For upping the ante – and many an eyebrow – in the calendar year 2017, setting benchmarks, and creating landmarks at a time when the digital media explosion is challenging retail businesses and environments to reinvent and redraw their approach to consumers, Pacific Mall received the **IMAGES Excellence Award for Operations Management & Business Transparency 2018**.

One of the main reasons which led to this prestigious award being given to mall was that Pacific, Tagore Garden saw an exorbitant growth of 20 percent in the year 2017, when it clocked ₹920 crore in consumption and 15 percent growth in footfalls – to close at ₹1.25 crore for the fiscal.

Results of Tenant Mix Change in 2017

The mall changed its tenant mix last year, with the aim to

refresh and repackage itself. The strategy proved to be immensely successful as it helped in sustaining customer interest and attracting ongoing retail sales.

Thirty-one stores – spanning all retail categories including food and fashion – were either added, relocated, or resized in various categories resulting in approximately 65,000 sq. ft. of built up area offering freshness in the mall. Premium offerings in the mall were increased as was the efficiency per sq. ft.

Marketing & Promotion

Over the years Pacific Mall has become synonymous with entertainment, fine dining and the latest collection of brands and trends in fashion and lifestyle. The mall management has increased its focus on creating niche campaigns and events for customers based on their feedback and preferences.

The exciting line-up of new retail and restaurant brands at the mall, adding to the shopping and leisure experience was coupled with activities like wedding showcases and fashion shows involving high street and top brands present in the mall.

The plan was to create larger than life experiences for customers

NEW STORES ADDED IN 2017: GAP | Superdry | Armani Exchange | Dune | Mango | Cover Story | Meena Bazaar | Aeropostale | Arrow | Baggit | ASICS | Metro Shoes | Hamleys | Kama Ayurveda

RELOCATED STORES IN 2017: Aurelia | Mustard

NEW RESTAURANTS IN 2017: Chili's | Café Delhi Heights | Castle's Barbeque | Beer Café | Biryani Blues

NEW FOOD COURT COUNTERS: Haldiram's | Khan Chacha | Street Food by Punjab Grill | Wow Momos | Café Hawkers

RELOCATED FOOD COUNTERS: Shanghai Moon | Amritsari Express

NEW COFFEE SHOP: Selfie Swag Café

NEW CONFECTIONERY: Sugar & Spice



and towards this, the mall carried out an astoundingly high number of marketing and promotion activities – independently as well as jointly with tenants.

Some of the never-seen-before focal and décor elements included:

- 40-foot life-size submarine was installed in the foyer
- A live Scuba Diving and Snorkeling experience was organised – the first ever in a mall – in association with DIVE India.
- 4-week long Scuba Diving summer workshops for kids – more than 3,000 kids participated in the workshop
- 50-foot Statue of Liberty installation
- 20-foot tall majestic elephant installation
- A replica of Taj Mahal for Valentine's Day

Pacific Mall was also the first mall ever to launch its own web series called Mall O'Holic.

period in 2016. There was also a **30 percent growth in consumption** as well as a **9 percent growth in spend per customer**. The churn enhanced the overall offering of the mall while substantially increasing the trading density/sales per sq. ft. of the churned area as well as the overall mall

The fashion category in the mall recorded a 129 percent growth in trading density per sq. ft. by replacing non-performing brands with relevant performing brands and downsizing, relocating existing brands.

There was a 40 percent growth in the overall Food Court sales simply by relocating Haldiram and replacing underperforming brands with performing ones.

Cosmetic Changes Up Numbers

An underperforming restaurant was replaced with Chili's, Café Delhi Heights was brought into the mall in place of an underperforming retail store and a single restaurant was restructured

introduced. With this the sales per sq. ft. of kiosks went up tremendously. Resultantly, the rent per kiosk also went up.

Kiosks of cosmetics, jewellery were also added to increase sales per sq. ft which saw 25 percent growth later.

Tenants with Best All-India Sales Figures

Lifestyle is the number one store in the country with an annual turnover in excess of ₹160 crore. Another top performing store is Splash, then there are stores like Spar Hypermarket. The GAP store at Pacific Mall, Tagore Garden is the top-performing GAP store in India in terms of sales per sq. ft.

Brands like Jack & Jones, Vero Moda, Tommy Hilfiger, Only, Kazo, Charles & Keith, Da Milano, Rosso Brunello, Puma, Nike, Café Delhi Heights, Haldiram, Dunkin, Unicorn Apple are amongst the top performing stores in the country, all of which can be found in Pacific Mall, Tagore Garden.

CSR & Environment Conservation Activities

- On January 1 every year, Pacific Mall donates food packets to about 500 people in the slums to celebrate New Year.
- A Compost Machine has been installed at the centre to process wet garbage and horticulture waste. This is converted into manure and used by the mall horticulture team for landscaping.
- The mall works with the Municipal Corporation to create awareness on cleanliness and segregation of Dry and Wet Waste. Special dustbins for Wet & Dry Garbage have been installed in the outdoor area to support this cause.
- All lights in common areas (atrium, guest corridors, back areas, parking, etc) have been replaced with LEDs to save energy
- A special parking stand for cycles has been created to encourage use of cycles by consumers to help reduce pollution



Apart from this, many events were celebrated with aplomb, including a Grand Shopping Carnival, the Mega End-of-Season Sale and the mall's 6th anniversary celebrations. Customers participated in and won many prizes including a bumper prize – free shopping worth ₹6 lakh, weekly prizes – free shopping worth ₹60,000, and a daily prize – free shopping worth ₹6,000. To engage customers online, the mall also developed a Slot Game, which users could play on Pacific's social media pages and win mall vouchers.

These activities conducted in 2017 recorded a **19 percent increase in footfall** over same

to carve out space for three restaurants instead. The changes increased the total number of F&B options from 7 restaurants to 10 as well as recorded a 51 percent growth in trading density.

Filling in the Gaps

Leasing of kiosks was done in a strategic manner to fill in the gaps of offerings in the mall. Since the electronics category is most affected by online and it is no longer feasible to have electronic appliances stores, the mall management decided to offer it through kiosk format.

Kiosks of brands like Oppo, Motorola, Portronics, Mobiliti, Yaantra, to name a few, were

Powerful Logo, A Progressive Message

While upgrading the mall brand mix to premium international brands only, Pacific Mall also formally changed its logo to a premium one in an effort to reinforce its premium positioning – that the mall carries within it a brilliant brand mix, exceptional services and promises an unparalleled customer experience at various touchpoints. The new logo highlights the brands vision of delighting people and their style of living by introducing the elements of 'Art of Leisure'.

The evolution of Pacific Mall's logo signifies a change in the brand's attitude by showcasing



itself as a progressive, powerful and innovative mall which aims to provide an international shopping experience to its customer.

The premium brand mix, dining, entertainment and array of services ensure that every visit to Pacific mall is a mesmerising experience for all customers. ●●

MGB Felicity Mall

Making
Every Day
Extra Ordinary.



Anchors



More Brands



MGB Felicity Mall, the 1st of its kind in Nellore

Located in a prime catchment area on Dargamitta GNT Main Road, MGB Felicity Mall has a bespoke suite of international and national brands across categories such as Fashion, Lifestyle, Food and Entertainment.

Prime Location

MGB Felicity Mall is the only mall in a 150 km radius, capable of serving the upmarket localities of Tirupati, Kadapa & Ongole that has combined a population of over 9 million.

Rising Popularity

In 20 Months, 8 Million people have visited MGB Felicity Mall, Which has received highest numbers of Google reviews in Nellore.

For Leasing Contact : +91 9247 000 000

Email: gopal@mgbrothers.in



MGB Felicitymall, Nellore



MGB Felicitymall, Nellore



[mgbfelicitymall](https://www.instagram.com/mgbfelicitymall)



<http://facebook.com/mgbmall.official/>



<https://www.youtube.com/channel/UCyC9kYR2q1WoYULscjrGQ4A>

YouTube



MALLS ARE NO LONGER JUST SHOPPING DESTINATIONS. MAXIMIZING ON DIGITAL TECHNOLOGY, MALLS ARE ENHANCING CUSTOMER ENGAGEMENT TO STIMULATE FOOTFALLS BESIDES BOOSTING SALES AS THESE FACTORS FORM A VITAL ASPECT OF THEIR BUSINESS STRATEGY

Family Entertainment Centres:

Malls Blend Retail & Entertainment into Winning Proposition

– By Sandeep Kumar

No mall today can afford to operate in isolation and just be a 'shopping' destination. They are transforming into community spaces, bringing to the discerning consumer the best of brands, food, and entertainment. They're hubs where people go to rejuvenate, socialise and entertain...

The Indian shopping centre industry has been under continuous dynamic transformation since 2000. In the year 2001, there were only three malls in India. The number increased to 343 by 2007. As of 2017, India has more than 600 operational malls and going by the report of Cushman & Wakefield, the international property consultancy firm.

Such is the growing mall culture in India that 34 new shopping malls, covering 13.6 million sq. ft. area, are expected to come up in top eight cities by the year 2020. But keeping a mall alive is no piece of cake. Raking in the footfalls takes a lot of effort, a smooth process, keen management skills and above all, a deep understanding of consumers.

The connect to the consumer is paramount and only brands which sell products and services relevant to the customer are thriving. The consumers' ambitions to

reach global standards in lifestyle, coupled with high disposable incomes, are aggressively scripting a radical change in the business viability of organised retailing. Mall developers are formulating new and modern strategies and tactics to keep up with changing consumer dynamics and accordingly provide the best for their users.

No mall today can afford to operate in isolation and just be a 'shopping' destination. They are transforming into community spaces, bringing to the discerning consumer the best of brands, food, and entertainment. They're hubs where people go to rejuvenate, socialise and entertain.

The Concept of Family Entertainment Centres

Shopping centres across the globe are now focusing on prime entertainment, with actual shopping taking a backseat. There are malls offering over-the-top features including indoor ski-hills, indoor theme parks, water parks, zoos, science centres, shooting ranges and even an underground shark tunnel.

NCR's Mall of India has an indoor ski-range – Ski India, The Great India Place has a water park and one of the best kids play zone in town – Worlds of Wonder and Kidzania. The Grand Venice Mall in greater Noida offers gondola rides. The Mall of America in Minnesota has an indoor amusement park, complete with a rollercoaster an underground aquarium, a water park and a gun range.

The Venetian Hotel & Casino in Las Vegas also has gondolas that ferry consumers from one designer store to another. The Berjaya Times Square shopping mall in Kuala Lumpur, has an extraordinary 48-storey complex house with a theme park, 3D cinema as well as a hotel.

The idea of adding major FECs in malls has been gaining popularity rapidly over the last few years. In fact, several new malls have been constructed around the

The Characteristics of FECs:

- Unlike theme and amusement parks, FEC markets are community-based
- Their locations are important. They are usually located in popular malls, which are accessible by quality public transport and frequented by cabs
- Their success depends on repeat consumer visits
- The length of stay of consumers at FECs averages between two to two-and-a-half hours.
- FECs have multiple anchor attractions for more appeal and draw
- Although not considered an anchor draw to FECs, a significant percentage of income (25± percent) comes from token-operated games
- A significant percentage of income also comes from food and beverages, birthday parties and other celebrations

country, with substantial square footage allocated to FECs. They substantially extend a mall's draw, lengthen shopper stay and boost sales and revenues.

The concept of FECs came into existence a long time before the mall was modernised. **Randy White, CSM CEO of White Hutchinson Leisure & Learning Group**, writes in a research paper titled 'The Role of Entertainment in Shopping Centers & Malls', "Ever since the mid-1950s, when the suburban enclosed mall model first evolved, entertainment has always been some part of the mix. It might only be music, a central mall court with a periodic fashion or other shows, seasonal decorations or a visit by the Easter Bunny and Santa Claus. Back in the 1950s through the 1970s, away-from-home dedicated entertainment center venues where not a part of the

and Ed's Recreation Center with bowling, a music stage, game room and restaurant.

West Edmonton Mall became a study for malls in the United States and changed the game for them completely. Today, the US is home to more than 400 amusement parks and attractions, visited by some 375 million guests each year.

The concept petered down from the US to India, but while we are still low on numbers and technology, one thing is for certain – the Family Entertainment Centre is here to stay.

"Malls are no longer just shopping destinations. Today consumer looks for experiences and entertainment surpassing the conventional shopping and spend quality time with family and friends. Maximising on digital technology, malls are enhancing customer engagement



suburban scene, so were rarely found in shopping centers and malls, unless at a tourist location."

He says that West Edmonton Mall in Alberta, Canada changed all that when it opened in 1981 with Fantasyland, subsequently renamed Galaxyland. With 26 rides and attractions, in 400,000 square feet, including Mindbender, the world's tallest and longest indoor roller coaster, Galaxyland is, reportedly, the world's largest indoor amusement park. Later entertainment additions to the mall include World Waterpark, Deep Sea Adventure, Ice Palace

to stimulate footfalls besides boosting sales as these factors form a vital aspect of their business strategy. They are providing customers with a wide array of national and global brands, besides enabling them to enjoy with their loved ones. Apart from big box retail we are also moving towards play zones, amusement park themes, rides and engaging events, like celebrations, special campaigns, shows, summer workshops music concerts etc," says **Abhishek Bansal, Executive Director, Pacific India.**



The Indian Perspective

The amusement and theme park industry in India is about two decades old and it is relatively new when compared to its origin in USA & Europe. This industry found its roots in India during mid and late 1980s with the introduction of amusement theme parks in Delhi, Kolkata, Mumbai and Chennai. The growth in this industry started only in the last decade and that happened possibly during the advent of globalization when economic potential of the social capital began to be perceived. FECs first grew outside the mall in the country. These were either amusements parks or water parks like Appu Ghar, Amusement Island and Essel World.

The idea of adding entertainment mix in malls only gained rapid popularity over the last few years. Several new malls have been constructed around the country, with substantial square footage allocated to FECs. Malls like DLF Mall of India, Pacific Mall, The Great India Place and The Grand Venice Mall have allocated huge spaces to create entire entertainment cities including multiplexes and food courts.

FECs: The Game Changer for the Mall

No mall today can afford to stand tall with just a bouquet of brands. Shopping, entertainment and food go hand-in-hand and perhaps that is making malls pull up their

Indian Amusement Park Industry: An Overview

- The amusement industry in India is at a growing stage currently. The size of the Indian amusement park business is estimated to be around ₹4,000 crore and is estimated to grow by 10 percent per annum in coming years
- The amusement and theme park industry is deemed to be worth ₹ 10000 crore in India by 2020
- There are around 120 amusement parks and 50+ Family Entertainment Centers in India. This indicates that the growth potential of Indian amusement and theme park industry is substantial
- The Indian small and big players in the amusement industry are looking are targeting a tremendous growth potential by 2020
- The introduction and success of transport corridors like Metro and Expressways have brought people closer to the entertainment hubs
- The success and growth potential of this industry is resulting into the advent of new manufacturers of amusement parks' rides in India



socks and offer the best from all three worlds.

"The Great India Place encapsulates not just shopping but a never-before food and entertainment experience, the mall has redefined the concept of indoor entertainment at par with international destination mall standards. The new attractions are video game arcades, bowling alleys, air shooting, pool, children's play areas and adventure rides. Malls can't do with just providing shopping and eating out amenities. A developer needs to cater to diversified interests in a mall and this is where entertainment zones become important," says **Mahim Singh, Mall Head, Gardens Galleria and The Great India Place.**

"A large part of the audience that visits the mall is families

including toddlers, tweens and teens. When the FEC culture was introduced in the Indian Mall market, we saw a dramatic shift in the purchase patterns. We realised people were leaving their children in the entertainment zones and then shopping with a relaxed mind," he adds.

Mukesh Kumar, CEO, Infiniti Mall explains, "Shopping malls are defined as one or more buildings forming a complex of shops representing merchandisers, with interconnected walkways enabling visitors to walk from unit to unit. Having said that, they are the heart and soul of communities, the foundation of retail economies and a social sanctuary for citizens everywhere. The growing middle classes in metro cities maintain



“THE GROWING MIDDLE CLASSES IN METRO CITIES MAINTAIN A STRONG ASSOCIATION BETWEEN CONSUMPTION AND PLEASURE DRIVING THE NEED FOR MORE ENGAGING SHOPPING EXPERIENCES. AN AGEING POPULATION AND INCREASED URBANISATION, WHICH MEANS MORE PEOPLE LIVING IN SMALLER SPACES AND A GREATER NEED FOR PUBLIC SPACES IN WHICH TO SOCIALISE AND CONGREGATE.”

- Mukesh Kumar, CEO, Infiniti Mall

a strong association between consumption and pleasure driving the need for more engaging shopping experiences. An ageing population and increased urbanization, which means more people living in smaller spaces and a greater need for public spaces in which to socialize and congregate. If the retail is to succeed, the shopping centre needs to have a significant amount of entertainment and F&B options. It is imperative to make the mall a Family Entertainment Centre."

Sanjeev Mehra, Vice President, Quest Properties India Limited concurs saying that Quest Mall is no longer a shopping center. "We have become an experience center now where the entire family and group love to spend time together. And to cater to the interest of all age groups, apart from F&B and entertainment, we have also created an exhibition space called The Loft which is a permanent area for pop-up art and culture."





OUR MISSION

MAKING BOWLING AMAZING

*It shaped where we have been
and defines where we are going.*

Our mission is focused, yet simple, making bowling amazing.

It's at the heart of everything we do.

It shaped where we have been and defines where we are going.

Creating the products of tomorrow, today, and driving bowling forward.

It's more than just our passion, it's our everything.

QUBICAAMF
MAKING BOWLING **AMAZING**

Unisport International

99/5/8A, Ballygunge Place , Kolkata - 700 019, West Bengal, India; Tel : +91 33 2460 2010; Mob : +91 98300 55647; E-mail : polykraft@vsnl.com

www.qubicaamf.com

Follow us on



Pushpa Bector, Executive Vice President & Business Head, DLF Shopping Malls agrees saying, "A customer's visit to the mall is not limited to shopping just today; rather they view it as a way of spending quality time with their family and friends. We have accounted multiple entertainment channels to ensure the desired holistic experience a customer is looking for. We have incorporated a separate entertainment hub for kids such as Funcity; for people across age groups there is Ski India, movie theatres, etc. An ideal combination of food, hospitality, entertainment touch points and of course shopping helps in creating the holistic experience that will drive a customer to the mall."

"LuLu Mall has been able to transform the way Kerala shops. Being the first avenue for large scale organized retail in the state, we have been able to stay far ahead of the competition across the state. We keep generating various new factors because of which LuLu has become the melting pot of fashion, food, culture and entertainment.

Once you create a destination value, you automatically cater to families," says **Shibu Philips, Business Head, LuLu Shopping Malls**.

"FECs are an integral part of the amusement and retail industry. They provide platforms for the family – across all ages – to spend quality time together. They are also celebration points – birthday parties, family gatherings, school and college fests and even ice-breaking

Care, Ambuja Realty Development Limited.

Manan Parulekar, Head - Business Development, Orion Mall Panvel, says FECs are a boon for kids. "FEC is one of the most major component in any mall. It is as simple as, target the kids and the parents will follow. Newest addition to Orion Mall Panvel is Timezone which has opened on the 2nd Floor. Since day one they have managed to pull in a substantial number of people. By



creating a top notch look and feel they have offered Panvel a 'never seen before' experience. In the first two months Timezone has given the mall a growth of more than 400 percent on sales over the earlier FEC. Timezone coming in has definitely added a lot of value."

"Our FEC is zone is a pretty important mall element. Initially we just had a 16-lane bowling alley – which was iconic in itself since the norm is 8-lane bowling alley. When we saw the category specifically growing and the younger generation moving into the residential areas with small kids in our catchment area, we decided to initiate a plan. We designed a kids play area. Apart from this, we used the open area to install outdoor rides for children. This became a great hit – our star attraction. Now we are planning on adding rides which we hope will pull in people from as far as Pune. What makes us different – and hence attractive – is the fact that we are not a box format mall. We have a lot of open area which we use liberally. We are already in discussion with Smaaash to bring them in, and an international player for our outdoor area. We will reveal the name of the player once the deal



“ A CUSTOMER'S VISIT TO THE MALL IS NOT LIMITED TO SHOPPING JUST TODAY; RATHER THEY VIEW IT AS A WAY OF SPENDING QUALITY TIME WITH THEIR FAMILY AND FRIENDS. WE HAVE ACCOUNTED MULTIPLE ENTERTAINMENT CHANNELS TO ENSURE THE DESIRED HOLISTIC EXPERIENCE A CUSTOMER IS LOOKING FOR. ”

- Pushpa Bector, Executive Vice President & Business Head, DLF Shopping Malls

meets by corporate groups. My mall – City Centre Raipur – has been meticulously designed with elements of architectural surprises including narrow shopping aisles leading to wide open spaces, linearity broken by sequence of trees and non-air-conditioned areas extending into the air-conditioned and all with the objective of creating 'visual excitement'. Conceptual places like Dessert Street, Dining Street, Kid's Street, Bar Lounge, Valentine Cafe and Garden of Senses, among others have also been incorporated into the mall. The timeless Indian concept of the *Ghanta Ghar*, natural daylight and positive energy, water bodies, open spaces and extensive plantation has created the mall which is completely different from any other in Central India and successful in becoming a world-class lifestyle destination, an FEC like none other," says **Pramod Ranjan Dwivedi, Head- Group Real Estate Marketing & Customer**



“ BEING THE FIRST AVENUE FOR LARGE SCALE ORGANISED RETAIL IN THE STATE, WE HAVE BEEN ABLE TO STAY FAR AHEAD OF THE COMPETITION ACROSS THE STATE. WE KEEP GENERATING VARIOUS NEW FACTORS BECAUSE OF WHICH LULU HAS BECOME THE MELTING POT OF FASHION, FOOD, CULTURE AND ENTERTAINMENT. ”

- Shibu Philips, Business Head, LuLu Shopping Malls



Often a city is known by its Landmarks

Orion Mall, Panvel enjoys that distinction of being Panvel's only Modern Shopping Centre.



Future plans for the city

Navi Mumbai International Airport scheduled for 2020.

Trans-Harbour link from Uran to Sewri scheduled for 2021.

Proposed Terminus by Central Railways for long distance trains at Panvel.

One of India's biggest logistics hub, post completion of Delhi-Mumbai Industrial Corridor.

FOR TRADE ENQUIRES CONTACT
+91 9029775006
deepdurve@orionmallpanvel.com

- MALL RETAILERS -





“MALLS NEED MULTIPLEXES, AND GAMING ZONES TO HEIGHTEN CUSTOMER DELIGHT. WE HAVE A MEGAPLEX, CINEPOLIS WITH 14 SCREENS AND INDIA'S FIRST 4DX THEATRE. ALONG WITH IT WE ALSO HAVE A FEC –FUNCITY. RIGHT FROM BUMPER CARS AND TWILIGHT BOWLING TO 32 ARCADE GAMES AND ENTERTAINMENT FOR TODDLERS, THE PLAY ZONE SETS A NEW STANDARD FOR FAMILY ENTERTAINMENT.”

– Rima Pradhan, Sr. Vice President Marketing, Viviana Mall

goes through,” says **Surjit Singh Rajpurohit, CEO, Amanora Mall.**

Rima Pradhan, Sr. Vice President Marketing, Viviana Mall, differs a bit saying that instead of being an FEC, malls should aim to be community centres. “Malls need multiplexes, and gaming zones to heighten customer delight. We have a megaplex, Cinepolis with 14 screens and India's first 4Dx theatre. Along with it we also have a FEC – FunCity. Right from bumper cars and twilight bowling to 32 arcade games and entertainment for toddlers, the play zone sets a new standard for family entertainment. The London bus inside our mall has become a major attraction,” she states.

“In today's time, shopping alone cannot prop up an asset. Malls are no longer just shopping destinations, but they are more of community centres. The success of a mall hugely depends on how it caters to its visitors. It is

imperative for mall to cater all age groups and deliver a unique experience to them each time,” adds **Anil Malhotra, Executive Director, Elante Mall.**

Turning Malls into Profit Centres

“FECs certainly change dynamics for a mall, when there is extra emphasis given to a user's experience, right from the mall development phase. Experiences like rollercoaster, large adventure rides involve a high degree of initial planning, but the results are equally good for the malls,” says **Abhishek Jain, CMD, Busters,** a South India-based family entertainment zone.

“With FECs evolving and international brands entering the Indian market, the average size of the centres is increasing y-o-y. All this certainly contributes towards achieving a greater recognition for the industry. Also, the proportion of time and money spent in an FEC and entertainment (non-film) during a regular mall trip is constantly rising. FECs are drawing additional footfalls and attracting more proportion of them. It may be very early to say shopping is the number 2



of Amanora Mall.

One winning proposition for malls is to include a multiplex, which is invariably a major crowd puller and the most popular cinema hall for most malls in India is by far, PVR Cinemas.

“The key element for the success of a mall is its ability to drive footfalls and multiplexes being a footfall generator, mall developers prefer PVR as their anchor tenant,” says **Gautam Dutta, CEO, PVR Cinemas.**

“We typically spend around



Most malls over time have noticed a growth in footfall and average time spent after the inclusion of PVR Cinemas specifically and FEC zones in general.

“An FEC has positively impacted the sales at available F&B options present in City Centre Raipur, especially since kids are a very integral part of shopping decisions. It has been noticed that visitors experiencing the gaming options are more prone to spending more time at the mall compared to the ones visiting just for shopping. This has considerably increased higher per capita spending and repeat business,” says Dwivedi.

The Infiniti Mall too has seen considerable growth – approximately 15 percent footfalls contributed by its Family Entertainment Centre.

We bring you a highlight of the entertainment and luxury provided by different FEC providers in shape of shopping malls, cineplexes, amusement parks and other entertainment hubs.

– **With Inputs from Surabhi Khosla**



attraction in malls, but yes the dynamics are slowly changing,” he adds.

“The FEC zone is very important to us since it contributes almost 18-20 percent of the total mall revenue. We've also noticed an almost 25 percent growth in the footfalls since the establishment of our FEC zone,” says Rajpurohit

₹2.5-3 crore per screen depending on the location of the mall, development around the city, tier classification of the city and future potential. Additionally, for technology towards special formats like IMAX/PXL/4DX/PlayHouse/Cinema LED Screen, this can go up by ₹2 crore to ₹10 crore.

DRESS UP FOR STRANGERS

DRESS DOWN FOR FRIENDS

GO COLORS!
THE ART OF DRESSING DOWN

Presenting over 30 legwear styles including pants, jeggings, denims, harems, patiyalas and more.
Each designed to help you perfect, the art of dressing down.


Over 250 Exclusive brand stores across 63 cities. Present across leading malls.

Also available at:



A look at some of the major entertainment hubs and service providers in different FEC centres across India:

(PVR CINEMAS)

 Cinema is the oldest mode of entertainment not only in India but globally. When shopping malls hit upon the idea of hosting cineplexes within their premises, PVR was their first choice. The brand is the leading cineplex company in India. PVR has a



strong presence with 628 screens in 135 locations across 51 Indian cities and is growing nonstop. In an exclusive interview, **Gautam Dutta, CEO, PVR Cinemas**, talks about the brand and its impact on the FEC industry in India.

How much capital is required to become a brand that malls seek? How different is it region or city wise?

The key element for the success of a mall is its ability to drive footfalls and multiplexes being a footfall generator, mall developers prefer PVR as their anchor tenant.

We typically spend around ₹2.5-3 crore per screen depending on the location of the mall, tier classification of the city and future potential. Additionally, for technology towards special formats like IMAX/PXL/4DX/PlayHouse/Cinema LED Screen, this can go up by ₹2-10 crore.

What kind of malls does a brand like PVR Cinemas target?

We prefer to get associated with A+ Malls built by developers with strong credentials whose projects are located in established prime city/catchment areas which are

apt in size to cater to audiences of these markets.

What is the USP of PVR?

Customer comfort, modern screening/projection/sound technology are the strong points of PVR cinemas across the country. PVR pursues a strategy of 'total immersive movie-going experience', which means not only watching the film on-screen is important but also offering other services and experiences which provide a 360-degree seamless experience from the time consumer books the ticket to the time he/she exits. This includes our mobile app, website, Quick Tix Kiosk, self-ordering food kiosks, ticketless entry, recliners, service on seat and a varied food menu.

PVR positions itself as the best out-of-home entertainment destination in the country.

Tell us about the technology involved in building PVR and getting it mall ready?

Technology plays an integral part in building the PVR Cinemas. It involves the best in class projection technology such as laser projector and 4K, 2K tech. Furthermore, we have globally accepted latest gain/silver screens, sound technology – such as the immersive DOLBY ATMOS/DTS-X or Dolby 7.1 surround sound.

Beyond this is the back-end technology support to run servers, box office, concessionaire quick-tix, quick-bites, plasmas, video walls etc. Then are the latest cinema formats such as IMAX, 4DX, Cinema LED Screen 'Onyx', Gold Class, Playhouse besides our home grown big movie screen format P(XL) or Premium Extra Large with Dual 4K and RGB laser projection system.

All these add on to convert a



mainstream cinema to a premiere multiplex. As of date, PVR offers an array of formats with premium screen category, which stands at 36 screens of Gold Class, 07 of IMAX, 08 of 4DX, 04 of PXL and 04 of Playhouse across the country.

What makes PVR ECX in Mall of India, different from the rest on technological and experience lines?

The Virtual Reality lounge at PVR ECX is an off-screen unique concept. It is created by computers that allow you to experience and interact with a 3D world that isn't real by putting on a head-mounted display. At the cinema, there are four VR pods equipped with latest ground-breaking technology by HP that delivers an unparalleled immersive and interactive experience, blurring the lines between what's real and what's not; for instance, from crouching behind turrets to diving on the ground, from avoiding strafing bullets to seeing a grotesque image lurking nearby, those few intense minutes in VR lounge

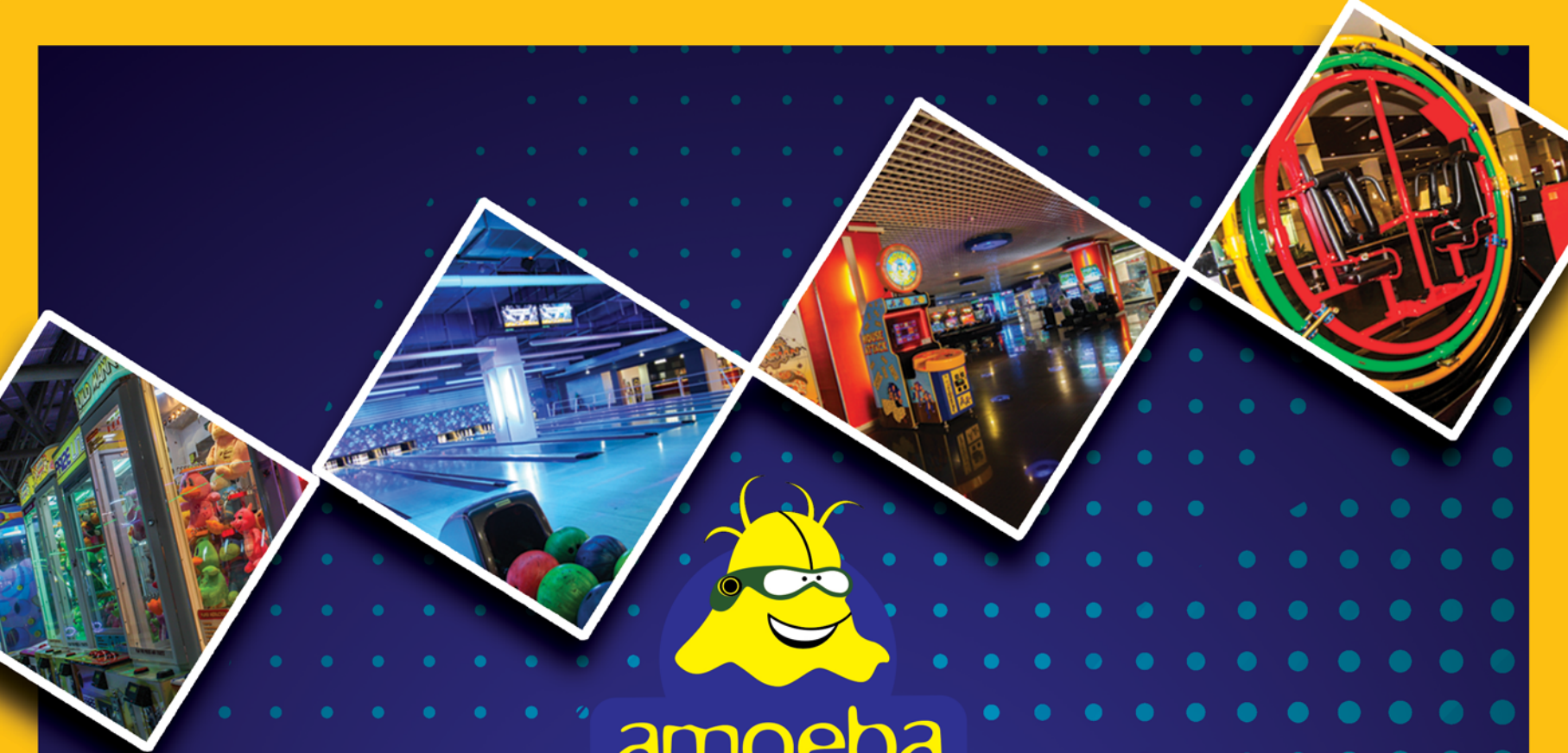
keeps movie lovers fastened to the virtual reality. Besides the best in class technology, the HP VR Lounge also provides a whole new library of fascinating and adventurous immersive and interactive content curated from various different genres like drama, fiction, sci-fi, horror, action etc.

What new technological innovations are you planning on bringing in to lure consumers?

We are a pioneer in bringing new cinema exhibition technologies in India. All technological upgrades that we embark upon are geared towards providing better experiences to patrons, increase operational efficiencies and positioning ourselves as the preferred out of home entertainment destination. We are in constant discussions with various players in the space to become the first in introducing world-class cinematic technology to India.

What is your revenue and rental agreement sharing model with the malls?

We typically share a percent of net revenues from sale of tickets and F&B. However, a very few deals have fixed rentals as well. We generally intend to sign long leases of 20-30 years. Sometimes the nature of agreement varies from property to property depending upon the requirement of the specific property.



amoeba

WHERE FUN COMES TO PLAY



CALL : 080-2238 2288, +91 93425 02442

EMAIL - ENQUIRY@HMLEISURE.COM | NAND@HMLEISURE.COM

H.M. LEISURE, H.M. GENEVA HOUSE 6TH FLOOR, #14, CUNNINGHAM ROAD, BANGALORE - 560 052

**BANGALORE | MUMBAI | BHOPAL | CALICUT | GOA | HUBLI |
KOCHI | KOLKATA | GURUGRAM | PUNE | RANCHI | VADOADRA**

(THE ENTERTAINMENT CITY)

 Entertainment City, one of the renowned social sanctuaries located in the heart of Noida, homes around five hundred premium Family Entertainment, Retail, Movies, F&B, and Hospitality brands. Since its inception in 2002, Entertainment City continues to make a steady and progressive journey towards becoming the biggest entertainment hub achieving great milestones one after another.

With a monthly footfall of around 6 million people, Entertainment City became functional in 2007 with its first project, The Great India Place Mall, followed by Noida's first amusement and water park, Worlds of Wonder. Greatly admired by residents of Delhi and Noida, Entertainment City kept enhancing its services and infrastructure and with every passing year became a bigger and better entertainment destination.

The year 2015 paved way for Wonder Speedway, North India's largest go-karting track at Worlds of Wonder, which led to the opening of another mall, and Gardens Galleria, which has today become an up-market F&B hotspot and shopping destination. Consequently, 2016 brought the indoor theme park, KidZania: the park which blends reality with entertainment to provide kids with a platform to discover, explore, and learn about the real world.

Presently, the place is wide-spread in 147 acres of land and owns the largest KidZania franchise in Asia-Pacific, Decathlon along with the finest amusement destination, Worlds of Wonder, The Great India Place and Gardens Galleria Mall. Entertainment City is a joint venture between Appu Ghar and Unitech. In fact, Metro Walk and Adventure Island are also a part of the same group. The major attractions are:



WORLDS OF WONDER: Worlds of Wonder is a world-class destination, offering people the perfect getaway which includes international standard adventure park, water park and go-karting track. 20 TÜV Nord certified rides, 26 world class slides, the largest go-karting track in North India, along with rain dance, largest man-made lake for an exquisite boating experience, 360-meter lazy river, and a beach themed wave pool are what make Worlds of Wonder stand apart.



PLAYBOX: Playbox is an extremely interesting and engaging facility primarily catering to children between the ages of two and nine. A space for kids, where they can explore

and define their own meaning of entertainment in a safe, clean and secure environment, Playbox is one of the play spaces in Delhi-NCR spanning 14,000 sq. ft. of area. The brand's unique activities work towards promoting social and peer interaction, cognitive development, creativity, and imagination.

KIDZANIA: KidZania is a global indoor entertainment and learning center for families that emulates the workings of a real city built-to-scale for kids. It is a safe, unique, and interactive center that aims to empower, inspire and educate kids from 2 to 16 years of age through 100+ activities. The entertainment city is the largest KidZania franchise in Asia-Pacific.

Technology Maintenance and Safety

Mahim Singh, explains, "We have been trying our best to make all the units of Entertainment City modern by adding technological aspects to it. The malls, The Great India Place and Gardens Galleria are completely equipped with digital directories. People can share and locate any store within the mall through these.



there are some larger than life screens also available in the plaza area that keep people entertained. As we are currently screening T20 matches live and people are really enjoying it. An increase in the footfall can be seen since we've started the screening at The Great India Place and Gardens Galleria."

Worlds of Wonder follows three international safety and security norms:

1. TÜV NORD: German Safety Standards, best in class, for all Rides with Annual Inspection by the TÜV Team
2. Daily Safety and Security Inspection as per manufacturers' protocol
3. Daily Checking of all Auto safety and Security systems of Individual rides.

Staff

Entertainment City employs more than 1,700 people. Around 50 percent of them are on contractual basis and a large part of these employees take care of the multiple FEC zones. All the staff and operators are duly trained as per 'TUV Norms and Standards' and regularly checked and updated for the same.

Expansion

The Entertainment City do have plans to enhance the entertainment in the coming years with a 17-screens INOX multiplex, 5- star hotel in Gardens Galleria arena, and 40,000 sq. ft. trampoline park ranks top in their expansion plans which are already underway.

WWW.BUSTERS.FUN



TM

BUSTERS

HAVE MORE FUN

COMING SOON TO
BOWL YOU OVER

HYDERABAD.BANGALORE.CHENNAI

For franchise and real estate enquiries
Please contact: info@busters.fun | +91 9666 080 220



[SMAAASH]



Launched in 2012, SMAAASH is one of India's acclaimed gaming and entertainment centers that marries sports, virtual reality, music and dining into an immersive, evolved, interactive and innovative social experience for family, friends and children. Being a virtual reality led entertainment gaming center - vastly credited to its in-house research and production capabilities, head mounted displays are used to produce games such as Walk the Plank, Finger Coaster, Cockpit 360 etc.

SMAAASH implores the child in you to joyously revel in an unmatched range of activities ranging from highly interactive sports simulators to many more thrilling and recreational attractions. With its current presence in 32 centres across 16 cities, it touted as one of India's entertainment powerhouse in foreign shores with its Mall of America launch. Redefining sports entertainment and customer engagement with ground-breaking entertainment ideas and novel dining concepts, SMAAASH has something for everyone anyone of any age making it a perfect destination for "kids" of all ages.

Nilendu Mitra, Vice President Marketing, says SMAAASH is a perfect family entertainment place



that offers Virtual Reality gaming, Bowling, Sky Karting, simulated sport to Dining. "It offers' Larger than life' sports experiences to each one at their location proximity. Not only this but the below mentioned features help SMAAASH to have the leverage over the others."

- It is that hottest destination in town that caters to anyone between 8 to 80. And if you are young at heart, age could just be a number for enjoying the thrilling activities at SMAAASH.
- The country's premiere urban sports park boasts of the world's first 360-degree cricket simulator where one can experience first-hand facing cricket legends like Dale Steyn, Wasim Akram and of course the master blaster Sachin Tendulkar. Football fans in the mood to kick around a ball can challenge the Super-Sonic Goalkeeper while playing Football Super Keeper and other football games.



- The prestigious association with legendary cricketers Sachin Tendulkar and Virat Kohli, make this place much more talked about when it comes to games.
- We are currently present in Mumbai, Gurgaon, Delhi, Hyderabad, Bengaluru, Noida, Mangalore, Bhopal, Mysore, Indore, Chandigarh, Pune and Ludhiana, SMAAASH also touted as one of India's entertainment powerhouse in foreign shores with its Mall of America launch. We now have 33 centers.
- We are the first to open a Pocket Friendly Pub Exchange at our Noida centre. We also have Pub Exchange at our other centers like Cyberhub, Gurgaon, etc.
- Custom packages for teams of all sizes 15 to 700 suits both startups and corporates. 15 to 800
- SMAAASH Sky Karting offers a world-class racing track by a

Spain and Germany based firm Protex Karting, the renowned creators of protective barrier suitable for indoor and outdoor Karting circuits. The electric karts provide much superior acceleration compared to engine powered karts.

- Pitstop BrewPub at SMAAASH, Sector 29 Gurgaon is an English pub inspired café concept with a microbrewery serving brewed beer to everyone.

Investment, Revenue and Expansion

To set up as an 8,000 to 10,000 sq.ft. space, depending on the planogram and assortment of games, approximately it takes US \$4 million investment. SMAAASH expects to earn revenue of ₹300 crore this financial year. SMAAASH is aggressively expanding in Tier II & III towns. Recently they have opened centers in Amritsar and Gwalior.

[OYSTERS WATER PARK]



Set up by the Rhiti Group with an investment of ₹250 crore, Oysters Water Park is spread over 10 acres of land is a beach-themed water park which boasts of never-seen-before signature rides which are unique to India.

"It's a state-of-the-art water park, which needs over 120 people to run it and the group is planning on converting it into an FEC soon, complete with a shopping arcade,"



says **Benu Sehgal, Business Head, Intersports Pvt. Ltd.** Intersports- which manages brand Oysters





Leaders in **Parking Solutions** and **Access Management.**



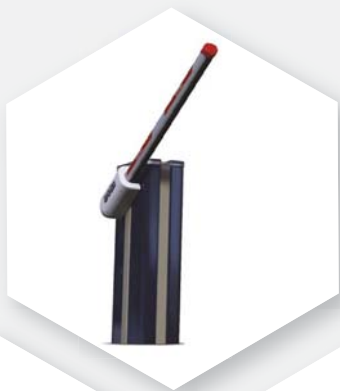
Most advanced Parking
Solution in the country
(T3 Airport Delhi)



Intelligent Parking and
Access Management
(Worldmark 1, 2, 3)



100 Plus Parkings in
the Heart of New Delhi
(Connaught Place)



Our Range
of Security
and Access
Management
Products



NEPTUNE AUTOMATIC PVT. LTD.

A-11, Sector-59, Noida - 201301 | For Product Enquiry : +91 120 420 5900, +91 9555 500 300, enquiry@neptuneautomatic.com

www.neptuneautomatic.com

Water Park – is a 100 percent subsidiary of Rhiti Group.

Major Attractions

The attractions and rides cater to people of all ages. For someone looking for thrill and adventure,


the park offers the nation's wildest water ride, a 90-foot free fall drop as we; as their marquee ride 'OMG – Oh My Gurgaon'. These are one of a kind rides in India where people are dropped to a near vertical height of 20

meters and get looped into a slide and experience 0 to 2.5G in two seconds before coming to a thundering halt.

For families with children, there are 'Water Keys and Pirate Station' – places to spend quality

family time together. The park holds a great organic appeal, that, mixed with its marketing efforts has produced results beyond expectation, making it one of the best performing amusement zones in Delhi-NCR.

[BUSTERS]

 Busters is the latest entrant into the organised retail FEC space in South India. The brand, currently is on an aggressive expansion spree.

"Busters is planning to operate six more properties by December 2018 and reach a total of 15 by 2019. We are constantly looking to expand both organically as well as inorganically and are aiming to touch 30 centres by 2020," says **Abhishek Jain, CMD, Busters.**

"We develop our centres to



be true FECs that offer the best in gaming and entertainment experiences for various age groups. We are customer-centric



in our designs, gaming choices, and most importantly, pricing. Our centres offer a wide price range to ensure a lower entry barrier and more choice," he adds.

Major Attractions

The bowling arena, rides and an exclusive selection of arcade games are the key attractions at Busters. The brand believes in changing key attractions from centre to centre, depending on the access to space – including vertical space / height – that they have.



Technology Maintenance and Safety

"Every centre has a minimum of two technicians at all times who are backed by technical heads based at our headquarters. Our technical heads have more than

40 years of experience in the industry who constantly train and update the rest of technical team. All our equipment is under constant supervision and is checked on a regular basis for damages and repairs," says **Aditya Konka, CEO, Busters.**

Staff


Busters have about 12 to 18 people for 10,000 sq.ft centre. The staff is trained regularly as there is constant movement of machines happening within and between the centers, every month to maximize user experience.

Investment, Revenue and Expansion

Busters is a fully self-funded venture at this point. Currently, the brand is operating in Mantra Mall and L and T Next Galleria Mall, Hyderabad, two centers are under fit-out at GSM Mall (Hyderabad) and GT Mall (Bengaluru).

"Our rental agreement commercially can vary between MG, pure revenue sharing, or fixed rent. The lease terms ranges between 5 to 15 years," says Jain.

[FUNCITY- VIVIANA MALL]

 Viviana Mall offers an entire package of exciting entertainment hubs those appeals to their patrons. "Our constant engagements with customers have helped us in identifying their requirements. It's not only the entertainment factor that has clicked but the varied options across products and services that has connected with each age group," says **Sunil Shroff, CEO,**



Viviana Mall.

"We offer a complete mix of Indian as well as international





**FOR SOME
IT'S A BARRIER.
FOR OTHERS IT'S THE GATEWAY
TO A SUCCESSFUL FUTURE.**

SKIDATA *car access*

With over 10,000 installations around the world, SKIDATA is one of the leading global providers of innovative parking solutions. SKIDATA specializes in tailoring the latest technologies to operators' & users' needs, thus delivering highly profitable, complete solutions for all.

SKIDATA (India) Pvt. Ltd.
23-B, Industry House • Mahal Industrial Estate
Mahakali Caves Road • Andheri (East)
Mumbai 400 093 • INDIA • phone +91 22-4218-1000
indiasales@skidata.com • www.skidata.com

SKIDATA®
KUDELSKI GROUP



brands and cater to their shopping, entertainment, dining and rejuvenation requirements. Right from our inception we were cognizant about our tenant mix, we firmly believe that with the evolution of mall culture in India, the FEC zones are sure to play a key role in the success

of any mall. Hence, we have strategically created various offerings on each floor to give customers a chance to keep them relaxed, rejuvenated and entertained," he adds.

Major Attractions

The major attractions are Fun

City, Toy Train, skating rink, indoor football dribble court, Net cricket arena, twilight bowling, 7D adventure game arcade, India's 1st 4D megaplex, etc. Every Saturday, there is live music concert by various well-known music bands and karaoke sessions.

The mall also holds the Viviana

Soccer League every year, much like IPL, which has a great fan following.

It also has one of the largest megaplexes in the country, Cinepolis, with a capacity of 14 screens to showcase over 70 shows on a single day with a seating capacity of 2,400 people.

[PLAY HOUSE, OBEROI MALL]

 Oberoi Mall has been the trend setter and one of the most sought-after malls in the Western suburbs of Mumbai. The mall has reinvigorated its offerings such as elevating PVR to PVR Icon, which is a richer cinema experience with Dolby Atmos and 4 K projection technology and roping in Japanese entertainment major, NAMCO.



a wholesome new experience to those visiting the mall," says **Anupam T, Vice President, Oberoi Mall.**

Major Attractions

The star attraction in the mall's FEC is PVR Play House, especially designed for children to enjoy in their own space equipped with




bean bags, play area with slides and gourmet menu of their own.

"We also have a food court with spacious seating and large number of international and national fashion brands to choose

from along with Namco which is full of video games, children's play area, etc. adds up to the overall experience becoming a one stop destination for Fun, Food, Films and Fashion," he adds.

[TIME ZONE INORBIT]

 Timezone at Inorbit Mall is the major attraction as far as FEC is concerned. Timezone, has recently revamped and relaunched itself as #NextGenTimezone. The mall aims to lure in families with kids with lot of new exciting games and irresistible offers.



Major Attractions

KRAZEE WHIRL: Timezone has added a Krazee element to normal bumper cars – being launched first time in Mumbai. Unlike other bumper cars, they have dual joystick with attractive LED illumination in the base of the cars, enhancing the experience with an enclosed glass room setup.

WILLY WONKA: It's the latest in redemption games being launched for the first time in India at Inorbit Mall Malad. This

is a character licensed game for adults which is extremely addictive and has a great recall value. In many stores

internationally, customers que up ahead of store opening to play the game first every day.

FAMILY BOWLING: Bowling has adapted itself in a complete new look for kids and parents to compete together which is why we have termed it as 'Family Bowling'. The latest graphics and animations make knocking off the pins more fun.

Apart from this the mall is refreshing its offerings from its multiplex partner, Inox. There are 4 additional screens coming up at Inox, the 4 new screens will be Insignia auditoriums. Currently the mall has 7 auditorium – 6 regular and 1 Insignia.

"Malls are no longer perceived

GREAT PARTNERSHIPS ARE ALWAYS IN STYLE.

 DOWNLOAD INORBIT APP



Come Live an Inorbit Experience

H&M

AÉROPOSTALE

COVERSTORY

MARKS & SPENCER

NAUTICA

JACK & JONES®

VERO MODA®

TOMMY HILFIGER

as shopping venues. They have evolved as social places where people come to relax and unwind amidst their busy lives. Major FEC players like Smaaash and Timezone have renovated and innovated to offer more than just arcade games. There are various other attractions introduced like

bowling/cricket/outdoor rides etc. Adding in, out of the box activities and options is what sets the mall apart. Hence the entertainment quotient also includes events and promotions that keeps the customer entertained and engaged. Events like live screening of cricket matches,

stand up acts, open air movie screenings entice shoppers to visit the mall with their families. Shoppers actively participate in Fashion events, marathons and DJ parties arranged on special occasions by the mall," says **Rajneesh Mahajan, CEO, Inorbit Malls (India) Private Ltd.**



[OMAXE- CONNAUGHT PLACE]

 Omaxe Connaught Place (OCP) houses, Oh!Max, the country's largest indoor theme zone with many exciting and engaging attractions. Spread across approx. 1.9 million sq. ft., Omaxe Connaught Place provides space for 'Shoptdom and Joydom' along with office space as well as a five-star hotel.

OCP as it popularly known, also has one of the largest retail zones in Greater Noida which comprises of a multiplex, a sprawling food court, restaurants, a hypermarket, as well as plenty of retail outlets.

Major Attractions

OCP offers several unique entertainment options. The mall houses, Oh!Max, the country's largest indoor theme Zone that has attractions which are unique in their own way. Some

of the key attractions include Land of Dinosaurs, The Secret Chambers of Taj, Jungle of Amazon, Chocolate Factory, The Unsinkable Titanic and Treasure of Tut among others.

Revenue/ Expansion

"The initial response of the entertainment segment has been very encouraging. The general feedback from our target audience has been very satisfactory. A testimony of the same is the



fact that a good chunk of our entertainment segment visitors are also repeat visitors, which is also a clear reflection that our offerings are unique in the market," says **Mohit Goel, CEO, Omaxe.**

"The FEC is one of the key highlights of our mall and it is certainly helping us in getting higher footfall. As all our themes

are unique, we are confident it will remain a major draw for the visitors. We are confident that as more and more brands become operation and visibility of our malls increases, the entertainment segment will also keep progressive at the same pace or even faster," he adds.

[KUND, CITY CENTRE RAIPUR]

 City Centre Raipur has created differentiated structures (Kund area, Dessert Street, dining street, kids' street, bar lounge, Valentine Cafe and Garden of Senses, among others). Kund area at the mall is the most happening area. Traditionally, the international experience of malls was more like big boxes, fully air-conditioned in one large space. The Indian concept of bazaar, on the other hand, is very different. The younger generation finds the KUND area a great place to hangout with friends over coffee

or tea. The usual shoppers after a stretch of walking across the mall tend to enjoy the fountain and relax at the Kund area. Kund in the centre of the mall and coffee shops and restaurants, strategically placed at pivotal locations, provides opportunities to rest under wide-spreading trees and observe the world around the visitor: a marvellous tradition, which has always been essential to life in the great city of Raipur.

Major Attractions

City Centre Raipur's lower ground



floor is the malls focal point with aesthetically designed, Wish Pool, Street atmosphere, Diner's

Street, Kund, Fountain Plaza and dedicated space for promotional events. Thus making the mall not



Amanora
MALL



AN ARCHITECTURE SO STUNNING IT ATTRACTS MILLIONS FROM MILES AROUND.

Amanora Mall is one stunning edifice. It stands out and stands alone in one of Pune's most developed areas. People of all ages visit us in huge numbers. Simply because we are the capital of fashion, food and entertainment. Many spend a whole day at Amanora and go home with brimming shopping bags.



1 MILLION SQUARE FEET OF SHOPPING SPACE | 1000 NATIONAL AND INTERNATIONAL BRANDS | 250 STORES

For Leasing enquiries, contact: 7722092087 / 9607976221

Amanora Mall, Amanora-Magarpatta Road. Just 3 kms from Koregaon Park.

020 - 67267888 | www.amanoramall.com | Like us on [f/amanoramall](https://www.facebook.com/amanoramall) [@AmanoraMallPune](https://www.instagram.com/AmanoraMallPune)

just a 'strictly business' location but as a preferred 'hangout' for people of all ages.

"All our malls has been designed with a Kund area or entertainment & celebration zone at the centre of the mall where regular events like food festivals, musical programmes, movie promotions are organized. These

regular events has helped in making our shopping mall most sought after by visitors intending to have fun and rejuvenate.


The gaming zones has become criteria for several visitors to visit mall. We generally place them on upper floors in order to direct the footfall across all the locations in the mall. We are in

constant touch with the brands and exchange ideas on improving the gaming options and other facilities to attract more and more visitors on regular basis," says **Pramod Ranjan Dwivedi, Head- Group Real Estate Marketing & Customer Care, Ambuja Realty Development Limited.**



SERVICE PROVIDERS

[AMOEBA]

 HM Leisure, the parent company of AMOEBA has been in the business of family entertainment for more than 35 years. The brand boasts of electro mechanical pinball games, which are very rare in India as well as toy pickup machines and black-and-white TV games.

Brand Amoeba has taken the amusement industry to all the corners of India, even to the most remote corners to enable all strata of the society to experience family entertainment. It caters to the entire segment of customers starting from toddlers to senior citizens to provide a complete family entertainment atmosphere with regular upgrades as per the existing trends in the market.

The gaming service provider is very flexible in



setting up operations as per mall requirements and offers a large variety of games to ensure that customers are not left wanting.

Key Services

- The Pricing strategy
- The Variety of redemption gifts in the counters which will always have latest and seasonal items on the display.




- Ideal Mix of Equipment as per the requirement of the location.
- Regular Events and offers for the Customers.

Investment and Expansion

"The capital requirement depends on the area and requirement of the location which can range between ₹3-10 crore and more depending upon the size and the selection of equipment," says **HJ Siwani, Director, HM Leisure.**

"Amoeba is looking for all kinds of malls, both large and small having right mix of anchors and facilities along with a space for FEC. The brand is aggressively expanding in major cities and towns," adds **MJ Siwani, Director, HM Leisure.**

[QUBICA AMF]

 QUBICA AMF Worldwide is one of the largest manufacturers and distributors of bowling products in the world, with sales offices in 15 countries. The company's bowling products

include automatic scoring software, center management software, ten-pin pinsetters, lanes and lane care products, pins, ball returns, and center furniture.

In an exclusive interaction, **Prashant Kanoria, Authorised QUBICA AMF Distributor for South Asia,** explains how bowling arenas are slowly becoming

one of the top preferred hangout destinations and also how technology is making a major impact in setting up the concept.

A Bowling zone in malls is in vogue today. What is the capital required to set up the bowling arena?

Bowling centres are anchor entertainment in most malls. They are usually a place of entertainment and hangout for Millennials and more of destination points because of their swanky interiors, snacky food and social game environments.

Capex in bowling is usually in the tune of ₹1.5 crore in a 4-lane centre. However, there have been instances where the investor has recovered the investment in less than a year.

What are the turn-key operations required to run a bowling arena?

Operating a bowling alley is a fairly easy job. Bowling involves high technology both in terms of equipment and management. Once the machine is switched on, every process from scoring, ball and pin recycling etc. is done



by computers. Lane management, accounting, invoicing etc. can all be done from a single point of sale at the front desk computer.

The hardware and the software is totally integrated to minimise human intervention leading to efficiency and low manpower cost. Staff are required only to feed the name of the bowler and allot the game. A centre technician needs to be employed to do preventive maintenance of the machinery and equipment.

Tell us about the support/ maintenance and other factors associated with it. How regularly do the machines/rides require maintenance?

Qualified technicians are available for maintaining the equipment. Downtimes have considerably come down in the new age technology. If a machine is maintained properly, requirement of spares also goes down tremendously. Historical data is available with the manufacturers to establish the downtimes. Centre owners are expected to follow daily, weekly and monthly preventive maintenance schedules which is the key point for success.

What are the safety and precautionary measures?

QUBICA AMF is the leading manufacturer of bowling alley equipment in the world. They have a CE certified version which is mostly sold in EU countries due to their stringent norms of safety. But all their equipment comes with guards and safety features to prevent accidents. Like in the ball return, if a bowler tries to put their hand inside, the sensor automatically stops the machine. The lanes in approach area are anti slip to avoid slippage. Special shoes are also supplied for play to avoid the player from slipping.

Are you also are planning to develop synergies between online and offline gaming?

BES X software from QUBICA AMF already comes with a feature wherein it connects the bowler to social media. The score and accolades are automatically uploaded onto the bowlers Facebook account. Competitions can be played across centres with the help of the remote access features.

How often do you introduce new technology to the arena?

QUBICA AMF is a technology driven company with huge RandD budgets. They are constantly upgrading the software and hardware for

a new customer experience. New games are added every year to keep the interest of bowler alive. Their latest introduction 'hyper bowl' is a huge draw and will change the way bowling is done. It is a new game format with several levels of difficulty. It is a video gaming experience on bowling lanes.

How has been the response so far? Can you compare the responses in Tier I with respect to Tier II & III cities?

Response is very good in both Tier I and II cities. Only the cost per game differs little bit.

What are your expansion and growth plans?

QUBICA AMF is working on a product eco system like the us giant apple does. BES X software is the centre of this ecosystem and many new products will be added within this system. Hyper bowl is certainly the first of this and it is already a huge draw even before it is commercially available to centres in India. QUBICA AMF is a company committed 100 percent to bowling and it assures new experiences every year with its new launches. We will certainly gain more market share as we are 2 generations ahead of competition.

(HIGH VOLT BOWLING AND GAMING)



High Volt Bowling and Gaming, promoted by Spindletop group a Subsidiary of Spindletop INC USA is a powerhouse syndicate of experts and enthusiast in field of retailtainment. The



brand provides end-to-end services for the FEC industry starting with initial analysis, site assessment, vendor selection, procurement, Installation and Support. HighVolt also has an exclusive team to support the O&M of gaming centers based on a revenue share or a fixed fees agreement.

Key Services

Bowling and gaming zones are a capital-

intensive business. Though the alleys seem to be a fairly simple equipment outwardly, there are many sophisticated and heavy systems behind the curtain walls of pin deck. Hence, the planning and execution of the project need to be a well-crafted one.

"We typically categorize our Project execution in 4 milestones. The first milestone is to analyze. The tasks of market research, structural feasibility CapEx projections, business model, concept-wise investment, project timelines and projected ROI are taken care off here. The second element is Design where schematic drawings, 3D specs of the layout, electrical and SLD layouts are being made. The third thing that we need to look after is installing the equipment, ERP software and other accessories. The fourth segment is to train the staff with technical know-how and customer service and to decide on the dynamic pricing mechanism," says **Shoaib Khan, Co- Founder (HighVolt**

Bowling and Gaming) and Director Business Development and Marketing at Spindletop.

Bowling Lanes like any other mechanical equipment require prescribed maintenance to attain the longevity and performance. Also, it is very important that only a trained technician handles the machine.

"We can classify maintenance of the machine in three categories. First is backend preventive maintenance, where we have developed a preventive maintenance checklist including steps such as checking the voltage output stability, motor oil levels, pin table settings, scoring software, lux levels and machine room temperature. Second is 'Overlays and Accessory servicing' where



sheen on lanes along with balls and pins are maintained. Third and most important aspect is 'Trouble Shooting' where critical spare parts such pin cups, sweep links are stored on stock," adds **Saurav Bose, Co-Founder (HighVolt Bowling and Gaming) Spindletop Group India Pvt.Ltd. ...**



India's Largest Indoor Theme Park Now Open



Oh!max

THE INDOOR WONDERLAND
GREATER NOIDA



OCP OMAXE CONNAUGHT PLACE

The Biggest Destination For Shoptainment



-----Awarded with-----
**Images Most Admired
 Shopping Centre
 Launch of the Year 2018
 (NORTH)**

Shopping | Entertainment | Adventure Park | Movies | Food

Brands already operational



Brands opening soon



and many more...

📍 Omaxe Connaught Place
 Beta II, Greater Noida

For Leasing Contact:
 +91 9999 999 464 | nishasareen@omaxe.com



The Great India Place & Gardens Galleria: Transforming the Way Noida Shops

By Charu Lamba

Since its launch in 2007, The Great India Place has transformed the way Noida shops. Being the first avenue for large scale organised retail in the state, the mall has been able to stay far ahead of competition across the city...



Entertainment City in Noida is one-stop FEC zone as it comprises of the best in entertainment attractions including two malls- The Great India Place and Gardens Galleria - with some of the best brands in India, Worlds of Wonder amusement and water parks, the Wonder Speedway go-karting track, Kidzania, PlayBox, Appu Ghar. Apart from this there is a standalone Decathlon store and a drive through McDonald's.

The entire complex – dubbed Entertainment City Limited (ECL) – is a joint venture between Unitech Group and International Amusement Limited that owns and operates ECL in Noida.

Since its launch in 2007, The Great India Place (TGIP) has transformed the way Noida shops. Being the first avenue for large scale organised retail in the state, the mall has been able to stay far ahead of competition across the city. In a bid to replicate the success story of TGIP, Gardens Galleria was launched in ECL two years. The USP of ECL is that it is high-tech, and this is one of the main reasons why it attracts Millennials.

In an exclusive interview with Shopping Centre News, **Mahim Singh, Mall Head, Gardens Galleria and The Great India Place** talks about the journey of both the malls, the conversion to a family entertainment centre and the need to provide an impeccable experience to Millennials, as well as every visitor to ECL.

Excerpts from the exclusive chat...

Describe the journey of both the malls - The Great India Place and Gardens Galleria. What were the challenges and difficulties – from real estate to technology – that you had to face when you came up?

The Great India Place was an out of the world project that people were actually waiting for. It opened its doors to the public more than 10 years ago in 2007. Technology was still very nascent then. There wasn't any such community place or mall in Noida where people could spend leisure time with their loved ones and so, there were no such challenges that TGIP faced when it came up. As soon as the mall opened the doors for the public, we saw a flood of people coming in. It has been a flagship property ever since. Even today TGIP enjoys one of the largest daily footfalls in the country of close to 1.25 lakh people every day.

more current, relevant and all-inclusive for our patrons. That defines innovation for us. If you talk about innovation, we just came up with Fusion - the entertainment zone - at The Great India Place, spread across 8,705 sq.ft. area with more than 30 rides, including bumper car, arcade games, projector games, pool table and

ages. Through VR Unreal, we plan to change the prejudice people have for virtual reality experience. VR Unreal is highly equipped with digital games and gives people a breathtaking experience. Not just this, we have brands like Gant, Central, Starbucks and are planning to come up with many more that are bound to change the way people shop.



get immediate details on the latest offers, launches and can even get assistance on a click when needed. The entire mall has free Wifi for our customers. There are multiple LED screens present at the mall that keep the patrons updated about the latest happenings in the mall's premises, ongoing offers and upcoming events. That's not all, some larger than life screens also available in the plaza area that keep people entertained.

Gardens Galleria is the perfect example of a modern-day mall – it has lavish interiors, wonderful hangout spots, a plaza area with huge screens, high-tech digital directories available on all floors that help people locate stores, and multiple LED screens present at the mall that keep the patrons updated about the latest happenings in the mall's premises, ongoing offers, upcoming events and more. We aim to ensure our patrons take home more than just a visit.



On the other hand, Gardens Galleria is a high-tech mall. We didn't face too many challenges since the mall is well-equipped with latest technology. Within a span of two years, Gardens Galleria has become the social hub of Delhi-NCR.

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

We believe in doing the basics right. We believe that every act of ours should make the place

much more to entertain people of all ages. Fusion comes with an exciting redemption counter that makes sure everyone who plays in the FEC gets some gift to take back home even if they win as minimum as 10 tickets. The plan was to change the prejudice people have for FECs. Fusion is highly equipped with digital games and gives people a breathtaking experience.

We are trying hard to make Gardens Galleria a tech-heaven. We have just launched VR Unreal, the next level Virtual Reality Gaming Zone. It is spread across 3,364 sq.ft. area with a number of games to entertain people of all

“Gardens Galleria is the perfect example of a modern-day mall – it has lavish interiors, wonderful hangout spots, a plaza area with huge screens, high-tech digital directories available on all floors that help people locate stores, and multiple LED screens present at the mall that keep the patrons updated about the latest happenings in the mall's premises, ongoing offers, upcoming events and more.”

Tell us about phygital experiences, personalisation strategies, and intelligent technologies that TGIP and Gardens Galleria offer its consumers?

We aim to completely equip TGIP with digital directories very soon. People can share and locate any store within the mall through these. We are also planning on launching a chatbot so that customers can

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

TGIP is a heritage when it comes to malls in Delhi and Noida. We are known for being a part of our customer's memories. Our focus is more on the experience that we give our patrons to take home and we have been working really hard to implement the vision. We organize some activity or the other every week that not only keeps our customers engaged but also provide them with some great discounts and giveaways. In fact, during our feedback drives we found many customers are visiting us regularly from last 10 years and call TGIP as their second home. People have praised the hospitality they receive here and how easy it is to locate any store in the mall even after the place being so huge. We have been spotting many celebrities visiting the mall frequently.

Gardens Galleria, on the other hand, is a social heritage among malls in Delhi and Noida. We are strongly becoming the place people look forward to going to to celebrate the special occasions in their lives. The mall has on offer the latest of everything – fashion, books, electronics, wellness options, and home furnishings. We also focus on organising weekly activities to ensure consumer engagement stays constant, along with some great deals, discounts and giveaways.

We also organise social events like performances by famous bands, celebrity visits, fashion shows, meet and greet, marathons etc. from time to time. Apart from this, we are very active on social media. We run contests and many other engaging contents that attracts people. TGIP is a hotspot for celebrity engagement. Many movie stars come to TGIP to announce the release of their next film.

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

Homegrown brands are very important. Take for example TGIP,

LOCATION STRATEGY

- The Great India Place and Gardens Galleria is located in the heart of Delhi & Noida. These malls have become famous landmarks for people in the geography. The
- Malls are just a 20-minute drive from South Delhi, 5 minutes from DND flyway and 2 minutes from Noida Sector-18 and Greater Noida Expressway each.
- The proximity from all corners of Delhi and Noida makes them the most sought - after property in the vicinity.
- Easy accessibility from the now operational Botanical Garden metro station and Noida Sector 18 metro station are other key advantages.

“To continuously strive to remain relevant, exciting and current is the key. We are where we are because of the experience that we provide people to take home when they visit us.”

Great India Place is a complete family entertainment with more than 258 brand stores and 10+ anchor stores to meet all the needs of a modern consumer. It is a contemporary, vivid retail arcade that offers an absolute shopping ecstasy. It houses a variety of retail outlets including Shopper’s Stop, Lifestyle, Max, Trends, Globus, Pantaloons, Big

shopping, F&B and entertainment brands in Delhi-NCR. It houses one of the best Starbucks in Noida. It has Central, Westside, Globus, Pantaloons Women, Hypercity, Croma as anchors. It has a well spread out food court and some of the best resto-bars, lounges and speciality cuisine restaurants in Noida. It is home to Imperfecto, Time Machine, Tito’s



which has majority of brands that are homegrown including Big Bazaar, Lifestyle, Pantaloons, Shoppers Stop or Reliance Trends. And homegrown brands do extremely well for us in terms of footfalls and numbers.

Tell us about your brand mix. TGIP is a perfect blend of various kind of brands available under one roof. For men’s fashion, women’s western wear, ethnic wear, sportswear, footwear to health & beauty, food court, and other eateries, we have it all sorted pretty well. The

Bazaar, Home Town, Monte Carlo, Woodland, Lifestyle and Home Centre, along with international brands like adidas, Nike, Marks & Spencer, Skechers and many more. It also offers a multiplex by Carnival Cinemas and a well laid out food court.

Gardens Galleria is a perfect blend of various kind of brands available under one roof. For men’s fashion, women’s western wear, ethnic wear, sportswear, footwear to health and beauty, food court, and other eateries, we have it all sorted pretty well. It is home to some of the best

Noida, TC Café, Smoke Factory, Laa Saab, Bohemia, Chaayos, Café Coffee Day, Bohemia, Dunkin Donuts, Jokers to name a few. A 16-screen standalone multiplex from Inox is currently under construction. It also houses a five-star hotel, from the 4th to the 7th floor with a rooftop swimming pool, which will be operational soon.

What are the new brands that you have recently introduced? At TGIP, in the past few months we have welcomed Miniso - a variety store chain, Power by Bata - the

first ever exclusive store in the world, Admiral - a British owned footwear brand and many such brands in the mall. Also, some of the store launches are underway.

At Gardens Galleria, we have welcomed Best of Brands - the store where you can find multiple brands in one store, Tito's Noida - the most looked-after Goan club, Spellbound - the first ever Mughlai restaurant that cooks food without using curd and water and VR Unreal - the first ever Virtual Reality gaming zone in Delhi-NCR, and many such brands in the mall.

“We promote natural lighting in the mall, and we have used paints that are environment-friendly. ECL has a large number of trees planted across the property and we continue to increase that number.”

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

A shift can definitely be seen in the way people shop. E-commerce market is still under 10 percent in India. The brick-and-mortar retail story is still very strong in our country. Steadily people are moving towards buying from the comfort of their homes, but the online shopping experience comes with its own challenges. Last mile delivery issues, returns, size mismatch, colour mismatch are all too common.

Such ideas like click-and-collect should actually work in the long run if you see it from the customer's perspective. It can often make the shopping journey more convenient for consumers: making a purchase from the comfort of their own home, and trial/collecting the item whenever is most convenient for them, instead of paying for shipping and not being in to take delivery of the item or waiting for their delivery to arrive. We are also exploring various avenues on these lines and very soon will come out with our exclusive offering for customers.

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

We promote natural lighting in the mall, and we have used paints that are environment-friendly. ECL has a large number of trees planted across the property and we continue to increase that number. We also work on water conservation in the restrooms and in other parts of the property as well.

Are you also into CSR activities?

We have been supporting various NGOs working in the field of blood donation, child care, AIDS awareness, cancer awareness, education of the girl child etc. We have supported many physically challenged artists to display and sell their art in the mall. Apart from this we have also been doing

many CSR activities like yoga day awareness and celebration, blood donation camps, tree plantation drives and many more such activities every now and then.

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

Malls roll around the concept of everything under one roof. F&B joints have played a major role in generating footfall. There are people who specially visit malls for their cravings. Revamped towards entertainment and renovated for ease and comfort, food courts are experiencing resurgence. Whether it's providing rest for weary feet, satisfying a sweet tooth or ensuring that shoppers maximise their spending, food courts are becoming more than just eating houses. At TGIP and Gardens Galleria, the eatery range varies

from North Indian to South Indian to Italian to Cafes to Clubs & Lounges and what not.

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

Malls are no more just about the retail stores and F&B outlets. Entertainment is the heart and soul of communities, the foundation of retail economies, and a social sanctuary for families and kids everywhere. With a change in the way malls are now operating, a focus shift can be seen from only retail earlier to including entertainment too now. One of the major reasons people choose visiting malls over markets is that they can shop, eat and enjoy all at one place. This revolution in the mall industry is not only beneficial for malls as they attract more footfalls but also for the customers as they are able to avail all facilities under one roof.

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

We have a world-class hospitality for our valued patrons. Be it the staff at the Information Desk or the guards available in and around the mall, everyone is so well-trained when it comes to making customers feel homely. People are greeted when they enter and if they face any problem during their visit, someone is always available to help them out. In fact, we keep organising such training sessions for our staff from time to time.

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

Gone are the days when malls were only about shopping and everything else came at second place. We are moving towards the Shopping Mall version 2.0 where malls are not just high-end retail destinations but community hubs for meeting, socialising and unforgettable experiences with retail, gaming, entertainment, F&B, and relaxation all rolled into one solid offering. ●●





Playbox:

Entertaining and Engaging with its Premium Quality Play Area

– By Sandeep Kumar & Surabhi Khosla

Playbox is not a traditional family entertainment centre with rides and tech-oriented arcade games, but a wholesome and elaborate play area, which is very spacious with a large amount of space for kids to run, play and explore...

From shopping destinations to entertainment centres and food destinations, shopping malls across the world are being looked upon as one stop destinations for a day's outing. And this holds especially true in India, where the leisure and entertainment industries are growing rapidly.

Lifestyle centres across India are offering people a fun day out, a social experience. Vanishing urban space for leisure and also the massive growth and development in the entertainment industry is a major reason that malls are doubling up as community hubs. Also, since children have the maximum say

in the shopping decisions of their parents, it is imperative for malls to be kid-friendly.

In a bid to become out-of-home entertainment options as much as shopping destinations, malls are increasingly engaging play zones as tenants. One such play facility for kids, which made its way into India in 2017 is Playbox.

Playbox is owned by Dubai-based Amusement Services International who have over 20 years of experience in the international entertainment industry and have designed many interesting engagement zones for children. The company is into designing premium quality play areas that meet all international

standards including operations, design, and safety.

Founder & CEO of Playbox, Prakash Vivekanand, says, "Playbox is an extremely interesting and engaging facility primarily catering to children between the ages of two and nine and we decided to bring in this offering to India. Towards this, we looked at many locations, malls and FECs in the country. Many of these facilities are great and there are some brilliant offerings, but we were bringing in something unique that adds value to shopping malls and which predominantly needs a family audience."

Since Playbox is not a traditional family entertainment

centre with rides and arcade games, but more of a wholesome and elaborate play area which is very spacious with lots of place for kids to run around, Vivekanand was looking for just the right amount of space – the kind of space where kids could come to explore, engage, express and entertain themselves. Lots of malls approached ASI to host them as tenants, but the space available was not something he had in mind.

"They all offered us space near the food court, on the third floor etc. We felt this made it very tough for parents because to reach us, they would first need

to walk from the parking lot, then find an elevator, go to the third floor, and then go through the food court. We wanted to make it easier for people to find us.”

This was one of the main reasons the brand chose Gardens Galleria mall – a mall which has ample parking space and Playbox is a short walk away, conveniently located on the lower ground floor.

Another reason was that malls either had an area of 35,000-40,000 sq. ft. to offer us, which was too big or an area between 5,000 sq. ft. to 6,000 sq. ft., which was way too small for Playbox. Gardens Galleria was an upcoming mall which offered to customize 14,000 sq. ft of space for the brand.

“We were also looking for a more laidback mall rather than an aggressive retail destination. A mall, where parents could come, relax and bond with their kids, enjoying an experience like none other,” says Vivekanand.

“Gardens Galleria had the perfect area for us and fit the bill in as far as everything was concerned – perfectly positioned on the lower ground floor, very easy to access from the parking, with lots of restaurants, a great hypermarket, and just the right number of retail stores to pull people in,” he further explains.

The mall management, Vivekanand adds, has been very supportive towards having a facility like Playbox in their premises.

“They understand the kind of value our brand would add to

their mall and also appreciate the quality footfalls we bring in. This is obvious in the fact that even though we are situated in Noida, 60-65 percent of the birthday parties that we have hosted are of children who live in South

“Playbox is an extremely interesting and engaging facility primarily catering to children between the ages of two and nine and we decided to bring in this offering to India. Towards this, we looked at many locations, malls and FECs in the country.”

– Prakash Vivekanand, Founder & CEO of PLAYBOX



The 4 Components of PlayBox

PLAYBOX: which comprises of two separate areas, My Burrow and My Maze – one for 2-4-year old kids and one for 5-9-year old kids. Both the age groups have been consciously provided with separate play areas since older children are at more advanced strength and maturity levels and the brand's prime focus is playing in a safe environment.

PARTYBOX: There are two attractive party rooms – Party Box 1 and Party Box 2 – custom-designed for birthday parties.

SNACKBOX: is a boutique café which caters primarily to parents and kids, with menus that are very child-friendly but at the same time, tasty and fun enough for adults to try the food here as well.

SHOWBOX: This is a performance, activity & workshop area. This is where various workshops are held, ranging from Active Cross fit programs to Zumba, Yoga and even Pilates, to craft-making, and fun with science experiments. These workshops are specially designed for both children and their parents too. The main purpose of these workshops is to provide activities that parents and kids can do together in line with Playbox's concept – to encourage parents to bond with children and to promote social & peer interaction, cognitive development, creativity and imagination.

Delhi. Since parents are making their way to us, we must have done something right in terms of content, value-add, satisfaction and so on. We are very happy with our mall selection,” says Vivekanand.

This is the first of ASI's ventures in India, a test site of sorts, on the basis of which the brand plans to expand in the country.

“Our larger plans for Playbox are to expand it across India. We've got a wealth of

international experience designing and operating such facilities around the world, so when we wanted to come to India, we wanted to really test the concept in terms of strength, positioning, how it works, how it supports the community and how it supports a mall,” explains Vivekanand.

Technology & Safety

Rapid urbanisation, an interest in real estate, land being taken away by retail development and we as a civilization becoming a concrete

jungle, displacing trees causing less rain and more pollution have all led to a severe lack of safe outdoor play areas for children.

“Playbox is our attempt at providing a safe indoor play zone for children. We want to be defined by simplicity yet variety of activity, not technology and so, we consciously made an attempt to move away from arcade games. We wanted to be – and are – a wholesome play area where children can explore, jump on the trampoline, slide down, crawl through the infinite maze, swing and engage in almost 80 different kinds of interactive activities. Keeping this in mind, we had to

The Essence of Playbox: Interaction, Bonding

- The origins of Playbox is built around an urban fantasy. The story goes that ‘J’ the Fox – the owner of Playbox – who lives on the banks of the River Yamuna is separated from his parents due to urbanisation and the rapid felling of forests. He’s taken in by a farmer who loses his farm land because of the same reason. The farmer raises him like his own son and J absorbs all the worldly and social values from his travels across the globe. He comes back to Playbox and imbibes the same values in the kids who visit his play area.
- The story behind the brand is an attempt to help children imbibe and appreciate social, societal and environmental values. A charity box has been installed in Playbox and children are encouraged to donate their old books, clothes, shoes and toys which are still in good condition here. The Playbox team has tie ups with NGOs who receive these items for the underprivileged children.
- The brand is also fast becoming a platform where the adults and children can interact and bond with. For example, when a 60+ year old lady approached Playbox because she wanted to read stories to children, they gave her the opportunity and the platform to do just that. She was not a professional but did so well that the crowd swelled to almost listeners.



ensure a completely different standard of safety, security as well as a whole new superior level of operation standards,” says Vivekanand.

“For toddlers, we have a whole foam padded area, and we have not had a single safety incident so far at this facility in Gardens Galleria,” he adds.

The play area is designed to a very high international standard and almost every component conforms to European safety and construction norms. It is mapped with security cameras, so parents feel very secure leaving their kids in the play zone if they want to do a spot of shopping, assured that their kids are fully monitored.

“We use superior technology in terms of CCTV cameras to monitor the whole space. We have controlled entry and exit points including electronic gates, so children cannot sneak out. We also provide wrist bands that are specially bar coded for the parent and child and only hand

over the child to the parent who has dropped the child at the end of play once the wrist band bar codes match at the gate,” explains Vivekanand.

The Playbox team too, is carefully selected for their ability to engage kids and are trained to meet our quality standards.

Investment & Expansion: The Future in India

Since the brand is keen on maintaining high standards, the investment figure is much higher than a normal play area. However, Vivekanand points out that the investment could vary from area to area, mall to mall, based on the type of space that is available.

“We are looking at expanding the concept in India and currently we are in talks with a mall in Hyderabad. We’ve also been offered space in a mall in Mumbai. However, we are taking our time to decide since we want to be very careful in what we choose as we are not just another play area.

The play area is designed to a very high international standard and almost every component conforms to European safety and construction norms. It is mapped with security cameras, so parents feel very secure leaving their kids in the play zone if they want to do a spot of shopping, assured that their kids are fully monitored.

We’re also talking to upcoming malls as well in India, so that we can customize space for Playbox,” he says.

He explains that the brand is open to working on different agreements for different spaces.

“We are okay working on different formulas. We could go for an outright rental, we can work with a minimum guarantee, we can also work on a percentage of the revenue – it all depends on the kind of malls that we are being offered. There is a high level of investment that has been put into our space – by way of design, by way of play equipment, by way of safety standards, by way of hygiene standards, by way of customer service staff that have been employed. We do understand the importance of rent and we want it to be right, but we are also open to working on a multitude of models that spells profits for both us as well as the mall and converts into a winning proposition for the consumer,” says Vivekanand.

And the brand sure is turning out to be a winning proposition, ticking all the right boxes for both the consumer and the mall.

“We attract a lot of repeat visitations, in fact more than more 65 percent in the last one year. We add value to the mall, since we bring people back over and over again. It’s a concept consumers have loved over the last year, and it keeps them coming back too. Here we don’t try to make a child into an adult, like some of the other play areas do. Our USP is in making the adult into a child for a while,” Vivekanand concludes. ●●

Think your advertising revenues have peaked and can't do more?

Think again. Partner with Khushi and see them soar!

Reasons to partner with Khushi

- Veterans in the ambient media domain since 13+ years
- 100+ strong business development team across 33 cities
- Repertoire of 2000+ clients
- Advertising revenue partner of 25+ malls
- Exclusive rights and inventory of 10+ airports
- Most preferred partner of PVR, INOX, Cinépolis and Carnival cinemas
- Exclusive rights of McDonald's and Pizza Hut across South and West India
- Exclusive advertising inventory at Café Coffee Day across India
- Ethical and transparent business practices

To partner with us, call: 9320348884

Email: vikas.lokhande@khushiadvertising.com

khushi
ambient media solutions



Multiplexes



Malls



Airports



Hyper Markets



Coffee Shops



Book Stores



Gyms



QSRs



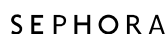
Entertainment

Leading Ambient Media Agency | 33 Cities | 250+ Professionals | 350+ Leading Brands



The one shopping destination your brand can't afford to give a miss.

MALAD





The sheer range of leading brands and the size of quality footfalls make Infiniti Mall beyond compare. The ultimate shoppers paradise in Mumbai where your brand's presence is a must without hesitation.



ANDHERI



The mall with infinite experiences
Andheri (W) • Malad (W)



www.infinitimall.com

Follow us on:

[f /mall.infiniti](https://www.facebook.com/mall.infiniti) [t /infinitimall](https://www.tumblr.com/infinitimall) [i /infinitimall](https://www.instagram.com/infinitimall)



Hang Out: Carving Out Space for Families to Bond

– By Shopping Centre Bureau

With rapid urbanisation and a dearth of play areas for children, it has become imperative to provide other forms of educative entertainment for children, entertainment which exercises not just their muscles but also their brain cells and Hang Out provides just this...

One are the days when movie complexes used to be the only form of entertainment in malls. Larger Family Entertainment Centres (FECs) are fast gaining acceptance across the country, becoming the new buzzword in the entertainment and leisure segments, with malls betting big on these formats.

With rapid urbanisation and a dearth of play areas for children, it has become imperative to provide other forms of educative entertainment for children, entertainment which exercises not just their muscles but also their brain cells.

Understanding the gap and stepping into it was one such FEC, Hang Out. Hang Out, which has been operating for eight years in Select CityWalk Mall, Delhi, is a pioneer in family entertainment. It's a one-stop-shop for all things fun, food, and entertainment. The space is neatly divided into a multi-level gaming arcade, a bowling alley, 4D rides, a special fun zone for kids, and even a dining area.

Crowd-Puller

Hang Out prides itself on being a comprehensive center for family fun. The aim of the centre is to promote family interaction, quality family time and understanding preferences of children entertainment as per their ages. Their slogan – we cater to ages 2 to U2 – defines them precisely. They have something for everyone – from toddlers to tweens, parents to grandparents.

“Our USP is personalized services, understanding and meeting the parental needs and psychology of parents, taking care of their children like our own, giving them the assurance and comfort to leave their children at Hang Out for their shopping convenience and/or spending quality time with them,” explains **Shalini Vij, Director, Hang Out.**

Its offerings of edutainment toddler areas, arcade games, 4D Virtual Roller coasters, 3-level playgrounds and hourly musical performances make it a kid magnet, pulling them back for more fun. The brand is constantly upgrading its games and rides with the newest technologies available, to keep its offerings fresh. Hang Out also works on growing with kids and their needs.

“The initial Hang Out kids is a jungle themed cafe, we tried to stay as close to nature as we could, understanding the dearth of well-maintained parks and weather restraints in India. We converted all pillars into trees and

About Shalini Vij

- Shalini, a graduate from Northern Illinois University, USA. Upon returning to India with experience in Business Management and Human Resources from many US based companies like Caldor, Discovery Zone, Things Remembered and Rainbow Shops, Vij set about revolutionising the concept of entertainment in India with her family entertainment centre Hang Out.
- Vij's entrepreneurial skills and her understanding of child development and learning through playtime and family bonding led her to open Hang Out.
- She is of the firm belief that playtime is a fundamental building block for kids to become fine adults. Physically, psychologically, emotionally and cognitively, childhood play and family time spent shapes the person children become.
- Vij also has a detailed understanding of the entertainment needs of children of the current decade, this is obvious in the way Hang Out provides technology-driven entertainment experiences for children of all ages.

used a lot of foliage, leaves to give a natural shade, with grass turf, grass-coloured carpets, animal murals, animal shaped furniture at our Zoo Café, and leopard print hanging lights were just some of the elements we added," says Vij.

The Sports Diner on the other hand was made on a Dave-and-Buster model, catering to adults, teens and tweens with more focus on equipment including the latest technology VR rides, roller coasters, bowling, pool tables, electronic darts and a 6-screen sports bar. The dining-style is booth seating, with high tables and bar stools. The interiors of Sports Diner is done with a focus on the games by using a lot of lights, LED, UV lights and games like beer pong, Pacman, Boxing, King of Hammer, Monopoly and Deal or No Deal are popular.

However, setting up Hang Out – which is now an active member of the Indian Association of Amusement Parks and Industries (IAAPI) and has even won awards for Excellence for Family Entertainment Centre at the IAAPI awards in both 2013 and 2014 – was no easy feat. There were challenges galore as Vij recalls.

Challenges in Setting up FEC Zones

"The initial hurdle was basically of convincing mall builders, developers and owners of the FEC model. Once they were convinced, then we had to make do with third and fourth levels, and also spend time negotiating rental agreements," she says.

"Top level floors meant bringing up heavy equipment, machinery, rides, games, which often needed a crane to be hoisted up – resulting in damaging. Aside from this, we also sometimes had to alter ride and equipment selections because of limited space and ceiling height," she adds.

However, she says that despite all these challenges, children and parents found their way to Hang Out which was very motivating and heartening for the brand.

"FECs need a well-defined area in the mall with clear accessibility

to bring in their equipment, with easy accessibility to parents and children to get to and high ceilings giving the FEC operator the free hand to select and bring in the newest there is in terms of technology in the entertainment industry," she explains.



How Hang Out Engages & Entertains All Age Groups

- Foamed toddler play areas with edutainment panels, touching cognitive, fine motor and sensory skills
- The soft play indoor playgrounds are for kids who like to explore with tubes, tunnels, mazes, activities, slides, bouncy and lots more.
- My Town – a unique one of its kind role play area with pretend play rooms including a princess doll house, a bakery, a hospital, a beach, a pizzeria, and a shopping mart to name a few
- New state-of-the-art, attractive and popular simulation games, redemption, arcade and skill games
- Family and kiddie rides including a carousel, tea cup ride, bumper cars, jungle safari and pirate boat rides
- Next generation motion actuator system, 3D/4D motion theatre, 9D Ride with Oculus glasses, 360 degree Rotating Virtual Roller coaster, which has eight different tracks and is a replica of roller coasters at popular parks like Euro Park and Busch Garden, the inverted virtual Roller coasters like the Mini Rider and the Typhoon – the newest in Virtual Reality.
- The bubble, wind, snow, blizzard special effects and the electric motion simulator with a dynamic 6DOF motion with 3D stereoscopic graphics and ride films
- Glow in the dark bowling, pool and electronic darts for teens and tweens

Money Matters

FECs are footfall and crowd pullers but the average spend on entertainment is limited and malls need to carve out areas keeping in mind the revenues per sq. ft. generation from this industry.

"The total investment in our project averages from ₹6000-10,000 per sq. ft. depending on the operator and the kind of equipment they put in. Again,

toddler areas/playground require different type investments as oppose to a full-fledged high-tech game rooms with state-of-the-art rides and VR," she adds, explaining that the return on investment varies from FEC to FEC and can be recorded based

Vij says Hang Out's revenue share with Select CityWalk is between 14-20 percent currently.

"Eight years ago, Select CityWalk entrusted us with our FEC project plan and gave Hang Out its first breakthrough at that time there were just a few handful in the entertainment industry and even fewer that were ready to pay the high mall rentals, MGs and CAM. Today the scenario has changed as the builders and mall developers have now begun to understand the importance of FECs and have started carving out special spaces for the same. And although things are changing, but more changes need to take place. Malls need to understand that we are differentiators for them and that they cannot have rentals and MGs for us in the same bracket as their luxury or anchor brands," explains Vij.

On space in malls, she says, "Depending on the project, Hang Out requires anywhere between 5,000-15,000 sq. ft. of area This usually works for us since a mall can easily carve up to 25,000 sq. ft. for FEC operations depending on the size of the mall, footfalls, area demographic and other factors."

Expansion Plans

"We have just launched a new brand, an eatery called The Sports Diner at Select CityWalk, New Delhi. We are also associated with Pacific Mall at Subash Nagar and Bharti Realty at their Pavilion Mall in Ludhiana," says Vij.

Ludhiana was the test model for Hang Out and its parent company, MF Entertainment and Amusement (MFEA). Vij ran the test model because she understood that in preparation of their franchise model, it was important to learn to walk before running.

"We have also learnt that 'one size fits all' won't work in our diversely cultured country. The model will need tweaking according to vicinity. We see ourselves expanding our FECs to Tier I, II and III cities. We want to give an entertainment option to every city, pan India," she concludes. ●●

on footfalls and price points.

"Investment for our projects start at low as ₹4 crore. Our rental agreement with malls vary. Sometimes we are on a pure revenue sharing basis like in some malls in Tier II & III cities and at other times, mainly in Tier I cities, we can flip between revenue sharing and MG, depending on whichever option works better for us," she says.

Oysters Water Park: Pulling in a Wave of Consumers with its Offerings

– By Shopping Centre News Bureau

With amazing water rides and two swimming pools generating waves for thrill, Oysters Water Park has a section for rain dances as well. Pulling in crowds with variable prices and offers, Oysters is turning out to be a must visit FEC for kids, teenagers and young adults...

Oysters Water Park, Gurugram, was up by the Rhiti Group with an investment of ₹250 crore.

Spread over 10 acres of land, Oysters Water Park is a beach-themed water park which boasts of never-seen-before signature rides which are unique to India.

With amazing water rides and two swimming pools generating waves for thrill, Oysters Water Park has a section for rain dances as well. Pulling in crowds with variable prices and offers, Oysters is turning out to be a must visit FEC for kids, teenagers and young adults.



Benu Sehgal, Business Head, Intersports Pvt Ltd, talks about the concept popularity, entertainment and fun provided by the brand.

The Concept

Set up by the Rhiti Group with an investment of ₹250 crore, Oysters Water Park is spread over 10 acres of land is a beach-themed water park which boasts of never-seen-before signature rides which



are unique to India.

"It's a state-of-the-art water park, which needs over 120 people to run it and the group is planning on converting it into an FEC soon, complete with a shopping arcade. We intend to create exceptional events, experiences, and environments that delight and inspire the human spirit to build stronger communities," says Benu Sehgal, Business Head, Intersports Pvt. Ltd. Intersports— which manages brand Oysters Water Park – is a 100 percent subsidiary of Rhiti Group.

Major Attractions

The attractions and rides cater to people of all ages. For someone looking for thrill and adventure,



the park offers the nation's wildest water ride, a 90-foot free fall drop as we;; as their marquee ride 'OMG – Oh My Gurgaon'. These are one of a kind rides in India where people are dropped to a near vertical height of 20 meters and get looped into a slide and experience 0 to 2.5 G in two seconds before coming to a thundering halt.

For families with children, there are Water Keys and Pirate Station – places to spend quality

family time together. The park holds a great organic appeal, that, mixed with its marketing efforts has produced results beyond expectation, making it one of the best performing amusement zones in Delhi-NCR.

"The response we have received has been overwhelming. It is one of the best performing water parks in Delhi NCR. We are beating our own targets every month. The park holds a great organic appeal that is mixed with our marketing efforts has produced results beyond our expectations. The park has more than 120 plus dedicated staff to look after the maintenance, security and other factors," says Sehgal.

Investment and Expansion

"The park is spread across 10.5 acres and has been made at an investment of ₹250 crore. We are in talks with a few national and international players, keeping a mix of traditional and iconic entertainment value. We are working on plans to strike the right balance to cater to the millennium city," she concludes. ●●



THE THICKSHAKE FACTORY

INDIA'S 1ST & LARGEST PREMIUM THICKSHAKE BRAND

INDIA'S FASTEST GROWING AND MOST AWARDED SHAKES BRAND

ESTB. IN 2013 | 13 CITIES | 2 COUNTRIES | 80 OPERATIONAL STORES

AWARDS & ACCOLADES



200
OUTLETS BY
2019



#ShakeItYourWay

BREAKFAST SHAKES | CLASSIC SHAKES | FRUITY DELIGHTS | CHOCOLATE DELIGHTS | CANDY DELIGHTS
EXOTIC ADDICTIONS | PROTEIN POWER | SLUSHES | ICE TEAS | KOFFEE INDULGENCES

NOW OPEN AT :      

For more details contact: info@thethickshakefactory.com

Special Events in Malls

By Shopping Centre News Bureau

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

GARDENS GALLERIA INTRODUCES NEXT GEN VIDEO GAMING CENTER, VR UNREAL

Gardens Galleria came up with a big surprise for the video game maniacs with the rollout of VR Unreal – a virtual reality gaming zone in the Entertainment City Noida. VR Unreal is an amusement arcade which tailors compelling VR gaming experiences for the users. It blends reality with the virtual environment of a game in such a way that users, present in real-time, can sense the thrill of what's going in the game. Be it enjoying a roller-coaster ride or fighting with the zombies in a dingy cave, VR Unreal makes it almost a reality for us.

This state-of-art Virtual Reality gaming arcade was inaugurated by Mahim Singh, Mall Head and Ahmed Khan, a renowned

Choreographer from Bollywood. "I am really enchanted by the electrifying fun and experience that I can't believe. It's so real! I'm sure, people will love it," said Khan.

"We always try to deliver the people world-class experiences in every arena of our offerings. For shopping to gaming, we are focused on how we can make our services better, infrastructure commendable, and the experiences incredible at our place. The gaming industry is undergoing a massive transformation with the integration of Virtual Reality & Augmented Reality. It means the gaming experiences will be exceptionally commendable in the coming decade. With our customers' support, we will make it available nationwide," explained Singh.

The latest VR equipment and a wide range of interactive games available at affordable costs in VR Unreal truly make Gardens Galleria a full-jammed entertainment destination. It is changing the traditional landscape of gaming parlors and halls and will surely allow the curious minds to live their imagination in real. Entertainment City plans to establish VR Unreal in major metropolitan cities such as Delhi, Mumbai, Goa, Bangalore, Kolkata, Pune, Chennai, Patna, Chandigarh, Jaipur, Vadodara, Ahmedabad, Hyderabad, and Ghaziabad in the next few years.



AS 'GREEN CHANGE' HITS MUMBAI, GROWEL'S 101 MALL TAKES FIRST STEP

Growel's 101 Mall welcomed the Maharashtra government's decision to ban the use of plastic by organising a special drive where citizens could deposit the old plastic bags and buy cloth ones from Asdharika Samaj NGO at nominal rates. The drive appealed to the citizens living in the surrounding area to use -friendly bags which could be recycled and reused. Also, those who brought the plastic bags and bottles to the mall were gifted a plant in return. A painting competition was also organised to create awareness on the occasion of World Earth Day regarding the ban.



Speaking about the initiative, Vikas Shetty, Mall Head, Growel's 101 said, "As an organisation that has always believed in safeguarding and protecting the environment, we welcome the move to ban plastic and appeal to citizens to follow the rule. It is high time that people use cloth bags instead of plastic ones since it is a major step towards healthy living. The menace and damage caused by excessive careless and needless use of plastic has caused a massive damage to the ecosystem. We need to find solutions and as a little step from our side, we organised this special drive where we collected old plastic bags from citizens. They in turn were incentivised as they could buy cloth bags from representatives of Aadharika Samaj at nominal rates."

WORLD AUTISM DAY AT OBEROI MALL IN ASSOCIATION WITH SOPAN TRUST

Oberoi Mall, celebrated World Autism Awareness Day in association with SOPAN Trust on April 1, 2018. SOPAN, an NGO which provides services to children with autism and developmental disabilities, put up a stall at the Oberoi Mall foyer.

The activities undertaken at the SOPAN stall were interactive games, interviews; tattoo printing, nail art, distribution of pamphlets, exhibition of items made by the students of SOPAN and showing films on autism. The Event was attended by enthusiastic crowd of 150 people from SOPAN and the public who visited Oberoi Mall on that day.

Anupam T, Vice President, Oberoi Mall, said, "The event was jointly organised with SOPAN who is providing services to children with autism and other developmental disabilities for the past 15 years. We are happy to associate with them to help build awareness and support these kids."



PACIFIC MALL CONDUCTS AIRBUS WORKSHOP TO KEEP THE KIDS MOVING, LEARNING AND EXPLORING

Pacific Mall organised a month-long Kids summer Camp, starting from May 18 to June 17, 2018 where the kids got to experience a full flight full of activities, role plays, flight simulations, crafts workshop and much more. A huge Airbus with 13 feet height and 42 feet width was placed in the mall for the kids. The month long workshop was inaugurated by the children from 'Chahat Special School.' Pacific Airbus activities includes artistic fun workshops on arts and crafts, painting, drawing, and fashion design lessons; Aero Modelling, Kids Fashion show, dancing; explorers workshops which offer Airplane Craft with Paper Art, Dress the Mannequin, Tent Pitching;



and sports workshops on basketball, Golf, Plank Challenge and golf.

Speaking about the initiative Salim Roopani, Centre Director of Pacific Mall said, "A lot of parents today are increasingly restricting their children's physical activity and time spent outdoors due to concerns around health, illness due to quality of air and increasing pollution levels in and around Delhi. But then kids are becoming addicted to electronic gadgets like television, tablets and smartphones making it difficult for parents to maintain a healthy lifestyle for their children. With more free time in summer, the camp provides an ideal setting to help kids unplug from technology and explore new activities, develop social skills, make new friends and experience new adventures."

INORBIT MALL & GREEN YATRA HOST 'SAY NO TO PLASTIC WALK' WITH GREAT GUSTO!

Inorbit Mall, Malad in association with Green Yatra – an NGO devoted for a greener tomorrow organized a 'Say No to Plastic' walk. Supporting this noble initiative, people of different age groups joined the stride that was led by the famous toon characters Shin Chan and Garfield. Along with the toons, customers, people working around in offices, NGO volunteers, and people from societies around the mall walked in and supported the initiative. More than 500 participants and volunteers showed great enthusiasm in propagating the message 'Say No to Plastic'. The volunteers distributed more than 5,000 eco-friendly bags among the crowd encouraging people to avoid the use of plastic bags.

Commenting on the occasion, Naviin Ibhampurkar, Head of Marketing and Corporate communications, Inorbit Malls said, "As responsible citizens of the society it is our duty to support such noble initiatives. Inorbit mall has taken a step to spread awareness among people by hosting such a walk. It gives us great pleasure to see the tremendous response that we have received. We would like to thank Green Yatra for extending their support. We hope to host more such initiatives and make a difference in the lives of people."



INFINITI MALL HOST 'JUNGLE SAFARI' TO MAKE SUMMER EXCITING AT FUNMANIA 2018

To make the summer vacation more exciting this year, Infiniti Mall bought some amazing surprises for its little patrons. Powered by Cartoon Network, the Jungle Safari themed Funmania 2018 at Infiniti Mall, was packed in a bountiful of excitement this summer.

The event featured an array of interesting edutainment styled activities and entertainment acts during all days of the week that started from April 27, 2018 to May 13, 2018 at Infiniti Mall, Malad and continued at Infiniti Mall, Andheri till May 27, 2018.

Additionally, the Jungle Safari bought along funny clowns and astute jugglers to keep kids



regaled. Unique workshops such as Tiger finger puppetry and Reindeer garden glove was a novel experience for children at the jungle-themed carnival. Also, there were jaw-dropping western dance troupes performances to keep the children busy. To up the ante further, Cartoon Network's popular toons was brought to the mall to meet and greet their lovely fans! Kids were seen busy interacting with their favourite characters from Oggy and the Cockroaches, brave and courageous superheroes Ben 10 and Kris from Roll No. 21, and the

inimitable Johnny Bravo along with the cute trio of We Bare Bears.

Speaking about the event, Mukesh Kumar, CEO, Infiniti Malls 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. We are pleased to associate with Cartoon Network and host the innovative version of our Funmania with exciting theme & twist with overwhelming cheer."

mapic[®]
INDIA

Presents

IREF

Inviting You to Participate at INDIA'S LARGEST RETAIL EVENT

5-6 September, 2018 | Renaissance Hotel, Mumbai

-Retail Real
Estate Partner



Supported
By

For Partnership / Exhibitor enquiries contact:

Waseem Ahmad

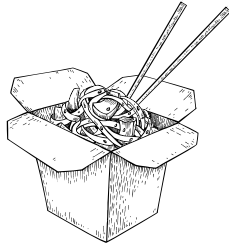
Mob. +91- 9833628852
waseem.ahmad@reedexpo.co.uk

Vineet Chadha

Mob. +91- 9350897807
Vineet.chadha@reedexpo.co.uk

Bindu Pillai

Mob. +91- 9820324063
bindu.pillai@reedexpo.co.uk



DEDICATED F&B SERVICE ZONE

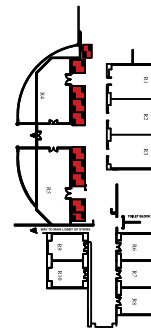
- Experience upcoming & established food service concepts from India & International markets.



CONFERENCES ON RETAIL REAL ESTATE

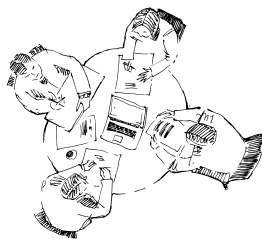
- Identify & explore new Real Estate Spaces-airports, metro stations, entertainment zones, high streets.
- High profile audience of Retail Business Development for Real Estate.

WHAT'S NEW AT IRF 2018?



NEW FLOOR PLAN

- New floor plan for Retail Tech.
- Targeted & dedicated Retail Tech audience for Omnichannel.
- Uncover new Retail Technology insights through reflection of Artificial Intelligence, Digi-tech, AR/VR.



GCONNECT

- Socialize, Network, get connected with the right business prospect.
- Pre-Schedule your meetings.
- Meet your potential business prospect face to face.

Intelligence Partner



Knowledge Partner



Session Partner



Feedback Partner



Digital Partner



Charity of Choice



Devidutta Roypitam

Mob. +91- 9900785685

devidutta.roypitam@reedexpo.co.uk

For Delegate enquiries contact:

Priyanka Sagar

Mob. +91- 9818820279

priyanka.sagar@reedexpo.co.uk

Co-located event :



Organised by
Reed Exhibitions



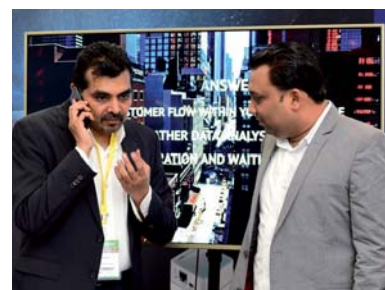
Retail Real Estate 2.0: Building India's Next Generation Community Assets

– By Shopping Centre Bureau

The India Shopping Centre Forum 2018 turned out to be another milestone in redrawing the prototype of real estate's most promising asset class in India, thereby building the blueprint of success for the future of the Shopping industry in India...

The 11th edition of India Shopping Centre Forum (ISCF) organised by Reed Exhibitions was held on April 11, 2018 at Hotel Renaissance, Mumbai. Once again, ISCF presented India's biggest opportunity to connect across the entire shopping centre design and development, leasing and management value chain. The edition witnessed 34 percent increase in the delegate numbers as compared with ISCF 2017 which reflects increased commitment of the industry to come together and deliberate upon burning issues and opportunities.

ISCF is a market intelligence and business development destination. Shopping centres developers and professionals engaged in all stages of retail real estate creation – ideation, design, construction, leading marketing and management value chain. The theme of the event was 'Retail Real Estate 2.0: Building India's Next Generation Community Assets'. This year, the event witnessed stalwarts from Shopping Centre industry, who shared notable insights on current trends through various interactive sessions.





About the Organisation

Reed Exhibitions organizes over 500 events in 30 countries. In 2017 Reed Exhibitions' events brought together over 7 million participants from the Americas, Europe, The Middle East and Asia Pacific. Our wide range of events includes trade and consumer exhibitions, conferences and meetings.



Message from the CEO

Gregory Zairasky, CEO Reed Exhibitions firmly believes that Indian Retail Estate market is becoming a hotbed with more and more international retailers planning to enter India. Their entry would automatically mean higher off-take for grade A retail real estate space. Reed Exhibitions understands this space very well through its expertise of running global events such as MAPIC-retail real estate focused event and MIPIM – a 360-degree real estate event.

●● SHOPPING CENTRES 2.0: MASTERCLASS BY TERENCE SEAH ●●

The event kick-started with a Masterclass conducted by Terence Seah, Head of Design Studio, Benoy (UK) who spoke about reinventing the approach behind building the future (next generation) community and shopping centres.

Seah is vastly rated as one of the finest experts in the industry. He has an extraordinary background in international architecture and design, with extensive experience in project management. Having studied and practiced in Singapore and London, Seah has had exposure to a diverse portfolio across China, South East Asia and the UK. Skilled at delivering projects from master planned, mixed-use developments to smaller-scale retail and residential developments, Seah has acquired valuable insight across multiple sectors. Seah guides Benoy's teams in Singapore, designing creative and technical solutions.

What Benoy does?

- Deliver world class solution for the built environment
- Balance creative vision with commercial viability
- Enrich people's lives
- Enhance nature
- Deliver lasting economic value

Applying his expertise to commercial, retail, hospitality, residential and mixed-use projects, Seah's work includes the Jewel Changi Airport in Singapore, encompassing interior design, retail planning and aviation facilities; master planning of the Subang Jaya City Centre, a modern lifestyle destination in Kuala Lumpur, Malaysia; Raffles City in Shenzhen, China, a popular mixed-use development including retail, offices, residences, and a SOHO tower; and Royal Taruma City, Jakarta, a major lifestyle campus for UNTAR University.

He further talked about the role of technology making an impact in the retail

industry. "Innovate or die. We know today that out of the 40 percent of the top companies, five drop out due to technological disadvantages in five years. It is quite evident that the retail market is huge element of the online business, but there are certain things which cannot be captured online – Interaction, Experience and Leisure being the top of this list."



He also spoke about being futuristic in the approach during building of shopping mall. "A little future proofing, thinking about what people will want from malls in the near future is important and towards this, and therefore it is necessary to leave space to enact the changes. Infrastructure needs to be flexible – storefront flexibility that allows retailers to express their unique brand identity is important. Designing for the Millennials and younger audiences is a necessity as they make up the main crowd and bring in revenue."

Seah further emphasized on the need to

create a holistic environment in the shopping center as shopping units are becoming smaller and have become less about selling, more about experiences. The money is made somewhere else in the virtual cloud units as the interaction of the product is too physical. Shop units are not going in for a variety of product placements, rather than quantity of products.

Local Brand Mix:

In the later part of the presentation, Seah explained: "There is an increasing trend for local brand mix. Big players and brands are similarly present everywhere and they offer more or less the same types of products. Although these local brands cannot pay the best rental, but they can provide something unique which is in trend and popular. There is always a local, smaller, emotional connection which is termed as 'my local retailer' which will always give the best consumer experience."

Seah concluded with the importance of providing greater and better experiences to the consumer. "The shopping centre that reinvents its services as per consumer needs never goes out of fashion, and the footfalls never recede. This consumer experience could be anything that provides great returns – in form of walk-ins, sales conversation, profitable returns to the retailers and buyers as well."

He also highlighted the role that immersive and experiential design element playing lifting the brand image of shopping centres. "Technology has fundamentally changed the way we communicate. It is unexpectedly driving a desire for spaces where people can come together to meet explore and interact. With technology, a lot of things become virtual and that is the angle which we focus on to maximize to enhance the consumer experience," he concluded the session saying.

●● THE NEXT GENERATION OF RETAIL REAL ESTATE IN INDIA ●●

The inaugural session titled 'The Next- Generation of Retail Estate in India' followed the masterclass. The panel discussed the future of the Retail real estate, ideally called as Retail Real Estate version 2.0. The session was moderated by Pankaj Renjhen, Managing Director-Retail Services, JLL India. The other panelists included **Abhishek Bansal**, Executive Director & Promoter, Pacific Malls; **Arjun Singh Gehlot**, Director, Ambience Malls; **Harsh Vardhan Bansal**, Director, Unity Group and Vegas Mall; **Javier Sotomayor**, MD, Cinépolis Asia; **Nikhil Chaturvedi**, Managing Director, Prozone INTU Properties and Provogue; **Nirzar Jain**, Senior Vice President - Operations and Projects, Nexus Malls (Blackstone Retail Portfolio); **Rajneesh Mahajan**, CEO, Inorbit Malls; **Sonica Malhotra**, Joint MD, MBD Group (Radisson BLU, MBD Zephyr, MBD Neopolis (Ludhiana), MBD Neopolis (Jalandhar)); **Vishal Mirchandani**, CEO-Retail & Commercial, Brigade Enterprises and **Yogeshwar Sharma**, ED and CEO, Select CityWalk.

The major points of discussion were:

- Rebooting the old shopping centres to develop a new era of Retail Real Estate 2.0?
- In addition to PE & Institutional funding what are the alternate funding model required – REITs, Debt-Equity financing, IPOs?
- Future lies in shopping centers being built as community destinations; how are Real Estate players progressing and what are the nuances to balance variables of tenancy vs the occupancy rates and profitability streams?
- To explore alternate revenue streams (Themed Festivals, Pop-up events, Product Launches, Product Placements, Flea markets, and more ...) does real estate need to account for it in design stage?
- Is India ready for new and innovative real estate concepts, such as pop-up shopping centres with good examples

being 'Boxpark' in London and 'Common Ground' Shopping Centre in Seoul. Because this is new, and this is experience, does this tie-in with the economics?

- Benchmarks and institutionalizing best practices we can learn from the West, such as USA and Europe, and closer home from Dubai, Singapore, Thailand?

concept of big million sq. ft. malls

3. The third and current era include priority-led, equity-owned type malls.

Mirchandani picked the discussion from here saying, "We have been part of all the three changes since Ansal Plaza – the first mall in Delhi

are the best people to lead the process of development," he added.

Explaining the formulae of calculating space for malls, Arjun Gehlot stated, "The most important thing is the location. It is directly related to the audience interest, class and the traffic they bring into the malls. It is a complete different scenario altogether as



From L to R: Arjun Singh Gehlot, Abhishek Bansal, Vishal Mirchandani, Pankaj Renjhen, Javier Sotomayor, Nirzar Jain and Harsh Vardhan Bansal

- Innovation and new ideas into malls - specialized innovation and research centres like Westfield Labs to develop original ideas – do we have scale, is it cost-effective, is India primed for it yet?
- Does size matter - is big necessarily better – do we need to get more ambitious on size and scale? The largest mall in India – DLF Mall of India (2 million sq.ft.) vs Dubai Mall (13 million sq.ft.).

Renjhen introduced the topic of discussion talking about the significant shift happening in the mall industry. The total number of malls in Delhi-NCR – which is around 100 – aptly describe the three eras of shopping malls

1. The first era consisted of 200-300 sq. ft. malls which were built in and around Delhi and Mumbai.
2. The second era introduced the

– came into existence. We had opened Shoppers Stop in the mall. The next stage came when landowners became mall developers but couldn't maintain the growth, leading the failure of malls by a high percentage. Then came the trend of understanding the process of mall building and the methods to maintain malls. It was a big crackdown, people slowly realised that it was a long-term business which needed an amazing amount of planning."

"The concept of huge malls followed in India along with the addition of expertise to utilize that huge space. Engagement of professional services became the need of the hour and then the success rate dramatically improved. Today, we can say we have a success rate of 70 percent which was once the failure rate. Mall developers are the ones with a vision and they are the ones who understand and hence

we have to see the purchasing power, purchasing interest, catchment in which it is located at and also have to cater all the needs of the target audience. This changes from area to area."

On how many developers are willing to spend ₹200 crore in constructing a mall, Abhishek Bansal said, "The numbers are low, which is good for us. Capital is not an issue, because capital requirement can be taken care of. It is more about building a reputation of itself. When you are putting your own money it is very different from when you are selling the shops, so despite being the number so less, there are enough who are doing it in organized manner. Till the time, the mall is limited to an area of less than half a million sq ft, there is lot of option and space to innovate, but the moment we cross that barrier, there is only space and very less option for brands in India as if

now. The trick is to have the pain of tenants waiting than having a pain of empty shops."

On explaining the difference between owning Tier I & II assets, Nirzar Jain said, "Largely, the view is that the asset should be profitable. There is no specific view on what is more productive. Markets in Chandigarh and

Bhubaneswar are doing better than most centres in Delhi-NCR and Mumbai. Development and growth is happening, consumers are spending more and so the business in Tier II cities is growing and growing fast. We are putting energy in some of the centres where there is scope for more business and profits."

Javier Sotomayor stepped into the discussion at this point talking about the other aspect of development by pointing out the rise in multiplexes in Tier III & IV cities. "We provide the same level of service in all our centres and to all our customers be they in Tier I or II cities. We consider customers valuable whether they pay ₹500

per ticket or ₹150 per ticket. I see there is huge shift in the mindset of the developers and that shift is short term vs long term. Ten years ago, they were thinking about the short term but now everyone is thinking long term and being futuristic. When there is a change in vision then there is addition of commitment in the level."

●● ROLE OF INNOVATION AND OPERATION EXCELLENCE IN RENEWAL OF A STRESSED SHOPPING CENTER ●●

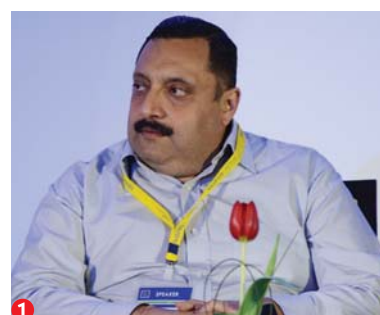
The next session was based on the role of innovation, operation excellence, strategic design and repositioning in order to revive and renew a shopping mall. Many shopping centers and malls currently are distressed, in serious trouble and searching for turnaround and workout strategies to become viable again.

The panel offered solutions to the problem by analysing the mall including its tenant mix, its trade area and capture rates, its physical facility, its competition and other factors impacting its performance, is required to get to the root cause. It discussed the five key factors which would help in developing an overall strategy to redefine the future and success of the mall:

- To re-tenant or re-develop
- Curated mix- one for all, and all for one
- Transforming the mall experience by leveraging technology and multichannel strategies.
- Differentiating the consumer offering, with a focus on experience and convenience.
- The urban-Suburban – draw a difficulty line between a city and the mall

The panel included **Amit Sharma**, Managing Director, Miraj Entertainment; **Anupam Tripasuri**, Vice President, Oberoi Mall; **Bipin Gurnani**, CEO, Prozone INTU Properties; **Jeremy Salmon**, Main Board Director, Broadway Malyan; **Manish Vig**, Retail Business Development (Head – Malls), Aditya Birla Fashion and

Lifestyle; **Muckth Dograa**, Head, DLF Place; **Shriram Monga**, Co-Founder & Principal Consultant, SRED Advisory; **Surjit Rajpurohit**, CEO, Amanora Mall. The session was moderated by **Anshul Jain**, Country Head & Managing Director.



1. Bipin Gurnani 2. Amit Sharma 3. Muckth Dogra 4. Anshul Jain 5. Anupam T
6. Shriram Monga 7. Surjit Rajpurohit 8. Jeremy Salmon 9. Manish Vig

Anshul Jain introduced the topic by talking about the landscape, rise of F&B in Indian malls in comparison to those present globally. He asked the panelists to talk about the prime reasons – in their opinion – for this change.

Anupam Tripasuri began the discussion comparing the shopping center infrastructure between America and India.

"US has close to 60 sq. ft. of retail space per capital and among which 21 percent is

organised. In comparison to this India is way behind. The first and foremost reason is that we are not building the mall right, most of the time it is bad design. The second reason is that mall developers are not getting the lease right, which may end up in pulling in the wrong brands in a not relevant catchment."

Amit Sharma added to this saying: "A bad design is the most important reason which is also due to the mentality of the developer. A new developer

always has the mentality of stardom show which doesn't work instantly."

Vig however, preferred to look at the other side of the coin. "As a retailer, there have been multiple reasons we've come across for

a centre not doing too well. The biggest of these is facing lack of positioning. Developers get carried away with brands which are popular all around but may be not work at a particular shopping centre. Are all brands relevant to all shopping malls? This is a question which needs to be answered. Very few malls have foresightedness, which has a huge impact on the future of the mall."

"Most of the time we don't have the right design, size or demographics and this is due

to lack of time given to research work. The second reason is the financial structure. When a developer is working on a mall, they don't account for the money that you gave in the first few years of the centre when it was being built. When this is not taken care of, then the developers are sort of compromising on the way they run the centre, which is not a good thing for the project as a whole," added Bipin Gurnani.

Talking about stressed and distressed malls, Jain asked how

DLF Place and MGF Mall were coping with the success of Select CityWalk. Dogra answered this saying, "Saket as a location has abundance of malls. Yes Select CityWalk is doing extremely well. This essentially puts a weight on, a certain degree of expectation for DLF Place. The other thing is from our point of view is to just stop competing because as per the customer profile and reach, there is absolutely no difference between the two malls. Both the malls are quite similar. The

decision was taken to ensure that traffic movement (footfalls and foot movements) between the malls stays seamless and it was encouraged by both because it encourages the catchment of the both malls. We have the location, catchment and therefore the footfalls at DLF Place have tremendously increased and we are thankful to Select CityWalk for this. The exchange of footfalls is doing wonders as we are both enjoying the fruits of conversion."

●● SHOPPING CENTRE PORTFOLIO ●●

The post-lunch session was based on how to enhance the shopping mall portfolio, focusing on new assets, target market, new investments, partnership and payoff strategies. The new assets category highlighted the trends concept themed malls such as Specialty Malls, Lifestyle Centres, Strip Centres and Outlet Malls focusing on the Transit-Oriented-Developments (TOD), the exciting fast-growing trend in creating vibrant, livable, sustainable communities with high-density development around transport hubs.

The panel further talked about the 'mall positioning', whether they are being designed and managed to cut through all age groups and cult preferences. Malls should be capable to capture

the bridge between the both the Millennials and Traditionalists. Other questions that the panel tried to answer were:

- What are the right ingredients to build a footfalls and conversion strategy for every age group - age group of 8 to 80?
- What is the current time to make future investments?
- What are the fixed and variable investments that can be pruned or stretched?
- Where will the balance be – Profitability or loyal Customer Experiences?
- How to optimise the mall resources in both crowded Sale season and empty or less footfall scenarios?
- How to make shopping centres work at full capacity and lean periods

The session was moderated by **Sanjeev Mehra**, VP, Quest Properties India. The other panelists included **Max KORDYLAS**, Managing Director, Yellow and Co (France); **Akshat Agarwal**, Head - Business Development, ITC Lifestyle Retailing; **MV Krishna Rao**, Head - Retail & Commercial, L&T Metro Rail (Hyderabad); **Mukesh Kumar**, CEO, Infiniti Malls, **Shabnam Singhal**, Managing Partner, SIRIUS D&E; **Sharad Sachdeva**, CEO, Lite Bite Foods; **Siddhartha Natu**, Head, DLF Promenade; **Prashant Vashisht**, Head BD, Star Shopping Centres Pvt. Ltd.

The Concept of Outlet Malls: Mukesh Kumar described the concept saying, "Outlet malls in the US give the opportunity

to the customers to go out of the city and shop. And by this concept, they gained bonuses and beneficial points. In India, the concept of Outlet Malls is a bit tough as travelling here is a difficult task. It takes quite a lot of time to travel 10 km in Indian metro cities, so the charm and fun of Outlet malls won't last. However, there is an opportunity for Strip Malls. It is not about the 50,000 sq. ft. area of malls but anything between 20,000 sq. ft. located near a community or small area can serve the purpose. May be the *kirana* stores and small stores can become a part of it slowly with implementing facilities such as proper parking. The other aspect is the ROI, so even they need to have certain facilities which will give return to the investment made. F&B, theme park are few elements."

Prashant Vashisht added, "We have lot of appetite to take on all kinds of malls, be it large malls, small malls or strip malls. We are consuming more so we need more malls. Definitely costing is an issue, but personally I feel infrastructure is the one thing which we need to provide the consumer with. The right kind of infrastructure will get the right kind of tenants and the desired revenue."

Will luxury brands be happy to be a part of this structure? Responding to this, Shabnam Singhal said, "We still need to mature to that level. For now, I



From L to R: Shabnam Singhal, Akshat Agarwal, Mukesh Kumar, Prashant Vashisht, Siddhartha Natu and Sanjeev Mehra

don't think Indians are consumers of luxury. Think about it – if you compare us to Europe, not even half their collections reach India. Our malls run on whatever generically appeals to the Indian customer, very classic and constrained."

"We currently occupy a spacing position where we translate into luxury and visual luxury. DLF Emporio is a complete specialised luxury mall. What really is working

for us at the Vasant Kunj complex is that we draw from each other, we have synergy. When we talk about the entire Vasant Kunj complex, all three malls try to compliment the micro-economy level of market," said Natu.

"When we are conceptualising, planning, and zoning a mall, the first and most important thing for mall developers to understand is that India is not a global country. The city that we are in is global.

Other cities may not be," said Singhal added.

"Most malls today are made in a generic manner. The way they are built, developers try to cater it to all kinds of sections of the people. Some may give importance to premium and luxury brands but at the end everything is decided by the amount of return it gives back on the investment. If you get into a specialty mall and launch a

particular category mall in the wrong catchment, then it is a bad investment. Now, malls are trying to get into zoning. Complete floors may be dedicated to specific themes – men, women, kids and food. This concept will definitely change in the days to come. As far as Millennials are concerned, malls are not made according to them, but marketing is done for sure to attract them as they bring in footfalls," said Mukesh Kumar.

●● MALLS FOR NEXT DESTINATION ●●

The second post lunch session was based on 30 Tier II & III cities, which have the capacity to catapult a series of new growth centres for malls. The panel discussed what retailers and developers are and should be doing to bring the next level of development in growing Tier II & III markets.

Small cities are witnessing a new level of urban renewal and growing affluence. The tag,

'Smart Cities' – which include urban housing, infrastructure and development – mean a huge opportunity for developers to come out with community centres and malls.

Cities like Jaipur, Ahmedabad, Lucknow, Nagpur, Vadodara, Chandigarh, Thiruvananthapuram, Indore, Kochi, Bhubaneswar, Coimbatore and Patna are emerging as the top potential markets for upcoming malls.

The panel sought to answer the following questions:

- How can developers create niche experiences in their Shopping Centres to draw shoppers to stores?
- What are the top propositions which make mall developments offer higher profitability in Tier II and III cities - lower rentals, experimentation with new leasing formats, less competition as a handful of

malls in the entire city?

- What is the research that developers undertake to decide which cities to target building their malls into (CSO or Census estimates, population demographic, per capita purchasing power, smart-city recognition, airport connectivity, good availability of real-estate, catchment size)?
- How have the investments worked out for Blackstone (Ahmedabad's One mall, Elante mall, Chandigarh, Treasure Island Mall, Indore; Virtuous Retail (Surat, Mohali); Lulu Mall (Kochi)?

The panelists included **Ajay Nayar**, Director and Promoter, FMI Limited (Silver Arc Mall, Ludhiana); **Anuradha Singh**, GM – Leasing, Runwal Group; **Jermima Menon**, Vice President - Marketing, Virtuous Retail; **Manik Dhodi**, Head - Real Estate, adidas Group; **Munish Baldev**, CEO and Founder, J S Martin & Co.; **Sanjeev Rao**, Director - Sales & Distribution, International Sales and Development, Raymond; **Terence Seah**, Director & Head of Singapore Studio, Benoy; **Varun Shrotriya**, Director, Studio 13 Design. The session was moderated by **Vivek Kaul**, mRICS, Head - Retail Services India, CBRE South Asia.

Rao kick started the discussion by highlighting the steps taken by Raymond, to place themselves in new malls. "At Raymond, we are very clear in balancing things out. 70 percent of our stores are on



1. Anuradha Singh 2. Arun Nayar 3. Jermima Menon 4. Manik Dhodi 5. Sanjeev Rao 6. T Seah 7. Varun Shrotriya 8. Vivek kaul 9. Munish Baldev

the high streets and the other 30 percent in malls. We enter a mall only after we do a lot of research and checkout the productivity. If we are not getting the right productivity we are happy to open a store on the high street next to the mall."

Menon explained the position of VR by saying, "The point is that a large number of Tier II cities have a lot of potential. Online and digital platforms have brought back customers at par with the Tier I consumers. The point was 'who is going to take the first step and foray into smaller cities'. We saw potential in this and decided to take the lead. Today, our portfolio is equally balanced between Tier I and Tier II cities."

On asked how difficult it is to run a mall in a small town, Nayar explained, "We are very happy with our Ludhiana center. We are

almost 100 percent leased out as far as stores and sales are concerned. The most prominent problem in Tier II cities is banking of land. It is quite typical to get one or two acres of land, where one can build a vertical structure instead of a sprawling structure. Nonetheless, we managed to create one of the biggest multiplexes in the area featuring a prominent Big Bazaar. When we started nine years ago, it was a big struggle to establish a set up in those days. However, it did very well for us as we had the location advantage. We have invested in our project. We have brought the best food outlets in the mall. We have enough attraction in the mall to engage people on every single floor."

Dhodi spoke on the situation of company-owned-and-operated centres in Tier II cities, saying,

"Right now, only Delhi is globally approved so we are focusing on that city. The prime reason for Delhi getting this approval is its large population, the GDF growth, spending power, average sales per store per month and the infrastructure. We are expanding in Tier II cities as well but as franchise-based stores for now."

Seah added the service and experience angle to the debate saying, "It's all about experience. Sometimes Tier II cities do very well in respect to those in Tier I in case of some brands. No one wants to travel 50-100 km to go into the Tier II city and then buy a branded product. Mall operators play a great role in creating customer service, maintaining the brand and looking after the people who patronize their malls. One can do great things with simple design as well. The design

doesn't need to be huge and fancy every single time. Good and easily maintained and quality products and services need to be provided."

Sanjeev Rao added, "The biggest learning in form of retail real estate in India is the cost of land, cost of building, then there is no subsidy coming from the government, traffic problems near the mall due to which customers don't want to come and despite all this, as a developer you want to charge a three-digit-rental from the retailer and also put performance pressure on him. This reduces the popularity of the mall as well as the brands present there. The prime focus should be on the consumer who walks in and leaves with an amazing experience. In India, on the contrary, it is money on the table that matters."

●● DIGITALISATION IN PARKING FOR SHOPPING CENTRES ●●

A case study on **Digitalisation in Parking for Shopping Centres** was presented by **Christian Grzona, Regional Manager Asia-Pacific, Scheidt & Bachmann GmbH**. Grzona highlighted the benefits of fully integrated parking from both mall operator and customer perspectives, in order to create a competitive edge and a customer centric experience.

Grzona started his presentation by elaborating the usual perception consumers have about parking and retail environment'.

"I think everyone would agree when I say parking is not the nicest thing related to retail environment. Infact, most of us do not even like to go into the parking. Also, we struggle sometimes with the feedback that customer gives us on their experience in the parking area. The question which needs to be answered is how we change this impression and what kind of tools and technologies are required to make this change happen. Technology-wise, parking is a very good connecting point for the customers, it is also the first of the impression which the customer

gets when he/she enters the mall and also the last impression the customer takes with him when he exits the mall. Our job is to make it as seamless and as professional as possible," he said.



"Parking is a resourceful data source. Usually the journey to the shopping centre is a defined one, customers are very well informed and clear what they have to do at the shopping centre, the occupancy, where to buy products, eat in a restaurant or watch a movie or so. Technology nowadays leads to give an option

to do online reservation for your parking as well. Then there is online acquisition or click-and-collect, which means you can order a parking slot online and go straight into the mall and park there," he stated.

He said that by using technology mall developers can keep a record of the consumer and find out if they are frequent visitors or not, how much time they spend in the malls and what shops and products they buy. Whenever a frequent mall vehicle/visitor arrives, one can send them a welcome message, which means whenever the number plate is registered at the entrance lane, the message pops on the consumer's mobile screen while also informing them of new offers in the shopping centre.

"Apart from this, there is single space protection, a software which helps the customer find their spot with ease, with green lights on the ceiling guiding the vehicle to the desired place. This is beneficial for the operator as well, as you know exactly where the car is parked, for how much time it is parked, and one can

actually customized the tariff accordingly," explained Grzona.

"The big benefit of the technology is that you can start charging from the first minute. Usually, the mall owner doesn't know the purpose of the visit of the customer. Elaborating it further, if a person is at the centre to meet a person, go working in an office and then comes back later, he pays the same amount as someone who spends a lot of money in the shopping mall. Our strategy nowadays is to create a validation system and when you spend money in the shopping mall, you directly get a validation on the parking tariff. It also encourages the customer to limit their stay in the mall till the time they are doing are spending money. This is possible only because of the technology, as you validate your shopping mall app with the parking app and collect benefits. You can also collect vouchers by validating your parking tickets. People frequently open their app, which indeed creates more contact points," concluded Grzona.

●● THE NEXT LEVEL: TECH BUILDINGS ●●

The second last session of the ISCF was themed on the technical aspect of the shopping industry and modern retail. The question that was being asked in this session was: how next level technologies are being the big differentiator in malls, how technology related to Augmented Reality (AR), Virtual Reality (VR) and digital tech can build greater visibility, engagement and profitability for the shopping centres.

The session was co-moderated by **Rajendra Kalkar**, President – West, The Phoenix Mills and **Alexander Köth**, Managing Director & Founder, Minodes GmbH (Germany). The other experts in the panel were **Alok Tandon**, CEO, Inox Leisure; **Amit Chaudhary**, Co-Founder & COO, Lenskart; **Harshavardhan Chauhan**, Central Head of Marketing & Phygital, DLF Shopping Malls; **Kumarswamy Hiremath**, Head - Retail Technology, DELOPT; **Nishank Joshi**, Chief Marketing Officer, Nexus Malls (Blackstone Retail Portfolio); **Sanjay Kumar** Jain, Vice President, DB City (Bhopal); **Shashank Pathak**, Executive Director and CEO, Westend Mall; **Vasanth Kumar**, Managing Director, Lifestyle International (Landmark Group).

The panel talked about how AR and VR can exponentially increase the value that shoppers draw from the mall and leave a desirable customer impression. Some of the key questions that were asked and answered were:

- How to build higher levels of engagement with the customers to draw them to your mall and ensure a constant buzz and high levels of footfalls at all times – weekdays, daytimes, and non-Sale seasons?
- Malls are getting bigger in size, so how can AR/VR make navigation easier once they are inside the mall – finding a store, finding offers they need, personalization notifications which help them buy?

- Malls compete with each other for same set of shoppers. How can then AR/VR help you build the USP and differentiated / premium positioning for your mall
- Cutting-edge shopping experiences and marketing initiatives - driven through AR and VR
- How can malls drive these innovations to drive shoppers to malls, and build experiences which can't be matched by online shopping?

Rajendra Kalkar opened the discussion by asking the panelist to speak on the technological aspects such as AR, AI and VR and how are they helping the retailers to increase the business.

to combine technology and we need to deliver the necessities and needs to the customer simultaneously," explained Koth.

Chaudhary took the discussion forward saying: "At Lenskart, what we have learnt is that the consumer needs to be engaged before coming to the store, and the consumption for a category like eyewear has to be done in a smart – maybe even in a gamified manner. We are one of the few companies in India who make money through VR, where people try glasses both online and offline and then buy our products."

"We have competition and competition that is growing bigger by the day. The services which we are providing are all

and human interaction as well as minimum number of barriers. We are doing value addition for customers who are walking in on weekdays – which are generally low footfall days especially between the time interval of 12-4 pm. We need to hype up the excitement levels in this time frame, add more AR and VR elements to perk up Monday afternoons for housewives, and elders and entice them to visit more," he added.

"Shopping is an experience. As a customer if I don't get the desired value and experience, the interest towards the mall will fade. From a technology service provider point of view, they think about making shopping experience very comfortable,



From L to R: Amit Chaudhary, Alexander Koth, Alok Tandon, Vasanth Kumar, Rajendra Kalkar, Shashank Pathak, Sanjay Jain and K Hiremath

"Technology is about adding more value every single day to the industry especially from a possibility point of view. This means we need to see whether a particular technology in the mall is even possible to install, whether it can be done usefully while adding value for the customer and does it fulfill the need of the mall, of the retailer as well. We have to see for sure that technology takes us to the combination of offline and online and how we can merge the two together. Therefore, we need

based on the amount of time is required to avail of them. We need to reduce the time taken to provide services to our customers. Only then will the mall be able to collect better feedback from consumers, resulting in revisits and increased footfalls," noted Pathak.

"We are trying to build an opportunity where malls can give a facility to customers of reaching their destination and getting in and out of the mall with minimal human interference

enjoyable and convenient for customers. As a digital era people, this is inevitable for the shopping mall as well as the retailers to fruitfully use technology. There need to be bold moves for the shopping centres and retailers going into this. The success of the mall depends on the success of the retailers. This has been accepted by all the malls developers and owners as if now and malls are coming out forward in a much more mature manner," concluded Kumarswamy.

●● PLANNING DESIGNING & DEVELOPING A MALL ●●

The final edition of 11th ISCF 2018 concluded with a session on themed on planning of the shopping mall.

The lead context presentation was given by **Chua Zi Jun**, Director, DP Architects (Singapore). The session as moderated by **Kaisar Kazi**, Senior General Manager (Interior Design), Reliance Industries. The panel lists included **Gajendra Singh Rathore**, Centre Director, Phoenix Marketcity (Bangalore); **J P Biswas**, Head – Leasing, Nexus - Blackstone Retail Portfolio; **Lalit Jain**, VP and Head - Properties, Planning & Projects, Spencer's Retail (RP-Sanjiv Goenka Group); **Manoj Agarwal**, Head of Operations, L&T Metro TOD - L&T Metro Rail (Hyderabad); **Nimish Shah**, President - Retail Operations - West, Lifestyle (Landmark Group); **Rehan Huck**, Head - Leasing and Business Development, DLF Premium Malls; **Shibu Philips**, Business Head, Lulu Shopping Mall; **Sunil Shroff**, CEO – Malls, Viviana Mall (Sheth Developers).

The panelists spoke about the factors that should be taken care of in respect to the developers, architects, town planners, retail designers while constructing a shopping mall.

The panel also discussed the importance of conceptualising, drawing up a blueprint, marketing and promotions, the importance of building a family entertainment centre and installing essential services for patrons – all of which centered around latest trends in creating the right space and environment for malls of the future.

The important topics that were discussed by the panel were

IMPORTANCE OF CONCEPTUALISATION:

Indian developers need to understand the importance of conceptualization and

building blueprint for malls before the construction of the mall. Developers should take example from their counterparts in the western country, where conceptualization of mall is given maximum importance. The technology involved in making the blueprint there is way ahead from the one present here.

MALLS TURNING INTO EXPERIENCE ISLANDS:

How are developers planning their malls to become experience islands in order to be the number one in the popularity race. Differentiation from other malls is the key area which is given maximum focus. What are the brainstorming required at the conceptualization stage between architect, developer, Operation heads, retailers in order to build a more collaborative project keeping the space open for future prospect at the design stage itself.

FEC: To have a better understanding of what consumers really want is very important. What are the peculiar needs of each segment which needs attention. When a design company builds many malls at the same time, what all should be standardized to attain better economies, and what should be differentiated so that each mall has a unique vibrancy and not a copy paste look.

LATEST TREND: What is the future of mall spaces? What do Indian developers need to do to build futuristic trends into their blueprint? How can this turn into higher profitability for developers and retailers.

ROLE OF MARKETING AND PROMOTIONS:

The panel pointed out 'Marketing and promotions' as the two aspects which needs timely alteration to be in the race. Developers should keep their mind and eyes open in



1. Chua Zi Jun 2. Gajendra Singh Rathore 3. JP Biswas 4. Kaisar Kazi 5. Lalit Jain 6. Manoj Agarwal 7. Nimish Shah 8. Shibu Philips

figuring out the ideas which can give them better results.

CENTRUM: The idea to integrate open air malls into the atmosphere of the city centre was also discussed by the panel. How green and eco-friendly malls add significance to the city. The mall should be much more than the stores and

brands. It should be a version of expanded public space that needs to be planned and programmed over the year like an exhibition - managed more like content and media, instead of real estate. There should be space available for more natural ambience, lighting, plants, wooden floors along with lots of glass façade. ●●●

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

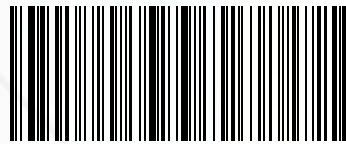
CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING
.com



THE **A TO Z** OF ALL THE
CONNECTIONS, IDEAS
AND INTELLIGENCE **YOU**
NEED IN RETAIL

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac +** unique visitors, on website, per month
- > **5.5 Lac +** page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to
1,50,000+ retail professionals?

INDIARETAILING
.com



Advertise Now!!



To discuss how best to plan your campaign on IMAGES Group's Digital Platform, Please talk to our Digital Campaign Advisors"

- North India**
Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916
- West India**
Sarang Mehta | sarangmehta@imagesgroup.in, +91 9820157225
- South India**
Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470
- East India**
Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

- Surabhi Khosla**
surabhikhosla@imagesgroup.in
- Charu Lamba**
charulamba@imagesgroup.in





The Rise and Rise of Indian Malls

– By **Anuj Puri**, Chairman, ANAROCK Property Consultants

Indian retail is pegged to grow by 60 percent to reach US\$ 1.1 trillion by 2020, with over 30 new shopping malls covering 14 million sq. ft. of area expected across top eight Indian cities by 2020, and Tier II cities fast catching up with the metros...

Rapid urbanisation and digitisation, increasing disposable incomes and lifestyle changes of the middle-class are leading to a major revolution in the Indian retail sector, which is pegged to grow by 60 percent to reach US\$ 1.1 trillion by 2020. The government has clearly hit the bulls-eye by easing the FDI norms in the retail sector over the past few years.

Reacting to the immense opportunities and diminishing entry barriers into the Indian retail scene, overseas retailers are now expanding exuberantly. And it's not just the metros they're targeting - even Tier II cities like Ahmedabad, Chandigarh, Lucknow and Jaipur, to name a few, are opening up for organised retail in a big way. Malls are literally mushrooming across the Indian subcontinent.

Ready, Steady – Growth!

The Great Indian Mall boom began innocuously enough in the early 2000s, with just three malls in existence in the entire country. The rest is, as they say, history as Indian shoppers slowly but surely developed a penchant for shopping in clean, vibrant, climate-controlled and highly enabled malls rather than in the usual 'kirana' shops and scattered individual stores.

Despite many hiccups, including the recession of 2007-2008 and the advent of e-commerce businesses, the numbers vouchsafe that Indian malls are definitely here to stay. By 2017-end, there were more than 600 operational malls across the country. Interestingly, more than 30 new shopping malls covering nearly 14 million sq. ft. of area are expected to come up across top eight cities by 2020.

What Keeps India's Malls Ticking?

Today's top-performing shopping malls are essentially mixed-use businesses that incorporate social entertainment options, provide a unique appeal along with a considerable depth of shopping experience, and are in prime destinations that are easily accessible by both public and private transport. Moreover, the ability to anticipate and align with changing consumer needs make malls successful today.

Despite the considerable progress from its humble beginnings, the Indian mall story is just unfolding and will evolve further. If we look at some of the most innovative mall developments globally, we see advanced features like indoor ski-hills, water parks, theme parks, science centres, zoos and even shooting ranges, among others. India is catching up, albeit with an eye on the essential Indian culture and mindset – which again is very region-specific.

Prominent Malls in India

More than anything else, Indian malls have become stand-alone brands. To stay relevant, they have adopted new-age technologies from the

design and construction stage to the final end-user experience, which is what drives footfalls. Some of the leading malls in and around NCR that offer a unique experience to consumers include:

- **DLF's Mall of India** in Noida has an indoor ski-range (Ski India).
- **The Great India Place** in Noida, popularly known as GIP, has a water park and one of the best kids play zones in the business (Worlds of Wonder and Kidzania).
- **The Grand Venice Mall** in Greater Noida is a tourist destination with its Venetian theme which includes gondola rides and provides a distinctly European feel.
- The second-largest mall in the country in terms of area, **World Trade Park** in Jaipur has a unique display feature wherein 24 projectors create a single image on its ceiling.

Other prominent malls that are doing exceptionally well in the North include DLF Promenade and Select City in Saket, DLF CyberHub and Ambience Mall in Gurgaon, and DLF City Centre in Chandigarh.

Down south, LuLu International Mall in Kochi - touted to be the largest mall in the country - is creatively using technology-based novelties to offer a highly differentiated experience. These include new-age technologies like geo-fencing, beacon technology and Automatic Number Plate Recognition (ANPR). It also uses technology to interact with its customers and keep them abreast on the latest activities within the mall.

Another case in point is the Phoenix MarketCity mall chain in Bangalore and Chennai - marquee developments in the retail real estate space that have established themselves as lifestyle and entertainment destinations. These malls offer a very holistic and premium experience for retail, entertainment and movies, and F&B. Buoyed by the phenomenal success of malls across the metros, tier 2 cities like Thiruvananthapuram and Mangalore have also embraced the mall culture, with the former seeing the launch of Mall of Travancore early this year.

The Western region of the country has also scripted several success chapters in the Indian Mall Story. The Mumbai Metropolitan Region (MMR) is home to some of the most iconic shopping centres such as Inorbit Mall, High Street Phoenix and Infinity Mall, among others.

Neighbouring Pune, with its more generous land availability, is also home to prominent malls like Phoenix Market City, Amanora Town Centre and Seasons Mall (with the latter two currently succeeding in the same catchment – a distinct rarity in the highly competitive retail environment).

E-commerce vs Malls – Coexistence is Key

Today, no mall can depend solely on shopping as its prime source of revenue-generation and footfalls. Nor can they, strictly speaking, survive just on the basis of being crowd-pullers. Malls need to transform into community spaces to stay relevant to the increasingly discerning Indian customers. Besides an ambient shopping, Indian consumers expect comfort and enablement at every level from their mall visit. Mall developers are on a steep learning curve as they try to figure out how to inspire customers, who are not just shoppers but experience-seekers, to not only stay longer but to return. As a result, Indian malls today are constantly striving to become prominent 'shoppertainment' locations.

And they are succeeding at this. Belying the initial angst about e-commerce killing Indians' appetite for mall-based shopping, Indian malls have actually emerged stronger than ever by providing experiences that couch-based shopping simply cannot match.

As of now, e-commerce and malls have learned to coexist in India by focusing on their own inherent strengths and advantages rather than on trying to kill each other off. The result is that shoppers are more spoiled for choice than ever before.

Of course, matters can change quite quickly in the rapidly evolving world of organized retail, and a lot depends on Government actions in terms of: Infrastructure (at the levels of transport, logistics and warehousing) and

Policy (in terms of making the Indian market a great place for domestic and global retailers to be). So far, the current Government has been pretty proactive on both these fronts – and for now, the Great Indian Mall Story is alive, kicking and firing on all cylinders. •••



SUBSCRIBE NOW!

Shopping Centre News
 APRIL - MAY 2018 DEVELOPING RETAIL SPACES IN INDIA VOL. 11 NO. 3 ₹100

HOW GRAND BRAND LAUNCHES PAVE WAY FOR A SUCCESSFUL RETAIL JOURNEY

TECHNOLOGY: Inorbit-Pretr Partnership Serving Omnichannel Effort Seamlessly
DYNAMICS: Understanding the Dynamics of Location Strategy of Shopping Centres
WHAT'S HOT: Brookefields Coimbatore Aims to Revolutionise Customer Experience
RESEARCH: India Second After US in Sustainable Real Estate Projects

Shopping Centre News, a bimonthly magazine launched at the India Shopping Centre Forum, on March 18, 2008, is in its tenth year of publication. Throughout the journey, the magazine continues to strive as a knowledge resource centre that collects, analyses and disseminates information on the Indian shopping centre industry. In all its aspects of operation, the magazine encourages the development and spread of sophisticated management paradigms and maintenance methods, keeping in context global benchmarks in the arena build up – and inspire – a body of focused research into the architecture, aesthetic and design aspects of shopping centres. It acts a bridge between shopping centre developers and the retail community, to help forge a mutually profitable relationship.

INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY.



Please fill up the subscription form & mail with your remittance to: **Subscription Department, Images Multimedia Pvt. Ltd.**
 S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001
 E-Mail: subscription@imagesgroup.in
Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East) Mumbai 400059, Ph: +91 22 28508070 / 71, Fax: +91 22 28508072
Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075 Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182
Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700 029 Ph: + 91 33 40080480, 40080488

	PRINT			PRINT+ PDF		
Term	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	6	12	18	6	12	18
Cover Price	₹600	₹1200	₹1800	₹1200	₹2400	₹3600
SAVING	15%	20%	25%	25%	35%	45%
Discount	₹90	₹240	₹450	₹300	₹840	₹1620
You pay	₹510	₹960	₹1350	₹900	₹1560	₹1980
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SPECIAL COMBO OFFER
 Pay ₹1980/- and get MALLS OF INDIA 2017-20 (PDF VERSION) worth ₹4000/- **FREE** with 3 Years Subscription

YES, I would like to subscribe for

PRINT VERSION COMBO OFFER

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

PAYMENT OPTION 1

Please charge my card

Amount _____ Card Expiry Date _____

Card No. _____

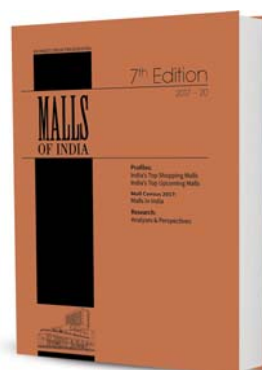
Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring **Images Multimedia Pvt. Ltd.**, payable at New Delhi



MALLS OF INDIA 2017-20

Malls of India is a retail real estate guide for retailers. It provides a perfect opportunity for developers to present details of their operational and upcoming projects to the retailers and prospective tenants. In its 7th edition, the 550 pages volume documents the current status of the shopping industry, presenting a detailed analysis of the current status of the shopping centre industry.



Terms & Conditions: • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

*Online version will give access to editorial content only.

27

CUISINES + TASTEBUDS GONE CRAZY



CREATICITY™

Let's EXPRESS more.



Pune's New Creative Living Campus
MAKE | EAT | PLAY | SING | LEARN | CREATE | SHOP



For more details
**DOWNLOAD
CREATICITY APP**

Available on



ORION
EAST

GOING STRONG

The redefined neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH#

Orion East Mall is located in a vibrant catchment area on Banaswadi Main Road. Orion East Mall has a smart portfolio of International and Indian brands across fashion, lifestyle, food and entertainment.

Catchment Areas:

The only mall in a 7 km radius serving the upmarket localities of Fraser Town, Benson Town, HRBR Layout, Kammanahalli & other prime residential areas.

For Leasing, contact: Mr. Ashish Gupta at +91 76187 72734
Email: ashishgupta@brigadegroup.com

Main Anchors:



Other Brands:



and many more...

AWARDED BY FRANCHISE INDIA * OPENING SHORTLY