

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

Shopping Centre News

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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

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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

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. ●

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."

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



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



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...



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.

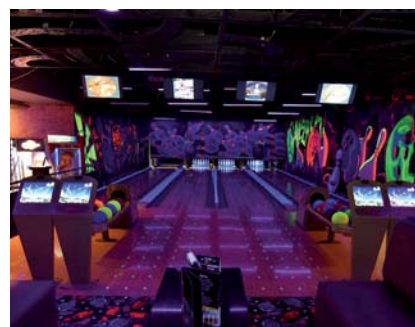
Founder & CEO of Playbox, Prakash Vivekanand, says, "Playbox is an extremely interesting and engaging facility primarily catering to children between the ages of two and nine and we decided to bring in this offering to India. Towards this, we looked at many locations, malls and FECs in the country. Many 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





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...

Gone 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.

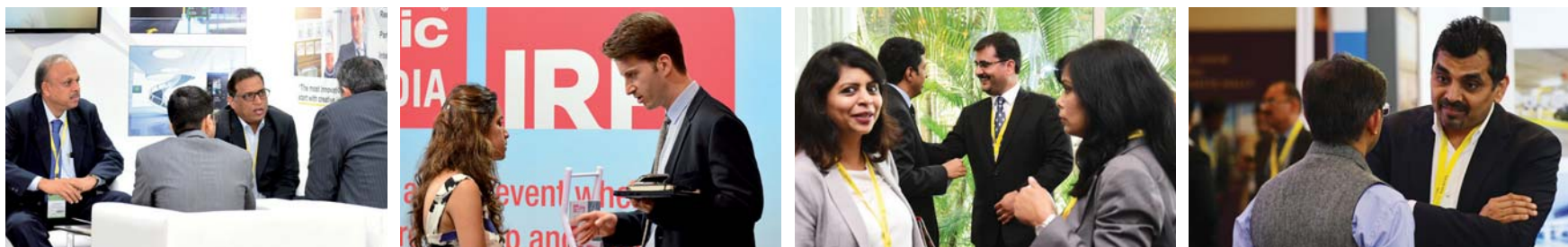
"Our USP is personalized services, understanding and meeting the parental needs and psychology of parents, taking care of their children like our own, giving them the assurance and comfort to leave their children at Hang Out for their shopping convenience and/or spending quality time with them," explains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



INDIA SHOPPING CENTRE FORUM 2018

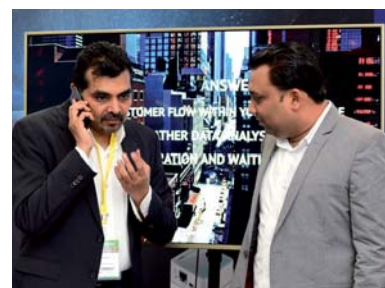
Retail Real Estate 2.0: Building India's Next Generation Community Assets

– 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.





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

ORION

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GOING STRONG

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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:

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