

Shopping Centre News

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Every shopping mall provides its visitors with entertainment, shopping, leisure and food options, but the question remains – what makes one mall different from the other?

With the advent of e-commerce and other online competing platforms, malls have to be on their toes in order to woo the customers and keep the loyalty factor intact. When they all have the same retail and food brands on offer, then what makes them unique? To ensure footfalls, malls today need a number of innovative flagship stores, ground breaking retail concepts to keep the attention of the customers in one place.

The August- September issue of Shopping Centre News takes a look at malls which are doing something exceptional and have something exclusive to offer to its patrons. These unique, new-fangled trendy retail concepts add the wow factor for shoppers and keep them coming for more.

Besides this, the issue brings it readers some of the most inspiring stories of turnaround success in India's mall industry. The industry's biggest names share how they steered their companies through tough times and emerged victorious, giants in the shopping centre industry. The story takes a look at how the new avatar is working towards substantially extending a mall's draw, lengthening shopper stay in mall and increasing footfalls and sales for brands and retailers.

In our Whats' Hot section, we bring you coverage of Infiniti Experience, which is getting popular amongst consumers for its magnificent, eventful and momentous experience.

The edition also features deep coverage of the India Shopping Centre Forum Awards.

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

Smart Malls, New Experiences Dot the Indian Retail Real Estate Horizon

12. Newsmakers International

Global Malls Use Digital Innovations, Alternate Experiences to Draw Consumers

14. Store Arrivals

A List of New Store Openings

18. Success Story

Shopping Centre Turnaround Stories of The Year

34. What's Hot

Magnificent, Eventful & Momentous: It's All About the Infiniti Experience

36 [COVER STORY]



Indian Malls Selling Experiences: Taking Consumer Experience to the Next Level

At concept stores, retailing of a highly curated selection of products is enveloped in a clear theme and is all about providing the consumer with a unique experience

50. Robo Shop

Indian Malls Go Hi-tech to Woo & Wow Shoppers

54. Spotlight

Midnight Summers at Quest More Than Just a Sale, It's a Unique Consumer Experience'

56. Phygital Retail

DLF Shopping Malls to Go Phygital this Year

60. Research

REITs – Serving Small Bites of the Large Real Estate Pie

62. Awards

Images Shopping Centre Awards 2018

72. Event Report

ICSC: The Pre-eminent Voice of Retail Real Estate