

Shopping Centre News

AUGUST - SEPTEMBER 2018

DEVELOPING RETAIL SPACES IN INDIA

VOL. 11 NO. 5 ₹100



**INDIAN MALLS
SELLING
EXPERIENCES:
TAKING CX TO THE
NEXT LEVEL**



SUCCESS STORY:

Shopping Centre Turnaround
Stories of The Year

SPOTLIGHT:

Midnight Summers at Quest a
Unique Consumer Experience

PHYGITAL RETAIL:

DLF Shopping Malls To Go
Phygital This Year

ROBO SHOP:

Indian Malls Go Hi-tech
to Woo & Wow Shoppers



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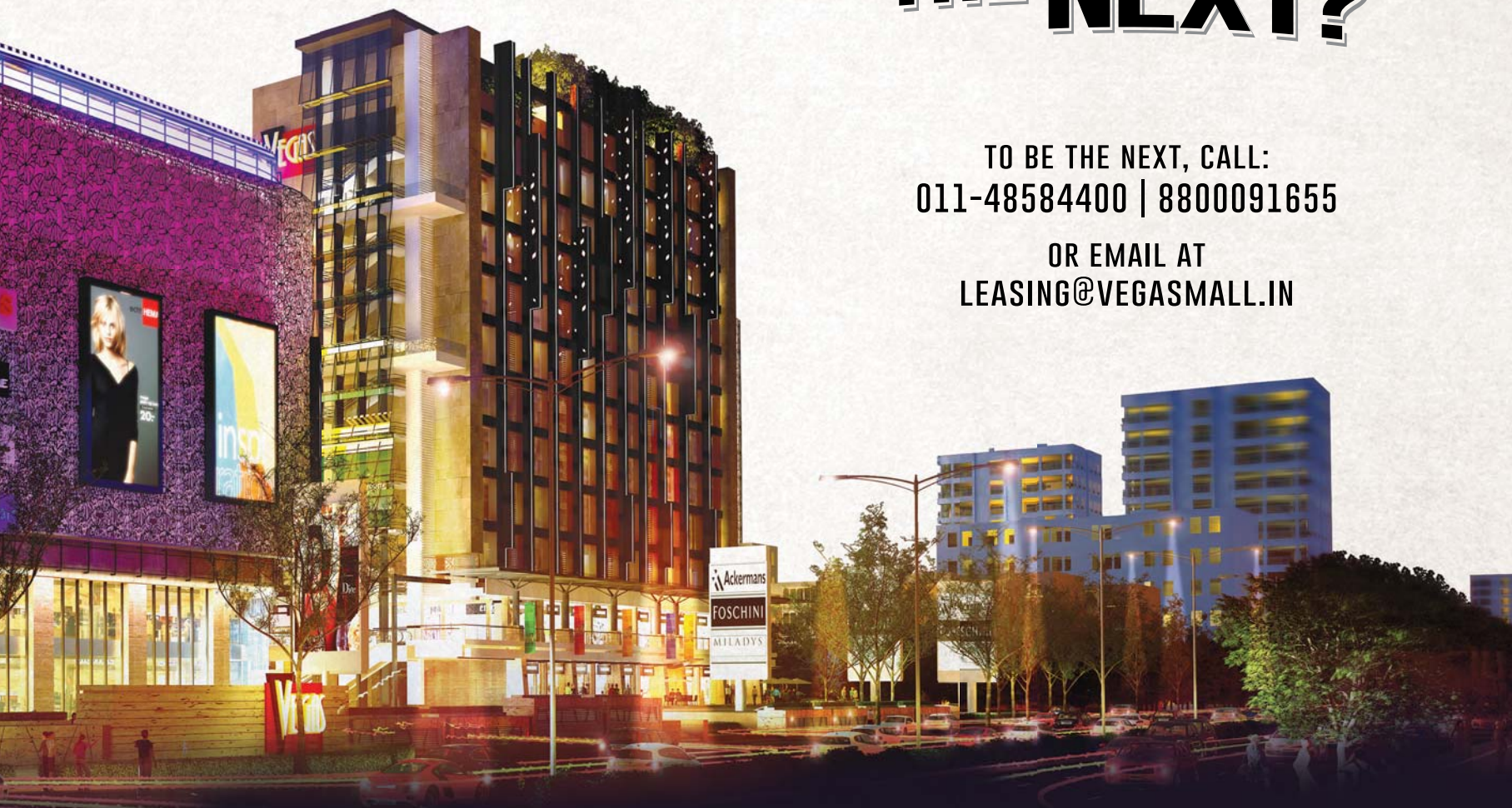
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Every shopping mall provides its visitors with entertainment, shopping, leisure and food options, but the question remains – what makes one mall different from the other?

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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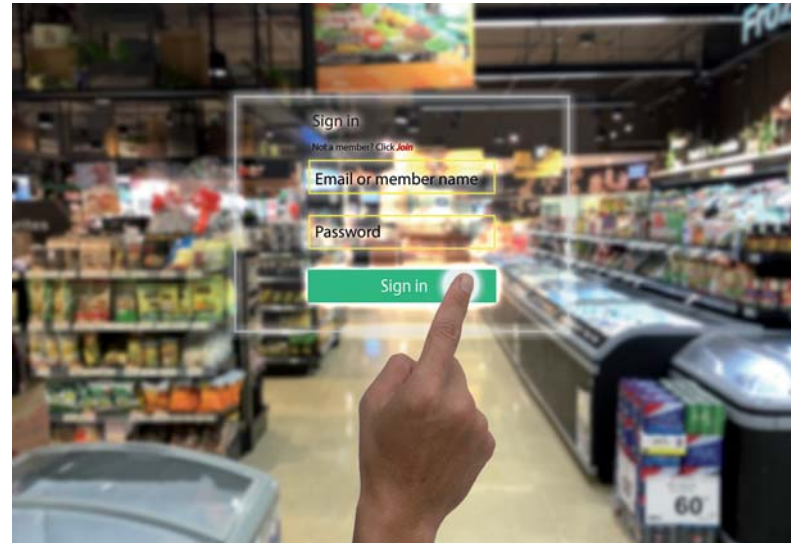


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Smart Malls, New Experiences Dot the Indian Retail Real Estate Horizon

By Shopping Centre News Bureau

The last two months have been rife with news of new shopping centres being announced in various parts of India. With malls becoming the heart and soul of communities as well as economies in India, developers are committed to delivering enhanced experiences that draw in the new-age consumer...



ESPLANADE ONE MALL, ODISHA'S BIGGEST MALL OPENS DOORS TO PUBLIC

● Esplanade One, the much awaited shopping destination in Bhubaneswar opened its doors amongst much fanfare in July 2018. With over 100 top international and national brands ready to open, Esplanade One is certain to change the way Odisha has shopped over years.

Amongst these, there are

several brands which will open their very first store at a mall in Odisha. The 4.5 lakh square feet mall is located at Rasulgarh junction of the Cuttack – Puri highway and is well connected for everyone in the tri-city. The malls aims to bring several top brands to Odisha for the first time under one roof.

Brands like Lifestyle, Marks and Spencer, Home Centre, Iconic, Chilli's, Burger King, Hamley's, TimeZone and many more will open in Odisha for the very first time under one roof.

With the best of fashion, food and entertainment, Esplanade One is on the fast track to becoming the number one choice for the people in Odisha given the wide array of offerings that it brings along. The food court in the mall can seat around 750 people at once. Esplanade One also boasts of the biggest car parking space for a mall in Bhubaneswar, with over 600 vehicles which can be parked within the premises of the mall. Speaking at the launch, Jayen Naik, Senior Vice President, Operations and Projects at Nexus Malls said, "Odisha has always been an uncharted territory

when it comes to malls and we are optimistic about adding value to the market through Esplanade One. There is immense potential for organized retail in Odisha and Esplanade One gives us the first mover advantage in this market space. We are very proud to bring several brands to Odisha for the first time. With Esplanade One, we now have a total of nine operational malls in our Nexus Malls portfolio."

With Esplanade One, Nexus Malls now boasts of over 5.3 million sq. ft. of Grade A retail space in the country. Started in May 2016, Nexus Malls is now the second largest retail real estate developer in the country with nine malls across Mumbai, Ahmedabad, Chandigarh, Amritsar, Pune, Indore and now Bhubaneswar. ●



SIGNATURE GLOBAL TO BUILD ₹100 CRORE SHOPPING MALL IN GHAZIABAD

● Realty firm Signature Global, which is into affordable housing, today said it will invest ₹100 crore to develop its first shopping mall at Ghaziabad in Uttar Pradesh (UP). In this mall, the Delhi-based company is also developing 80-rooms serviced apartments/suites to be managed by hospitality firm Clarks Premier.

The total saleable area is 1 lakh sq. ft. in this shopping mall, which is expected to be operational by

the end of the next year. This is the first project of the company in UP. Signature Global is coming up with its maiden retail venture 'Signature Global Mall' at Vaishali, Ghaziabad with a total investment of ₹100 crore, the company said in a statement. The investment would comprise of land and construction cost which will be met by internal accruals, it added. The company in the last year had raised ₹200 crore fund from private equity

player KKR. The Delhi-based firm had raised ₹150 crore from ICICI Prudential in 2016. "Location being the key to the successful investment, Signature Global Mall is opening at the very close vicinity to the residential areas of Vaishali and other parts of NCR," Pradeep Aggarwal, Co-Founder and Chairman of Signature Global, told PTI.

The company has launched 9 affordable housing projects,



comprising about 9,400 units in ₹15-25 lakh price range, in Gurugram, in last three years of its operations. All projects are under the Haryana Affordable Housing scheme. It has also started one housing project at Karnal in Haryana comprising of the 350 units. ●

SELECT CITYWALK ACCELERATES PREMIUM RETAIL JOURNEY FOR DISCERNING SHOPPERS

● Select CityWalk, the most popular shopping Centre in Delhi NCR, is all set to welcome the launch of Bath & Body Works, one of the world's leading specialty retailers of fragrant products for the body, hands and home.

With this launch, Select CityWalk will become a hub to more than 80 acclaimed international brands in India. Select CityWalk has always been the preferred launch destination for several global brands wanting to foray into India. Some of the earlier brands entered the mall include Gap, Muji, Chanel, Zara, H&M etc.

The Bath & Body Works store which opened in Select CityWalk, Delhi on 29 June 2018, is the

company's first foray in India across a space of 1,300 square feet with a wide array of its popular beauty and personal care products.

Speaking on the occasion Yogeshwar Sharma, Executive Director and CEO Select CityWalk said, "Select CityWalk has always been at the forefront

of retail experience for the discerning shoppers. The brand has always kept pace with the changing priorities in the retail landscape. Being a home to premium international brands, Select CityWalk has always been successful in providing the best of the shopping experiences to its customers. With B&B launch, we again promise our customers with an array of aspirational and lavish new experiences to indulge in."

Over the last ten years, Select CityWalk has been leading the retail revolution in India by offering a vibrant, upscale and aesthetic experience to shoppers. The mall has set new benchmarks in overall shopping experience and customer satisfaction. ●



PHOENIX MILLS- BSFAFAL GROUP JV TO DEVELOP PREMIUM RETAIL SPACE IN AHMEDABAD

● The Phoenix Mills (PML) has announced that it has formed a 50:50 joint venture with Ahmedabad-based BSafal group to acquire a 5.16 acre land located on Sarkhej-Gandhinagar (SG) Highway with an investment of ₹230 crore. "This investment is in line with our plan to establish presence in emerging Tier I cities. Ahmedabad has been on our radar for some time as the city has one of the most discerning customers in the country who are young, aspirational, well-travelled and have high propensity to spend. Our proposed premium retail development will cater to upmarket residential areas of Western Ahmedabad as well as the catchment areas," Shishir Shrivastava, Joint Managing Director, PML said in a release. "With this foray in Ahmedabad, the company's retail portfolio under development stands at about 4.6 million square feet in addition to its existing operational portfolio of about 6 million square feet," he added. "This brings us very close to our stated plan of adding 5-6 million sq. ft. by FY23," he added. The JV will develop a premium retail destination spread over approximately 0.6 million square feet and this retail development will be operated and managed by PML. ●



INDIA'S FIRST 'SMART MALL' COMING UP IN BHOPAL

● With the government creating 100 smart cities in India, now it is the turn of a 'Smart Mall'. To kick-start the same Capital Mall, Bhopal is gearing up to become the first 'Smart Mall' of India. The mall is undergoing various technical

and infrastructural changes to accommodate the tag of a 'Smart Mall'. It will provide 100 percent Internet (4G) connectivity to all customers coming to the mall. The parking management system is being upgraded to make it

cashless and also with digital parking management, with the ease of navigation in the parking lot and also bay identification.

The Visual Digital experience of the mall is being created by an international company from UK, to create the first 4D Digital experience in the mall, which will be spread over 40,000 sq. ft. across the mall. Even the ambient lighting in the mall would be converted to digital, with lumen sensors. The smart Capital Mall will have an app to help navigate shoppers to various stores, along with their range, offers and discounts (if any).

The owners of Capital Mall

have already invested about ₹5 crore till now and shall further invest about ₹10 crore in the next 2 years to convert it into a 'Smart Mall'. Speaking about the Smart Mall initiative by the Mall, Mukesh Kumar, Managing Director of Capital Malls says, "We would like to match our mall to the expectations of with today's 'Smart Customers', hence despite being in a Tier II city, we are taking Bhopal on the national map."

Talking on the development Susil Dungarwal, Chief Mall Mechanic, Beyond Squarefeet says, "Our focus is to create a unique tenant and category mix, which will be the USP of mall." ●





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Global Malls Use Digital Innovations, Alternate Experiences to Draw Consumers

By Shopping Centre News Bureau

International retail real estate developers pin hopes on digital integration, new teams and mega malls – while exiting the retail park business – to infuse fresh enthusiasm in the shopping centre industry...

HAMMERSON TO SELL TWO UK RETAIL PARKS; PINS HOPES ON MEGA MALLS

● Hammerson has announced its reshaped strategy to elevate and accelerate performance with a higher quality portfolio of winning destinations, enhanced by greater levels of operational excellence and capital efficiency. The new focus will solely be on two winning retail segments with enhanced LFL NRI growth prospects – Flagship retail destinations and Premium Outlets. Hammerson is planning to exit retail parks sector over the medium term and has a target of disposal of £1.1 billion by end of 2019, with £300 million already achieved this year and an increased overall 2018 target of £600 million. Hammerson established New City Quarters concept to maximise value from the highly attractive land surrounding the shopping centres. David Atkins, Chief Executive of Hammerson said, “Our reshaped strategy sees us taking decisive action to further reposition our portfolio. Through increasing the level of disposals, including exiting the retail parks sector, we will now focus solely on winning destinations of the highest quality: Flagship retail destinations and Premium Outlets. These are the venues we believe will maintain relevance and outperform against the shifting retail backdrop. Our customer and retailer offer will be amplified, and this includes a step change in our retailer line up. We will reduce the amount of floor space let to department stores and high street fashion as we actively focus on the latest consumer trends and take bolder steps to provide the best retail mix. Our results today demonstrate the resilience of our business. ●



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MALL OF AMERICA ADDS SEAMLESS PAYMENT OPTIONS FOR TOURISTS

● The Mall of America is boosting its appeal to Chinese visitors through a partnership deal that will allow overseas shoppers to pay through digital payment platforms Alipay and WeChat Pay. According to tcbmag.com, the company at the center of the arrangement, California-based Citcon, will coordinate the cross-border transactions. Not only will MOA's deal with Citcon reduce issues Chinese mall-goers face in the checkout line, it will also point those same shoppers to engagement opportunities at the mall and assistance with locating nearby stores and claim coupons.



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“As a destination that attracts over 40 million visitors annually, it’s crucial for us to continue providing services for our guests to create a seamless experience when visiting Mall of America,” said Jill Renslow, MOA’s SVP of business development and marketing, in a statement. “Citcon’s dedication to provide familiarity and convenience to Chinese consumers is something that resonates greatly with us and we’re excited to implement their payment solution across our property.”

“Chinese consumers have become accustomed to the idea of doing everything on mobile... Accepting the familiar and preferred mobile payment options has become a necessity for retailers,” said Chuck Huang, founder and CEO of Citcon, in prepared remarks. “We are thrilled to partner with Mall of America to bring a seamless payment and shopping experience to modern Chinese consumers.” ●

INDOOR MAPS OF 18 CANADIAN SHOPPING MALLS NOW ON APPLE MAPS

● In news that can only be described as a perfect amalgamation of digital and physical, MacRumors says that Apple Maps has been updated with indoor maps of at least 18 shopping malls in several Canadian cities and suburbs, including Toronto, Mississauga, Hamilton, Montréal, Calgary, Ottawa, Winnipeg, Vancouver, and Dieppe, New Brunswick. Nearly all of the shopping malls are Cadillac Fairview properties, with the sole exception being Square One in Mississauga. Apple has yet to add indoor maps for the Eaton Centre in Toronto and the Pacific Centre in Vancouver, two of the biggest Cadillac Fairview malls. Two other notable exclusions are Yorkdale in Toronto and the Centre Eaton de Montréal.

Apple launched indoor maps at selected airports and shopping malls in 2017, with a list of locations available on its iOS Feature Availability page. To view an indoor map, open the Apple Maps app on the Apple device a running iOS 11 or later, search for a supported location, zoom in, and tap on "Look Inside" if necessary. Indoor maps at shopping malls make it easier to find the exact location of stores, restaurants, and restrooms on each floor, in addition to guest services, parking, escalators, stairs, etc. Swipe up on the place card to browse by category, such as clothes, shoes, accessories, beauty, food, and drinks. The malls included are GaleriesD'Anjou in Montréal, Carrefour Laval in Laval, Promenades St-Bruno in Saint-Bruno, Fairview Pointe Claire in Pointe-Claire, Rideau Centre in Ottawa, Markville in Markham, Shops at Don Mills in Toronto, Fairview Mall in Toronto, Sherway Gardens in Toronto, Square One in Mississauga, Lime Ridge in Hamilton, Fairview Park in Kitchener, Masonville Place in London, Polo Park in Winnipeg, Chinook Centre in Calgary, Market Mall in Calgary, Richmond Centre in Richmond. ●



SUNVALLEY SHOPPING CENTER ANNOUNCES NEW MANAGEMENT TEAM

● Commercial property and retail operations professional David Palomo has been named General Manager for Sunvalley Shopping Center, as per a report in patch.com. Additionally, Elaine de Lara has been appointed as the centre's marketing sponsorship specialist.

Palomo brings more than 20 years of experience to his new position. In his role as general manager, Palomo is responsible for property management, retailer and community relations and marketing for the shopping center. Most recently, he served as a specialty leasing agent for several Taubman properties including Beverly Center (Los Angeles), Cherry Creek Shopping Center (Denver) and The Gardens on El Paseo (Palm Desert, Calif.). Prior to joining Taubman in 2016, he held various retail leasing and management positions with real estate investment trusts, lifestyle centers and commercial properties.

"Sunvalley is a cornerstone property for Taubman and when it debuted among the first enclosed malls in the country, it established an industry benchmark for unique tenants and customer amenities," said Palomo. "I'm excited to join a team of professionals who remain focused on attracting an outstanding retail lineup and elevating the consumer experience." De Lara joins Taubman as the marketing and sponsorship specialist for Sunvalley, tasked with overseeing all marketing activities for the center including media relations, social media, digital programs, events, partnerships and promotions. Prior to this, she consulted as a brand marketer for several leading companies including Levi's Strauss & Co, Old Navy and the fashion app Poshmark, managing digital initiatives and campaign launches. ●



TURKEY LED NEW MALL DEVELOPMENT IN 2017, SLOWDOWN AHEAD

● As per a Cushman & Wakefield European Shopping Centers: The Development Story' report, published in Hurriyet Daily News, the shopping centre supply in Turkey rose significantly with 1.1 million sq. mts. of new space, making it the most active country in terms of development in 2017 across Europe despite a loss in the currency value. Turkey was followed by Poland and France in the second and third positions. According to the report, which was released on August 6 2018, a further 1.4 million sq. mts. of new mall space is expected to be added in Turkey in the 2018 and 2019 period, while a slowdown is also expected. The report showed that Western Europe recorded a 23 percent decrease in new shopping center completions last year, as 1.5 million square meters of new shopping

centre space was delivered. Shopping centre development also slowed in Central and Eastern Europe, where annual completions declined by 23 percent to 2.3 million square meters, according to the report.



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"Despite exchange rate volatility, weaker occupier demand and falling rents, Turkey was the most active country and accounted for 47 percent of total completions in the CEE region. Shopping centre landlords are attracting new occupiers by offering pure turnover rents for a limited time of up to one year," said Toğrul Günden, Cushman & Wakefield Managing Partner. "However, development is set to slow given the relatively weak trading environment and near saturation levels in parts of the market," he added. "Turkey's mall sector has rapidly grown for the last 10-15 years. With 147 square-meter gross leasable areas in square meter per 1,000 population, Turkey has even surpassed Russia. Despite this, a fairly high stock addition is planned to Turkey's mall market," Günden further stated. ●

NEW MAX STORE AT AMANORA MALL OFFERS FASHION FOR EVERYONE

● Landmark Group's fashion and lifestyle brand, MAX opened its new outlet at Amanora Mall in Pune. Amanora Mall is Pune's premier fashion capital and has incorporated a new look after its recent renovation and revamped interiors. The MAX store, located on the ground floor of the mall, occupying an area of 12000 sq ft offers more than 50 designs across different categories including apparel, footwear and accessories, encompassing the best fashion solutions for everyone. The store that launched on June 10 is the fifth store in the city. The store promises to provide customers a one-stop shop for international styles at affordable prices. It covers dedicated sections for men, women and children making shopping a pleasurable experience.

Commenting on the launch of the store, Surjit Singh Rajpurohit, COO, Amanora Mall said, "Amanora Mall is delighted to house Landmark Group's fashion and lifestyle brand, MAX. The brand is known to provide a value-for-money experience to shoppers and has emerged as a leading fashion brand. In keeping up with our new and revamped look, we wanted a store that will have something to offer to everyone and one that caters to Indian sensibilities." ●



ONITSUKA TIGER OPENS FLAGSHIP STORE IN SELECT CITYWALK, SAKET

● Onitsuka Tiger announced the official launch of their third store in India at the premium retail and lifestyle hub, Select CityWalk, New Delhi. This store is close on the heels to the brand's second store at Chandigarh's Elante Mall and the first one at Mumbai's Palladium mall. Actor Tiger Shroff launched the store amidst fanfare in the capital city. The store offers a range of legacy and new collections like Mexico 66 Sd, Tsunahiki and the Exclusive Nippon Made Collection.

In-lieu of the brand's strong Japanese connect, the opening of the store began with the traditional sake breaking ceremony by Onitsuka Tiger loyalist and Bollywood action star Tiger Shroff along with Rajat Khurana, Managing Director, ASICS India Pvt Ltd. The new Onitsuka Tiger store offers an enjoyable shopping experience for ardent fans as well as the fashion conscious, the sports enthusiast, the sneaker collector or casual shopper, families and tourists. It stocks the brand's latest collection at prices consistent with its other stores, ensuring it will be a favourite for



sneaker lovers.

The opening of this new store aligns with the Onitsuka Tiger story, created in 1949 by Kihachiro Onitsuka who started the brand with a humble idea that sport had the power to transform lives. Till today, the rich heritage and Japanese craftsmanship of the brand, combined with a timeless aesthetic that was discovered on the track, is now worn and seen on streets around the world. Constantly branching out and collaborating with a variety

of creative souls from visual artists to fashion designers, from art collectives to sneaker heads, the spirit of Onitsuka Tiger has uplifted its sporting brand into the fashion and lifestyle scene.

Speaking at the launch, Rajat Khurana said, "It is a special day for us as we launch our third exclusive outlet of Onitsuka Tiger in India. Our one of a kind modern designs and stripes have achieved cult status world over and has a great connect with fashion influencers too. With the launch of our flagship store, we are hopeful to retain and attract many more brand loyalists and be able to cater to their fashion sensibilities."

The artisanship of the Japanese brand extends in the retail space of 90 square meters to the store interior accented by Sumi mortar, a distinctly unique material that has the texture of wood, amplifying the store's intricate yet edgy look. A complex eight-step process goes into the formulation, which uses ingredients such as AsagiTsuchi, a special type of Japanese soil used to prevent cracking, and Sumi paint. ●

WOODS LAUNCHES PREMIUM EXCLUSIVE STORE IN CHENNAI



● WOODS, the international premium Leather goods, and accessories brand, has officially opened its first exclusive store in Chennai. Strategically located at Palladium, Ground Floor, the store is totally equipped with its captivating interiors along with the stunning collection offered by the brand.

Set over 900 sq. ft., the store showcases the brand's signature collections, including women's and men's bags, small leather goods, footwear, and accessories. The store's exterior features a full-height, illuminated facade framed with glass windows, while the interior features a mix of eclectic and bespoke furniture and objects, accented by custom-designed cabinetry, warm lighting, proprietary carpets and fine mill-work. The store has attractive rich wooden panels and a well-organized display of brand's creations such as footwear, handbags and other accessories on open colossal shelves.

The store states its USPs in all modern and dynamic forms so that customers are thoroughly encouraged to stroll through the sections of their choice. ●

YWC OPENS SECOND STAND-ALONE STORE IN VR PUNJAB

● YWC, the premium sports and lifestyle brand by star Cricketer Yuvraj Singh, has launched their second store in India – this time in his very own hometown, Mohali, Chandigarh. The first stand-alone store was earlier launched in Varanasi last year, which received an overwhelming response. The store in Mohali, Chandigarh is a natural progression and a location

collection of their latest products across fashion and sports gear.

The launch of the store at VR Punjab witnessed an extensive display of YWC's new sports gear collection as well as the core fashion collection introducing their upcoming Autumn-Winter range. The store is located on the Upper Ground Floor of VR Punjab. Commenting at this milestone,

experience has been nothing short of extraordinary. We are humbled by the response we have received for our online and offline stores as well. I am now happy to literally bring home my very own brand and make it accessible here at VR Punjab, which is one of the best upcoming fashion and entertainment destinations here in Chandigarh".

The brand is also available on Myntra, Jabong and Amazon besides its own e-shopping portal – www.ywcfashion.com. The products range from athleisure t-shirts, track pants, hoodies to caps and sportswear at an attractive price range, from ₹699 to ₹4,999. More significantly, the brand has pledged part proceeds of its sales for Yuvraj Singh's foundation for cancer awareness – YouWeCan. The foundation is intended to continue its vast work towards cancer awareness and prevention by using these proceeds to be self-funded and independent. Speaking at the brand's store launch in Mohali, Chandigarh, Shazmeen Kara, CEO, YWC Fashion said, "We have received an extremely good

response from the collections that we have launched previously via our presence across online and offline stores in India. . Launching the store in Chandigarh is especially significant since the city is close to Yuvraj's heart. The sports gear collection and accessories being the recent addition to YWCs wide portfolio, the brand is all set to open its doors and enter the hearts of all in Chandigarh."

Pawan Agarwal, Founder Partner of Suditi Industries, which also licenses, and manufactures YWC products exclusively said, "We are happy to partner with YWC on what I feel is an incredible growth journey over a very short span of time. Right from the ethos of the brand and what it stands for to the incredible demand and reach we have achieved, the launch of this store is a very important milestone for us."

Jermina Menon, VP Marketing of Virtuous Retail said, "We are delighted to partner with YouWeCan as we continue to be inspired by Punjab's vibrant culture and rich heritage."●



Yuvraj was keen on having a presence in since the launch of the brand. The latest store will now be a flagship store for the brand and will house a vast

Yuvraj Singh stated "I am really happy that we have launched our second YWC store in my home-town. From the launch of our first store in Varansi, our

INDYA EXPANDS OFFLINE PRESENCE WITH FIRST EXCLUSIVE STORE IN MUMBAI

● Close on the heels of the success of Indya stores in Delhi, Bangalore and Chennai, High Street Essentials Pvt Ltd (HSE) has launched its first exclusive brand outlet in Mumbai for Indya at Phoenix Market City, Kurla.

Indya currently contributes more than 30 percent of the company's overall revenue, with plans of growing to over 40 percent by the end of this financial year. For this Ethno-Fusion brand, prices vary from ₹1500 to ₹4000. The store, spread over 730 sq. ft., allows its customers to browse through an exclusive range of luxe fabrics, fits and silhouettes, and houses a contemporary range of skirts, peplum tops, crop tops, tunics and palazzos, finding a perfect blend of western

and ethnic styles. Indya has reinvented traditional designs to make them simple, sophisticated and distinctly contemporary, thereby creating a fresh take on Indian fashion that is both

indigenous and modern.HSE first forayed in the offline retail space with a partnership of Future Group's Central Mall. While a major chunk of the company's revenue comes from its online

channels, the offline sales from the 9 standalone stores across Delhi, Chennai, Ludhiana and Bangalore and more than 70 shop-in-shops are also picking up.

Speaking about the launch of the new store, Tanvi Malik & Shivani Poddar, co-Founders of HSE said, "The fusion wear segment in India is growing at a rapid pace. We are glad we have been able to successfully cater to the demand of the modern Indian woman through Indya. From a small collection to expansion in 9 stores across the country, the brand has come a long way. Indya's offline sales contribute to 30 percent of the overall revenue, thus offline expansion has been a natural progression." ●





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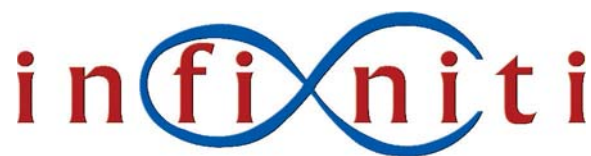
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Shopping Centre Turnaround Stories of The Year

– By Shopping Centre News Bureau

A large chunk of under-performing malls are taking a leaf out of the book of new malls, renovating themselves to give them a new look and feel, upgrading their infrastructure and tenant mix to boost footfalls and thus, generate higher revenues...

With the advent of online shopping and the decline of large department stores, many traditional malls across the country face extinction. At the same time, as towns and regions grapple with how to spark long-term economic growth, new thinking about what a mall is may be just what is needed.

According to a 2017 study by JLL's retail arm, sometimes success is all about marketability. For example, in the US, more than 94 percent of mall owners are ditching their old digs for new common areas, a fresh coat of paint, new stores and/or a name change. A little freshening goes a long way along.

Malls are refreshing branding strategies to improve and add to their appeal, through common area improvements like modernizing outdated features like new lobbies, comfortable seating, free WiFi, relighting walkways, improved way finding, fresh paint and more windows for natural light.

The study goes on to say that mall owners are focusing on a tenant mix that will entice shoppers, and more malls are specifically targeting retailers to improve tenant mixes, homing in on apparel, luxury, and fitness retailers. In most countries, apparel retailers that entice Millennial consumers – example fast fashion retailers H&M and Zara – are leasing top inline spaces.

The Indian Scenario

According to Anarock Property Consultants, India has more than 600 small and big operational shopping centers primarily spread across in and around metropolitan cities, Tier I and II markets. Pushed by developers, Indian retail companies with multiple formats together with regional chains and local retailers have successfully penetrated some 50 new cities in the past few years. They are dramatically changing the retail scenario and bringing the 'Mall' culture closer to shoppers of over 100 cities of India.

However, despite all the talk about a booming consumer market, the mall business in India has been tough and owners are now increasingly trying to find unique points of appeal. Most

mall developers agree that building a mall is far easier than running it and making sure it keeps attracting footfalls.

According to estimates by Anarock Property Consultants, the year 2017 witnessed large-scale closures, and nearly 5 million sq. ft of retail space was wiped out, leading to the phenomenon of 'dead' malls.

With several malls biting the dust already due to non-performance – either because of a bad brand mix, wrong location, a catchment area that doesn't want what the mall is offering – developers are looking towards resurrection and turnaround possibilities to bring a dead mall back to life.

Successful shopping centres infuse life into an otherwise mundane city life. These are the family entertainment centres where customers spend quality time with and buy goods and services, come to be entertained and sample great food. These are places where retail businesses thrive, where mall promoters see quality returns for their investments, and all these boost

Unfortunately, most reports suggest that there are more of the under-performing malls in the country today than the ones that perform. So, how do such malls get back on track and be the drivers of GDP? There is no simple answer or an easy fix to this concern. Such a turnaround requires financial will backed by the managerial will to convert this into a successful business. It needs the collective pooling of specialists across disciplines and a lot of effort to ensure that we get it right at the very first instance, as customers may not give this centre a second chance for revival.

Malls as Community Hubs

Despite setbacks like the advent of e-commerce and the rising number of dying malls, there were more than 500 operational malls across the country as of 2017. The past few years have also witnessed enthusiasm by marquee global investors to buy or build malls, making them grander than what Indians are used to. The entry of renowned global brands into India – most of whom are

time and won't immediately bring in revenues, it is also true that communities depend on malls to provide them areas to relax and unwind. With the decline of the traditional departmental store, it has become more important than ever for malls to fill in that space for their catchment area.

Turning a Mall Around

Many mall developers approach a turnaround in a sequential manner. Some advocate that the design be altered first while others believe that improving the day-to-day operations should be the first area to receive attention while many others maintain that getting in the right retailers will do the trick. What mall developers need to ask themselves is why big ticket retailers don't want to open stores in their centres? The

in order to attract more and more consumers.

A large chunk of under-performing malls are taking a leaf out of the book of these new malls, renovating themselves to give them a new look and feel, upgrading their infrastructure and tenant mix to boost footfalls and thus, generate higher revenues.

The food courts of the earlier

A TURNAROUND IS A COMBINATION OF EFFORTS TO IMPROVE UPON ALL OF THESE FACTORS. NEW, EVOLVED MALLS ARE NOT JUST LARGER IN TERMS OF SQUARE FOOTAGE AND DESIGN BUT ARE LOCATED IN PRIME AREAS AND HAVE POSITIONED THEMSELVES AS COMMUNITY HUBS, MORE THAN SHOPPING DESTINATIONS.



the GDP of the region.

On the other hand, under-performing malls have an equally negative impact on the surrounding region and its economy in general. Customers hesitate walking into malls, which affects the retailer's business, which in turn adversely affects the mall developers' RoI.

making a beeline for and opening stores in big malls – has also proved to be a game changer for Indian malls.

So how can malls make themselves over in order to increase their footfalls and rake in more profits?

While it's true that mall makeovers can be complex, take

answer to this question is simple – most retailers believe there will not be adequate consumption at the mall due to various factors including design, retail mix, mall management, and marketing.

A turnaround is a combination of efforts to improve upon all of these factors. New, evolved malls today are not just larger in terms of square footage and better designed but are located in prime areas and have positioned themselves as community hubs, more than shopping destinations. They lay equal emphasis on entertainment, play and food as they do on shopping. Apart from this, they have a great retail mix and have perfected their zoning and marketing methods

malls are being replaced with a wide variety of restaurants and pubs, major revenue generators. They have a wider retail mix, offering luxury and high-street brands, apart from the usual big department stores.

Last year, many malls demonstrated exactly what they can do to ensure their brand keeps breathing and inviting more walk ins year-on-year. They upped the ante and many an eyebrow in 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.

We bring you a list of malls which completely turned around. From being sluggish, they abundantly met consumer needs, and become some of the more successful shopping centres in the country. These malls were among those who were awardees and finalists at India Shopping Centre Awards 2018 for being the best performing malls with amazing turnaround stories.

/// VR PUNJAB, MOHALI ///

In September 2017, Virtuous Retail bought over North Country Mall in Mohali and rechristened it VR Punjab. Owned and operated by Virtuous Retail, the total built up area of the mall is 17,50,000 sq. ft. and a gross leasable area of 9.95 L sq.ft. The estimated average footfall per day on weekdays is 16,222, while the estimated average footfall per day on weekends is 23,200.

VR Punjab, which offers all things close to the Punjabi heart, is all set to become 'the' premium lifestyle destination of the state, even attracting visitors from surrounding regions like Ludhiana, Mohali, Panchkula and Jalandhar as well.

The super-regional centre, with over 1 million sq. ft. is one of the largest operating malls in Punjab. It is anchored by top national and international brands like H&M, Zara, PVR, Forever 21, Westside, Lifestyle, Central & Home Center, across key retail and lifestyle segments, and a regional Reliance Market.

The number of covered car parking slots in the mall is 1,522, open car parking slots are 563, the number of covered 2 wheeler parking slots is 1,360. The mall houses 14 pairs of escalators and one travellator. There are also 20 elevators and 2 ATMs.

There are a total of 102 tenants in the mall. The mall has completely revamped its offerings with an exciting mix of new retail and F&B tenants, in addition to entertainment offerings.

Virtuous Retail has combined its global expertise and local knowledge, accrued over a decade of pioneering future-proof lifestyle destinations in India, to create a high performance retail environment with strong urban connections.



VR Punjab now presents patrons with intelligently designed hardscapes and manicured softscapes, blending seamlessly with the best retail, F&B and entertainment options for a truly memorable experience

societal ties, through the art of place-making.

The mall prides itself on ensuring great customer service and support. They added a strong Guest Representative Executive team to address consumer

additional services like ATMs, Prams for babies, First Aid kits, Wi-Fi hotspots, charging points for electronics etc. which make our customers feel safe and secure and connected, when they visit the centre.

The mall has a Retail Satisfaction Index, which is a retailer survey conducted every quarter, in order to analyze the growth of each of its tenants and also take feedback from them on various parameters. VR Punjab continuously works towards providing its partners with the best marketing support and organises joint events to make sure that every brand gets proper visibility.

Promotional activities like associations with major radio channels and print media from the city, sporting events, reality shows, culinary shows, art competitions, musical evenings, treasure hunts, fashion shows, CSR activities, association with prominent NGOs and independent schools helped the mall increase its visitor base and develop a loyal set of customers.

The mall recorded footfall growth at an average of 18 percent. It's YOY TD increased by 16 percent and the mall recorded its highest footfall since inception in January 2018 because of all the activities conducted. The highest single day footfalls since inception was recorded on December 25, 2017 and the highest retail revenue since inception was recorded in the month of January 2018.

For its amazing makeover with even better results, VR Punjab was honoured with IMAGES Most Admired Shopping Centre Of The Year: Turnaround Award at the IMAGES Shopping Centre Awards 2018.

Operational Information			
TENANT MIX: As of December 31, 2017	No of Units	Area Occupied (Sq Ft)	% of Total GLA
Books, Gifts, Music, Leisure, etc	0	0	0
Cinemas	1	75,692	7.60
Department Store	12	3,24,313	32.60
Electronics / CDIT	3	6,463	0.64
Entertainment / Gaming Zone	3	599,48	2.79
Fashion & Footwear	57	1,29,151	12.98
Food & Grocery / Supermarket	0	0	0
Food Service (Restaurants, Bar, Cafes, etc.)	23	55,499	5.57
Hypermarket	1	69,125	6.9
Jewellery & Watches	4	4,156	0.41
Kiosks		NA	
Services & others	3	98	0.009
Vacant Units / Area (unleased)	96	2,84,117	28.56
TOTAL (Units / Area)	225	9,94,700	

Customer Service & Tenant Relations

VR operates on a core philosophy of Connecting Communities© and has a focus on creating lifestyle centres that connect consumers and retailers and strengthen

queries and issues on a regular basis. Apart from this, they encourage consumers to fill out feedback forms so that they can incorporate changes suggested by customers.

The mall has also introduced

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/// PACIFIC MALL, NEW DELHI ///

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 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

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 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

Cosmetic Changes Upping Numbers

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



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

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

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 under performing brands with performing ones.

mall management decided to offer it through kiosk format.

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



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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 Hilfinger, 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.

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 touch points. 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 mesmerizing experience for all customers.

/// MALL OF AMRITSAR (NEXUS MALLS) ///



When Nexus Malls bought over the erstwhile AlphaOne, Amritsar in November 2016, it was in an urgent need to catch up on competition. The design of the mall was very old, and it had started to look tired. Competition had intensified, and new brands were not coming in. There was an urgent need to make the mall more relevant to the people. Nexus Malls put together some of the finest minds in the world and came up with a transformation plan for the mall which was first up re-named Mall of Amritsar.

Mall of Amritsar, in Amritsar, Punjab completely turned around its story last year. The total lease rent income / revenue share income of the shopping centre exclusive of taxes went up to ₹16.9 crore while total supplementary income from

ads, signages, promotions and parking increased to ₹66 crore post the makeover. The total common area maintenance

(CAM) revenue excluding taxes went up to ₹94.3 crore.

The number of separately leased stores/doors went up to 102, the covered car parking slots were 1,500, there were 500 covered 2 wheeler parking slots. The number of escalators stood at 14 while elevators were 6 and the mall even houses 2 ATMs.

The tenant mix was shuffled considerably keeping in mind changing buying patterns and also because of the evolution of the catchment. Phasing out redundant brands and bringing more relevant and footfall generating brands was the crux of this changing mix.

Major menswear brands from the ground floor were relocated to the first floor and the ground floor was thrown

Unique Initiatives

- Chef Mumma Contest organized at Mall of Amritsar on Mother's Day and Junior Chef Contest on Children's Day helped the mall connect with the community.
- A live reality show "Unlock your Luck" was organized for the first time ever in a mall as part of Mall of Amritsar's EOSS campaign. It was a 3-day long event in which participants stayed at the mall for 3 continuous days and nights. The top two participants who cleared all challenges got mega prizes including a Hyundai Accent Car and a Royal Enfield Bike.
- Various Live concerts, meets and greets with movie stars were organized at the mall.
- Three fashion shows and two talent hunt contests were organized in 2017 to connect with youngsters and give them a platform to perform.

open to more premium brands including H&M, Forever 21, Forever New, Aéropostale, GANT, Ready to Wear by Raymonds, Hush Puppies, Super Dry, Forest Essentials and Nykaa.

The first floor now includes tenants like Park Avenue, Arrow, Blackberry's, Vans and womenwear brands like Zivame, Meena Bazar, Global Desi, Project Eve, Splash and Biba. Some brands – Indian Terrain, Wrangler and Nike – were re-

Operational Information			
Tenant Mix: As of December 31, 2017	No of Units	Area Occupied (Sq. Ft.)	% of Total GLA
Books, Gifts, Music, Leisure, etc	5	11,709	2.11
Cinemas	1	51,035	9
Department Store	7	1,37,219	24.7
Electronics / CDIT	1	2,056	0.37
Entertainment / Gaming Zone	2	11,305	2.03
Fashion & Footwear	64	1,04,771	18.86
Food & Grocery / Supermarket		NA	
Food Service (Restaurants, Bar, Cafes, etc.)	17	36,900	6.64
Hypermarket	1	64,170	12
Jewellery & Watches		NA	
Kiosks	24	2,069	0.37
Services & others	4	2,125	0.38
Vacant Units / Area (unleased)	48	1,32,255	23.8
TOTAL (Units / Area)	174	5,55,613	100

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sized. New brands like Jockey were introduced in the mall.

The second floor was thrown open to kids brands like Mothercare, Hamley's, Iconic Kids and One Friday. New brands like Burger King and KFC were brought to the food court.

Marketing & Promotion

Marketing and promotion played a vital role in the turnaround of the mall. The entire brand communication strategy was

revised to have a clean approach to communicate with the masses.

Signature events and promotions were conducted in the mall— independently and/ or jointly with tenants – including fashion shows in which apparel stores participated and style hashtag initiative where in various curated looks from different brands were highlighted through island displays. All these helped the

mall enhance the sales of participating brands and also drew in high footfalls during the event period.

Increase in average sales per square feet per day helped the mall clock some of its highest footfalls ever.

Changing the look from AlphaOne Amritsar to Mall of Amritsar was a journey of challenging thought processes and abilities of an entire team – Be it the management, the

local operational staff and the existing retailers too— which has been around since the mall launched. The construction of an entirely new food court, new washrooms, a plaza for the community and new branding spaces helped. And all of this was achieved without disrupting the working of the mall for a single day and without compromising the highest standards of safety security and hygiene.

/// EXPRESS AVENUE, CHENNAI ///

Express Avenue mall in Chennai is part of the new age malls which want consumers to not only spend more time in the premises but are upgrading their offerings to persuade them to return. The mall is well on its way to drawing in Millennials with their unique offers and events.

In the last fiscal, the number of separately leased stores/ doors went up to 225, the covered car parking slots were 2,000, while open slots stood at 500, there were 1,800 covered 2 wheeler parking slots. The number of escalators stood at 38 while elevators were 24 and the mall even houses 5 ATMs.

The estimated average

Operational Information			
Tenant Mix: As of December 31, 2017	No of Units	Area Occupied (Sq. Ft.)	% of Total GLA
Books, Gifts, Music, Leisure, etc	1	1,3342	1.67
Cinemas	1	53164	6.68
Department Store	11	304141	38.26
Electronics / CDIT	11	12947	1.63
Entertainment / Gaming Zone	4	24181	3.04
Fashion & Footwear / Cosmetics & Fragrances etc.	106	194714	24.50
Food & Grocery / Supermarket	1	808	0.10
Food Service (Restaurants, Bar, Cafes, etc.)	35	54303	6.84
Hypermarket	1	85086	10.70
Jewellery & Watches	25	27796	3.10
Kiosks	18	1508	0.19
Services & others	8	10515	1.32
Vacant Units / Area (unleased)	3	12495	1.57
TOTAL (Units / Area)	225	795000	

In 2017 the mall sensed a gradual shift in consumer behavior and decided to rejig its tenant offering by bringing bridge-to-luxury brands ahead and, weeding out non-performers. This proactive effort turned into a game changer for brands like H&M and Forever 21,

Activities Undertaken to Strengthen Brand Express Avenue

- The ASIAN Squash Championship
- Dandiya-Rasgarba and Navratri
- Thailand Week – by Thai Royal consulate

Activities Undertaken To Increase Footfalls

- Easter celebration
- Mother's Day celebration
- International Friendship day celebration
- Independence Day celebration
- Express Diwali celebration
- Children's Day celebration
- Express Christmas
- New Year celebration
- Launching of first AI supported ROBOT in India – "EA BOT"

Activities Undertaken for Benefit of Tenants

- Express Shopping Festival
- Express IS-8 and Retailer's awards
- 6YC Fashion week



footfalls on any given weekday is between 15,000 and 25,000 while average footfalls on the weekend range between 30,000 – 45,000.

Tenant mix and brand positioning is Express Avenue's USPs. The ground floor is occupied by major international brands, while the first floor is mostly for men and footwear brands. The second floor is mostly occupied by major brands for women, kids as well as sportswear. The third floor is the entertainment, food and leisure floor. The lower ground floor comprises of the for hypermarket, electronics and mobile and many homegrown brands.



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Participating Brands:



who chose Express Avenue to open their flagship stores in Tamil Nadu in. Other brands followed in quick succession making Express Avenue one of the preferred destinations for foreign and fashion brands in the state.

The efforts turned into visible improvement in walk-in to conversion ratios. This also broke 2016's immediate setbacks i.e. demonetization and GST and gave shoppers more bandwidth, while boosting the confidence of retailers since

numbers jumped significantly.

Marketing & Promotion

The entire brand communication strategy was revised for an uncluttered approach to communicate with visitors. 2017 was the year when Express Avenue classified its efforts in more planned ways – specifically in three phases.

Phase I was designed and executed for brand strengthening. Phase II included planned activities for increasing footfalls

and Phase III consisted of strategically planned and executed events and promotions for tenants. By closing this loop, the mall succeeded in increasing footfalls and strengthening its brand. They managed to capitalize on these phases for the benefit of their tenants.

CSR Campaigns

It is the constant endeavor of Express Avenue to contribute to the society, the forces and to the underprivileged. A

dedicated team is always on its toes, planning activities that benefit society in one way or another. Some events which have been conducted include a blood donation camp, Army Day celebration, Navy Day celebration, Air Force Day celebration, Police awareness programme, Postal day awareness celebration, World Autism Day, Save animals with Blue Cross Society. There is even a kiosk whose earnings go directly to people affected by cancer.

/// ACROPOLIS MALL, KOLKATA ///

Shopping Centers that repositioned and re-strategized to drive back consumers during the year, which led to increased footfall and sales of tenants in 2017 included Acropolis Mall in Kolkata, which has a built up area of 1,60,000 sq. ft. and a GLA of 2,75,000 sq. ft.

In the last fiscal, the number of separately leased stores/doors went up to 82, the covered car parking slots were 650, there were 150 covered 2 wheeler parking slots. The number of escalators stood at 12 while elevators were 4 and the mall houses 2ATMs.

The estimated average footfalls on any given weekday is 15,000 while average footfalls on the weekend range between 20,000.

Tenant mix and brand positioning is very important for Acropolis which brought in new retailers last year after reading the mood of the visitors correctly. The mall introduced Caratlane – the first store in East India – adding the additional dimension of the jewellery to its already robust tenant mix. The brand did its highest ever business during the launch month. It also brought in brand

Operational Information			
Tenant Mix: As of December 31, 2017	No of Units	Area Occupied (Sq Ft)	% of Total GLA
Books, Gifts, Music, Leisure, etc	1	382	0.2
Cinemas	1	38750	16.8
Department Store	1	55041	23.8
Electronics / CDIT	4	3846	1.7
Entertainment / Gaming Zone	6	6901	3.0
Fashion & Footwear	38	79186	34.3
Food & Grocery / Supermarket	2	6478	2.8
Food Service (Restaurants, Bar, Cafes, etc.)	19	20737	9.0
Hypermarket	0	0	0.0
Jewellery & Watches	7	3456	1.5
Kiosks	23	4797	2.1
Services & others	0	0	0.0
Vacant Units / Area (unleased)	3	11524	5.0
TOTAL (Units / Area)	105	231098	

BIBA to pull in women shoppers as well as Logitech – the only technology accessory store in the mall which has been doing great business so far.

consumer buying behavior using which they altered their offerings and subsequently increased footfalls and revenue.

Marketing & Promotion

The brand revised its marketing strategy for 2017 conducting events for all occasions apart from special activities like Meyedr Para Kick boxing (Women Self Defense Project by Government of West Bengal) and a Verve - Fashion Design Competition, apart from their Mega Midnight Sale event during which the mall clocked footfalls of 45,000 and a revenue of ₹3 crore.

The marketing and promotions gave the mall an idea on

Special Events Were Conducted by Acropolis on:

- Retail Employee Day – celebrated in collaboration with RAI.
- International Women's Day
- World AIDS Day

For its amazing makeover with even better results, Acropolis Mall was honoured with IMAGES Most Admired Shopping Centre Of The Year: Turnaround Award at the IMAGES Shopping Centre Awards 2018.



ENJOY UNIQUE LUXURY DINING EXPERIENCE AT LODHA XPERIA



Lodha Xperia Mall at Palava City has created a shopping and lifestyle destination like none other, in and around Thane. The mall which has been built by the Lodha Group, has the perfect mix of anchor and vanilla stores. The food court, which offers a unique dining experience in the form of 'Luxury eating and seating experience' is the main attraction of the mall. **Brijesh Pandey, Associate Vice President – Retail, Lodha Xperia Mall**, talks about the design, concept and USP of the food court.

Tell us about Xperia's unique luxury dining experience provided in the food court

We, as a brand, believe in providing comfort to our consumers in all aspects, during their visit at our mall. The lounge-type seating in our food court translates our efforts to provide them the luxury they deserve.

How did this concept come up?

A thorough research & analysis while planning Xperia Mall, helped us gauge that consumers were keen to rate food offerings as a major factor in their experience of a mall. We simply decided to give our consumers the best.

Who has designed it and what is the design inspiration for this? What is the type of investment has gone into it?

The concept design is from Shobhan Kothari of ADND. The amount invested is slightly higher than a traditional food court. Overall, what counts is the delight that our consumers experience.

What is the seating capacity?

The 670-seater food court comprises of hard seated rustic metal & solid wood furniture with luxurious couches. It is designed to accommodate everyone from couples to a group of 25 people. A designated space for private dining, small gatherings, kitty parties, birthday parties, etc. adds to the features of the food court to provide a delightful dining experience.

Is the capacity easily scaleable?

Yes, we do have chairs & tables at our disposal to increase our seating capacity by a decent number during peak seasons. The food court is spacious enough to allow us to do so as and when the need arises.

How many brands do you have in the food court?

Our consumers are truly spoilt for choice as we have 6 restaurants, 12 QSR Kitchen formats, 7 dessert & 10 food kiosks.

Which luxury restaurants do you have in the food court?

British Brewing Company, East Asia Spice Company, Pizza Hut, 29 States, Pop Tates & KFC are the restaurants that are a part of our food court.

What is the average Footfall in the food court?

We average around 5,500 on weekdays and 16000 footfalls on weekends.

What is the portion of Xperia's total earnings that can be attributed to the food court? How does that compare to your peers?

The Total F&B sales contribute about 12% of the mall's turnover. Indeed this is a positive indicator for our partner brands operating in the same region. Additionally, 8 of our QSR formats do their best sales from our mall across in comparison to their stores in Mumbai & Navi Mumbai Malls.

Do you think the luxury design affects the average spend size at the food court?

A luxury set-up provides a delightful dining experience for consumers. They tend to increase their spends if they feel they are valued.

efforts with Google to establish way finding & parking spot identification, etc.

For retailers too, we have options of promoting the brand via various channels within the captive catchment of Palava via targeted SMS, Whatsapp, Mac-id base push text, channelized messages/pop-up on mobile phones of customer passing in front of the retail store within an access point zone.

There is an option of integrating a retail store with an in-house zero payment land-line intercom services with the captive catchment of Palava residents.

For, employees of our Commercial Tower &

residents we have uploaded the entire F&B offerings and menu on an app and online ordering can be done to pre-book a meal with option of direct delivery at the office/ residences.

In addition, we do partner with Ola Cabs for offers for hailing cabs from & to the mall.

Which of the food outlets contribute towards highest revenue in the food court?

McDonalds, Burger King, Pizza Hut, Chaat Café, Kareems, BBCo are the top performing brands in F&B category.

How does a luxury food court of this kind fit in with India's evolving

Mall-scape?

Luxury Food courts are becoming a favourite among mall operators and real estate developers who see them as a part of an experiential retail strategy, and among consumers who are eating out more than ever and want authentic dishes to satisfy increasingly sophisticated palette. The evolution of this concept is slightly different, where the food court acts as a stable anchor unit itself and increases the customers dwell time thereby increasing the customer spends too. The unique up-segment design has evolved the food court to transform in a food destination than the typical food court, helps drive more consumer traffic. This also gives us opportunity to induct & offer products made by local artisans, food-oriented boutiques, flea shops and other interactive elements such as entertainment, screening of sports & other media.



Have you deployed any special technology to help customers?

Apart from the standard technology being used in modern shopping centres, we do encourage our customer to use technology formats for better connect with retailers. We drive Mac-ID based push SMS services to customers to educate them on various offers & discounts, Bluetooth based beacons, digital directories at entrances and digitised customer feedback & grievance management system

Do you provide any special/differentiated services?

Yes, like major malls we do provide services at the technological, as well as, human interface, such as Wi-Fi access with unlimited upload & download, working station within food court with lap-top charging points, automated feedback & way finding directories, collaborated

/// PHOENIX UNITED, LUCKNOW ///

Located in heart of Alambagh, Phoenix United is owned and operated by Phoenix Mills Limited. It is situated over an area of 6,50,000 sq.ft. The mall has five anchor stores and approximately 110 retail stores. It boasts of a six-screen multiplex as well a food court along with a host of specialty restaurants.

Increasing Footfalls

The mall changed aesthetics to bring in that 'wow' factor in the mall. They transformed the interiors into luxury interiors. The mall management changed its strategy to include premium and high-end luxury brands. They also augmented in-house marketing activities through



various research and dipstick studies and a portrait shot analysis of regular patrons.

This coupled with consistent on ground activities to give consumers an enhanced

experience took the estimated average footfall every weekday up to 22,000 and on weekends to 38,000.

Activities like festival celebrations, Shop & Win, art

exhibitions and international musical shows draw in the crowds by the scores to the mall. Events like EOSS, meet and greets, the Corporate Bowling League Event also add value to the consumer's mall visit.

The mall also pays great heed to the art of Visual Merchandising, believing it to be a silent salesman.

All these changes resulted in the average footfall per month going up from 5 lakh in previous years to 7.5 lakh in 2017. The average sales increased from ₹22.3 crore per month in previous years to ₹29.7 crore in 2017 and the EBITDA margin went from negative to 20 percent in 2017.

/// MANTRI SQUARE MALL, BENGALURU ///

Mantri Square mall, Bengaluru, has always believed in re-inventing itself for the benefit of its customers. The mall has brought in many well-known international brands like US Polo, Ed Hardy, H&M, Aeropostale, Forever New and Chumbak to enhance consumer experience by giving them a heady tenant mix and adding that zing to

draw in young crowds, Millennial shoppers.

Reliance Footprint and Reliance Trends' were rebranded to Trends. Stores like Rajdhani, Shiv Sagar, Jockey, McDonalds were added and a complete revamp of INOX with Insignia and Imax formats added to raise the average spend by 12 percent.

The top performing brands

included Lifestyle (in all of Bangalore), Shoppers Stop, Reliance Digital, INOX, KFC, McDonalds (after renovation), and Spar Hypermarket (highest performing in all of South India).

Apart from this, brands like Hamley's, GAP, Punjab Grill, Asia 7, Xiaomi, Nykaa, UCB, Roadster et al are also slated to be added in the FY19.

the mall for meet and greets with patrons.

Mantri Square Mall had many accomplishments in the last year – most notable and on a grand scale was the reopening of the mall by providing 25 percent flat cash back on all invoices starting at ₹400.

The mall ran a social media campaign and winners were gratified with conditional vouchers which prompted them to buy more. This not only led to organic increase in social media numbers but also added to daily per capita spend.

Within four hours of reopening, the mall witnessed an overwhelming footfall of 38,000 people. Footfalls in a week grew by 33 percent, the turnover of the mall increased by 156 percent, the per capita income went up by 93 percent and the mall delivered 50 million impact points.

Marketing & Promotion

The mall decided to go big on activities in 2017 – independently and /or jointly with tenants – so as to ensure that more crowds came into the mall. They started with their flagship event, Supermom – mothers who participate in a pageant which celebrates motherhood. This successful event was followed by an even more successful EOSS, Environment Day activities and Ugadi celebrations.

The summer holidays meant an increase in kids' activities followed by events for Friendship Day, Independence Day, Dusshera/ Diwali, Christmas and New Year celebrations. Celebrity brand ambassadors were also invited to

CSR Activities

The mall engages in social service and environment conservation all year round, beginning with World Environment Day when the mall



organized a 'Go Green Nature' drive to educate mall visitors about different workshops on sustainability and recycling.

The biggest example of sustainable solution towards convenient mobility and tackling the menace of pollution is the

mall's partnership with the BMRCL setting forth the perfect example of Public and Private Agreement. The group spent almost ₹40 crore to build the Sampige Station.

Along with tenants of the mall, Mantri Square also endorses

regular camps on blood donation, cancer awareness, Parkinson's, Alzheimer's, etc. Through any celebration of the mall, the management always remembers to add cheer to those less fortunate by engaging NGO's of different kinds with

activities and donations.

For its amazing makeover with even better results, Mantri Square Mall was honoured with IMAGES Most Admired Shopping Centre Of The Year: Turnaround Award at the IMAGES Shopping Centre Awards 2018.

/// UNITY ONE MALL, ROHINI, NEW DELHI ///



Unity One is a retail-focused initiative by Unity Group, which develops retail spaces that lay emphasis on the neighboring area's shopping needs. The group provides all the desired conveniences of a retail facility under one roof creating an ideal mix of local and global retail brands, good infrastructure, ample parking spaces and entertainment zones.

The number of separately leased stores/doors went up to 38, the covered car parking slots were 700, there were 500 covered 2 wheeler parking slots. The number of escalators stood at 2 while elevators were 3.

The tenant mix of the mall was changed keeping in

mind the evolving behavior of consumers. phasing out redundant brands and bringing more relevant and footfall generating brands was the crux of this changing mix.

Marketing & Promotion

Marketing and promotion played a vital role in the turnaround of the mall. The entire brand communication strategy was revised to draw in the masses.

Signature events and promotions were conducted in the mall— independently and/ or jointly with tenants to draw in consumers. The footfalls in the mall hit 8,000-9,000 on weekdays and 12,000-14,000 on weekends. ●●

ARE YOU IN?



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Keynote address: What lies beyond 2020?
Exclusive report release: Retail's road ahead
Retail Business Owners & CEOs Conclave:
Going strong over decades
Up Close with CEOs: Future-proofing retail
Fireside chat: It's a mistake to stop believing
Panel discussion: Blurring the line between spaces

Day 2 – October 9

Exclusive report release: Future consumption outlook in KSA
Panel discussion: KSA & its many flavours
F&B conclave: Food business made 'smart'
Panel discussion: Demystifying 'phygital'
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Magnificent, Eventful & Momentous: It's All About the Infiniti Experience

– By Shopping Centre News Bureau

The mall delivers a rewarding shopping exposure along with an exhilarating entertainment and sensational dining experience making it a preferred destination for all...

The mall is continuously engaged in creating a magnificent line of events and activities for its visitors.

This year powered by Cartoon Network, the Jungle Safari themed Funmania 2018 at Infiniti Mall was packed in superabundant excitement. The little folks and their beloved families were busy with the host of eclectic roasters.

Ranging from workshops to puppetry, balloon shooting to bungee-jumping, the event featured an array of interesting edutainment styled activities and entertainment acts that took them through endless fun.

To up the ante further, a month-long event bought Cartoon Network's popular toons on every weekend for meet and greet with the lovely fans.

The mall is always buzzing with high energy driven events

Renowned for providing a great experience in Mumbai, Infiniti Mall offers an ideal day to spend with your beloved ones. The mall delivers a rewarding shopping exposure along with an exhilarating entertainment and sensational dining experience making it a preferred destination.



and unique experiences. For instance, Swaag Wag Sundowner Pet Paw-ty for little furry visitors was one such event where many furry visitors turned up in their beautiful costumes for an action-packed evening full of fun and lots of entertainment. A host of activities and games were lined up to keep them amused along with their owners.

Complete with fun, entertainment and cheerfulness all over, The Big Binge at Infiniti Mall, Malad was about witnessing

a chaste celebration of summer weekend. From delicious food, scintillating music, celebrity artist performances to a vibrant flea and tons of shopping options a two-day fest at the mall was all about something the city needed during this scorching heat.

Apart from these interesting activities, the Yum-Yum Food Fest at Infiniti Mall, Malad was a delicious affair for foodies of the town. From traditional dishes to a touch of spices – the sumptuous food trail at the fest was all about flavoursome street food, culinary talent, and fresh local produce. The menu offerings had an enormous discount on food and thirst quenchers along with outstanding interactive activities for the mall patrons.

The mall team is constantly involved in curating unique portrayal of art to the visitors and encourages the artists to participate and display their creativity. Musical instrumental performance is one such activity that is continuously organized on every Sunday for its visitors.

A two-day Art Station hosted



THE MALL TEAM IS CONSTANTLY INVOLVED IN CURATING UNIQUE PORTRAYAL OF ART TO THE VISITORS AND ENCOURAGES THE ARTISTS TO PARTICIPATE AND DISPLAY THEIR CREATIVITY. MUSICAL INSTRUMENTAL PERFORMANCE IS ONE SUCH ACTIVITY THAT IS CONTINUOUSLY ORGANIZED ON EVERY SUNDAY FOR ITS VISITORS.

focusing on community-led events, multiple CSR initiatives to create awareness. Partnering with local NGO's and charity groups, the mall always tries to support various social and noble causes. This year, Infiniti Mall, Malad held the second edition of Happy Feet for special kids. It was the invigorating event with fashion show wherein the special kids took over the ramp with style and confidence. If fashion wasn't enough, these kids put on a spectator's dance performance that forced mall visitors to join in and create the humongous dance floor. The talent show put up by them was cherry on the cake. The event saw a participation of more than 100 special kids along with mall visitors.



Additionally, the team partnered with The Street Store to collect and distribute learning and school materials to the underprivileged kids.

Expressing his views, Mukesh Kumar, CEO, Infiniti Mall said, "Over the course of time, Infiniti malls existence has created a very attractive and comfortable environment for the entire city. We've observed a rather consistent trend of patrons visiting us from extremely far off locations in the city. It is reflective of the mall's ever-growing popularity amongst the heterogeneous Mumbai population because of our unique line of activities and events other than shopping." ●●

by Infiniti mall allowed many young talents to come across and create a picturesque ambience with their unlimited imagination and creativity. The mall had joined hands with the Elephant Parade Trust to showcase some of the Elephant sculptures designed by leading artists, fashion designers and folk artists. The aim was to create an awareness about the plight of the endangered Asian elephant.

Always trying to be a place for everyone, the mall continuously





Indian Malls Selling Experiences: Taking CX to the Next Level

– By Shopping Centre News Bureau

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...

In an era where digital is taking over all aspects of life, including retail, the pace at which e-commerce has been engaging customers is making brick-and-mortar stores re-evaluate their strategies. In order to stay relevant, malls and brands need to reinvent themselves, pulling in the consumer through the sheer power of experience.

Malls and stores are no longer places where shoppers go to buy latest products – they are about experiencing the brand, the unique concepts the mall has to offer. Brands find it to their advantage to open concept stores

Concept stores are becoming

the norm of the day. Here, 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.

A Selling Concept

According to a definition given by Insider Trends, a concept store is a shop that sells a carefully curated and unique selection of products that connect to

an overarching theme. Often, concept stores evoke a lifestyle that appeal to a specific target audience – they are inspirational. Handpicked products are pulled together from different brands and designers, and they usually span different lines, such as fashion, beauty and homewares. In addition, the display mixes these lines and products together in an attractive fashion.

Insider Trends further goes on to say that concept stores are about discovery and experience. So, the products and design tend to change regularly to keep telling that story in new and interesting ways.

While concept stores are designed to engage, they



shouldn't be confused with flagship stores. Creating multi-sensory shopping experiences, flagship stores combine aesthetic and interactive elements, making them a destination venue in their own right. Ultimately, flagships are primarily designed to strengthen brands, not to make money. However, the concept store is all about ROI, with many retailers using them to test the water before rolling out successful ideas across the high-street. This is one reason concept stores are immensely popular with mall developers.

Apart from this, malls come up with their own unique retail concepts which can greatly enhance consumer experience by offering extra experiential elements such as a cafés, pop up stores or events, which help build a community around the lifestyle they embody.

The Need for a Unique Retail Concept

For retail to thrive and counter the e-commerce onslaught, malls, brands and retailers need to continually reinvent themselves. Towards this major retailers and

that is unique and compelling, something which makes the competition irrelevant. Retailers need use space effectively to connect with consumers, while using tech to enable sales, but there's no one size fits all model to doing this well; it's different for every brand. They need to implement this concept in such a way that a loyal customer base is created, and the quality should be so high that competition should be unable to execute the same idea. If a retailer is able to do this successfully, he has managed to create a concept store!

In a nutshell, concepts cultivate experiences that simply can't be replicated on-line while boosting sales.

Take for example **Nordstrom's** merchandise-free concept store which was launched in 2017. The department store giant's concept store didn't actually have any clothing in stock. Instead, Nordstrom Local – as it was christened – focuses on free consultations with personal stylists, who advise customers on what to buy and then have the merchandise brought in. The store also offers manicures,



brands have started following a local showrooming strategy whereby they focus more on experiences than in-store sales. Malls too focus more on concepts in a bid to attract consumers through not just touch and feel, but also through sheer experience.

Cut-throat competition can squeeze margins, and so mall developers today need a concept

a glass of beer or wine, cold-pressed juices and espressos, and a curbside pickup service.

Manhattan-based concept store Story takes the point of view of a magazine, changes like a gallery and sells things like a store. This means that every few weeks there is a newly designed store and curated collection of merchandise, a new theme.

In India, stores like Jaipur

CONCEPT STORES IN MALLS

Arrow's concept heritage store in High Street Phoenix Mumbai was inaugurated in June 2018 and serves to map the customer's in-store journey with an elegantly presented timeline of key events and innovations in the brand's history. In living up to the brand's reputation as an expert shirt-maker, the store has a finely curated 'shirt bar', which displays the extensive range of Arrow shirts.

Godrej's India Circus recently launched its first store at luxury mall Palladium Mall, Chennai. The decor of this new experience store renders a contemporary feel of the 'Circus'. The shoebox store of almost 700 sq. ft. is a linear cuboid with 16' high walls, painted part white and part charcoal, the latter colour continuing on the ceiling, which is a melee of layered services, all coloured in charcoal too. Apart from the white track lights and suspended lights, the ceiling also houses suspended wallpaper frames and clusters of Moroccan lights.

Celiox's one-of-a-kind concept store in LuLu Mall, Kochi, is inspired by the Parisian design values of the brand. The store is aesthetically designed using minimalistic settings using metal and wood for major fittings and fixtures. The store dons an edgy look with a cement floor and open architecture resembling a loft. The store has created a rugged whitewashed brick wall to showcase the latest denim collection. The brand has also added subtle elements such as books, rugs, plants and cushions to create a vibrant yet comforting atmosphere at the store.

AND Flagship Store in DLF Mall of India is inspired by the New York style of living for the modern woman. The store has a French-window style forefront which leads into an environment that delivers a congruent in-store experience. A luxurious home interior palette, augmented with black and white tones in bold patterns across different zones. Fixtures and services in the store are as defined as the New York character of the store. The printed imagery of Hollywood stars, framed fashion shoots and style tips combined with minimalistic VM give the store a very international feel.

Heads Up For Tails is yet another brand which is vouching for the promising future of concept-based retailing in India. Apart from being present on a number of high streets, one can find Heads Up For Tails in DLF Mall of India in Noida. The startup makes a line of upscale, utility-based products for pets with a strong focus on design. This includes products such as dog beds, apparel, collars, accessories, toys, grooming products, treats, as well as a line for pet lovers. There is also a strong focus on customisation and personalisation based on what the customer is looking for.

Modern in – you guessed it – Jaipur, Cinnamon in Bengaluru and Ciclo Café in Gurugram give concept stores a completely different meaning. While Jaipur Modern and Cinnamon are housed in stylish, old bungalows with the former hosting the occasional art exhibit in its front yard and the other housing a quaint eatery in its courtyard, Ciclo Café is a haven for cycling enthusiasts – a popular name within hospitality and cycling circuits, it retails high-end cycles, along with delicious food.

Concepts like supermarket chain **HyperCity's** self-check-out, cashier-less stores in Infosys' Hyderabad campuses where customers are expected to check out the items they have purchased themselves, are also gaining popularity for

the experience and of course, the shortening of shopping time since people don't have to stand in queues to be billed. Here, customers can scan barcodes on products as they shop, generate an invoice and pay, and leave. Payment options include debit/credit cards, net banking, mobile wallets and even UPI.

Unique Retail Concepts: What They Mean for Malls

For malls, in particular, bringing in unique retail concepts – in the form of stores or are of great value. According to a McKinsey study, malls need to move in a different direction, away from commoditised shopping experiences and toward a broadened value proposition for consumers. For malls, it is extremely important to

differentiate consumer offering, with a focus on experience and convenience and concept stores are a great way to provide this differentiation.

The McKinsey study further states that on the tenant mix front, innovative malls are strategically rethinking the types of stores that consumers will respond to. Anchor tenants that drive traffic are still key, but we also see a new emphasis on a curated mix of smaller stores that add a sense of novelty to the mall offering. Additionally, some malls are making greater use of temporary, flexible spaces that can accommodate different stores over time.

Innovative malls are incorporating value-added concepts and elements that attempt to recast the mall as new social and experiential hubs – these could be concepts like spas, fitness clubs or even stores that provide the consumer with unparalleled experiences.

international brands in India. Select CITYWALK has always been the preferred launch destination for several global brands wanting to foray into India. Some of the brands entered the shopping centre include Bath & Body Works, MAC, Gap, Muji, Sephora, Zara, H&M and many more.

Stores in the shopping centre remain open till 11 pm, and they also provide free home delivery services much to the delight of happy shoppers. Despite already being crowned as India's best performing shopping centre by revenue per sq. ft. and sales per sq. ft., the Select CITYWALK management firmly believes that since malls are no longer just shopping destinations and are transforming into community hubs, they should be experience and event creators. With this as its focus, the mall developers strive to provide the consumers with the best of everything – curated culinary experiences,



“AIMING TO ALWAYS MAKE FOR A CONVENIENT SHOPPING TRIP, THE MANY VARIED SERVICES ENSURE THAT THE SHOPPER NEVER FEELS THE NEED TO STEP OUT OF THE SHOPPING CENTRE FOR ANYTHING.”

- Yogeshwar Sharma

“Apart from this, some innovative concepts which the mall has been engaged in to increase footfalls includes celebrations. From Diwali to Christmas, Valentine's to Ganesh Chaturthi, every single event is meticulously planned and executed. Aiming to always make for a convenient shopping trip, the many varied services

ensure that the shopper never feels the need to step out of the shopping centre for anything. The shopping centre goes that extra mile to serve something unique to the visitors through events such as Stationery @ Select CITYWALK, Cold Coffee Festival, Asian Hawkers Market, Chocolate Carnival, Waffle Festival, Pizza Festival and more,” says **Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure Pvt. Ltd.**

At **Gardens Galleria Mall, Noida** it is the perfect blend of flagship stores and experiential retail that keeps drawing in the crowds. Their latest offering – VRUnreal, the first ever Virtual Reality gaming zone in Delhi-NCR – is the newest concept which is bringing in incremental footfalls and in turn, driving brand recall for the mall.

The mall also houses a beautifully designed Starbucks, as well as Playbox, which is owned by Dubai-based Amusement Services International and is a wholesome play area where children can explore and engage in almost 80 different kinds of interactive activities. This play zone with a difference has become a massive draw for kids, bringing in huge footfalls to the mall.

“Being the mall that is known as the Social Hub of Delhi-NCR, Gardens Galleria & TGIP has been doing a lot to engage & attract customers to the mall. We always plan some or the



Staying Ahead of The Curve

One shopping centre which believes in the power of unique retail concepts is **Select CITYWALK**, a responsible, vibrant, upscale and cutting-edge shopping centre in the heart of Delhi leading the retail revolution and 'happiness' quotient for discerning shoppers of India since the last 11 years.

Select CITYWALK is a hub to more than 80 acclaimed

thematic decoration, shopping promotion, unique events, carnivals and more.

The Shop & Get digital video promotion celebrating the 10th Anniversary of Select CITYWALK received over 104K views, generated over 30K engagement across all platforms with a reach of over 3.79L. The anniversary celebrations generated 2L impressions on Facebook, Twitter, Instagram.



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Shopping centres across the globe are today focusing on experiences, 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 roller coaster 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.



“ WE ALWAYS PLAN SOME OR THE OTHER KIND OF ACTIVITY EVERY WEEK THAT NOT ONLY CREATES CURIOSITY AMONG THE PATRONS OF WHAT IS GOING TO HAPPEN NEXT BUT ALSO HELPS IN RETAINING THEM. NOT JUST ACTIVITIES THAT INVOLVE CUSTOMER PARTICIPATION IS OUR KEY STEP BUT WE ALSO ORGANIZE SOCIAL EVENTS LIKE PERFORMANCES BY FAMOUS BANDS, CELEBRITY VISITS, MARATHONS ETC. ”

- Pritika Nagpal



“ AT PACIFIC CUSTOMER ENGAGEMENT IS ONE OF THE KEY TOOLS THAT HELP US ESTABLISH RELATIONSHIPS WITH OUR CUSTOMERS AND IN TURN INCREASE BRAND LOYALTY AND AWARENESS. ”

- Abhishek Bansal

Mall has always given the highest preference to Customer Engagement and for us it is less about retailing, but more about creating personal experiences and celebration opportunities for the people who visit the Mall. Therefore we consciously try to create avenues and activities and campaigns that would take the 'casual' out of shopping and make it a more meaningful, engaging and eventful experience. Some activities are a part of annual campaigns and some activities are specially curated keeping in mind various festivals and important days," says **Abhishek Bansal, Executive Director, Pacific India.**



and better concepts to bring in the crowds including play zones, workshops, events, sales and even concerts.

Pacific Mall is also maximizing on digital technology in a bid to enhance customer engagement to stimulate footfalls and boostsales. The Zara and Lifestyle concept stores in the mall have seen unbelievable growth from the day they opened, with Lifestyle becoming the top performing store in the country, leaving competition far behind.

"At Pacific Customer engagement is one of the key tools that help us establish relationships with our customers and in turn increase brand loyalty and awareness. Pacific



Some of the campaigns that are a part of these engagement activities include:

#EDIT YOU – Free Stylist

Services: We have recently launched a Free Styling Services for our customers. These services are being offered by renowned stylist Vibhinta Verma and as part of these services we give free consultancies to our customers on topics such as Idle Style based on ones body shapes,

other kind of activity every week that not only creates curiosity among the patrons of what is going to happen next but also helps in retaining them. Not just activities that involve customer participation is our key step but we also organize social events like performances by famous bands, celebrity visits, marathons etc. from time to time. Other than these events, we regularly organize Shopping fests, fashion shows for kids, men & women,

club fights partnering with the Knock out Club. Apart from this, we are very active on social media. We run contests & many other engaging contents that attract people," says **Pritika Nagpal, Associate Director - Marketing, Entertainment City.**

Another mall which believes in not being just another shopping destination is **Pacific Mall**, Tagore Garden in New Delhi. The mall is no longer focused on just Big Box retail. They've moved on to bigger

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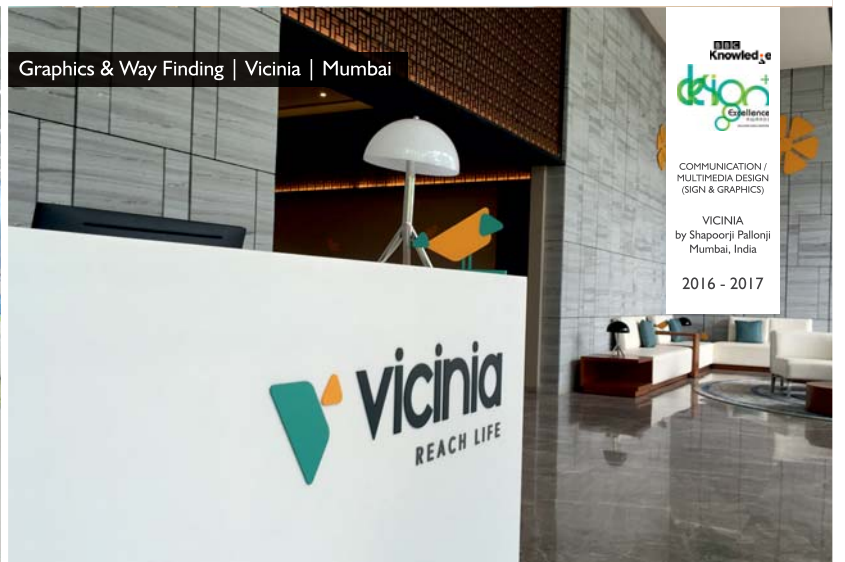
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Live music and Concerts: You can enjoy your weekends with musical performances and live concerts at the Mall. 'Pacific Unplugged' on select Saturdays is aimed at entertaining customers with live musical performances by leading Indian artists and troupes. This includes non-vocal band/ instrumental performance by professionals or live shows by artists from different fields including magical shows, jugglers, stand up comedians etc. Apart from that we encourage budding artists and singers by giving them a chance to perform in front of live audiences every Friday.

Queen's Wednesday: Every Wednesday Pacific Mall organizes 'Queen's Wednesday'. It is a very popular and special initiative focused towards creating special activities, events and opportunities for women in order to make them feel special and pampered. Every Wednesday the mall lays out a bouquet of special activities, exhibitions, contests and discounts especially for women.

New Brands and Stores Launch: we constantly try to rejig the brand mix keeping in sync with the changing customer preferences. Some of the new brands that were a part of the line-up included Cover Story, Superdry, GAP, Armani Exchange, Mango, Hamleys, Nike, Asics, Lacoste and many more.

Rewards and Contests: Contests and celebrations marking special days are very regular at the Mall. The last contests were during Christmas & New Year. where lucky winners got a family trip to Europe , during Pacific Mall's Seventh Anniversary Celebration the customers were presented gifts worth a million and during the last summer campaign we gave away Disney Land



trip for a family. The awards and recognition at Pacific is not limited to customers only but also employees and retail staff. On the occasion of Mall's anniversary, every year we identify top performing stores in various categories and reward the respective store team on the anniversary day with trophies and give-aways to boost retail staff's morale so that they work even harder to perform better each year.

Kids Zone and Activities: we have special activities on an ongoing basis throughout the year for kids, be it summer vacation workshops, Scuba Diving lessons, Hobby Classes, Hot Wheels experience centre, DIY classes, Cartoon characters visit, etc to name a few.

Meanwhile at **DLF Shopping Malls**, customer visits are not

limited to just shopping. The malls have accounted multiple entertainment channels to ensure the desired holistic experience a customer is looking for. They 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.

DLF Emporio hosted various events and promotions throughout the year to appeal to our customers and excite their shoppers. Some of them were –

The DLF Emporio Luxury Shopping Festival: A month long shopping festival that gives our patrons the opportunity to win



“ LUXURY IN ITS VERY ESSENCE THRIVES ON EXCLUSIVITY AND PERSONALIZED EXPERIENCES. TECHNOLOGY, HAS PROVEN TO BE A STRONG ALLY FOR THE LUXURY BRANDS AND ENGAGEMENT WITH THE AUDIENCE HAS BECOME MORE DIRECT. ”

- Divaz Madhukar

daily and weekly luxury gifts along with a month end mega prize on a minimum shopping amount.

The DLF Emporio Couture Weddings: where we give registered guests the opportunity to get styled personally by leading celebrity stylists, makeup artists and designers.

The DLF Emporio Design Awards: A unique platform for budding young designers from Design schools and colleges across the country, to display their work and retail out of DLF Emporio through a pop-up store.

DLF Emporio L'Homme Luxury: An exclusive Menswear event with all International and Indian Menswear brands showcasing their latest offerings across the apparel and accessories categories with select guests and influencers as the audience.

"Luxury in its very essence thrives on exclusivity and personalized experiences. Technology, has proven to be a strong ally for the luxury brands and engagement with the audience has become more direct. We use the social



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and digital media to introduce disruptive content and creative campaigns to connect with our patrons, which leads to a direct impact on footfalls and sales," says **Dinaz Madhukar's- EVP, DLF Luxury Retail & Hospitality.**

Quest Mall in Kolkata has come up with one of the most unique retail concepts in all of the country, their **Midnight Sale at Quest (MSQ)** in the year 2015. The idea revolved around converting the longest day of the year – the summer solstice – into the longest one day shopping festival of the year in the history of offline retail with exciting discounts up to 50 percent across all brands.

MSQ has now become an exclusive property of Quest and shoppers eagerly wait for the event every year. We have found that our patrons keep waiting for our events to indulge in them as a festival and these events are becoming bigger every passing year. For an instance, MSQ has



“ WE HAVE FOUND THAT OUR PATRONS KEEP WAITING FOR OUR EVENTS TO INDULGE IN THEM AS A FESTIVAL AND THESE EVENTS ARE BECOMING BIGGER EVERY PASSING YEAR. FOR AN INSTANCE, MSQ HAS BECOME BIGGER AND WE HAVE BEEN ABLE TO TOUCH ₹ 8.5 CRORE MARK THIS YEAR. ”

- Sanjeev Mehra

celebrations, Quest transformed the mall into a pop up night club for top customers, celebrities,

brand leaders, important personalities of Kolkata. The elegant décor included LED mapping, disco balls, web-cage structure of cutwork fabric, black glass nylon curtains and a black & white acrylic dance floor. Food from a team of 35 chefs flew down right from different part of the country to serve the city with an array of exotic cuisine and entertainment by gravity defying aerial acts.

"We make it a point to regularly interact with patrons over social media and organize contests on a regular basis. For an instance, for one of our recent tie-ups with UBER, we gave away merchandise from Steve Madden to five lucky winners. We also keep on experimenting with different events to wow our patrons," says Mehra.

"To cater to the interest of all age groups, apart from F&B and entertainment, Quest has also created an exhibition space called **The Loft** which is a permanent area for pop-up art and culture," he adds.

Ambuja Realty Development Limited which owns and operates



“ THESE CONCEPTS BOOST BRAND IMAGE OF THE MALL, BRING IN INCREMENTAL FOOTFALLS AND IN TURN UP THE SALES OF RETAILERS IN THE MALL DURING THE PERIOD OF THE PROMOTION. ”

- Pramod Ranjan Dwivedi

City Centre Raipur came up with an extremely successful concept to draw in families, help them spend more time with each other. The mall has decided to celebrate every festival with aplomb for the communities that live in Raipur. Apart from Lohri Di Raat, Baisakhi Di Raat and Cheti Chand Mahotsav, various events for kids are also held, which include celebrations and friendly competitions, converting the mall into a much-loved community hub.

The mall also organises excellent concepts that bring in the youth including fashion shows, Hard Rock Band Competition, and college festivals.



become bigger and we have been able to touch ₹8.5 crore mark this year," says **Sanjeev Mehra, Vice President, Quest Properties India Ltd.**

Other innovative concepts which the mall has been conducting to increase footfall include The Republic Day Sale, festive décor and celebrations.

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“THE ACTIVITIES WE CONDUCT USUALLY INVOLVE GRATIFICATION FOR THE CONSUMER, INCLUDING SEVERAL COMPETITIONS, GAMES, ONLINE CONTESTS, LUCKY DRAWS ETC., WHERE CUSTOMERS STAND A CHANCE TO WIN GIFTS, VOUCHERS, FREE DINNERS AT RETAIL PARTNERS IN THE MALL AND MUCH MORE.”

- Arijit Chatterjee

“WE HAVE SOMETHING EXCITING FOR THE CONSUMERS ALMOST EVERYDAY FOR DIFFERENT CATEGORIES AND SEGMENTS IN THE MALL. WE HAVE SHOPPING TUESDAYS, FOOD TASTING DAY WORKSHOP, PET ADOPTION SHOW, ON REGULAR BASIS. WE ALWAYS TRY TO SURPRISE OUR CUSTOMERS WITH UNIQUE CONCEPTS.”

- Sunil Shroff

Pramod Ranjan Dwivedi, Head - Group Real Estate Marketing & Customer Care, Ambuja Realty Development Limited, says “These concepts boost brand image of the mall, bring in incremental footfalls and in turn up the sales of retailers in the mall during the period of the promotion.”

Inside City Centre Raipur you can find many concept stores and areas including like Dessert Street, Dining Street, Kid's Street, Bar Lounge, Valentine Cafe and Garden of Senses, among others. The timeless Indian concept of the Ghanta Ghar, natural daylight, water bodies, open spaces and extensive plantations have also been created in the mall which makes it completely different from any other in Central India.

Junction Mall Kolkata too has a history of putting together excellent events, which work to bring the community closer together, making the mall a complete family destination.

“The activities we conduct usually involve gratification for

the consumer, including several competitions, games, online contests, lucky draws etc., where customers stand a chance to win gifts, vouchers, free dinners at retail partners in the mall and much more. This concept of fulfilment and gifting is a huge crowd puller. The rewards system



ensures a loyal base is built to enjoy the unique retail concepts the mall has to offer,” says **Arijit Chatterjee, COO of Junction Mall.**

Some of the most successful concepts and campaigns which the mall has organized over include

Junction Jam: Clash of rock bands, Shopping Pujo: Durga Pujo Campaign, Bachaao: Shop MOre Save MOre campaign during EOSS and PoilaParbon:

Bengali New Celebration.

“These campaigns added to our reach to new set of customer base every time apart from normal leap in terms of customer walk-ins, brand performances,” adds Chatterjee.

Viviana is the first mall in the country to have embraced the cause for the visually impaired. Viviana launched an audio-tactile labelling system and Braille menu cards at all restaurants and

outlets of the mall. Thus offering a complete mall experience to the visually impaired. Viviana also provides shopping assistance to the blind by trained staff along with other facilities such as a tactile Braille Map, directory etc.

“We have something exciting for the consumers almost everyday for different categories and segments in the mall. We have shopping Tuesdays, Food Tasting day Workshop, Pet Adoption Show, on regular basis. We always try to surprise our customers with unique concepts. The idea is to grab their attention, excitement and make them happy. In each quarter we focus on creating such excitement.

Bride and Bridegroom to be campaign, which was the part of the online wedding shopping festival, got international recognition was one of the best we did recently”, says **Sunil Shroff, CEO, Viviana Mall.**

“Most of these campaigns creates delighting factors for the existing customers and making our bonding very strong with them. It doubles the excitement among the buyers which impacts the business,” he further adds.





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Brands in Malls Providing Unique Retail Experiences

ThickShake Factory is the home to mouth-watering shakes and beverages. Started by brothers Yeshwanth and Ashwin, ThickShake Factory's first store opened in Hyderabad in 2013. In three years, the brand had the world sipping on its awesomeness. The name was decided upon to differentiate the product from regular milkshakes in India. The brand has 87 outlets across 20 cities in India and one international outlet in LA, California. They are targeting 200+ outlets by 2019.

The ThickShake Factory is India's first premium ThickShake Brand and brought to India the concept of running a cold dessert beverage-centric Quick Service Business for the first time. They are the category creators of the product focusing on specialty retailing of shakes. The unique concept of making the business out of milkshakes by bettering it is what the brand is has been focusing since its launch. Being probably the only brand in the segment that controls the entire value chain from the supply of raw materials to the end product, this helps create uniformity in the overall taste and consistent product quality across locations.

The USP of the brand is the thickness of the shakes which creates and the unmatched quality of the product.

"Over the last four years, the brand has actively created a change in the way India consumes cold beverages. The ThickShake Factory has consistently managed to engage with its audience on Social Media, enhancing their experience with the brand. They have seen a quarter-on-quarter growth of 40 percent in cities like Chennai and around 20 percent on an average across stores. The year-on-year average sales growth is about 120 percent which is nearly 4X the industry standard," says **Yeshwanth Nag Mocherla, Co-Founder, ThickShake Factory.**

A robust Loyalty Program is another effective way to engage with the customers.

According to Mocherla, "Experiential / immersive commerce is one of the fastest growing segments in retail. It is all about telling a story. With the advent of the digital age, today a customer carries a store in his/her hand. This means that they need to be immersed in the brand messaging, surrounding them with the lifestyle that the brand

represents long before they set foot in the store. The concept of specialty retail, in any category, has tremendous potential."

Urban Ladder – In a market cluttered with various e-commerce marketplaces that



“**THE THICKSHAKE FACTORY HAS CONSISTENTLY MANAGED TO ENGAGE WITH ITS AUDIENCE ON SOCIAL MEDIA, ENHANCING THEIR EXPERIENCE WITH THE BRAND. THEY HAVE SEEN A QUARTER-ON-QUARTER GROWTH OF 40 PERCENT IN CITIES LIKE CHENNAI AND AROUND 20 PERCENT ON AN AVERAGE ACROSS STORES.**”

– Yeshwanth Nag Mocherla

allow consumers to buy different product categories from as many sellers/vendors as possible, Bengaluru-based online furniture retailer, Urban Ladder set its eyes on being different from Day One. From creating an online furniture brand that consumers trust and buy from, Urban Ladder has today expanded offline aggressively in order to extend the five-sense experience to their customers. Apart from touch and feel, the brand provides home solution and interior designer services to clients.

Chumbak – The USP of Chumbak is its product assortment which has been entirely created on a fun and colorful design philosophy. From looking at in-store engagement with our customers through activations

such as 'Wheels of Fortune' to store opening experiences that include fortune cookies being given out on opening, the idea of engagement at the store is to ensure our customers find enough reasons to return to the store and find random surprises that will make them happy and satisfied.

Chai Point – Chai Point, India's largest organized Chai retailer, brings a perfectly brewed cup of Chai made with fresh, natural ingredients to offices and working professionals around the country. With over 100 service hubs, Chai-on-Call and boxC.in are designed for corporate, Chai Point is revolutionizing the way Chai is consumed in India. Chai Point also retails its own brand of consumer packaged goods, Made-For-Chai, which are bite-sized snacks.

Smoor – Chocolates, cakes and sinful delicacies, Smoor presents the consumers with a new world of true couverture chocolates and more, made from real and authentic ingredients concocted by master chocolatiers from around the world. Patrons come from far and wide to visit their lounges to sample the unique taste of Smoor's wares and wonder at the brand's exquisite and exclusive packaging.

De Moza – De Moza brings a specialized experience for its consumers in the form of superfine bio wash cotton and vortex viscose fabric with stretch properties. Their mantra is simple – to bring the latest trend to the customer at affordable prices and with best in class quality.

Specsmakers – Specsmakers Opticians Pvt Ltd is one of South India's fastest growing optical retail chain with a vision to provide best quality eye wear products, services at affordable price range, Their unique services include eye testing, free repairs and cleaning of eyewear. ●●●





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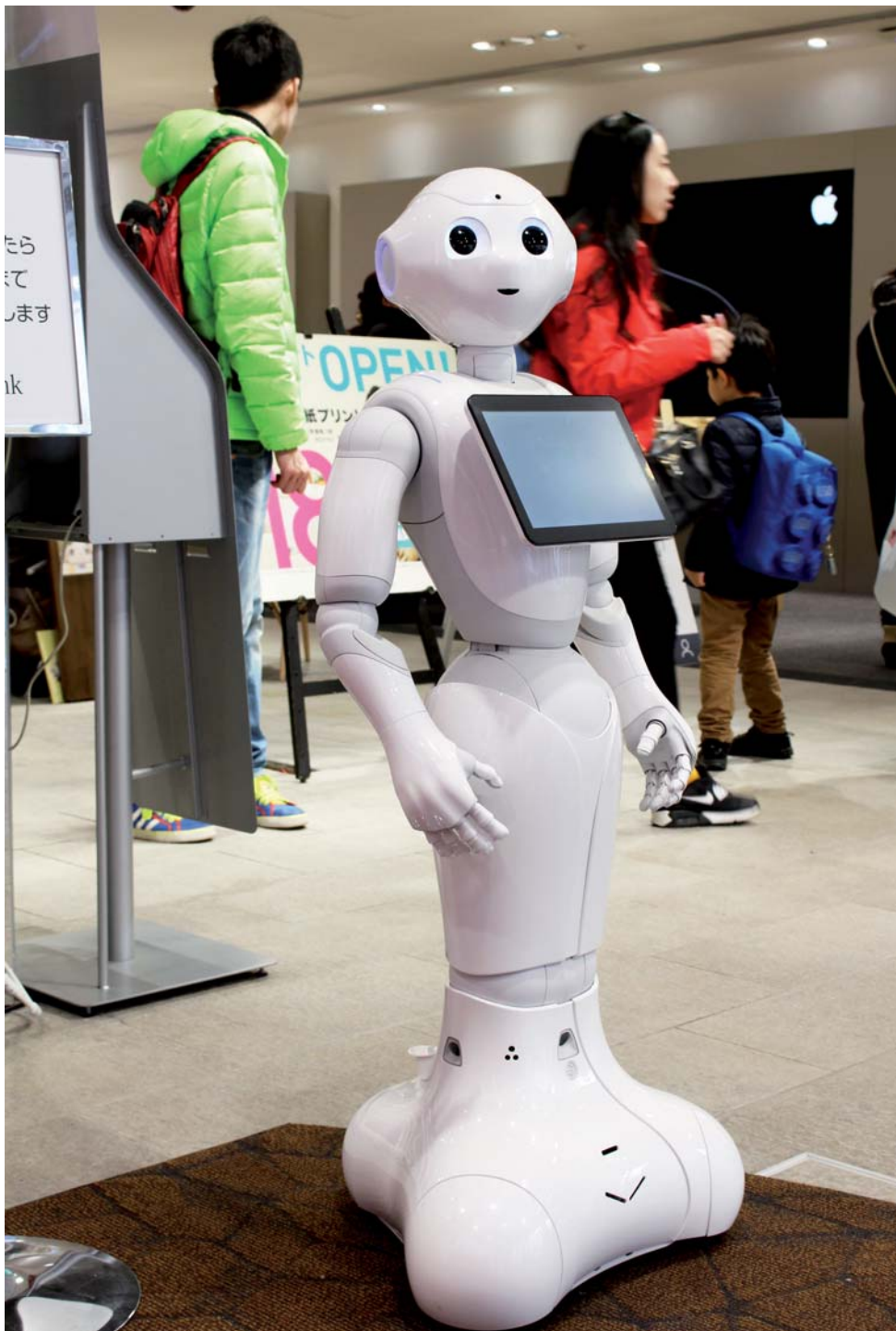
Dwarkamai - India's first humanoid show that brings Sai Baba to life by using world class animatronics, robotics and show control technology.



Lanka Dahan - A 5-dimensional simulation ride that showcases the heroics of the legendary Lord Hanuman in the battle of Lanka in India's biggest simulation theatre.



Sabka Malik Ek - A tribute to our beloved Sai Baba through an hour-long film that gives insights into the life and ideologies of Sai Baba.



Ned Snowman / Shutterstock.com

The e-commerce revolution and the upsurge in digital technologies are fundamentally transforming shoppers' expectations. This is transformation also has a major bearing on the function of brick-and-mortar stores, which now need to render more useful and entertaining customer experiences. As trends advance globally, mall operators are forced to rethink and re-strategize as to how they must design, enable and operate their physical stores.

The Advent of 'Smart' Stores

In today's digital era, physical stores are getting 'smarter' by using technologies like robotic intelligence, analytical data and consumer-centric platforms such as Augmented Reality (AR) or Virtual Reality (VR) to attract customers and give them an impactful experience.

Numbers suggest that consumer expenditure in India will rise to US\$ 3,600 billion by 2020 from US\$ 1,595 billion in 2016. If mall operators and the retailer tenants get their strategy right, they are definitely poised for retaining and adding customers. Today, a tech-enabled retail environment equals repeat visits, increased footfalls and higher sales.

Tech Adoption Done Right

A classic example of creating a differentiated experience for consumers is seen in Kochi's Lulu International mall, which numbers among the largest malls in India. This mall uses advanced technologies Automatic Number Plate Recognition (ANPR), geo-fencing and digital beacon technology to engage with mall visitors and inform them of the latest promotional activities and deals available in the mall.

Consumer-centric tech platforms like AI (artificial intelligence), AR (augmented reality) and VR (virtual reality) add similar value by enabling personalized and engaging experiences.



Indian Malls Go Hi-tech to Woo & Wow Shoppers

– By Anuj Kejriwal, MD & CEO, ANAROCK Retail



Numbers suggest that consumer expenditure in India will rise to US\$ 3,600 billion by 2020 from US\$ 1,595 billion in 2016. If mall operators and the retailer tenants get their strategy right, they are definitely poised for retaining and adding customers...



MAKE WAY FOR OMNICHANNEL

Malls will need to increasingly imbibe technology, and there is no shortage of examples of this happening already. For instance, online retailers are now launching stores as fulfilment centres, and are locating these stores near major metropolitan areas in an effort to locate products which are in high demand but close enough to be able to meet same-day or next-day delivery requirements efficiently.

Meanwhile, though offline retailers have bigger constraints in terms of the warehouse infrastructure available to them, they do have an edge in the sheer number of stores located all over the country, and even worldwide. They have the option of re-purposing these stores so as to be able to offer direct order fulfilment and back-office stocking, while keeping a cap on the assortments stocked on the floor.

Introducing Omnichannel will definitely call for a lot of investment in terms of changing systems and operations, but it is well worthwhile for achieving long-term competitiveness with e-commerce players. High internet and smartphone penetration is also playing a big role in how retailers conduct their business. In F&B, more and more players are developing mobile applications which allow their customers to inspect the menu, make table reservations and make online payments online.

Fashion retailers are increasingly adopting Omnichannel retailing, giving customers the flexibility to inspect merchandise in their stores and then pay for their purchases either in-store or online. We are also seeing the use of tablets by store staff taking off in a big way. This allows them to conveniently process payments and also help shoppers to check sizes, styles and the availability of selected items. In case of non-availability, store staff can let shoppers to place online orders directly on the tablet, and to decide on whether to receive the ordered item in the store or in their homes.

Going forward, we will see fast-paced adoption of technological solutions by retailers, as this is the only way to stay competitive in today's tech-driven world. We are just looking at the beginning of this trend. In the coming ten years, technology will entirely revolutionise the way people shop and retailers sell their merchandise. Physical retailers will come up with a whole range of imaginative solutions to counter the competition from e-commerce. Interestingly, this movement is primarily being fueled by start-up tech companies with a focus on disruptive innovation – and India has a clear edge in terms of saturation of such firm.

These technologies help in building malls' connection with consumers via product visualization, behaviour analyses, communication with customers, creating real-time merchandising, marketing, advertising, and promotional opportunities.

Increasing demand for experiential retail coupled with the stores' ability to be different is, in a way, fueling demand for new technologies. In fact, we may soon start seeing holograms being used in malls, in place of the traditional promotional standees and flex boards. With the right kind of technology, holograms can even go from being mere static visuals to interactive ones.

Retail on the Information Highway

Already, we have at our disposal varied digital communication

tools, from bots like Kik Bot Shop and WeChat to voice-activated AI agents like Google Now and Amazon's Alexa. Mall operators and tenants need to leverage these personalized digital ecologies when shoppers are either in or away from their centres.

For instance, DLF Cyber Hub offers a unique AI-based 'Phygital' experience with Huber, a virtual concierge. Shoppers can talk to Huber to find out about the next event, navigate through physical space while adding to the 'discoverability' of available brands and experiences, reserve a table, check out menus, etc. During the conversation, Huber gets to know about the customer and can make personalized recommendations.

Also, with shoppers' mobile devices connecting to the mall's

Wi-Fi network, a new channel of communication has opened between the mall operator, retailer and customers. This avenue gives shoppers relevant information right from where to park the car to various offers and enticements like discounts. This makes the shopping experience more personal, convenient and enjoyable.

Interestingly, today's tech-savvy consumers are now open to sharing some personal data via digital interaction. According to Accenture, more than 50 percent of consumers are willing to divulge personal information in return for more customized offers.

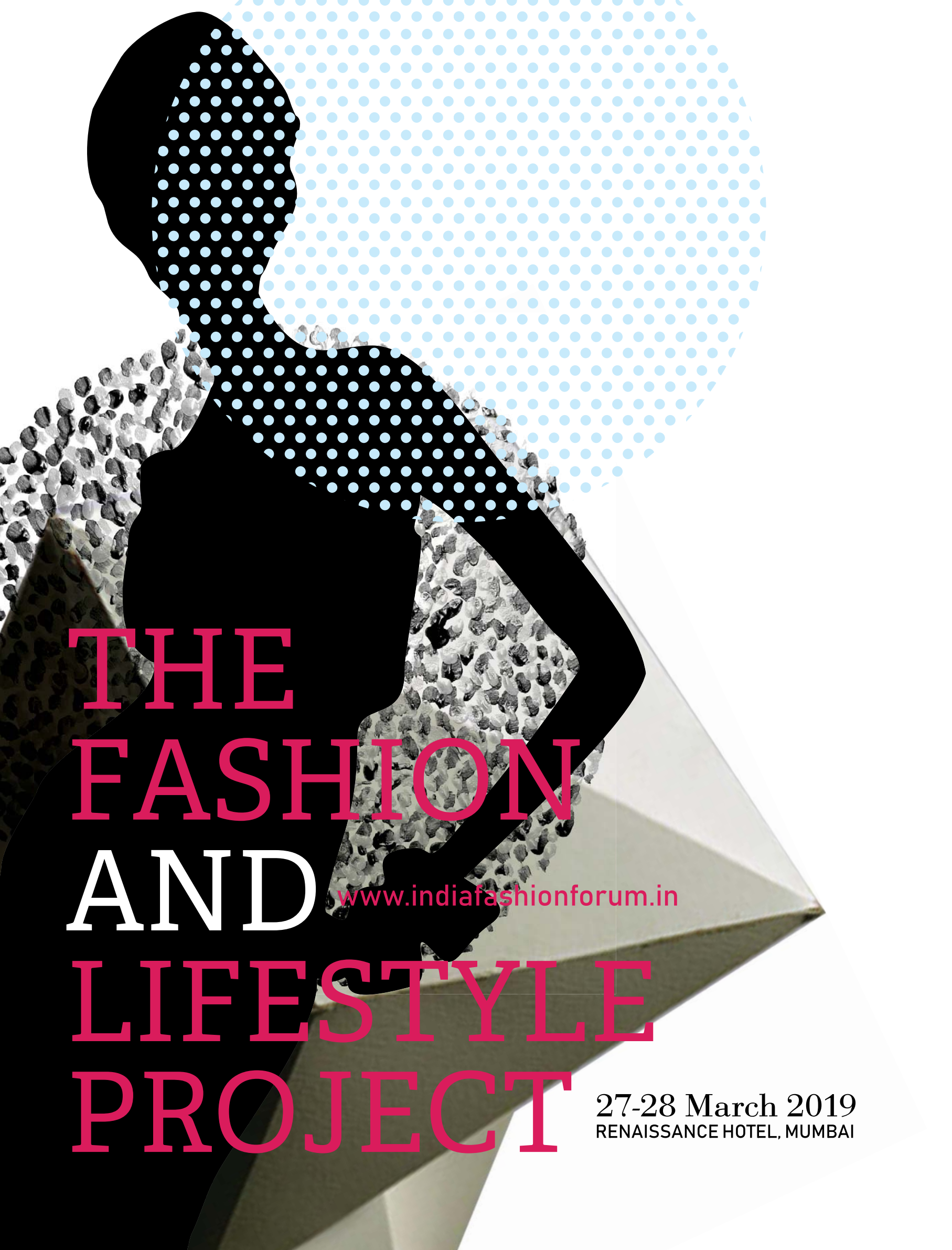
Conclusion

The retail world today is nothing short of an ongoing war of sorts - the war to win customers over from the competition and to

retain them. As can be expected in any war, there will be victors and losers; and in the case of technology adoption, it is no longer about the in-store use of innovative technologies.

While the dominance of technology is explicitly seen across modern brick-and-mortar stores, the winners will be those who can strike a balance across multiple platforms and create an omni-channel for tech-savvy consumers.

Mall operators and retailers who are agile enough to adapt and navigate their way through these changes will continue to grow and thrive. And as we have seen in many other real estate verticals, players who are unable to overcome their change resistance (and make the investments in technology) will eventually lose out. ●●



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At Kolkata's Quest Mall, the best deal of the day started at midnight this summer! Yes, you heard that right. The mall held its flagship event, Midnight Summers at Quest (MSQ), at the summer solstice, June 17, 2018.

After the roaring success of MSQ – the midnight sale is a complete shopping frenzy with exciting offers and discounts of up to 50 percent across all brands and festive activities like fireworks display – the mall has decided to make it a yearly event.

In an exclusive interview with Shopping Centre Forum, **Sanjeev Mehra, Vice President, Quest Mall**, talks about what makes MSQ a success, comparable to other popular offline formats like Black Friday sales and Boxing Day sales.



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

– By Shopping Centre News Bureau

After the roaring success of MSQ – the midnight sale is a complete shopping frenzy with exciting offers and discounts of up to 50 percent across all brands and festive activities like fireworks display – the mall has decided to make it a yearly event...



Every shopping centre today is known for conducting seasonal promotions. In such a scenario what is unique about MSQ? Do you hold this event to exclusively offer unusual experiences or is it an attempt to clear excess inventories?

MSQ is sought after because it's more than just a shopping festival. It's an experience. The sale is accompanied by attractive activities, live contests and a superb fireworks display. This year, we had activities like countdown timers, 15 x 15 foot

sky balloons and a DJ who played EDM music to add to the revelry.

The unique selling point of MSQ is that the entire mall is on sale, it's night out for the patrons with amazing deals, and is the precursor to the official summer EOSS across all brands in our mall.

Why do you need an annual activity like MSQ?

India, as a country, has only two types of seasons – summer and winter. We like to keep one interesting sale activity for both

seasons – MSQ for the summer and our Republic Day Sale during the winter.

We do other promotional activities like mall décor and interactive promotional events, but we avoid doing collective sales for more than two times in a year because we feel more than this usually results in the dilution of the brand.

What was USP of recently concluded midnight sale? What categories were on discount and which brands offered maximum and minimum discounts?

All our brands and categories were discounted during the sale.

- The categories with the maximum discount included iPhones, luxury items, and fashion apparels & accessories
- The categories with minimum discount were electronics, ethnic wear, jewellery and watch brands

What special arrangements were made to manage the incremental footfalls during MSQ 2018?

Marketing wise, we have come up with a 360 degree strategy to reach out to the customer in every way possible. This strategy included print ads, hoardings and innovative digital marketing ideas like carousal ads.

Operation-wise, we have made special arrangements with the police to maintain law and order in and around the mall. We also had an arrangement with the traffic police to chalk out a traffic

flow plan around the mall and identified 30 parking zones for chauffeur driven cars to ensure regular traffic in and around the mall was not disrupted.

We also tied up with West Bengal Fire and Emergency Services for any emergency situations that might occur, Woodlands Hospitals for ambulatory services as well as Uber which provided special deals to consumers. There was an Uber kiosk in the mall to provide shoppers with assistance in booking cabs.

Tell us about your arrangements with retailers during MSQ 2018 to create a profitable situation for both the mall and brands?

We don't have a set revenue sharing system with retailers. However, we do coordinate well in time so that all brands and retailers can make the necessary arrangements for MSQ in a timely manner.



As per new policies, retail establishments are allowed to operate 24X7. Do you think such policies will further boost the response for future MSQs?

MSQ is a one off event, while retail policies are made as per demand and supply. However, there is a cost attached to establishments which are designed to work 24X7. Therefore, in my opinion, letting retail establishments remain open 24X7 is not a viable solution. This time frame should be restricted to events like MSQ, or at best to the hospitality industry.

What is the revenue that mall has earned from MSQ 2018?

This year, we have earned a neat ₹8.65 crore.

1 lakh in three days (June 17 – June 19, 2015).

The top 10 brands (sales-wise) averaged more than ₹10 lakh in sale and the million rupee busters were Michael Kors, Vero Moda, DKNY, ONLY, Forever New last year.

While the concept has remained by and large the same, by the next year – since we understood that the beast was



What have you changed in as far as MSQ is concerned from inception to 2018?

The first year of MSQ (2015) was more of a marketing effort and we needed to do a lot to convince retailers to be a part of it. The results were mind boggling. We recorded footfalls of around 90,000 in three hours and an inflow of over 5,000 cars, which was 10 times the average footfalls then for three hours at any point of time at Quest Mall. The mall did a business of ₹3 crore (in three hours) and a Facebook post reach of around

only going to get bigger with each year – our concentration moved completely to operational aspects; and therefore, for the later versions we were able to successfully manage footfalls of 2,15,000; 2,60,000 and 2,90,000 in the MSQ 2016, 2017 and 2018.

What is the target for MSQ's 2019 edition?

We hope to break this year's records and their retailers are going to that extra mile to make sure that happens. We are aiming to touch the ₹10 crore mark at MSQ 2019. ●●



DLF Shopping Malls To Go Phygital This Year

– By Charu Lamba

Phygital experience is going to change the retail landscape of the country and DLF is well on its way to being the pioneer of providing them to the consumer by launching and deploying new experiences in all its shopping centres...

DLF Shopping Malls have been leading the retail and entertainment space by constantly innovating to stay ahead of the curve and to ensure superior experience to customers.

"We aim to create India's biggest Phygital market places with our offerings across portfolio including DLF Promenade, DLF-Mall of India, DLF Place Saket and Cyber Hub," says **Harshvardhan Singh Chauhan, Central Head of Marketing & Phygital at DLF Shopping Malls.**

He adds, "In terms of services, our malls have been made friendly to appeal different kind of consumer segments. For the last one year, each of these properties have gone ahead of the curve to be digitally advanced and taking the Phygital journey to the next level."

Improving Customer Experience

DLF is committed to offering a holistic experience to all guests that extends well beyond a transactional relationship of simply offering the widest range of brands under one roof.

According to Chauhan: "We want every guest to feel special and well taken care of. Our customer service is our biggest competitive advantage and the collaboration with Uber is an important step in the pipeline that will take consumer experience to the next level. Our last collaboration with Uber led to a substantial increase in footfalls to all our malls, inspiring us to collaborate once again with more facilities and options to make the travel experience truly seamless for our guests, irrespective of whether they have the app or not."

DLF has once again collaborated with Uber Cabs to offer every guest a hassle free and convenient commute experience. Under the collaborated offer, commuters will be offered Uber Experience zones at DLF Place Saket and CyberHub which will be manned to facilitate booking of Uber cabs for non-users, enabling them to enjoy a hassle free ride back home.

Furthermore, DLF Malls will have UBER Pickup Zones too to create a seamless commute experience, uninterrupted by incessantly long waiting time. This time, Uber has introduced new discounted fares for the commuters from DLF shopping malls for a whooping period of next six months.

"We have also collaborated with SBI and ICICI which enables consumers to have bigger discounts, when they are shopping. Along with this, the deeper integration players like PayTM and other payment solution providers will provide superior payment convenience to the shoppers," says Chauhan.

"All these initiatives on a holistic perspective have enabled us to take the consumer experience to the next level and we will continue with the same vision as we go further," adds Chauhan.

Marketing Strategy

Marketing is an important tool to attract customers to malls. Over a period of time, marketing strategies of malls has completely transformed, primarily in two ways – one: marketing has become more data centric and second: it has become more business and ROI related.

Whereas earlier marketing was used largely to create noise and impact, now it is completely driven towards impacting matrices like higher conversions, taking the average transaction value up, to be able to work constantly and repeated percentages to ensure that the consumers are much better engaged through initiatives.



Highlighting the marketing initiatives taken by DLF, Chauhan says, "In last one year, DLF has opened a couple of verticals which have grown up to take the market initiatives to next level. We have started aligning and integrating ourselves to the larger ecosystem like Uber, ICICI, SBI, OLA et al., to jointly solve consumer-centric problems - whether it is related to commuting, payments etc., and to come together to provide consumer-centric solutions."

"Also, we have consistently endeavoured to launch more digital products. Huber, an Artificial Intelligence based app which helps in navigating through the physical space while

adding to the 'discoverability' of the property for customers through mobile phones, is the product which we launched last year. We are making sure to keep our Millennials and customers connected over Internet, mobile, and other devices, as large part of consumer acquisition is happening from that end," he adds.

In terms of acquisition of customers, DLF is also focusing more towards Phygital acquisition rather than physical.



“WE AIM TO CREATE INDIA'S BIGGEST PHYGITAL MARKET PLACES WITH OUR OFFERINGS ACROSS PORTFOLIO INCLUDING DLF PROMENADE, DLF-MALL OF INDIA, DLF PLACE SAKET AND CYBER HUB.”

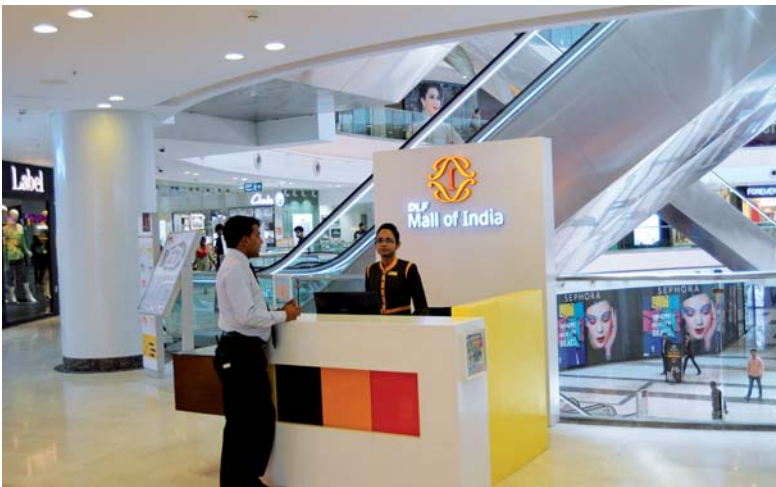
- Harshvardhan Singh Chauhan, Central Head of Marketing & Phygital at DLF Shopping Malls

According to Chauhan: "Our digital technology products vertical is working continuously towards churning out newer Phygital products towards consumers. Even our entire strategies in terms of media has changed a lot, where we are trying to focus not just on traditional media but align with Google and Facebook to form integrated strategies."

A Phygital Experience

E-commerce is currently 1.8 percent of the current retail share in India and is expected to reach 3-4 percent. Cashing on this opportunity, DLF is introducing the Phygital experience for its customers.





CyberHub 2.0: What's New

- **CyberHub 2.0** – A fresh identity for the brand, with a new logo
- **Huber** – An Artificial Intelligence based app that helps in navigating through the physical space while adding to the 'discoverability' of the property for customers through mobile phones
- **Hub Pass 2.0** – A privilege card powered with multiple benefits such as – free Valet service and discount deals across CyberHub retail, entertainment zones and restaurants. This card was launched in partnership with DineOut.
- **Movie Nights** – In collaboration with Pepsico, CyberHub 2.0 hosts movie screenings of all time classics, where the chips and drinks is on the house for the audience.
- **Musical Evenings** – Rock and roll with the most popular music bands to set the stage on fire with terrific performances.
- **Consumer Promotions** – On Food & Drinks in collaboration with Pernod Ricard & DineOut.
- **New Brands** – iHop, Bombakery, Mr. Mamagoto, United Coffee House, Pra Pra Prank, Too Indian, Drunken Botanist, Papparoti, Potbelly and Oh So Stoned as a part of their recent and upcoming business partnerships for CyberHub 2.0.

According to Chauhan, "What will really disrupt the retail in the next decade will be the new retail in a Phygital fashion, which means malls need to stay abreast of new developments to offer seamless Phygital

solutions to customers." Some of these solutions include providing navigation solutions, higher services on loyalty and superior apps which improve discoverability and offer personalised solutions.

MARKETING IS AN IMPORTANT TOOL TO ATTRACT CUSTOMERS TO MALLS. OVER A PERIOD OF TIME, MARKETING STRATEGIES OF MALLS HAS COMPLETELY TRANSFORMED, PRIMARILY IN TWO WAYS – ONE: MARKETING HAS BECOME MORE DATA CENTRIC AND SECOND: IT HAS BECOME MORE BUSINESS AND ROI RELATED.

Technology - The Future of Retail

DLF Shopping Mall experiences have evolved exceedingly, achieved high levels of performance and customer satisfaction. DLF Mall of India became the first ever mall in the country to have adopted the use of technology with video walls and digital kiosks last year. They launched a path-breaking initiative with an online BTL Booking portal where a brand can book, block, auction, receive

invoices, make online payments and acquire gates passes for BTL activations and hiring space.

"We also installed Digital Directories to offer quick and easy guides to help shoppers find what they're looking for at the multi-level malls. On the other hand, DLF Promenade followed suit by introducing WiFi's and wallets for payments within the mall," explains Chauhan.

"DLF Saket recently installed sensors in the parking lots to provide drivers with a visual indicator to detect how many parking spots were available on each level. Taking Augmented Reality on a completely significant level was the integration of an engaging Virtual Assistant platform – Huber. Anyone and everyone visiting Cyber Hub could explore and celebrate life the way they want with the help of this virtual concierge," he further states.

Tech disruption these days, is considered as the way forward in



the retail industry. The industry has already started leveraging the best of it and is continually upgrading itself with next level of technologies to enhance consumer fulfilment and their shopping experiences.

Phygital experience is going to change the retail landscape of the country and DLF is well on its way to being the pioneer of providing them to the consumer. These experiences will be launched and deployed in phases and a big bang launch can be expected sometime before the end of this year. ●●●



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REITs – Serving Small Bites of the Large Real Estate Pie

– By Shobhit Agarwal, MD & CEO - ANAROCK Capital

REIT-listed office assets are very likely to be followed by other REITable asset classes in India, including retail malls, hotels, etc. Post its registration with SEBI, units of REITs will have to be mandatorily listed on exchanges and traded like securities



India is waiting with bated breath for the first listings on its home-grown Real Estate Investment Trusts (REITs). In fact, the first listing will happen within a couple months. REITs are good news for investors who have a small appetite - as small as Rs 2 lakh - and yet want to invest in the otherwise highly cost-intensive commercial real estate market. With REITs, they can literally take a small bite of the large Indian commercial real estate pie.

One of the major real estate players in the country (Blackstone-backed Embassy Group) is in the process of launching its first REIT to raise approx. \$1 billion as part of its strategy to monetize its rent-yielding commercial properties. Currently, this realty major is in the reshuffling of its property portfolio to include assets across Bengaluru, NCR and Mumbai.

The company has more than 30 million sq. ft of leased office space and about 22 million sq. ft. more in the pipeline across cities.

Another player in the fray for listing REITs is IIFL Holdings.

REITs Decoded

Just like mutual funds, REITs are investment vehicles that own, operate and manage a portfolio of income-generating properties for regular returns. As of now, REIT-listed properties are largely commercial assets - primarily office spaces - that can generate lucrative rental income.

REIT-listed office assets are very likely to be followed by other REITable asset classes in India, including retail malls, hotels, etc. Post its registration with SEBI, units of REITs will have to be mandatorily listed on exchanges and traded like securities. Like listed shares, small investors can buy units of REITs from both primary and secondary markets.

Thus, besides low entry levels, REITs will provide investors with a safe and diversified portfolio at minimal risk and under professional management, ensuring decent returns on investment. REITs will not only be

characterized by investment in real estate assets - they will also offer liability for all unit holders.

To ensure regular income to investors, it has been mandated to distribute at least 90 percent of the net distributable cash flows to the investors at least twice a year.

That's not all. As per the guidelines, 80 percent of the assets must be invested in completed projects, and only 20 percent will be in under-construction projects, equity shares, money market instruments, cash equivalents, and real estate activities.

Expected ROI

Small investors will raise a pertinent question - will REITs be able to offer the same returns on investment that they can expect from 'real' real estate investments? The answer is, probably not. Definitely, investors who are hoping for unrealistic returns (>20-30 percent) will need to look elsewhere. Being realistic in one's returns expectations from REITs is important. A

realistic ROI expectation would be in the range of 7-8 percent annually, post adjustment of the fund management fee. With REITs, the ROI will be highly structured, realistic and risk-averse. REITs are ideal for investors who want a steady income with minimum risks. Moreover, investors can earn two types of income from REITs - one through capital gains post the sale of REIT units, and the other via dividend income. Moreover, REITs will be a good investment option for investors who are looking to diversify their portfolio beyond gold and equity markets.

The Downside

On the flipside, a plethora of taxes have currently made REITs more than a little unattractive in India. For instance, when a REIT sells shares of assets, the capital gains are taxable. Further, in other countries where REITs have been functional for a long time have been exempted from stamp duty. Such tax benefits, if and when are provided in Indian REITs, will act like a catalyst in making REITs more functional and attractive in the long run. More importantly, if REITs become attractive to investors via tax sops, channels for foreign funding in Indian real estate market will open up.

Global Players Galore

Sensing immense opportunity, large global institutional investors are already eyeing India's real estate market through REIT-tinted lenses. These include Japan's NikkoAm Straits Trading Asia, US' North Carolina Fund, Malaysia's Hwang Asia Pacific REITs and Infrastructure Fund, Taiwan's Eastspring Investments and Canada-based Sentry Global. This ignited interest of global entities is largely due to the uptick in office leasing activity in major Indian cities.

To be fair, the Government and SEBI have incorporated several changes time and again to make the issuance of REITs a success. However, only time and circumstances can reveal the 'real' success of REITs in India. ●●●

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IMAGES SHOPPING CENTRE AWARDS 2018

– By Shopping Centre News Bureau

Nominations were invited from across the industry, which were then carefully evaluated and scrutinized in accordance with given parameters – innovative campaigns, promotions concepts and consumer experience – before being finally presented to a jury consisting of eminent personalities who gave the final verdict...

The 11th annual 'IMAGES Shopping Centre Awards 2018 (ISCA 2018)', were held on April 11, 2018 at Hotel Renaissance, Mumbai. This year ISCA 2018 honoured the giants of the Shopping Centre Industry – those who upped the ante and many an eyebrow in the FY 2017-18, setting benchmarks and creating landmarks at a time when the digital commerce explosion is challenging retail businesses to reinvent and redraw their approach to consumers. Independent analysts and IPCs – who have been key observers of the developments in this industry – were invited by IMAGES Group to participate in ISCA 2018's decision-making process.

The Process

Over 200 top brands and retailers – including their respective Business Development/ Operations/ Marketing & Retail team members and associates – were involved in the selection process to shortlist the best performing malls this year. Tenants in shopping centers with different retail verticals, formats and consumer segments joined in to rank malls on the basis of their overall performance including metrics such as marketing promotion initiatives, trading density and ROI. Nominations were invited from across the industry, which was then carefully evaluated and scrutinized in accordance with given parameters – innovative campaigns, promotions concepts and consumer experience – before being finally presented to a jury consisting of eminent personalities who gave the final verdict. The coveted trophies were then presented to malls for their achievements in the year 2017-18 in a glittering ceremony. The event was attended by the who's who of India's Shopping Centre Industry, prominent organisational, business and category heads from the country's leading shopping malls, fashion and retail companies.

The jury comprised of distinguished personalities in the field of research and consulting retail support and advisory including Anuj Puri, Chairman, Anarock; Anshul Jain, Country Head & MD, Cushman & Wakefield; Pankaj Renjhen, MD – Retail Services, JLL India; Harminder Sahni, Founder, Wazir Advisors; Shishir Bajjal, CMD, Knight Frank India; Anshuman Magazine, Chairman, India and South East Asia, CBRE; Bijou Kurien, Strategy Board Member, L Catterton Asia Holding.

The retailers who were a part of the jury included Harmeet Bajaj, Director, Impresario Entertainment & Hospitality; Rishab Soni, MD, SSIPL; Vasanth Kumar, MD Lifestyle Int.; Abhishek Ganguli, MD, Puma India; Sumitro Ghosh, CEO, Tata, Starbucks; Vineet Gautam, CEO, Bestseller Group India; Rahul Singh, President NRAI and Founder Beer Café; Sahil Malik, MD, Da Milano; Dilip Kapur, Founder & President, Hidesign; Kavindra Mishra, CEO & MD, Pepe Jeans London (India); Manish Mandhana, CEO, Mandhana Retail Ventures (Being Human); Shriti Malhotra, COO, The Body Shop India; Sanjeev Mohanty, MD & SVP – South Asia, Middle East & North Africa, Levi Strauss & Co; Siddharth Bindra, MD, Biba; Janne Einola, CEO – Country Manager, H&M India; Vikram Bhatt, Founder – Enrich Salons & Academies; Anant Daga, MD, TCNS Clothing Co; Sanjay Behl, CEO, Lifestyle BusinessRaymond; Anupam Bansal, ED, Liberty Shoes; Shashwat Goenka, Sector Head – Spencer's Retail, RP-Sanjiv Goenka Group; Amin Kassam, Chief Retail Officer, Shoppers Stop Group; NP Singh, Director, Business Development, South Asia, Samsonite; Tushar Ved, President, Major Brands; Suresh J, MD & CEO – Arvind Lifestyle Brands and Arvind Retail; R.A. Shah, Head Property, Trent (Westside, Landmark, Star Bazaar); Sanjay Vakharia, Director & COO Spykar; Mohit Khattar, CEO, Graviss Foods (Baskin Robbins); S Ravi Kant, CEO – Watches & Accessories & EVP Corporate Communications, Titan Co.; Avijit Mitra, CEO, Infinity Retail (Croma); Rahul Vira, CEO, Skechers South Asia; Sandeep Kataria, CEO, Bata India; Vijay Jain, CEO – ORRA; James Munson, MD, Marks and Spencer India; Satyen Momaya, CEO, Celio (India); Sundeep Chugh, CEO, Benetton India; Darshan Mehta, President, Reliance Brands; Amit Jatia, Vice Chairman, McDonald's India – West and South; Shailesh Chaturvedi, MD & CEO, Tommy Hilfiger; Farah Malik, ED, Metro Shoes; Nitin Saluja, Co-founder, Chaayay; Shital Mehta, CEO, Max Fashions; Mohit Kampani, CEO, Aditya Birla Retail; Rajeev Krishnan, MD & CEO, SPAR India; Unnat Varma, MD, Pizza Hut – Yum! Restaurants (Indian sub-continent); Ashish Dikshit, MD, Aditya Birla Fashion and Retail; Javier Sotomayor, Managing Director, Cinopolis Asia; Sunaina Kwatra, Country Manager, Louis Vuitton India; and Pradeep Hirani, Chairman, Kimaya Fashions Pvt Ltd.



JURY AWARDS

Images Most Admired
Shopping Centre Launch of The Year (North)



Omaxe Connaught Place, Greater Noida



- Launched in July 2017 in Greater Noida with a total built up area of 1.9 million sq ft and GLA of 1 million sq. ft.
- Good shopping experience with great brand mix is the driver for better conversions.
- Consistent quality footfalls and ability to connect with consumers thru Various mediums

Images Most Admired
Shopping Centre Launch of The Year (East)



P&M and Hitech City Centre Mall, Jamshedpur

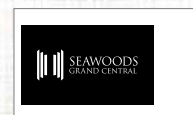


- Launched on 9th September 2017 in Jamshedpur with a total built up area of 5.57 lac sq ft and GLA of 3.57 Lac sq. ft.
- Located at the heart of Bistupur, Jamshedpur, City Centre Mall, has an amalgamation of world-class retailing spaces which includes Hyper market, Departmental store, Multiplex, Entertainment Zone, Food court, Restaurants, Gym, Banquet Halls, Retail Shops and a state of the art star Hotel. Right here in the city that's brimming with opportunities.

Images Most Admired
Shopping Centre Launch of The Year (West)



Seawoods Grand Central Mall, Navi Mumbai



- Launched on 23rd March 2017 in Navi Mumbai with a total GLA of 1 million sq. ft.
- Tenant specific Marketing Initiatives Like Diwali Festival, Christmas, and *99 events saw over 70% increase in sales for participating Retailers.
- Unique digital innovations like #GoodOverEvil - India's First Digital Dushehra & Pictionary to make the mall a happening place and result of that.
- The mall has created a buzz in the market and is destined to do well in the future.

Images Most Admired
Shopping Centre Launch of The Year (South)



Metro: Vega City Mall, Bengaluru



- Launched on 24th November 2017 in Bengaluru with a total built up area of 1 million sq ft and GLA of 4.23 Lac sq. ft.
- Pre & Post Mall Launch calendar was well conceptualized & executed to market the center well till the Tertiary catchment area. Series of Experiential Events & well scheduled Hygiene events picked up the pulse of the customers.
- Capitalizing on Special days like Women's Day have helped pull the sales of specific categories like Women Fashion by creating sales linked events for Women fashion category stores.

Images Most Admired
Shopping Centre Launch of The Year (South)



Non Metro: Prozone Mall, Coimbatore



- Launched in July 2017 in Coimbatore with a total GLA of 5 Lac sq. ft.
- Conducted Diwali Shopping Festival which resulted in increase on footfalls and trading
- Conducted Midnight Shopping Bonanza which resulted in increase in sales
- Covai Day & Release of Kovai Anthem along with TOI. This event attracted an audience/ footfall of 60,000

Images Most Admired
Shopping Centre of The Year: Luxury



DLF Emporio, New Delhi



- Launched on 24th November 2017 in Bengaluru with a total built up area of 1 million sq ft and GLA of 4.23 Lac sq. ft.
- DLF Emporio is a name truly synonymous with luxury. Exclusivity, space & aesthetics are the signatures of this spectacular offering. It is here, under one elegant roof, where a wealth of designer & luxury brands, exquisite lifestyle products and services are showcased in all their glory.
- Currently there are over 50 International brands and 51 Indian designers, 4 Restaurants and 1 International Salon present.

Images Most Admired
Shopping Centre of The Year: **Turnaround**



East: **Acropolis, Kolkata**



- Launched on 25th September 2015 in Kolkata with a total built up area of 1.6 Lac sq. ft. sq and GLA of 2.75 lac sq. ft.
- Total Lease rent income grew by 21% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 55% over the previous year.
- CAM income grew by 6% over the previous year.
- Organised different kind of customer engagement events which drives the customers in to the mall and helping the retailer in conversion.

Images Most Admired
Shopping Centre of The Year: **Turnaround**



North: **VR Punjab**



- Total built up area of 1.75 million sq. ft. sq ft and GLA of 9.95 Lac sq. ft.
- Total Lease rent income grew by 50% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 72% over the previous year.
- CAM income grew by 52% over the previous year.

Images Most Admired
Shopping Centre of The Year: **Turnaround**



South: **Mantri Square, Bengaluru**



- Launched on 16TH March 2010 in Kolkata with a total built up area of 1.7 million sq. ft. sq and GLA of 8.9 lac sq. ft.
- Total Lease rent income grew by 14% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 20% over the previous year.
- CAM income grew by 10% over the previous year.

Images Most Admired
Shopping Centre of The Year: **Non Metro**



West: **Phoenix Marketcity, Pune**



- Phoenix Marketcity, Pune was launched on June 28, 2011 in Pune with a total built up area of 5 lac sq ft and GLA of 11.6 lac sq. ft.
- Total Lease rent income grew by 20% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 26% over the previous year.
- CAM income grew by 15% over the previous year.

Images Most Admired
Shopping Centre of The Year: **Metro**



West: **High Street Phoenix, Mumbai**



- High Street Phoenix was launched on 10 June 1998 in Mumbai with a total built up area of 8.46 Lac sq ft and GLA of 8.46 Lac sq. ft.
- The high investment in marketing & consistent activation has increased the mall traffic .
- Leads the country in terms of giving best footfall & brand visibility. This translates into highly productive stores, which are great on ROI for brands.

Images Most Admired
Shopping Centre of The Year: **Metro**



East: **Quest Mall, Kolkata**



- QUEST Mall, was launched on 31ST December 2013 in Kolkata with a total built up area of 7.3 Lac sq ft and GLA of 4 Lac sq. ft.
- Have reached a new milestone for the monthly sale at around INR 78 Cr in the month of December 2017
- Premium look and feel with great ambience makes it a frequently visited Mall by customers.



SAI TEERTH: INDIA'S FIRST DEVOTIONAL THEME PARK TO EXPERIENCE MAGICAL HOLY JOURNEY



About Shirdi

Shirdi is an abode of one of Maharashtra's most revered saint - Sai Baba. This 19th century saint, brought together people from all faiths and religions, and preached not only religious tolerance but also universal brotherhood. Today, Shirdi is one of India's most important pilgrimage towns that greets millions of believers every year. Shirdi approximately gets 20 million visitors every year. On any given weekday about tens of thousands devotees come for darshan and count usually doubles on weekends. On special occasions & festivals the town witnesses over half a million visitors.

Sai Teerth is a first-of-its-kind venture that encompasses devotion with technology and entertainment in Shirdi. Created by Malpani Group, Sai Teerth is India's first devotional theme park, where people can experience a magical holy journey. Located a kilometer away from the famous Shirdi Temple, the architectural marvel holds four custom built themed attractions that captivate people with their intricate detailing.

What Makes Sai Teerth Unique: A Milestone In Spiritual Tourism

- A unique theme park that offers a world class of spiritual entertainment
- Attractions that will blend virtual and real-life experiences beyond imagination
- Direct employment opportunity for over 400 local youth
- Indirect employment for thousands in hospitality, transport and related sectors
- An 'India first' motif: Have the presence of India's best brands.
- Path setter for other tourist destinations

Major Attractions:

TEERTH YATRA- A Ride Through Temples of India

Teerth Yatra, a ride promising an overwhelming experience takes people on a pan India voyage to showcase this cultural diversity in an automated vehicle in just 15 minutes. From Kedarnath, Badrinath in the North and Tirupati and Meenakshi temples in the South, to Dwarka in the West and Puri in the East, these religious hubs depict the true diversity of India. These temples are extremely well carved and look identical to the real ones. The attention to detail is such that even the incense matches the smell of specific temples to give you a real-life experience. Spread in a huge indoor complex of 40,000 sq. ft, this dark ride will be one of its own and will give an overwhelming experience to every visitor.

LANKA DAHAN - Feel fury of Lanka-Dahan in 5D Experience

A thrilling 26 minutes film on Lanka Dahan has been created in 5D (stereoscopy) to give visitors a superlative experience. At a time, 144 viewers will be able to experience this extravaganza in the Lanka Dahan theatre, again a benchmark for any theme park in India. A custom-built ride created to present an epic Indian story, uses the latest technology. The story of Hanuman's flight to Lanka in search of Sita is loved by all, and the story is perfect for a true multidimensional simulation experience, such as special effects for water, wind and fire.

SABKA MALIK EK - A Giant Screen Experience

The giant screen theatre features a cinema screen of the size of 36 feet by 72 feet. A special made hour-long film based on the life of Sai Baba is being played multiple times everyday

DWARAKA MAI - Experience Divine Blessings of Sai

India's first ever blessing experience from Sai Baba, created using animatronics and robotics, making a humanoid show is the final attraction of the park. One can view the Sai Baba's entire life on the giant screen and learn about his life and hardships. Among other attractions, the ancient Dwarka mai structure has been recreated as it was 100 years ago for this show. With a seating capacity of 250, this show is a must watch.

For more information, please visit www.saiteerth.in or call 8603400400 / 8603700700

Images Most Admired
Shopping Centre of The Year: **Non Metro**



East: **City Centre, Siliguri**



- City Centre, Siliguri was launched on March, 2011 in Siliguri with a total built up area of 5 Lac sq ft and GLA of 4.5 Lac sq
- Regular promotion and events are organized throughout the year
- Cross promotional events are organized to boost sales of brands present in the mall.

Images Most Admired
Shopping Centre of The Year: **Metro**



South: **Phoenix Marketcity, Bengaluru**



- Phoenix Marketcity, Bengaluru was launched on 21st October, 2011 in Bangalore with a total built up area of 1.3 million sq ft and GLA of 9.9 lac sq. ft.
- Conducts aggressive programs that engages consumer and ensure frequency of shoppers.
- Home to popular international and national brands, has become the most sought after destination in the city.
- With over 280 brands housed in the mall, tenant relations are the key to the success of the centre.

Images Most Admired
Shopping Centre of The Year: **Non Metro**



South: **Lulu Mall, Kochi**



- Lulu Mall was launched on March 10, 2013 in Kochi with a total built up area of 2.5 million sq ft and GLA of 6.2 Lac sq.ft.
- One of the best malls in the country with all brands and service. Good walk-ins through the year
- Marketing and consumer promotions are the main focus of the mall this year, with activities aimed at engaging the consumer, resulting in increased business to the retailers.

Images Most Admired
Shopping Centre of The Year: **Non Metro**



North: **Elante, Chandigarh**



- Elante Mall was launched on April 13th, 2013 in Chandigarh with a total GLA of 1.16 million sq. ft.
- Supplementary income (Ads, Signage etc) grew by 28% over the previous year.
- CAM income grew by 9% over the previous year.
- To encourage customers to visit brick and mortar stores instead of shopping online, have already adopted innovative ways to lure our patrons to shop more or spend more time at Elante, by going the Digital way.

Images Most Admired
Shopping Centre of The Year: **Metro**



North: **DLF Mall of India, Noida**



- Launched on 15th December, 2015 in Noida with a total built up area of 2.7 Million sq. ft. and GLA of 2 Million sq. ft.
- Exceptional brand mix and zoning in Mall of India
- An aggressive marketing plan and a great tenant mix ensures constant consumer flow at the store resulting in high RPS

Images Most Admired
Shopping Centre of The Year: **Marketing & Promotions**



Select CITYWALK, New Delhi



- Events like fashion shows, movie screenings were organised. Special days like Mother's Day, Independence Day, etc were celebrated. Shop launches were done. Festivals were celebrated with much fanfare.
- The mall has an active calendar of more than 100 events. The 10th anniversary was the highlight. Some of the unique initiatives were: Friendicoes Charity Sale, Kargil Diwas, Hijra Habba, CanKids Car Rally, Army Band Display, among others.

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Images Most Admired
Shopping Centre of The Year: **CSR Initiatives**



Infiniti Mall, Malad, Mumbai



- Say No to Drugs" – An Anti Narcotic Drive was held at Infiniti mall Malad On 8th July
- Had given platform to special Kids to perform at our mall on children's Day & showcase their talent through dance, music, theatrical acts, etc.
- Had given space to art gallery to display beautiful paintings
- Flea Market at Mall every week, so women entrepreneurs & handicraft traders can present & sell their products.

Images Most Admired
Shopping Centre of The Year: **Green Initiatives**



Inorbit Malls

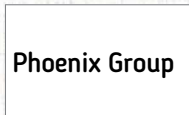


- Sustainability is not just a goal, it is a necessity. At Inorbit Malls – Malad & Vashi we have installed an OWC – Organic Waste Converters. All the wet garbage produced by the mall is treated inside the OWC and converted into manure.
- 1st mall in P-South ward who has been given the below certificate by the Municipal Corporation under their initiative Zero Waste Campaign
- At Inorbit Mall Malad, they have opened Greenland – Its India's biggest Green Centre in a Mall spread over 3000 sq ft area

Images Most Admired
Shopping Centre Group of The Year:
Marketing & Promotions



Phoenix Group



MARKETING & PROMOTIONS EVENTS

- Luxury Night Raid- Phoenix Mall conducted 'Luxury Night Raid', in which the mall was open till late night and lucrative offers and discounts were given on the luxury brands for the costumers to shop their heart out.
- Women's week (#MoreToMe)- Celebrated not just Women's Day, but a whole Women's Week. Indulge in the week-long celebrations that include complimentary services, live musical performances, with exciting discounts on your favourite shopping brands.
- Phoenix Festival- Celebrating happiness on all regional and national festivals by contributing in terms of recreational activities, events, pop ups, shows and Decors at regular intervals and make them feel important thereby making Phoenix mall, a preferred destination
- Palladium Assured
- EAT, PRAY & LAUGH-
- Wish Circle- A token of appreciation and gratification done from our side to make our patrons feel important and cared on special occasions time to time.
- Company Vs. Bollywood
- Brew BQ Festival
- Live Concerts with Music Icons- A live concert in the mall premises, to provide better customer engagement and fun while shopping.
- Stand Up Comedy

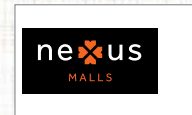
OUTCOME

- Tremendous growth in footfalls and increase consumption.
- Enthralled consumer and high season of sale.
- Customer footfall in the last FY 2017-18 increased at the rate of 5% when compared to FY 2016-17 in Phoenix Marketcity Chennai

Images Most Admired
Shopping Centre Group of The Year:
Marketing & Promotions



Nexus Malls



Digital Dussehra

- Digital Dussehra was their first ever Digital activity, where five different assets hosted the same activity at the same time which sent out one common message of #GoodOverEvil. 1. LED Screens across five assets were connected through a common platform. 2. Facebook Posts and Tweets from customers were flashed in these five cities on a REAL TIME basis. 3. With the help of integrated efforts by Influencers and key opinion leaders, the brand could maximize positive share of voice. 4. To keep the momentum going, hourly winners were selected from social media .
- The total number of entries in 2 days were 1,16,605. 2. Total engagement received for 2 days - 3,54,640 with more than 1,16,113 tweets in just 2 days. 3. The hashtag #GoodOverEvil was trending on both days of the activity on Twitter. Day 1 we trended for four hours and Day 2 we trended for five hours. 4. Total impression went beyond 105,000,000 with a reach of 2.1 Million. 5. More than anything, footfalls went up by 22%.

Pictionary

- A simple set up which included a LED wall with a camera and microphone attached were set up in the atriums of each of these assets on November 13 and 14 (Children's Day). Behind the LED screen was a green room from where the Mime artists interacted with the players in real time. For every kid who participated and guessed it right took home a surprise with them. Elements like a LIVE BAND and Life Size Teddy which made an appearance if the players could guess them right were added. also replicated this experience through Facebook LIVE and got good traction.
- Over 1300 people played LIVE Pictionary and over 1100 people won and were gratified. 2. Total engagement received for 2 days – Over .6 million impressions. 3. CSAT score was 90% (Excellent) across four assets; another 6.7% rated the event Good. 4. Besides Mattel, more brands were partnered.



GET DELIGHTFULLY DRENCHED AT WET N JOY!

With amazing water rides and swimming pool generating waves of thrill, Wet n Joy Water Park, awaits an exciting blend of fun adventure and entertainment for visitors of all age group. Launched by Malpani Group in 2007, the water park has been hot favourite spot for the water lovers in and around Shirdi. The brand inaugurated second Water Park in Lonavala in 2016. Both the water parks is well connected to the city and rural areas. Wet n Joy Lonavala is only 25 mins away from Lonavala Railway Station & Bus Depot while Wet n Joy Shirdi is just one km away from the famous Sai Temple.

Key Highlights

Lonavala water parks showcase one of the largest wave pools in India, assortments of world class thrill rides, rain dance and various other fun activities. All the activities in the park are monitored by life guards and helpers at all times.

Wet n Joy Lonavala boasts of more than 25 American water rides. The wide array of rides includes thrill Rides such as Master Blaster, Extreme River, Boomrango, Tornado, Free Fall, Skyfall, Mat Racer 93 Rides), Wizard (3 Rides), Nightmare and Cyclone. The range of Family Rides consists of Wave Pool, Royal Castle (Play Station with 8 Rides), Rain Dance, Lazy River and Fungama.

A Thrill seeker must try out a 90-degree free fall and the highlight of Wet n Joy i.e. India's biggest 60,000 sq. ft. wave Pool. There is descent shade and resting chairs for elderly who may not be in water for the entire day. The area is also wheelchair friendly.

At Lonavala Wet n Joy, after enjoying the water thrills, one can relish sumptuous vegetarian food at Multi Cuisine's Ocean Retreat, The Italia for Pizza, Pasta and Maharashtra Maza for Maharashtrian delicacies. Pure veg Jain Food is also available. Visitors can also enjoy quality food at the cafés, restaurants or the small stalls



Wet n Joy
WATER PARK, LONAVALA



that dot the length and breadth of the amusement park. Everything served is made to meet the highest levels of hygiene. The management and staff work towards providing the best possible facilities to all the visitors in order to give them a unique, memorable experience.

Wet n Joy Lonavala has also got the biggest Solar panel shaded parking in India. It also has facilities of rental costumes, lockers and cashless RFID Bands. The bar-coded wristband issued at the entrance will allow you to purchase anything you like within the park without having to carry or use cash. One can load the amount to utilise for food, so no need to keep cash along with you. Unused money in the band is returned during exit.

Also, the staff keeps on clicking visitors photos which you can check out during the exit. So there is no tension of carrying cameras or phones.

Break away from your everyday life and float, swim, splash and enliven the inner child in you at one of India's finest water parks, wrapped in picturesque mountains. Wet n Joy is a good option to spend a day out with kids. Special packages are offered for school and college trips.

About Malpani Group

Since the last six decades, the Malpani family has been marching ahead in the industrial sector. From customer - beneficial products to entertainment, the Group has successfully forayed into various end-user segments. Today, the Malpani Group finds itself among the top 12 groups in India in the on-conventional energy sector. Active contribution of the Malpani Group in the Green India Mission has been appreciated at all levels.

Today, Malpani Group is forging ahead in the fields of FMCG, Wind

Energy, Solar Energy, Water Park, Real Estate, Education, Health Club Resort and Hospitality among others. Amusement park is a upcoming venture from Malpani Group, which is expected to open in Lonavala in early 2019.

Malpani Group, with a combined turnover of more than INR 12000 million, believes the best is yet to come. The Group is aiming big by harnessing the wisdom of past generations, which has made it strong and resilient, with the drive and innovative enthusiasm of the younger generation. Malpani Group's concern for the environment is evident from the fact that group is having renewable energy capacity of over 581 MW in eight states across India.

For more information, please visit www.wetnjoy.in or call 022-49423333

AWARDS

RETAILERS CHOICE AWARDS

Images Most Admired Shopping Centre of The Year: **Best ROI**



North: **DLF Mall of India, Noida**



Images Most Admired Shopping Centre of The Year: **Best ROI**



West: **Ahmedabad One**



Images Most Admired Shopping Centre of The Year: **Best ROI**



South: **Orion Mall & Brigade Gateway, Bengaluru**



Images Most Admired Shopping Centre of The Year: **Best Sales Per Sqft**



North: **Select CITYWALK, Delhi**



Images Most Admired Shopping Centre of The Year: **Best Sales Per Sqft**



West: **High Street Phoenix, Mumbai**



Images Most Admired Shopping Centre of The Year: **Best Sales Per Sqft**



South: **The Forum Mall, Koramangala, Bengaluru**



IMAGES EXCELLENCE AWARDS

Images Most Admired Shopping Centre of The Year: **Best ROI & Sales Per Sqft**



East: **Quest, Kolkata**



Images Excellence Award for Operations Management & Business Transparency



Pacific Mall, New Delhi



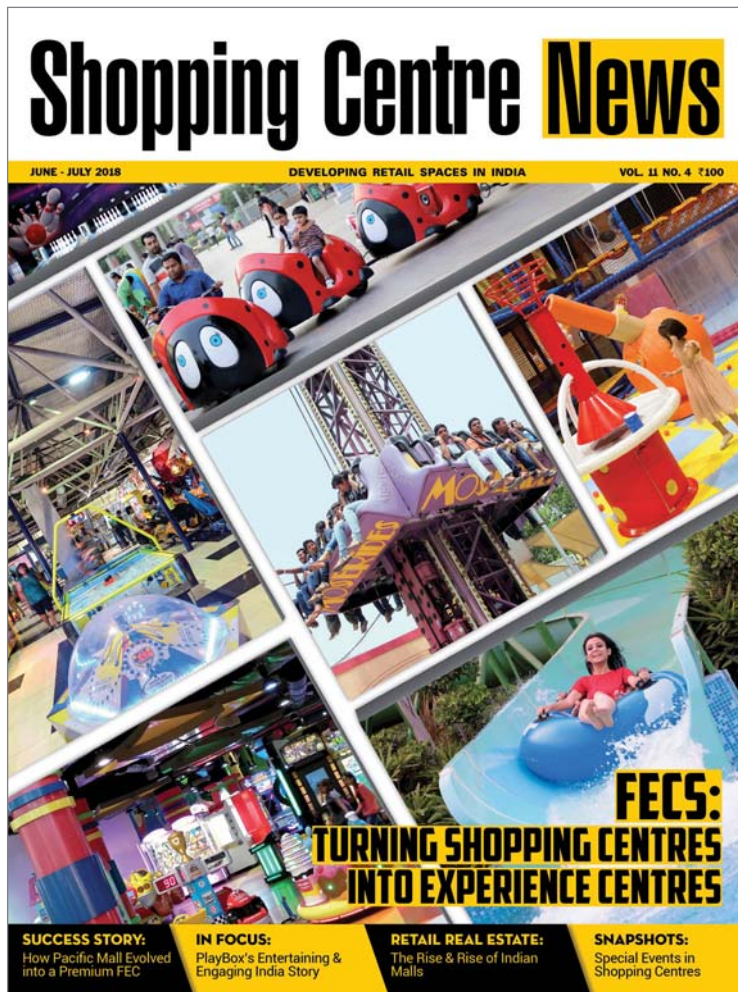
IMAGES EXCELLENCE AWARD FOR MALL OCCUPANCY OPTIMISATION



MG Felicity Mall, Nellore



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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.



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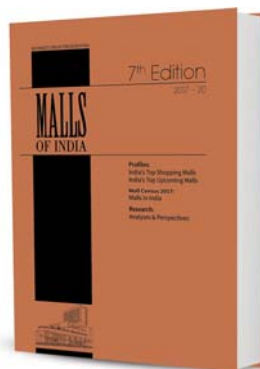
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MALLS OF INDIA 2017-20

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ABOUT ICSC

With a \$500 payment and a handshake, seven enterprising professionals established ICSC in a downtown Chicago hotel in 1957. The next 60 years saw those humble roots grow to more than 70,000 members and extend across 100 different countries in one vibrant global community. ICSC's mission is to ensure the Retail Real Estate Industry is broadly recognized for the integral role it plays in the social, civic and economic vibrancy of communities across the globe.

International Council of Shopping Centers: The Pre-eminent Voice of Retail Real Estate

– By Shopping Centre News Bureau

Experiential retail, reinvention of shopping centers, in-store and mall experiences were widely discussed, and the ICSC invited retail-tech and property-tech startups to give presentations on ways to revive brick-and-mortar retail...

The International Council of Shopping Centers' (ICSC) annual RECon convention for retail real estate professionals took place in Las Vegas in May 2018. The convention bills itself as the world's largest global gathering of retail real estate professionals.

Experiential retail and the reinvention of shopping centers were the dominant topics of conversation. The in-store experience and the mall experience were also widely

discussed, and the ICSC invited retail-tech and property-tech startups to give presentations on ways to revive brick-and-mortar retail. Optimism abounded during the first day of the show, though some industry insiders expressed concerns related to how to navigate the loss of big-box tenants and finding the right tenant mix for retail properties.

Many shopping centers are dedicating more space to food-service offerings, including food halls. Mall operators are also moving beyond apparel stores

clustered around anchor stores to create a mix of leisure and entertainment venues, gaming and virtual-reality concepts, art installations, business services.

Shopping-center owners are

WHAT ICSC ACTIVELY STRIVES TO DO

Build Communities: Retail real estate properties offer more than just financial profits – they're a place to hang out after work, walk around with friends or family, and experience life offline. They enrich the social fabric of the places the world calls home.

Fuel Economies: Retail real estate properties are essential to economic development, largely because of the property and sales taxes they generate. They also create jobs, buoy GDPs, and help drive the US economy.

Inspire Innovation: Retail real estate will shape the social practices, business policies and technologies of the future. ICSC stays on the cutting edge of industry trends, so its members are equipped to lead their businesses into the future.

also building in permanent pop-up spaces and are incorporating shorter leases to adapt to the change in retail real estate.

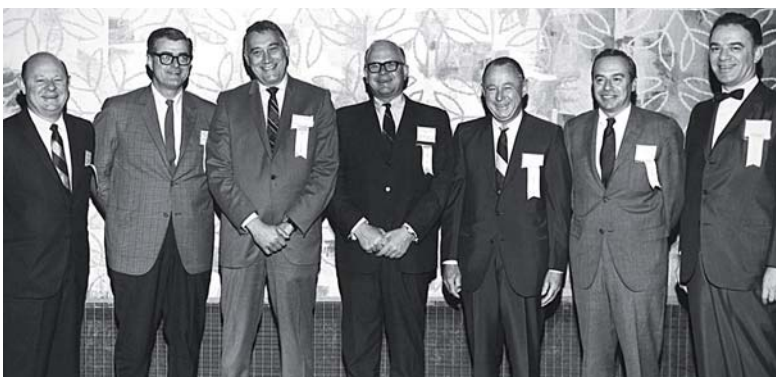
Investing in Tech, Microfactories

According to the Coresight Research team, while the industry is in agreement is that retail square footage will shrink in the near future, it is holding out hope that micro factories – which make products on demand – could reverse this trend, by allowing for personalization, customisation and improved on-shelf availability thereby supporting consumer demand for physical stores. The Coresight team also stresses on the fact that real estate owners must ensure that the return on investment is proven and only then invest capital in the same.

The Omnichannel Era

As it has every year in the last decade, the topic of Omnichannel retail dominated the convention. The industry was of the view that the importance of Omnichannel in new retail cannot be overlooked and that e-commerce can activate store-based commerce.

The Coresight Research team gave examples of this saying that retailers can achieve an Omnichannel environment by offering buy-online, pick-up-in-store and reserve-online, pick-up-in-store services. This can be done by partnering and collaborating with e-commerce players or by making their store functions consumer friendly. ●●

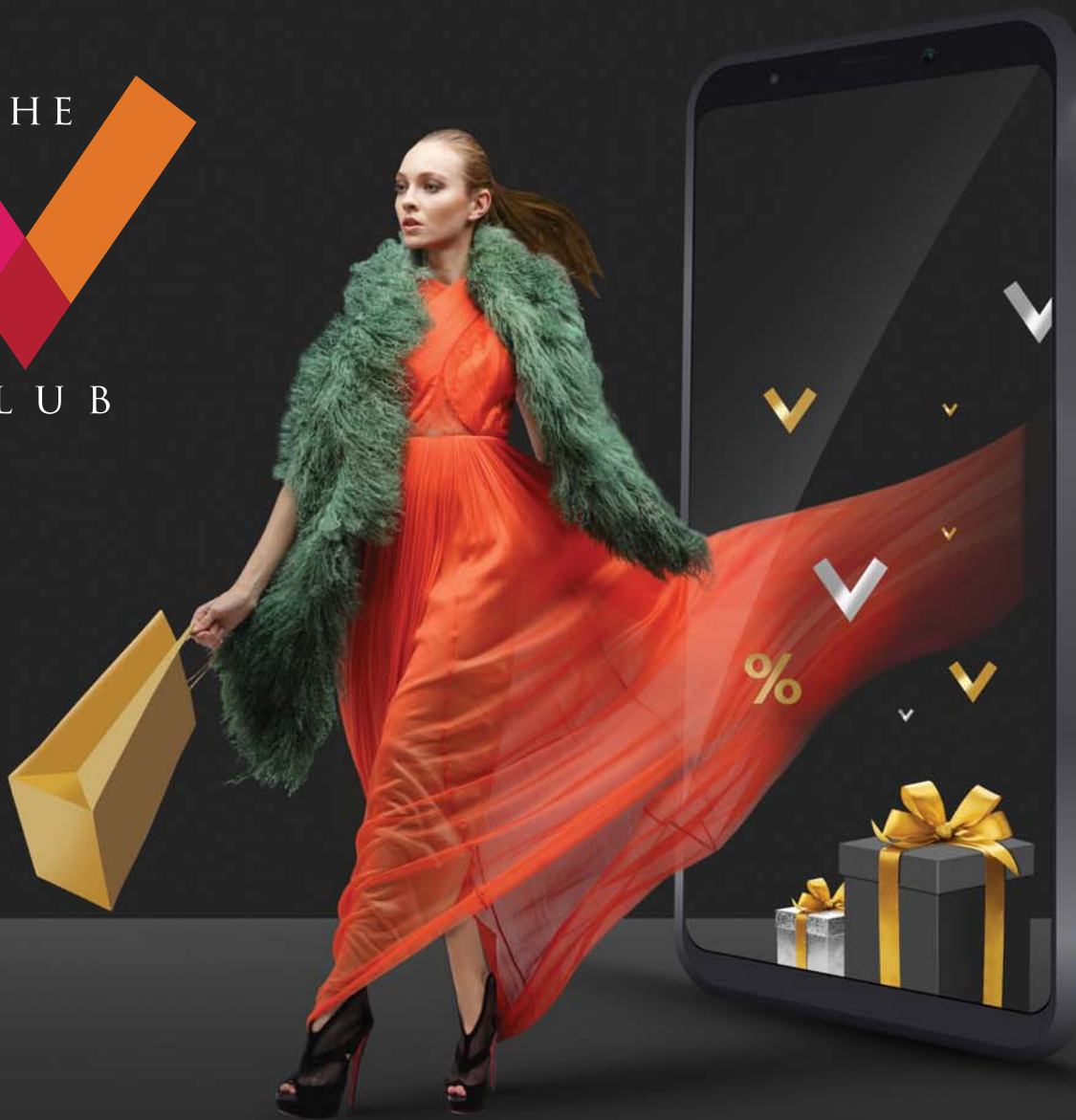


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