

# Shopping Centre **News**

OCTOBER - NOVEMBER 2018

DEVELOPING RETAIL SPACES IN INDIA

VOL. 11 NO. 6 ₹100

## FOOD COURTS: THE RECIPE OF SUCCESS FOR MALLS



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### REINVENTING RETAIL:

Why Mall Design Matters & How to Get it Right

### RETAIL REAL ESTATE:

85 New Malls to Open in India in 5 Years: ANAROCK Report

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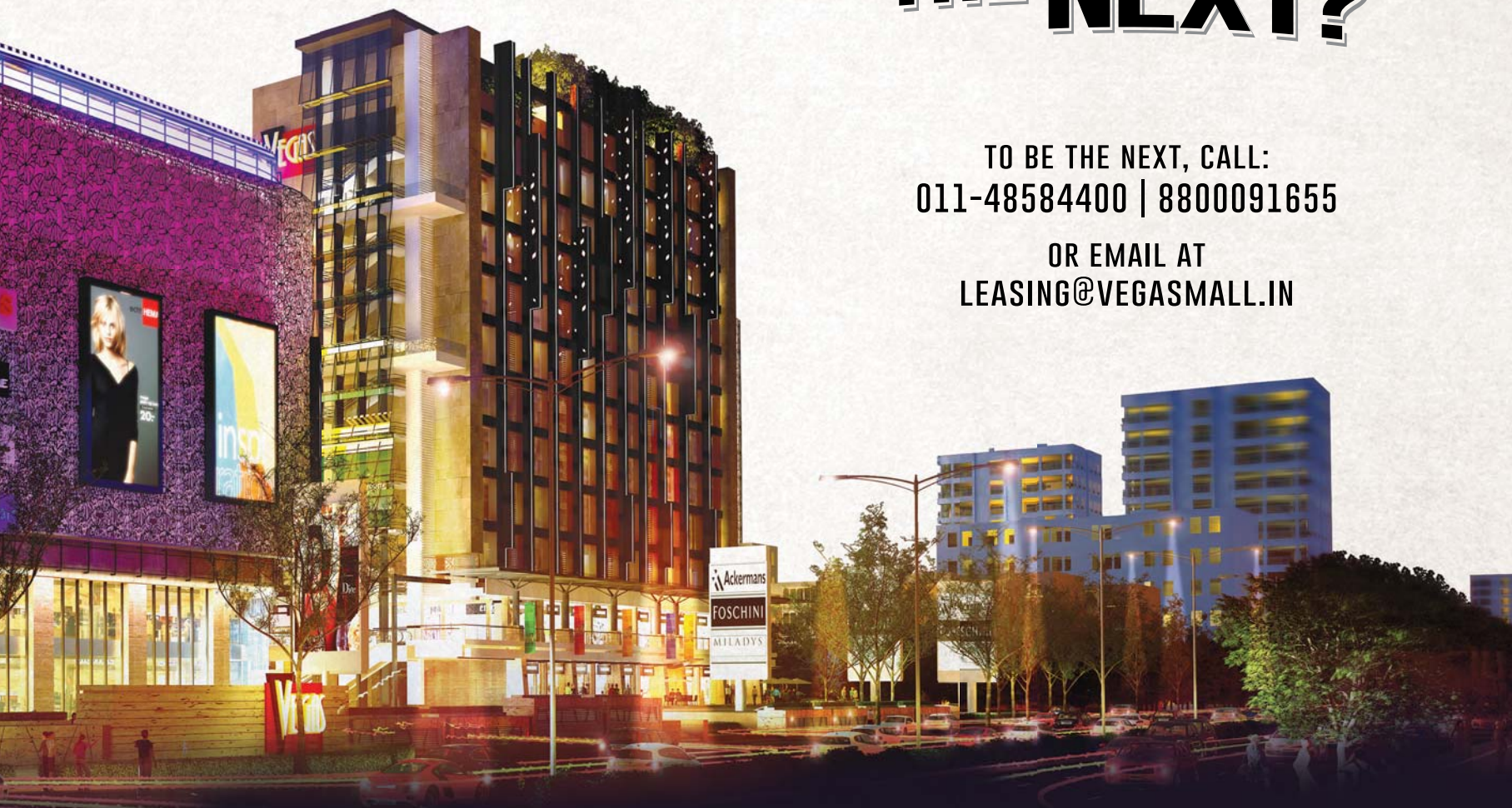
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Editor-in-chief: **Amitabh Taneja**  
Editorial Director: **R S Roy**  
Publisher: **S P Taneja**

## Editorial

Managing Editor: **Surabhi Khosla**  
Assistant Editor: **Sandeep Kumar,**  
**Charu Lamba**

## Creatives

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

## Production

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

## Support

Sr. General Manager – Administration:  
**Rajeev Mehandru**

## Subscription

Deputy Manager – Subscriptions:  
**Kiran Rawat**

## BUSINESS

**Anjali Sondhi**, Director  
E: [anjalisondhi@imagesgroup.in](mailto:anjalisondhi@imagesgroup.in)

## ADVERTISING

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## REGISTERED OFFICE:

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

## MUMBAI:

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

## BENGALURU:

523, 7th Cross, 10th Main,  
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F: +91 80 41255182

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The F&B landscape in India is going through a change brought about by structural shifts in the eating out equation due to increasing urbanization, mounting disposable incomes, intensifying trend of socializing, nuclear families and rising consumerism. As a result, food courts in shopping malls are becoming the new gastronomic destination for shopaholics and foodies alike.

The significance of dining-out is immense, and mall developers in India are taking all possible measures to embrace innovative ways of tempting the consumer into food courts. They are continuously increasing the space allocation for F&B in malls with new spaces being leased to QSRs and kiosks on every floor. Food festivals are organised and pop up units are also being set up for vibrancy. A food court is a win-win experience for all – the mall, the food court operator, restaurant owners and most of all, customers.

In the October- November issue of Shopping Centre News, we take a look at the new emerging trends in the F&B culture in the shopping malls and also factors leading food courts and other dining outlets turning out to be the most preferred hangout spots.

The issue also takes a detailed look at some of the most popular mall transformations this season. With the advent of theme and eco-malls, the design element of a mall is today a key factor in pulling in patrons. Consequently, mall developers are spending a lot to give their shopping centres an eye-catching look. The issue, while giving an in-depth analysis into why mall design is essential to its success, brings you the stories of malls which have transformed into magnificent versions of their former selves this past year.

Also, in our 'In Conversation' section, we bring you exclusive interaction with Anuj Puri, Chairman – ANAROCK Property Consultants, who talks about the change in retail and real estate as both physical and online spaces have merged and continue to remain together for the success of the industry.

As always, we hope you find the issue informed and beneficial. Do log on to our website [www.indiaretailing.com](http://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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# STORE CLOSING

## Tough Times Ahead for Retail Realty Sector

By Shopping Centre News Bureau

It may not be the predicted retail apocalypse due to the aggressive advent of e-commerce in India, but the fact is that developers are still learning through trial and error and while some manage to come up with winning ideas to sustain their malls through tough times, others haven't managed to make much of a name in the Great Indian Mall story. We bring you the highlights of the last two months in the Indian shopping centre sector...

### NITESH HUB MALL EMPTIES OUT, ABIL TO COME IN

● As per report published in a national daily, the shops and brands operating out of Nitesh Hub Mall on the Koregaon Park Road have moved out or are in the process of winding down as its footfall remained weak, making business unsustainable.

The mall had started in 2012. In a stock exchange announcement, the owner of the mall said the 100 percent stake in the mall will be sold to Ela Realty, a special purpose vehicle of ABIL Group. ABIL also has a residential tower next to the mall, housing the who's who of Pune.



"ABIL has paid ₹30 crore towards initial advance for purchase and due diligence. The deal will be closed by November 20, subject to shareholder approval that is in process," Nitesh Hub said in its filing. While the exact deal size is not known, the mall's total assets were valued at about ₹228 crore as on March 2018, after accounting for depreciation and impairments.

Nitesh Hub said it will use the sales proceeds to repay its debt raised in May 2015 from Goldman Sachs. Tight liquidity position of the company led to delay in servicing its debt obligation in a timely manner. The mall has a leasable area of 4.46 lakh sq. ft. and as on June 2017, the mall occupancy level was 65 percent. ●

### MANGALDAI MUNICIPALITY BOARD (MMB) SEALS BAZAR INDIA IN MANGALDAI



● As per a report published on 'sentinelassam.com', the Mangaldai Municipality Board (MMB), taking a tough stand against unauthorised multi-storey buildings, issued a notice to close down the newly-constructed multi-story shopping mall 'Bazar India' in the busy LNB Road. The authority of Bazar India, while violating the provisions of the Assam Municipality Act, opened the mall last month without obtaining even the trade license from the MMB. Taking a serious note of the violation of the laid down rules, Pankaj Chakravarty, Executive Officer of MMB-cum-Additional Deputy Commissioner and Pratap Bordoloi, Chairman of MMB, had earlier issued show cause notice to both Bazar India and owner of the land and building, Panchanan Sarma twice and also asked them to obtain the trade license. But as they failed to fulfil the norms to obtain the trade license, this afternoon after the expiry of the stipulated 10 days, the MMB issued the notice to close down the mall till the rectification and re-dressal of the formalities. ●



**SELECT CITYWALK USHERS IN THE FESTIVE SEASON IN SPECTACULAR STYLE**

● Bringing in the festive season in style, Select CityWalk is all set to woo its patrons through a series of activities ranging from Green Diwali decorations to Diwali Bazaar to Magnum Opus Ramayana, Kids Diwali Workshops and sustainable initiatives such as Newspaper collection by schools. Select CityWalk changes the game this Diwali by celebrating the festival of lights with greenest decorations ever. The entire shopping centre has been embellished with plants with air purification qualities and LED lights. The main highlights of the decorations are the exquisite bamboo installation in the Central Atrium and the Green house installation created out of 1500 plants at The Plaza. All the plants used in the decorations are live and adequate arrangements have been made for their maintenance to water them during the course of the display. Some of the unique plants include Scindapus, Ferns,

Aglaonema and Cordyline among others.

Commenting on the festive offerings, Gitanjali Singh, VP - Marketing, Select CityWalk, said, "Augmenting the festive fervor of its shoppers, Select CityWalk has embraced an eco-friendly approach through Green Diwali this year. We have tried to follow a zero-waste policy for our Diwali decorations and have also reduced the energy consumption by 50 percent in the Diwali decorations as compared to last year. Besides, we are running various exciting offers and hosting a wide range of events such as Diwali Bazaar, Shopping Promotion, Ramayana,

"Recycling Newspapers, Saving Trees" initiative among many others. With a line-up of such exclusive events, we are confident to offer the best of the festive season to our shoppers."

Kiran Nadar Museum of Art will present Ramayana by



Shriram Bhartiya Kala Kendra's in a traditional and contemporary South Asian art form to its shoppers on October 26, 2018.

As a part of its sustainable Diwali initiatives, Select CityWalk is also hosting 'Recycling Newspapers, Saving Trees' initiative from October 29 to November 4 in its premises. Under the initiative, the shopping centre has invited schools, shoppers

and residents around the area to exchange old newspapers with green potted plants. Children from schools will be coming along with newspapers collected from their homes and societies. Along with several other sustainable 'Green' initiatives, Select CityWalk has also become the first shopping centre to initiate the 'No Plastic' straw campaign with 35+ F&B partners. ●

**VIVIANA MALL BAGS GOLD FOR #STOPACIDSALE CAMPAIGN IN MALAYSIA**

● Viviana Mall, has bagged its 6th consecutive Shopping Oscar at the ICSC Asia Pacific Shopping Centre awards 2018. The Mall was recognised for its innovative and socially relevant campaign against the 'Sale of Acid' aimed at prevention of an ever prevalent social malaise of scarring caused by acid attacks.

The campaign titled #stopacidsale saw widespread participation and recognition across the country and was well received by society and media alike. Extensions of the program saw acid attack victims share their stories at specially created forums, walking the ramp at a leading Fashion Week and with support from Viviana Mall who have committed to finding gainful employment to some of the victims in need.

Only in its fifth year of operations Viviana Mall has won 6 ICSC awards amongst others firmly establishing itself as one of the leading innovators in the retail



and mall industry in India while putting Indian retail on the global map. The mall competed against the best of the shopping centres from Malaysia, China, Singapore, Australia, Hong Kong, etc.

Viviana welcomed Women Acid Attack survivors across India during International Women's Day in March 2018, to promote awareness about the acid attack and to enforce a ban on the sale of acid. Laxmi Agarwal, the Indian advocate for Stop Acid Attacks and a TV host, who is

also a survivor of an acid attack, was the guest of honour for the event at the mall. Acid attack survivors from across the country walked the ramp spelling aura of confidence and style, additionally; their fighting spirit was inspiring to everyone at the ExtraordiNAARI event.

Receiving the award, Rima Pradhan, Sr. Vice President, Marketing at Viviana Mall said, "At Viviana we constantly innovate with various issues and causes to highlight the plight of victims

and endeavour to contribute meaningfully to their lives through a program that gives back to them and empowers them to stay relevant and gainfully employed. This particular program was aimed at highlighting the social malaise in India where victims are subject to horrifying physical and mental torture owing to the callous and cowardly behaviour of some maladjusted beings. We are ecstatic that the recognition has come from the highest levels of the industry and that too at a global forum, but more importantly that the cause has been received well and there is a ground swell of movement towards banning the sale of acid and victims being recognised and action being taken at all levels."

Viviana Mall covers over 250 leading brands in its prime retail space. The mall is India's first and only visually impaired friendly mall with "XRCVC-Viviana Extension" a resource centre for visually impaired. ●



# Mall Vacancy, Store Closure Rates High, But Don't Panic Just Yet

By Shopping Centre News Bureau

The Q3 vacancy rate of enclosed regional malls in the U.S. jumped to 9.1 percent, the highest since 2011, but don't write off the mall story just yet, for as losing malls are being weaned out, top-tier A malls are more coveted than ever. We bring you a round-up of everything that's making news on the international shopping mall scene...



## U.S. MALL VACANCY RATE HITS 7-YEAR HIGH

● As per a report published in Forbes, with the additional closings of Sears and Bon-Ton department stores, the third-quarter U.S. mall-vacancy rate hit its highest level in seven years – but don't sound the alarm bells on the state of brick-and-mortar retail yet!

Thanks to these store closings, the Q3 vacancy rate in enclosed regional malls jumped to 9.1 percent, the highest rate since Q4 2011, according to real estate research firm Reis in a study released in October. That was up from 8.6 percent in Q2, when store closings from other merchants including J.Crew, Abercrombie & Fitch and Lord & Taylor again pushed the mall vacancy rate to a multi-year high.

As vacancy rates ticked up, the

Q3 average mall rent dipped 0.3 percent from Q2 to \$43.25 per square foot, the first such decline Reis said it's seen since 2011.

However, behind what seems like yet another worrying signal of the state of brick-and-mortar

retail, there are plenty of other comforting signs. Yes, the U.S. is still over stored with higher per-capita shopping square footage than many other developed countries. And many so-called B, C and D class malls, often in less

desirable locations and home to less coveted tenants with lower sales per square foot, haven't fared well; some won't survive without complete makeovers. But as losing malls are being weaned out, top-tier A malls are more coveted than ever. Some are being redesigned and expanded to outfit hotels and apartments to become mixed-used lifestyle centers.

On the traditional retail floor inside those malls, replacing some department stores and specialty clothing mall tenants are online-born brands such as Casper and UNTUCKit. They join Apple, Tesla and grocery stores like Wegmans, gyms, co-working spaces, movie theaters and restaurants like Shake Shack that have increasingly become malls' new traffic drivers. ●



## DYING EASTLAND CENTER MALL SOLD FOR \$3.1M IN BIDDING WAR

● As per a report published in Detroit Free Press, Metro Detroit's struggling Eastland Center mall sold at auction Thursday for \$3,125,000 following a surprise bidding war. The identity of the winning bidder – and whether he or she has the ability to pay – was not immediately known. The online auction opened with a \$500,000 minimum bid and was scheduled to end around 2 p.m. but ran until just before 2:45 p.m. because the flurry of last-minute bids added time to the clock. The auction's winner will get nearly all of the enclosed mall except for the former Macy's and Target stores.

The auction was called by a Maryland-based company, CWC Capital, that has been the mall's 'special servicer' since 2016 when Eastland's owner, New York-based Ashkenazy Acquisition, was foreclosed on for defaulting on the mall's mortgage. Eastland has been in a downward spiral for years and lost all of its former department store anchors, including Sears, Macy's and Burlington. It is down to just two larger-footprint tenants – Shoppers World and K&G Fashion Superstore – and most remaining tenants are local businesses and lower-end national retailers. Eastland opened in 1957 as part of a group of shopping centers built and managed by J.L. Hudson. Its predecessor Northland Center closed in 2015 and is awaiting demolition by the city of Southfield. ●





**SHOPPING-MALL VACANCIES HIGHEST IN 7 YEARS POST BIG-BOX CLOSINGS**

● As per a report published in The Wall Street Journal, much of the retail sector has bounced back this year after years of losing out to online competitors that have decimated some of the industry's biggest names, including department stores like Macy's and retailers like Payless ShoeSource.

But in 2018, shares of retail stocks are enjoying their biggest rally in years, boosted by better-than-expected earnings and a nationwide shopping spree for everything from electronics to apparel.

Robust job growth and a solid economic outlook have pried open wallets. Consumer confidence hit an 18-year high last month, while the Dow Jones Industrial Average set another record Wednesday. Wages were already starting to tick higher when amazon.com Inc. announced this week it was raising its minimum wage to \$15 an hour, a move that could put more pressure on other big employers to boost pay.



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That momentum now looks poised to carry into the crucial holiday shopping season, which begins next month. The National Retail Federation on Wednesday said it expects holiday retail sales in November and December to increase by 4.3 percent to 4.8 percent over last year. The forecast, which excludes cars, gasoline and restaurants, compares with an average annual increase of 3.9 percent over the past five years, the NRF said. ●

**EPIDEMIC OF EMPTY STORES THREATENS MORE METRO DETROIT SHOPPING MALLS**

● An epidemic of shuttered storefronts and liquidating department stores continues to plague many of metro Detroit's enclosed shopping malls, threatening the existence of some once-thriving properties that couldn't keep up with retail changes or simply have too much empty space to fill. "We are definitely over-malled, and the malls are too big," said retail analyst and consultant Ken Dalto was quoted by Detroit Free Press as saying. This shopping mall shakeout is the result of nonstop growth in Internet shopping and more closures of traditional mall anchor stores such as Macy's, JC Penney, Sears and Carson's. The same phenomenon is happening across the country; some analysts have predicted that up to 25 percent of malls nationwide could close by 2022.



Numerous malls have lost one or more department store anchors that they haven't replaced, including Eastland Center in Harper Woods, Westland Shopping Center, Laurel Park Place in Livonia, Lakeside Mall in Sterling Heights and Fairlane Town Center in Dearborn. This list could grow if Sears, still an anchor at several area malls, closes more Michigan stores. Shares of Sears Holdings fell below \$1 for the first time last week as the troubled retailer faces a cash crunch with a \$134 million debt maturity due October 15.

Retail experts expect that at least a couple of metro Detroit's dozen or so enclosed malls will eventually close or be forced to redevelop. That doesn't include two big malls that have been dead for years yet are still standing: Summit Place Mall in Waterford and Northland Center mall in Southfield.

"Not every mall is going to survive," Dalto was quoted as saying. ●

**THAILAND'S BIGGEST SHOPPING MALL SET TO OPEN IN BANGKOK**

● As per a report in Nikkei Asian Review, Thai shopping mall developer Siam Pivat is set to open the country's largest commercial complex in the month of November in Bangkok, a \$1.6 billion project dubbed Iconsiam that also boasts high-rise condominiums.

Thai conglomerate Charoen Pokphand Group and group real estate developer Magnolia Quality Development also are involved in the project. The commercial and entertainment hub will include a department store operated by Japan's Takashimaya serving as the core tenant. The total floor space of about 520,000 sq. meters surpasses even retail giant Central Group's CentralWorld mall in the Thai capital. Two luxury condo towers, one rising 70 stories and the other 52, stand adjacent to the new mall.

Iconsiam could redraw the city's commercial map. The complex sits on the bank of the Chao Phraya River on the western side of central Bangkok, away from the Siam and Sukhumvit areas that serve as the capital city's main shopping districts. Iconsiam's shopping mall will house many brands entering the Thai market for the first time. The Takashimaya store will carry 500 brands, 80 of which come from Japan and are making their debut in Thailand. ●



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## LOVE MOSCHINO LAUNCHES FLAGSHIP STORE AT DLF PROMENADE, VASANT KUNJ

● Following a fabulous launch in Mumbai, Samar Lifestyle Pvt Ltd open Love Moschino's flagship store at DLF Promenade, Delhi. Taking the Delhi fashion scene by a storm, Love Moschino is here to make a bold statement with its quirky & edgy merchandise.

Launched in DLF Promenade in Delhi's Vasant Kunj, this exclusive Love Moschino store will be retailing handbags and accessories for women. The brand prepares to romance its patrons and win over their hearts with its quintessential eccentricity. Offering a wide range of merchandise for women, Love Moschino's den in Delhi spans over a retail space of 1150 sq ft.

This newest fashion stop boasts of a whole bunch of playful Autumn Winter 2018 accessories- from bags & wallets to clutches & fanny bags as well as key chains & card holders, amongst others. Currently presenting some of its bestselling products like their signature quilted bags and back packs with the wildly famous Love Moschino logo, it will also adds footwear by mid October 2018 followed by eyewear in November 2018 and ready to wear by spring 2019.

For AW 18, Love Moschino's accessories just got cheekier! There are backpacks with fuzzy pompoms on the shoulder straps, fun purses with a surrealist face and bold, studded letters that spell out Charming and of course the updated classic silhouettes. This collection's star colour is a deep forest green and a muted olive green – both of which are perfect for the upcoming season. And for the first time ever in India the label is introducing footwear. Crafted in Italy, the current footwear range includes mid-heel stiletto pumps and trendy sneakers that feature the iconic logo across a red heart. Now could there be a more playful way to ring in the fall?



Expanding its portfolio in India with the launch of the iconic Italian luxury fashion brand, Love Moschino, Samar Lifestyle Pvt Ltd, shared that they are now looking at increasing the brand's presence in India.

"We are extremely elated to have launched Love Moschino's first ever exclusive store in Delhi. It has been on our radar for long and now it finally sees the light of the day," said Mouli Venkataraman, COO, Samar Lifestyle – Love Moschino, who was also present at the launch. "This Italian luxury label has already set major fashion standards globally and is now all set to garner the same loyalty across India. With this aim we have big plans for this brand in India and are happy to share that the next destination for Love Moschino will be Ambience Mall in Gurgaon. We wish to provide the best of fashion from the international market to our discerning Indian customers and hope to do so with the expansion of Love Moschino's presence in India", he added. ●



## SELECT CITYWALK INTRODUCES THE SHAHNAZ HUSAIN STORE

● The Shahnaz Husain Store at Select City Walk in Saket is based on lifestyle marketing. With exclusive shop design, a luxurious ambience and an efficient customer information system, the store houses the legendary Shahnaz Husain organic formulations under one roof. It offers the ultimate in cosmetic care with up-market facilities, where customers know they can find high-end beauty retail and high quality beauty products.

The entire frontage and façade of the Store has undergone a total change, with beautiful panels, on either side, depicting plant power and products from our new product range Flower Botanics. It is a modern dimension in shop window decor. The signage is clear, bold and elegant. The interiors have also been changed with easy visibility of products. In fact, visual displays are designed to attract the attention of customers. Trained beauty advisors are present to guide customers regarding their selection of products.

The brand has recently launched several new products, which are the result of years of R&D. They consist of a selected blend of naturally derived ingredients, like herb, fruit and flower extracts, as well essential oils and natural oils. They are also free from paraben, sulphates, mineral oil and synthetic colours.

Among the new products is the Flower Botanic Range, comprising of floral extracts and essential oils. The other new products include hair and skin serums, shampoo and oil for greying hair, peel off mask powder, hand sanitizer, anti-wrinkle and anti-pigmentation gels and moisturizers. They have also launched a line of deodorants and a unique dry shampoo.

"Redefining our retail business to provide an unforgettable shopping experience is the reason for the makeover of our Store at Select CityWalk. It has a totally new look, with beautiful interiors that reflect the contemporary international face of beauty retail. We have also introduced several new products, ideal for the changing trends in the global beauty industry," said Shahnaz Hussain. ●



**ZARA OPENS ITS FIRST STORE IN KOLKATA AT SOUTH CITY MALL**

● Zara launches its first ever store in the east at South City Mall in Kolkata, India. The store which is spread across over 23,000 sq. ft will have the brand's collection for all three Zara product ranges- men, women and kids.

The essence of the new store image can be summed up in four words: beauty, clarity, functionality and sustainability. A sleek white surface spans the ceiling and walls so that the limits within the store are no longer defined. This helps to create the illusion of space and freedom while creating a backdrop which enhances the beauty of the fashion creations. The space invites the customer to enjoy as never before the experience of feeling, touching, observing

and interacting with the merchandise. Zara welcomes shoppers in 96 markets to its network of over 2,000 stores in major



retail locations in the world's largest cities as well as through its website: [www.zara.com/in](http://www.zara.com/in). Zara now has twenty-two stores spread across India. The retailer's international footprint proves that there are no borders to the shared enjoyment of fashion. Zara's approach to design is closely linked to our customers. A constant flow of information from stores conveys shoppers' desires and demands, inspiring its 350-person strong creative team in Spain.

Zara, owned by the Inditex Group is the parent company of further seven fashion brands, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe and is one of the largest fashion retailers in the world. ●

**WOODS LAUNCHES PREMIUM EXCLUSIVE STORE AT MANTRI SQUARE, BANGALORE**

● WOODS, the international premium leather goods and accessories brand, has officially opened its first exclusive store in Bangalore. Strategically spread in 1000 sq. and located in Mantri Square, sampige road, the brand is all set to woo its customers by showcasing the brand's signature collections, including women's and men's bags, small leather goods, footwear and accessories. The store is fully furnished with fascinating interiors and striking bespoke furniture featuring latest collections. Highlighted by warm lights, proprietary carpets and fine millwork Woods London store flaunts an illuminated exterior façade frame with glass windows.

It has well-organised and attractive wooden panel to display the brand's collection such as footwear, handbags and other accessories on open massive 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. Harkirat Singh, Managing Director, Woodland said, "It's extremely exciting to be opening our first exclusive store in Bangalore. As a British brand with a global sensibility, we are looking forward to introducing the full breadth of the WOODS London lifestyle offerings to new and existing brand fans in the region." The store's staff and strategic location will ensure the ultimate shopping experience for its customers. ●



**ANCESTRY EXPANDS RETAIL PRESENCE; OPENS STORE AT MALL OF INDIA, NOIDA**

● The newest brand from Future Style Lab, Ancestry, which launched its maiden store in the capital city in May, has recently opened its first store in Noida, at Mall of India. The brand, which presents a contemporary take on traditional Indian fashion and lifestyle, has earned much accolade in the India's fashion circles already and seems all geared up to woo Noidaites too.

Ancestry is inspired by the evolving face of the new age Indian who is self-assured, professionally competent and curious to discover new paths. The brand's offering, encompassing women's apparel & accessories, home furnishings, and other lifestyle products, is constantly evolving and is in line with international trends, and yet interestingly rooted in Indian heritage

and crafts. With pricing that is perfectly suited to any urban Indian's pockets, Ancestry's unique collection of dresses, tops, and tunics are created completely using natural fabrics,



thereby offering an unmatched quality and fashion sensibilities in that price range.

Manjula Tiwari, CEO at Future Style Lab, the parent company of Ancestry, said, "Ancestry provides an unparalleled, modern-day experience of old-style Indian artistries, and we're sure that the brand's offering will find much love and appreciation with our consumers in Noida. We're truly excited about launching this store, and are thankful to Mall of India for providing us with an impeccable space and opportunity, right in the heart of Noida." Ancestry's tagline #StoriesRetold, perfectly sums up its ethos, for every line of products the brand comes up with tells the story of a particular craft or tradition, but in a way that is suited to the new-age lifestyle. ●





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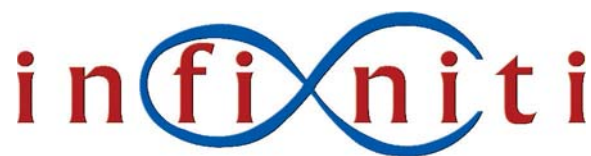




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**W**hile e-commerce and brick-and-mortar stores will continue to co-exist in

India, e-commerce currently has a definite edge over physical retail in India's Tier II & III cities, warns ANAROCK Retail's report 'Rebirth of Retail Malls: New, Improved and Revitalized'.

The report states that India's Tier II & III cities will also be key contributors to the country's retail growth going forward. The organized retail market is growing at CAGR of 20-25 percent.

"Nearly 100 million people out of India's 300-400 million-strong middle class currently live in Tier II & III cities," says **Anuj Kejriwal, MD & CEO – ANAROCK Retail**. "This indicates that a significant portion of Indian retailers' target clientele lives in the non-metro cities. In cities such as Jaipur and Surat, household incomes are expected to cross ₹800 billion and 26 other cities will cross ₹400 billion by 2020."

"Considering the rising purchasing power and the consumption pattern in these cities, the slow deployment of physical organised retail there is worrisome."

Tier II cities alone received investments of more than US\$ 6,000 million between 2006-17 and Tier III cities received around US\$ 500 million. Tier I cities collectively saw US\$ 1,300 million investments in the same period. The numbers speak for themselves.

"Investors and mall developers are beginning to realize the massive potential of these 'smaller' markets and trying to make their presence felt," says Kejriwal. "However, the speed of quality retail deployment must pick up a considerably faster pace to leverage the huge opportunities India's Tier II & III cities offer."

The report warns that the lack of physical outlets is allowing e-commerce to flourish in these towns and cities. This main competitor to physical retail is



## Indian Malls Resurge, But E-Commerce a Threat in Tier-II, Tier-III Cities

– By Shopping Centre News Bureau

As per a report by ANAROCK Retail, 91 percent of Indian retail sales are driven by brick-and-mortar stores. The report states that smaller cities remain underserved whereas good quality mall stock will increase by 10-15 percent and mediocre-to-weak stock will decline...

growing rapidly and is expected to cross USD 100 billion of value by 2020. The major share of online shoppers in India includes Millennials (Gen Y) aged 18-35 who currently account for 34 percent of the population. The high purchasing power of this online shopping population is insufficiently tapped in these cities due to the lack of good quality physical retail spaces.

The report emphasizes that retailers have several advantages in Tier II & III cities over their Tier I counterparts:

- **Location charges** 30-40 percent lower than in metros.
- **Rental values** in the range of ₹40-80/sq.ft. in prime locations as against ₹150-250/sq.ft. inequivalent metro locations.
- **Operating costs** 30-50 percent lower than in metros

While retail sales density in smaller cities will be lower than in metros, adoption of innovative models and diverse product mixes assures retailers not only of survival in Tier II & III cities but also of steady growth.

On a larger scale, the report confirms that the Great Indian Mall Story is alive and growing rapidly. As much as 91 percent of retail sales in the country are driven by brick-and-mortar stores in India.

With respect to the quality of the operational mall stock, around 40-45 percent meet 'good quality' requirements, 30-35 percent of them are in the mediocre range, while the remaining in the weak category. In the next 5 years, good quality stock will increase by 10-15 percent while the mediocre and weak stock may decline by

5-10 percent, respectively.

The report also examines the syndrome of failed and struggling malls, and envisages re-inventing strategies for retail malls to strengthen their positioning in the evolving digital era. It makes a strong argument for the Technology Imperative as physical retail's only viable means to counter e-commerce competition.

In a country like India that boasts of a population of 1.35 billion and the rapid adoption of the tech-savvy culture, modernization and innovation are critical for the survival of brick-and-mortar stores.

In the final analysis, the advantage that physical retail has over e-commerce is essentially the 'experience' factor. By uniting conventional methods with key success elements of digital experience, brick-and-mortar retailers can offer consumers an experience surpassing that of online shopping. ●●



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# DESIGNING A MALL RIGHT TO ATTRACT TENANTS, CONSUMERS



Fashioning a concept for a mall, making it convenient for consumers, curating stores and brands relevant to the catchment area and creating a culture of community – a mall developer needs to keep all these factors in mind while choosing a company to design his mall...

– By Sandeep Kumar

*“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.*

– Milton Glaser

**D**esign has a higher purpose that goes well beyond creating something that is pretty to look at. When it comes to shopping centres, for example, design is about adapting the environment to their core audiences’ functional, emotional, psychological, and social needs. For many developers, building a shopping mall is once in a lifetime thing. It requires huge investment, time, hard work and patience; besides shopping malls don’t bring profits all at once.

There is no assurance that every mall built will be a success. Even successful malls can degrade and fall in the list of empty and non-existing malls. India has a record number of malls which are being opened, but at the same time, there are only a very few who are able to sustain the deceitful path of retail. Many of these malls are either closing or dying at a fast pace. One of the primary reasons for the decline of the mall is the improper design and planning. The design and planning of a mall is the foundation of the structure, and it is one of the single most important contributing factors to success.

A mall’s design has to be custom made to suit specific retail needs. The developer has

to have a clear thought process and vision of what he wishes to make and for whom. A mall has to be planned, designed and built like a mall from start to end. Any ambiguity in the mind of the developer or absence of clarity would spell disaster. One should not refrain from taking professional help in this context and as result so many malls in India are being constructed by the foreign architects and the companies.

Jeremy Salmon, Chairman Asia-Pacific Board, Broadway Malyan says, “The core purpose of design for me is differentiation. You give consumers a differentiated experience, a chance of doing and seeing things they haven’t done or seen before.”

Brijesh Kanabar, MD, Lewis and Hickey says, “There are basic principles of mall designing which we need to take care of in terms of planning, façade, how the composition of the shops is internally. Some of the touchpoints when the customers enters the mall, how they feel, we have to tell them the whole experience of the retail once they enter the mall.”

Shilpi Kapoor, Consultant Architect L&T (Elante Mall) and formerly with Michael Aukett and Hafeez Contractor, adds, “We have to be futuristic in terms of technology and should plan the mall accordingly; quality





initiatives should be taken care of. Everyone in the retail industry must be open and with open hands they should incorporate designs."

"When a consumer enters a mall, the first thing they want is the 'wow' factor. If that factor is missing, the consumer loses the interest to shop or spend time inside the mall. A dead and non happening mall will not attract the visitors. Design in a mall is a more of a functionality structure which is supposed to be taken care of. Today there is a demand of live and active mall, if that is missing, it doesn't turn out to be a good experience for them. can't be a but as a consumer, if I don't have a live mall in front of me, then it's not a good experience for them," says Payal Makwana, Director, SDKP Design Technologies Pvt. Ltd.

### Factors to Keep in Mind While Designing

Despite all of these variations, there are a few constants that

will never change, and which contribute to a successful mall design, they are location, access, visibility, good parking, a good tenant mix and sustainability. These factors together contribute to the mall being successful for the developers, traders and consumer. It has been said that the more time a person spends in the shopping mall, the more she or he spends. So the idea is to bring people in the mall not only for the shopping experience but for the experience of food and entertainment that will keep them there.

**Location:** The location of mall is critical in context to the overall city/town development for the success of the centre. Sometimes, cities and metros are not planned, just areas that have expanded and morphed into cities and towns over a period of 50 years or so. In these cases, town centers are crowded, the development

is unorganised, making it impossible to map upcoming retail centres. Before a mall is developed, a local body should identify future locations of these developments which are sustainable and have little or no overlap of catchments. The other factor is the high cost of land, which forces most retail developments to be multi-level, with the parking on basement or upper decks, which adds to the capital cost. There is a need to adapt to multi-level designs, which are made easier by the popularity of the cinemas and large food courts that not only provide the bulk for the upper levels, but also act as a magnet to draw customers to the upper levels.

**Access & Visibility**– This aspect gets covered in the location itself. The mall needs to be in an easy to access area to attract footfalls. This requires careful demographic research of the catchment area and the intended target audience.

**Parking:** There lies a challenge of sorts in convincing few developers of the need for well-designed parking areas, with good ingress and egress and circulation. Automated parking areas are a definite no-go for retail centres. Customers need the convenience of easy parking to contribute to the whole feeling of a satisfying shopping trip.

**Good Tenant Mix:** A good tenant mix is the key to delivering a complete customer experience. Ensuring that the mall caters to all age groups and diverse interests will help in increasing the footfalls as well as increasing spends per person. Apart from the anchor

stores a mall must try to include major fashion brands, cosmetic brands, food brands and entertainment in its portfolio.

**Sustainability:** Energy efficiency is a major factor and with the kind of technology available in terms of lighting, air conditioning and ventilation can have a positive effect on running costs. Hopefully this kind of education will be passed on to tenants to include such considerations in their premises, as well as in the common areas.

**Interiors:** Shopping malls, by their nature, are internalised, and it is important to give attention to the overall look and feel of the public spaces. Shop fronts should be maximised to give greater visibility to the merchandise, mall finishes need to be chosen for low maintenance, but hard-wearing and attractive. Tenant signage needs to be controlled and designed to specific criteria. Lighting also plays a big role in setting the ambience of the mall, and consideration should be given to introduce natural light, bearing in mind the need to control heat gain.

In the current times, when not only are people price sensitive but also time-conscious, it is imperative that places are designed keeping these two parameters in minds. A mall needs to address multi-functional aspect of people's lives. The trend today is toward mixed-use developments, where retail centers share a site with a different asset class, such as apartments, offices or hotels.

Here's look at the design and architects of some of the best malls across India.



## ( QUEST MALL, KOLKATA )

Quest Mall is not only an eco-friendly mall but also a green mall with a platinum rating. This means it has everything required to stay ahead of other malls in the region. While the design was a constraint to start with, the mall management worked with it to get the best out of it. The design is unique and includes elements like in lighting at all the counters. The counters themselves are symmetrical. There is also a seating plan over glass floors along with an open area which is at the roof of the mall.

**Sanjeev Mehra, VP, Quest Properties India Limited,** highlights the fundamental points to create a world class mall. They are:

- Remember you are building a mall not a mausoleum i.e. you want people to come again

and again, so build it right the first time. You can always keep tweaking it from time to time.

- Get subject matter experts. The right architects with the right designers with right MEP are critical.
- Know who you are building the mall for. Do not go for something which you saw in America and expect it to work in India. Each community is very different and behaves very differently, therefore socio-economic factors and bonds between people often define community spaces and behaviour of how the money should be spent.
- The size of the mall and its location are critical and defining factors as future plans and strategies are based on these.



The designing and architecture of Quest Mall was done by RTKL (London). The graphic concept was developed by ID 8 Environmental, also they had Bliss Fasman Inc. as Lighting Concept Consultants, Sqft Consulting as Retail Consultants, Agarwal

& Agarwal as Project Architect, Cushman & Wakefield as project management Consultant, GFK Mode as Consumer Research Consultant, SPA Consultants as Structural Engineer and Entask as Service Consultants. The mall was constructed by L&T.

## ( THE GREAT INDIA PLACE & GARDENS GALLERIA, NOIDA )

TGIP was designed as an inward-looking mall with a very successful racetrack design. Typically, a racetrack design comprises of various atrium spaces linked to a concourse allowing the customers to explore the mall at their own leisure. The atrium spaces are sprinkled with vertical transportation courts, lounge and seating spaces and kiosks. In 2008, TGIP won the award for Best Designed Shopping Mall in Delhi-NCR at India Shopping Centre Awards. Talking about the eco- friendly structure, the mall has used eco- friendly LED lighting and fittings to save water loss. The concept of The Great India Place was developed by Bose Intl. USA. The interiors were developed by Callison USA with Atul Deopujari, being the developer's architect and design head.

Gardens Galleria was designed with a unique concept of an indoor-outdoor mall. The mall

comprises a linear track complete with sky-lit concourse and atrium spaces. As the name suggests, large palm trees, fountain features and other greenery in and around the mall add to the concept of the mall around a garden. The outdoor courtyard looks jaw-dropping stunning during dusk. The terraced facade looks lively with all the outdoor dining spaces overlooking the landscaped courtyard making the terraced restaurants perfect for an outdoor dining. The mall was developed by Callison, USA.

"The designing of a shopping mall is a complicated affair. This starts with conceptualizing the mall to the construction of the development, operations and further the entire life of the mall. There are various stakeholders like developers, retailers, anchors, mini-anchors, entertainment operators etc. Unlike other developments, a mall evolves over a period of time. The most important factor in designing a



world-class mall is to engage the right consultancy groups, an experienced team leader to lead the design process, a great concept that should allow the customers to explore and enjoy the mall. There has to be a well thought of retail, F&B and entertainment mix with an ease of ingress and egress and parking space etc," says **Mahim Singh, Mall Head, The Great India Place and Gardens Galleria.**



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**( SELECT CITYWALK, DELHI )**

 Select CityWalk was the first comprehensive shopping centre to open in South Delhi. The mall is built on a totally eco-friendly concept. The building is equipped with IBMS and EnMS that ensures optimal utilisation of energy. Efficient HVAC systems are installed to maintain indoor air quality. The mall follows a zero-discharge policy with waste water recycling and recycling by OWC into manure. Solar energy is used for solar lights in open area and solar water heating system through solar panel to tap on renewable energy converting to hot water system for F&B brand outlets. It also helps in reducing green-house gas emissions by using CFC free refrigerant gases.

“The design and architecture of a shopping centre is the foundation and backbone of the



complete assembly and structure. A mall should be designed specifically to cater to specific retail needs. It should not just count on retail brands as anchors to drive footfalls. Shopping centres need to pay attention to offering


holistic experiences including F&B, events, performances etc. along with shopping experiences. The malls should be able to use technology in a way that bridges the digital divide,” says **Yogeshwar Sharma, Executive Director and**

**CEO, Select Infrastructure Private Ltd.**

The conceptualisation and designing of the mall was done by DP Architects (Singapore), while TCS Architect was the national architect of Select CityWalk.

**( KORUM MALL, THANE )**



 Korum was launched in the second half of 2009 and was the first mall in the Thane region to provide a modern retail experience to the catchment area. Architects Sudhakar Thakur Desai (Los Angeles) and Khurshheed Wazeer (Mumbai) along with interior design company RSA+R204 (Los

Angeles) and lighting design company AWA Lighting Designer designed the mall.

The mall has been designed keeping in to consideration the following factors:

- Customer convenience in moving around the mall and also ease in locating stores

present on various levels due to planned zoning

- Smooth entry and exit experience to and from the premises
- Roofing of the mall is designed with transparent glass to allow natural sunlight thereby reducing the consumption of electricity

- The mall has recently installed solar panels and garbage recycling plants along with a sewage treatment plant to recycle resources and go eco-friendly

“Convenience, experience – which is visually appealing and awe inspiring – the presence of world class brands and cuisines, a good retail mix with planned zoning, world class customer services, architectural layout which makes the whole visit a conducive transition from one level to other including smooth entry and exit, presence of avenues other than shopping like huge recreation centers and attractions for kids and families alike are all important for a mall to succeed,” says **Paresh Mishra, Mall Retail Head, Korum Mall.**



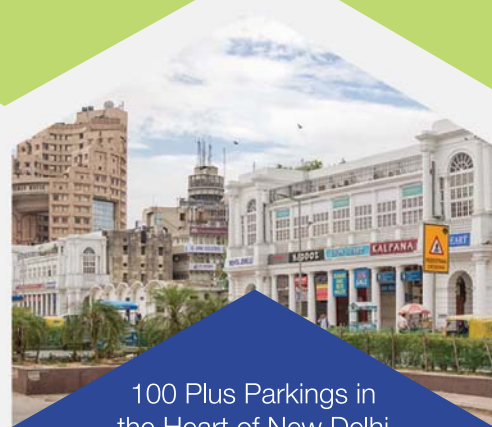
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## ( INFINITI MALL, MUMBAI )

 Infiniti Malls are designed by K. Raheja Constructions. "The architect brief was to design a mall which is easy to navigate, have wider corridors, maximum visibility to all stores from all atriums and to have more clutter-free and spacious environment for our patrons. We are mindful of the inner-city environment and have built our malls in a way where our tenants are provided with optimal conditions. This creates more variety and makes the centre more interesting for our guests," says **Mukesh Kumar, CEO, Infiniti Mall.**

"While our mall design is quite modernised, we are very watchful about our customers feel good moment so that their stay turns into an experience that goes



beyond mere shopping. Our goal is to help the guests find the individual stores as quickly as possible as well as allow them to dawdle long as possible in the shopping centers. We have developed our customer service

concept for this, which takes its cue from the quality parameters of the hospitality sector and to be more precise the service level of leisure hotels. Our podium areas with comfortable seating and host of events, food courts

offering a variety of restaurants and beautifully designed seating options within it, bright lighting to adapt the respective natural light and the color scheme of the entire mall also play an important role," he adds.

## ( LULU MALL, KOCHI )



 LuLu mall, Kochi is designed in a dumbbell style, anchors/mini anchors at each end and vanilla stores in the middle so that the customer flow would be ensured throughout. Space allocation for brands have been done considering the shopping pattern of both focused and

impulse customers. Option for food is available on all floors to provide maximum comfort to the shoppers. The leasing mix includes premium, mid to premium brands in different categories like Gold/ Diamonds, Accessories, Books and Gifting, Health / Beauty, Fashion (Men, Women, Unisex, Kids), Services, Footwear,

Travel and luggage, Electronics etc. in order to cater to the needs of all varieties of customers. After continuously monitoring & analyzing the evolving customer need, the tenant mix has been modified to flow with times. The mall has undertaken several environment friendly steps right from the construction stage.

The building has been fitted with opaque walls, which will radiate lesser amount of heat, thus helping to save energy w.r.t the HVAC systems. The mall has well-equipped sewage treatment plant which helps them to recycle the water for the daily operation of the mall. A rain water harvesting system with near to 10 lakh liters capacity is another measure undertaken by us towards a greener tomorrow. The entire waste water generated from LuLu Mall is being recycled and is used for HVAC, flushing and gardening

LuLu Mall has a built up area of 2.5 million square feet. The size is the defining difference, making it one of the largest malls in the country. It is the first organised shopping mall of its scale in the state and everything about from its architecture to zoning to brand guidelines continue to stand apart. The mall design is done by WS Atkins.





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## [ VIVIANA MALL, THANE ]


 Viviana Mall has been designed by Edifice Architect Pvt Ltd. The interiors have been sophisticatedly designed and planned according to the requirements from the retail perspective.

“Keeping customer circulation in perspective we have designed our mall with race course model. The movement of the customers covers all the anchors and inline stores. We have also placed our anchor brands at the extreme ends to form a dumbbell model this attracts traction to the inline stores. We are the only mall in India to have installed rooftop solar panels which provides power to 30 percent of our common area. Additionally, we also process all the food waste in the mall and convert it into manure. We have specially designed braille menu cards with talking pens for convenience of our visually impaired customers,” said **Rima Pradhan, Senior Vice President- Marketing, Viviana Mall.**



## [ JUNCTION MALL, DURGAPUR (WEST BENGAL) ]



 Junction Mall has been designed by Stephen Coates, an architect from Singapore. The mall is designed as a ship with green landscaping


on three of its sides. One side of which is exposed to wide panoramic view of the national highway and one side is a large amphitheater.

The design has been chosen to give a different experience to visitors. The spacious layout – both inside and outside the mall – is unique. The airy amphitheater

in front adds value to the mall. It is a destination for all visitors to hangout and spend leisure time apart from shopping.

“Apart from shopping, entertainment, dining, and leisure components must be included in the designing of a mall to achieve success. In current scenarios of mall culture, the introduction of technology adds extra mileage. Latest technology in mall operations, marketing and experience, are now crucial to making these centers a regular part of customers' lives. A well blend of all these factors are very much required to create a world class mall,” says Arijit Chatterjee, COO, Junction Mall, Durgapur.

## [ ASANSOL SENTRUM, ASANSOL ]

 Asansol Sentrum is located within a 90 acre township and has a captive catchment of 1,000 plus families. The mall is designed and architect by O2. Built up in an area of 2,50,000 sq ft, the mall experiences a daily average footfall of approximately 7,000 people.

Sentrum is Asansol's largest air-conditioned shopping mall with a multiplex, branded retail stores, fast food outlets and restaurants. The brands operational are Big Bazaar, Brand Factory, Samsung, Café Coffee Day, Amul, Cott Centre, Jockey, Loreal, Kathleen, Food Court, Carnival Cinemas, Mississippi Bar cum Restaurant, Gaming Zone, Aish Jewellers.





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**[ OBEROI MALL, MUMBAI ]**


 Oberoi Mall in Goregaon, Mumbai was designed by Bental Associates, while Oberoi, Borivali is designed by Binoi, Hongkong. The mall is T-shaped, and customers can see almost 80 percent of the mall from the entrance itself. It is well-lit, with a comfortable ambience. Oberoi malls are the gold rated eco-friendly malls, with ample space and great lighting.

“When we design a mall, we look at multiple factors. We need to keep a close check on the type of retail store sizes, the average store size per anchor and vanilla store, sizes of F&B outlets and even the best selection of common areas. We ensure stores get a lot of visibility and make sure lifts and escalators are aptly located. We also make sure that customers can see stores and their signages from afar and for this we need to keep a close check on the height of stores. In the exterior façade we focus on circulation, natural light and ambience,” explains **Anupam T, Vice President, Oberoi Mall.**



**[ SEAWOOD NEXUS, MUMBAI ]**



 Nexus has nine malls in their portfolio and each of them are unique in their own right. Almost all their


malls are green certified and are built keeping all the factors of comfort and design in mind. “There are many factors which

create a world class mall. The design and planning of a mall is the foundation and spine of the structure. It is one of the single

most important contributing factors. The designing is always done with the intent to create easy accessibility for the customers,” **Nirzar Jain, Chief Leasing Officer, Nexus Malls.**

An efficient plan is one where the customer does not get lost and yet is able to see every store in the mall, without really making an effort to do it. Sufficient clarity on all technical and infrastructure requirements should be provided. Details about Infrastructure may include, ease in circulation for vehicles and pedestrians, parking requirement, entry & exit points, security requirements etc. to set a new benchmark,” he adds.

**[ CREATICITY, PUNE ]**

 Creaticity is spread on a 10 acre plot with over 6 buildings, each having a different character and offering. The idea behind the design was to make it as a ‘Campus’ and not like a ‘Mall’ with four walls. The design thought was supposed to be free flowing in order to make the brand more dynamic than stationary.

“It is definitely unique from the perspective that it is not one

big box. Every building like Cove, Fountain House, Clock House, Bridge House or Sky Loft brings a human touch and element of discovery as one explores the campus more. A world class mall should be designed to be fully functional offering comfort and convenience to the consumers and retailers alike at a hygiene level. The second aspect is the space always needs to be an



attractive destination which is pleasant and helps offer smiles to the consumers, the place needs

to be aesthetically beautiful at all times,” said **Mahesh M, CEO, Creaticity.**





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# 85 New Malls to Open in India in the Next 5 years

– By Anuj Kejriwal, MD & CEO, ANAROCK Retail

ANAROCK Retail predicts that there will be 14 million sq. ft. more retail spaces in India's top 8 cities by the year 2020...



**T**here is so much talk of the death of brick-and-mortar retail as a consequence of the aggressive advent of e-commerce into the country, when the fact is that shopping malls have just got started in

India - and they are definitely here to stay. As developers learn through trial and error and come up with more winning formulas for their malls, and as retailers get more into Omnichannel selling, we will see the Great Indian Mall revolution spin into its next cycle of evolution.

### Why the Indian Mall Story Rocks

Unlike 'couch potato' e-commerce shopping, malls offer an experience, a touch-and-feel benefit which online shopping cannot. Also, going to a mall becomes an outing for the family and friends, often coupled with a meal at the food court and a movie at the cineplex. All

this in air-conditioned comfort, escalators and lifts connecting everything to the parking below, and scrupulously cleaned sanitary facilities at all levels. The massive Indian middle class loves this experience and online retail is unlikely to put malls in the shade in India anytime soon.

### The Impact of E-commerce

This is not to say that e-commerce has not had an impact. Definitely, Indians who know how to navigate the online world (and they are quite a lot - about 300 million Indians use the Internet today) may not go to a mall if they need just a few things and for which they can

wait a few days. The commute to and from a mall is an important factor considering that going to the car park and waiting for your turn to take the elevator is a daunting task, and it is definitely not worth it just for picking up a handful of non-critical items. However, Indians are also quite open to deferring smaller purchases for the weekends, when they can couple the shopping with other activities which a mall can offer.

No doubt, online shopping portals offer more variety and deeper discounts. However, it is generally known that the deep discount ethos will eventually go the way of the dinosaur. These portals have been investing heavily into garnering a loyal customer base, and margins have been thin at best.

In the end, it is evident that both online shopping and physical retail will continue to coexist in India, without impacting each other too much. In the West, online retail has proved to be a major disruptor for physical retail - especially given the fact that there is no dearth of things for families to do on weekends.

As a result, visiting a mall ranks much lower on the general population's priority list. In India, our cities have developed haphazardly, open spaces are vanishing, and public transport is often shaky and unreliable. In such a scenario, a visit to a clean, visually vibrant and centrally air-conditioned mall is a major attraction.

### A Growing Spread

Cities that have seen maximum malls include Gurgaon, Noida, Greater Noida and Delhi in NCR, Mumbai, Chennai, Bengaluru and Pune. Over the next 5 years, nearly 85 malls are expected to come up in India, and more than 30 new malls accounting for nearly 14 million sq. ft. area are expected to open just in the top eight cities by 2020.

Low vacancy levels and high rentals in Tier I cities are now also paving the way for



retail expansion in tier II cities like Lucknow, Coimbatore, Chandigarh, Mangalore and Ahmedabad, to name a few. In fact, sensing immense opportunities and easy penetration into the Indian retail diaspora, overseas retailers are now expanding not just in metros but even Tier II cities namely Ahmedabad, Chandigarh, Lucknow and Jaipur. This has led to mushrooming of malls all across the country.

We are definitely not looking at a deathbed scenario here - as a matter of fact, just the opposite. However, like every other real estate vertical in India, retail has also had to evolve with the times in order to retain its allure.

**TODAY'S TOP-PERFORMING SHOPPING MALLS ARE MIXED-USE BUSINESSES THAT INCORPORATE SOCIAL ENTERTAINMENT OPTIONS, PROVIDE UNIQUE APPEAL ALONG WITH CERTAIN DEPTH IN THE SHOPPING EXPERIENCE, AND ARE IN PRIME LOCATIONS THAT ARE EASILY ACCESSIBLE BY BOTH PUBLIC AND PRIVATE TRANSPORT.**

discerning customers. Besides seeking a holistic shopping experience, consumers want to be comfortable and have something that inspires them to stay longer and, more essentially, persuades them to return.

This has led to a constant

and are in prime locations that are easily accessible by both public and private transport.

**Size Does Matter**

Since large malls are better able to incorporate all the features required for successful operations, they tend to do better than the smaller ones. For instance, the footfalls in Total Mall at Sarjapur Road in Bangalore are far less than Phoenix Market City in Whitefield area. The latter is much larger and provides a complete 'experience' including shopping, entertainment, restaurants, movies etc. In contrast, the former is a smaller mall with just a few retail outlets and minimum entertainment facilities.

a given micro-market (leading to an unsuitable tenant mix), lack of a food court, etc.

Strata-ownership of shops was also a major issue in many of the failed malls, as this invariably meant that the mall did not have the benefit of centrally paid-for professional mall management services. This results in the poor upkeep of facilities, no promotional activities to drive footfalls, and no professional advisory services on how the mall should be tenanted - or, if necessary, reinvented.

In fact, many malls that have failed to perform as per expectations over the years have either been converted into commercial office spaces or even been developed into residential buildings. Some classic examples include Ansal Plaza in Delhi which has been converted into more of a commercial complex, while Jewel Square, Kakade Centre Port and East Court in Pune have also been converted into office spaces. Malls such as Nirmal Lifestyles, Mumbai are being 'reborn' as residential buildings.

**Endless Evolution**

It is more than evident that the Indian retail industry has been on a steep unlearning/learning curve. This process is by no means complete, and in fact will never be complete. The retail scene in India, as well as the rest of the world, is changing far too rapidly for players to become complacent. What works today may not work five years from now.

In other words, the process of evolution for the retail industry is a constant work-in-progress - and yes, there will always be winners and losers. However, given the rapid pace of adaptation we are seeing today, it is more than likely that ten years from now, there will be far more winners than losers. Shopping malls are simply too cost-intensive to warrant adventurous experimentation and risk-taking. At any given time, only the tried-and-tested models will actually work. ●●●



**Diversification - the Mixed-use Mantra**

It has become increasingly evident that no mall in India today can depend solely on shopping as its prime source of revenue-generation and footfalls. Developers have understood that they need to transform their malls into community spaces to stay relevant to today's far more

effort by Indian mall operators to provide the required specialized experience. Thus, most malls are striving to become prominent 'shoppertainment' locations.

Today's top-performing shopping malls are mixed-use businesses that incorporate social entertainment options, provide unique appeal along with certain depth in the shopping experience,

**Reinvented Malls - What Lies Beneath?**

Despite the incessant consumer appetite for malls in India, many malls did not work out. This can happen for a variety of reasons - the wrong location lacking public transport access, insufficient or unscientific parking arrangements, lack of research for what kind of retailers will work in





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# Food Courts: The Recipe of Success for Malls

— By Sandeep Kumar

Aside from being a major driver of footfalls, food courts represent an integral and even separate retail category today. In the last few years they have emerged as one of the major and consistent sources of revenue for malls...

**F**ood courts in shopping malls are a gastronomic destination for shopaholics and foodies alike, enabling the food and beverage industry to gain a competitive edge in the market.

Gone are the days when malls were considered only shopping destinations, offering simply multitudes of retail shopping outlets. With the advent of globalization coupled with a well-travelled consumer, shopping malls have metamorphosed into community hubs, providing exceptional experiences to consumers.

One such trend which has become a veritable crowd magnet is the food court. The significance of dining-out as an important form of entertainment is immense, and mall developers in India are taking all possible measures to embrace innovative ways of tempting the





### F&B Range in Malls

Consumer awareness is growing together with their expectations. Keeping this – and the fact that food is a critically important part of social experience in malls – in mind, mall developers spend a lot on offering a wide range of gastronomic options in their food courts.

The F&B range in a mall typically consists of not only food courts but also QSRs, and other formats like kiosks, cafes, casual dine restaurants, fine dine restaurants and even pubs and lounges.

**Food Courts:** Good food has an undeniable appeal, especially in a country like India where every occasion, celebration and festivity revolves around food. Shopping centre developers are experimenting with cuisines and formats to woo shoppers. An attractive central eating space serves as a gathering point, and

**Quick Service Restaurants:** The operators of QSRs typically offer a standardized menu, with a fast turn-around delivery time. These are especially popular in malls where consumers want to grab a quick bite. Ticket sizes are generally low at these mass-market, self-service, fast food restaurants catering to the general public, but the popularity of the food and fast turnaround

compared to cafés and QSRs.

**Fine Dine Restaurants:** These are full service restaurants with separate meal courses operating on high quality décor and formally themed ambience and specially trained staff. These operate on a high ticket size model.

**Pubs & Lounges:** Most establishments in this category include restaurants that serve alcoholic beverages along with



consumer into food courts. This makes the food court a win-win experience for all – the mall, the food court operator, restaurant owners and most of all, customers.

Aside from being a major driver of footfalls, food courts represent an integral and even separate retail category today. In the last few years they have emerged as one of the major and consistent sources of revenue for malls. On an average, food courts contribute almost 8-10 percent of the total mall revenue and in case of malls with great offerings in their food courts, this number can even go as high as 15 percent.



malls have been quick to make food courts as comfortable and as eye-catching as possible for customers. More than just about serving food, the food courts in mall business have acquired greater responsibility of creating an emotional bond with new age shoppers.

time make up for low ticket sizes.

**Cafés:** Operators generally offer coffee and tea and related beverages, with some type of bakery and small bites. These allow for a longer consumer stay as compared to QSRs, with a low-medium ticket size. This category includes all mass market bakeries, confectioneries and coffee chains along with traditional cafés.

**Casual Dining Restaurants:** These restaurant operators offer comparatively good quality products available at a medium-high ticket size. While this category includes table service restaurants offering an informal dining experience, they are considerably more formal as

an array of food options, with significant emphasis on the ambience. This category typically operates on a medium-high ticket size model.

### Value Addition: Why Food Courts

The biggest contribution a food court makes to a mall is keeping shoppers around longer. The better the food court, the longer shoppers stick inside a mall and the longer they stay, the more they spend. The longer people stay in the malls, the longer they are inclined to shop. The longer they are inclined to shop, the better the chances of one of their tenants making a sale (or perhaps



## FOOD FOR THOUGHT...DEMYSIFYING THE OPPORTUNITIES IN F&B RETAIL

A CBRE report titled 'Food for Thought: Demystifying the Opportunities in F&B Retail' highlights shopping malls as the second most popular destination for Millennials and other consumers as their favorite dining option. And even though 60 percent of restaurants in most states and cities are located on high-streets, the report says that shopping malls are rising on the charts, housing 29 percent of an area's restaurants...

The Food and Beverage (F&B) segment, globally and in India, has undergone a transformation, moving away from a "sub segment of retail" to a "full-fledged segment" capable of functioning independently of traditional retail. F&B is no longer a means to only complete the retail experience, but possesses the ability to elevate, and sometimes be the sole retail experience for a consumer.



This "food revolution" has happened not only due to the diversity that F&B now offers, but also due to a changing/ maturing consumer profile and dining out being looked at more than just a way to satiate hunger.

**Introduction:** The F&B landscape in India is going through a change brought about by structural shifts in the eating out equation – increasing urbanisation, rising disposable incomes, rising trend of socialising, nuclear families, and rising consumerism; all of which have orchestrated a change in the way India dines. Most global operators realise that India is a market that offers significant potential for growth, in the metropolitan cities and beyond. This realisation is evident in the measures these operators have taken while entering the Indian market – from customising their menus,

multiple sales). The better the sales of their tenants, the more rent they are likely to receive.

Being hungry and having nowhere to eat invites people to leave the mall to find food, possibly never to return that day. Food courts are made to avoid such situation. Food courts provide a wide variety of restaurants in the same place within the mall and it is rarest of the possibility that entire food court is packed, and customers don't get a place to sit.

Constructing a food court is also cheaper and convenient for the mall developers. To provide a separate space for kitchen and other mandatory safety service including electrical and fire appliances for each individual restaurant is a tough task. It eats up plenty of space and also requires investment building

seating, trays and trash collection it becomes much easier to group things together for the entire food court, than to require each place to have separate seating.

### Making Success Their Business

Food courts are a quick, relatively cheap, easy way to grab a quick meal or snack, and get back to your shopping. It's easy for customers to find everything in one place and sample things. Besides, food courts are less formal in approach, there are no servers and service tantrums. Food once processed, is kept on the counter table and the screen notifies the token/order number. Customers can walk to the counter and pick up their food without paying any tip or so. It is convenient for both the parties.

Food court operators ensure that no two stalls are the same

### Benefits of Food Court for the Stall Operators

- 1) Limited money to invest per stall
- 2) Limited staff, maximum two to three depending on the demand
- 3) Limited items in the menu, which are easy to cook and serve
- 4) Cheap price in comparison to that in a restaurant
- 5) No space crisis

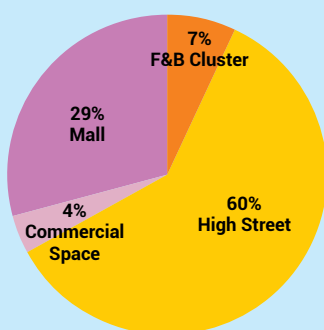


spaces for them. Therefore mall developers go for food courts as it is easier and cheaper to build places that require plumbing near each other. Besides it is easy to make a common set up for electrical current for cooking and cooling food.

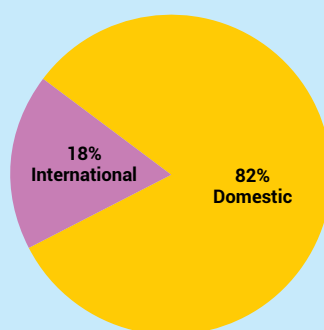
Apart from these utilities, cleanliness is another important factor. Food service requires much more rigorous cleaning and inspection in comparison to any other segment in the mall. Keeping things at one place simplifies the inspection as well as regular maintenance of the devices. Due to the shared

to increase variety and avoid conflict of interest. They ensure quick service, hygiene and cleanliness. Shopping malls often work on a percentage rent basis. This means that the tenant pays a fixed fee for rent. However, there is often a 'percentage rent' clause in their lease agreement, which states that if the tenant attains over a certain dollar amount in sales for the month, the amount in excess of this breaker point is subject to percentage. They also rent a premium lot with high traffic and divides the rent among the smaller stall operators.

Where Are The Restaurants Located?



What is the origin of F&B operators?



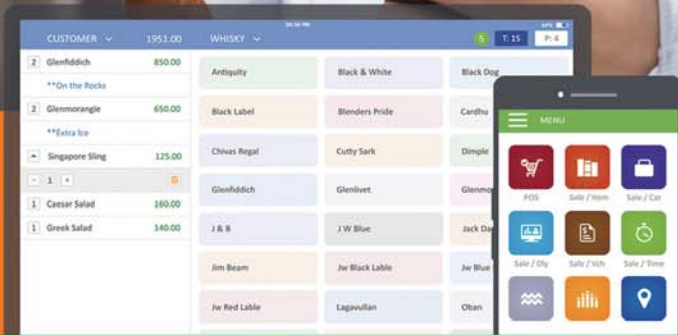
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offering home delivery in India as an exception (when compared to other countries of their operation) and expanding their standard offerings – global operators are going all out to ensure acceptance and success. Domestic operators are not far behind and are offering global cuisines with the right local influence.

Their innovations are not limited to global cuisines, as they are also experimenting by lending a modern, fusion twist to traditional Indian food.



The changing demographics coupled with the influx of quality international and domestic operators has resulted in a metamorphosis in our eating out culture – today we are a country that does not eat out on occasions but eats out for social engagement and experience.

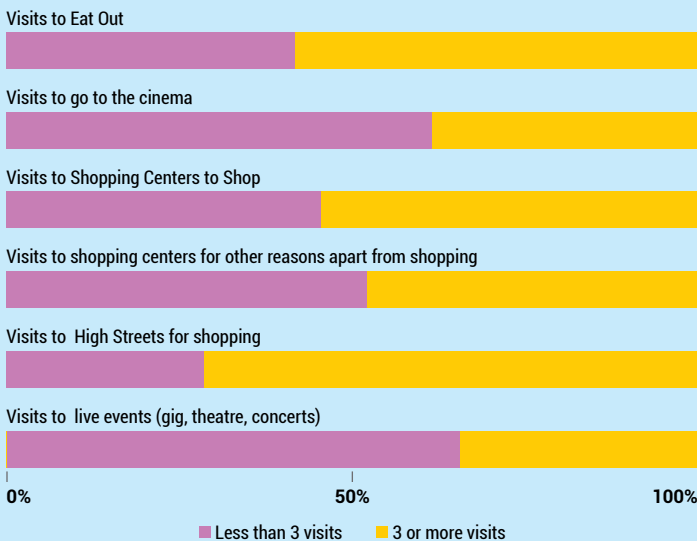
The graph at the bottom highlights the eating out culture across various countries. India exceeds the global average with 14 percent of the respondents eating out at least once a day.

**INDIA'S F&B SEGMENT AT A GLANCE**

**Why F&B is popular in India?**

- 1. Rise in disposable incomes, increasing consumerism
- 2. Longer opening hours of restaurants
- 3. Eating out as a culture and lifestyle
- 4. Increasing influence of Media and Technology

**60%** of Indian Millennials make more than three visits a month for eating out



**FOOD COURTS: A NEW ANCHOR IN THE SHOPPING MALLS**

**Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure Private Ltd.(Select CityWalk)** says, "Over the years, food courts have been playing a key role in increasing footfalls in the shopping centres. These days, consumers are not just looking for international brands, but they are looking forward to holistic experiences ranging from events to food to cafes to pop-up stores etc. According to NRAI, close to 30-35 percent business in a shopping centre is generated through food courts on an average. As organised retail is on a road to progression, food courts are still an important factor of the success and sustenance of shopping malls. At 'My Square' food court in Select CityWalk, we always focus on giving the best of the culinary delights to our patrons and satiate their gastronomic cravings to the fullest. My Square is an integral part of our shopping centre with almost 20 F&B brands including KFC, PindBaluchi, Café Delhi Heights Comfort, Masala Trail, Khyen Chen, Saravana Bhavan and many more."

**Sanjeev Mehra, VP, Quest Properties India Limited** says, "Food Courts are now the very nerve centre of a mall. The amount of area consumed by them and the non-stop footfalls they trigger every single day

shows why they are the new anchor in a shopping mall."

**Mahesh M, CEO, Creativity** says, "At Creativity, fine dining is a very large and engaging offering with over 27+ cuisines that can be experienced by customers from Indian, Lucknowi, Chinese, Italian and many more global cuisines which bring the entire world of cuisines on one platter at Creativity. Shopping and food go hand in hand. While Home & Interiors and fine dining are mutually exclusive, conversions of home interior clients to fine dining are almost 80-90 percent considering the average time spent of 2.5 hours on home shopping. Added to that is entertainment, which offers a unique cutting edge that differentiates Food City at Creativity from the rest. Food has always been an integral part of Indian palette and the mix that we offer ensures global offerings under one roof."

**Rima Pradhan, Senior Vice President- Marketing, Viviana Mall** adds, "A storm of global trends has changed the role of the shopping centre's operations. Presently, when customers visit shopping centres, they are searching for experiences that go well past conventional shopping. A customer is the centre point in all our engagements and advancements moreover Viviana



“THESE DAYS, CONSUMERS ARE NOT JUST LOOKING FOR INTERNATIONAL BRANDS, BUT THEY ARE LOOKING FORWARD TO HOLISTIC EXPERIENCES RANGING FROM EVENTS TO FOOD TO CAFES TO POP-UP STORES ETC.”

- Yogeshwar Sharma



“FOOD COURTS ARE NOW THE VERY NERVE CENTRE OF A MALL. THE AMOUNT OF AREA CONSUMED BY THEM AND THENON-STOP FOOTFALLS THEY TRIGGER EVERY SINGLE DAY SHOWS WHY THEY ARE THE NEW ANCHOR IN A SHOPPING MALL.”

- Sanjeev Mehra



“HOME & INTERIORS AND FINE DINING ARE MUTUALLY EXCLUSIVE, CONVERSIONS OF HOME INTERIOR CLIENTS TO FINE DINING ARE ALMOST 80-90 PERCENT CONSIDERING THE AVERAGE TIME SPENT OF 2.5 HOURS ON HOME SHOPPING.”

- Mahesh M





“WHEN CUSTOMERS VISIT SHOPPING CENTRES, THEY ARE SEARCHING FOR EXPERIENCES THAT GO WELL PAST CONVENTIONAL SHOPPING. A CUSTOMER IS THE CENTRE POINT IN ALL OUR ENGAGEMENTS AND ADVANCEMENTS MOREOVER VIVIANA MALL IS KNOWN FOR PROVIDING WHAT CUSTOMER WANTS.”

- Rima Pradhan



“FOOD COURT HAS ALWAYS BEEN ONE OF THE BUSIEST PLACES IN THE MALL. THEY CAN BE SEEN AS A NUMBER OF RESTAURANTS, BARS AND MORE UNDER ONE ROOF AND PLAY TO THE TREND OF FOOD LOVERS SEEKING HIGH-QUALITY INGREDIENTS IN A MORE CASUAL SETTING.”

- Mahim Singh



“FOOD COURTS IN SHOPPING MALLS ARE THE GASTRONOMIC DESTINATION FOR SHOPAHOLICS AND FOODIES ALIKE THAT ARE PLAYING A PIVOTAL ROLE IN INCREASING FOOTFALLS IN SHOPPING CENTRES. WITH THE TREND OF EATING OUT ON THE RISE, IT IS NATURAL THAT MALLS WOULD LIKE TO USE THIS IMPORTANT CATEGORY.”

- Mukesh Kumar

Mall is known for providing what customer wants. The ever-evolving mall culture has brought about changes that have grown apart from the accustomed ways. The food court is one such change that is seen as an experiential retail strategy and widely accepted by both the developers and the customers. Viviana Mall's food court has significant influence in every day footfall. Food Court in our mall reflects attributes that make it a perfect fit as an anchor tenant which builds the property's demand by engaging traffic and increasing customers."

**Mahim Singh, Mall Head, The Great India Place and Gardens Galleria** adds, "Food court has always been one of the busiest places in the mall. They can be seen as a number of restaurants, bars and more under one roof and play to the trend of food lovers seeking high-quality ingredients in a more casual setting. Menus are smaller and for restaurant owners, costs are lower. According to an estimate by a real estate consulting company, over 320 new malls are coming up across India by 2020 and food courts are emerging as one of the top anchor tenants. (In retail industry parlance, anchor tenants are those stores that have the largest

space, visitors and revenues in the mall.) Talking about The Great India Place, we have a standalone food court on third floor has more than 20 restaurants and is so busy that customers even have to stand guard over a table to make sure they get it next."

**Mukesh Kumar, CEO, Infiniti Mall** expresses, "Food courts in shopping malls are the gastronomic destination for shopaholics and foodies alike that are playing a pivotal role in increasing footfalls in shopping centres. With the trend of eating out on the rise, it is natural that malls would like to use this important category."

**Paresh Mishra, Mall Retail Head, Korum Mall** stated, "Retail as an industry has seen a sea of change in recent years thanks to the surge of e-commerce. Shopping has now become a matter of convenience rather than a wholesome indulgence. In this era of e-commerce, where people are actively shopping online from a plethora of available options, malls have started losing their novelty as shopping destinations. To keep attracting spenders, malls have started focusing on providing relevant food delicacies and Retailtainment centers, which an e-commerce portal cannot provide. Need for these have seen



#### Key Trends in India's F&B Sector

1. All-day dining emerging as a popular category
2. Rising presence of organized domestic chains
3. Increased investment in this industry/increased capital availability
4. Increasing acceptance of global trends/wider taste palate

#### Real Estate Sector Response

1. Increased allocation to F&B in malls
2. Food festivals at malls, temporary units/pop up stores for vibrancy
3. Emergence of F&B hubs in neighborhoods; organized F&B cluster development
4. F&B a key component of office buildings/business parks

#### The F&B Scene in India

In order to gauge the preferred location, operation format, dominant cuisine types, as well as the city dynamics of F&B operators, CBRE Research collated and analyzed information for more than 1,260 restaurants across key malls, high streets, F&B clusters and office developments\* in the top three cities of NCR, Mumbai and Bangalore. The findings of the research have been detailed in the section below:



As can be seen in the adjoining graph above, high streets have a higher concentration of F&B outlets vis-a-vis malls. However, a lot of this location behavior is also a fallout of the real estate supply in most major markets. The dearth of quality retail supply along with organic expansion opportunities that high streets provide is a key reason why operators are densely concentrated across high-streets as compared to malls. The international restaurant category is dominated by operators from the US with more than 70 percent of international outlets originating in the US. Also, while high streets are dominated by domestic chains/ standalone restaurants; malls have a higher presence of international restaurants/chains.



As compared to a couple of years ago when QSR was the dominant mode of operation; especially among international chains; the restaurant pie has gained significant diversity. For instance, casual dining has emerged as a key target segment and is the dominant category across high streets; followed by pubs and bars. While looking at restaurants in malls, QSRs have a share of around 31 percent of the overall pie as food courts facilitate an easier presence of such formats in malls.



There is a balanced mix of F&B players operating either as standalone/ independent restaurants (only one outlet) or as a chain of restaurants. Leading domestic operators, especially those with home turfs in Delhi-NCR or Mumbai, have managed to build a healthy network of outlets across India's leading Metro cities. Almost all international QSR operators have a multi-city presence.

While Indian and regional cuisines continue to dominate the taste palate, multi cuisine is increasingly becoming popular as it caters to a wider audience. If we look at the offerings of most multi-cuisine restaurants, Italian and Chinese are the most popular categories offered, in addition to Indian cuisine. When comparing high streets with malls, it emerges that more than 55 percent of restaurants across high streets are in the Indian and multicuisine category. On the other hand, the split in malls is more equilateral; with a healthy mix of restaurants across categories such as Indian, Italian, Asian, Fast Food and Cafes.

**Emergence of Homegrown Operators**

Only a few leading players have a multi-city presence, but now with the availability of funding and PE investments in the F&B business, operators have expanded their brands across cities. NCR and Mumbai are the cities that witness the most "cross expansion", with chains headquartered in either of the two cities expanding to the other city fairly quickly. Also, if we look beyond the top seven cities, in terms of domestic F&B operators these cities have a limited presence of chains and are largely dominated by standalone/local operators. However, F&B operators can now consider these smaller cities as an expansion opportunity by offering global cuisines with the right local flavor.

**Acceptance of a Wider Palate of Cuisines**

While Indian and regional cuisines still dominate the cuisine pie, the growing share of multi- cuisine restaurants reflects the acceptance and success of other cuisines as a part of the F&B



“RETAIL AS AN INDUSTRY HAS SEEN A SEA OF CHANGE IN RECENT YEARS THANKS TO THE SURGE OF E-COMMERCE. SHOPPING HAS NOW BECOME A MATTER OF CONVENIENCE RATHER THAN A WHOLESOME INDULGENCE.”

- Paresh Mishra



“THE PER CAPITA INCOME OF INDIANS HAS INCREASED, AND THERE ARE MORE WORKING PEOPLE/COUPLES PER HOUSEHOLD. WITH MORE DISPOSABLE INCOME IN HAND, THEY HAVE HIGHER SPENDING POWER ON FOOD.”

- Shibu Philips



“WHILE MALL DEVELOPERS ARE INCREASINGLY TRYING TO OFFER A COMPLETE SHOPPING PLUS ENTERTAINMENT PACKAGE TO NEW AGE SHOPPERS, FOOD COURT IS BECOMING ONE OF THE MOST CRUCIAL ELEMENTS IN IT.”

- Nirzar Jain

a constant surge in the recent times, mainly because of factors like rising disposable incomes, paucity of quality time with family and dear ones, exposure to latest trends and things to do - by virtue of social media and apps, a strong desire to try out new things and heightened aspirations. Now food courts are taking the onus of attracting footfalls to malls and have become the new anchors.”

**Shibu Philips, Business Head, Lulu Mall** says, “65 percent of India's population constitute the Generation Y or Millennials, who are in the age group of 18-35 years. The per capita income of Indians has increased, and there are more working people/ couples per household. With more disposable income in hand, they have higher spending power on food. These young Indians spend 3X as much on restaurant visits than on any

form of entertainment, including cinema, travel and other recreational activities. Hence, over the years the food court of a mall has elevated from a secondary role, piggy banking on shopping to a more central one, where food draws in footfalls and shopping complements. With increased online shopping, the only experience a person can't purchase digitally is the feeling of togetherness while eating out and spending time together with one's family. Shopping malls today are focussing on providing just that and dedicating even up to 20 percent of leasable space for food courts and restaurants.”

**Nirzar Jain, Chief Leasing Officer, Nexus Malls** says, “We look at food courts as a significant part of completing the mall experience. While mall developers are increasingly trying to offer a complete shopping plus







“**FOOD COURTS WITHIN MALLS HAS UNDERGONE A REMARKABLE TRANSFORMATION IN THE RECENT PAST, NOT ONLY IN TERMS OF THE SIZE OF THE SECTOR BUT ALSO THE DIVERSITY AND QUALITY OF OFFER.**”

- Pushpa Bector

“**TODAY, F&B OUTLETS AT SHOPPING MALLS HAVE BECOME VENUES FOR SOCIAL AND ECONOMIC INTERACTION. THE FOOD COURT HAS REPLACED LARGE DEPARTMENT STORES TO BECOME CENTRAL IN A MALL'S DEVELOPMENT.**”

- Arijit Chatterjee

“**THE NEXT ANCHOR AT A MALL IS A FOOD COURT. THERE IS VISIBLE TREND TO BE SEEN OF FOOD LOVERS SEEKING NEW AGE BRANDS, HIGH-QUALITY INGREDIENTS IN A MORE CASUAL QUIRKY & A FUN SETTING IN A FOOD COURT TYPE OF ENVIRONMENT.**”

- Munish Khanna

entertainment package to new age shoppers, food court is becoming one of the most crucial elements in it. The food creates important interaction point for people to come together. Malls have become a part of the weekend “going out” option and we like to complete that experience where people can bond over food with varied options.”

**Pushpa Bector, Executive Vice President & Head - DLF Shopping Malls** says, “Food courts within malls has undergone a remarkable transformation in the recent past, not only in terms of the size of the sector but also the diversity and quality of offer. The amount of space dedicated to the food service sector across the global retail landscape is clearly increasing each year, as the growth in online sales continues apace. The demand for food service space appears to be insatiable. Well-configured and complementary dining and

socializing provision is one of the most effective ways of incorporating diversity and vitality into malls worldwide. A vibrant and evolving food service offer can differentiate retail spaces, and as part of an integrated, broader leisure offer, can help meet the ever changing consumer demand and expectation for experience, as well as provide consumers with a reason to keep coming back. The future for the food service sector is bright, but as it grows up, so the need grows to apply greater rigor and science to planning and executing foodservice strategies.”

**Arijit Chatterjee, COO, Junction Mall, Durgapur** stated, “Today, F&B outlets at shopping malls have become venues for social and economic interaction. The food court has replaced large department stores to become central in a mall's development. Over the last few decades F&B operators have increased the



SPLIT OF CASUAL DINING RESTAURANTS ACROSS CITIES AND LOCATIONS			
	Delhi/ NCR	Mumbai	Bangalore
High street	64%	30%	83%
Mall	21%	50%	15%
F&B Cluster	13%	11%	1%
Commercial Space	3%	8%	1%

Source: CBRE Research, Q1 2018

culture in India. Also, the fact that Asian (largely Chinese) and Italian cuisine restaurants are not a part of the “Other Cuisines” pie and are independent categories on their own is a precursor to the fact that India is becoming more receptive to world cuisines, resulting in a larger number of restaurants that offer such cuisines.

If we delve further, we notice that even the “other cuisines” category is fairly diverse with restaurants offering cuisines such as Mexican, Mediterranean, Lebanese and Arabian, amongst others. Another



trend has been the emergence of fusion food – with restaurants lending a modern twist to traditional Indian cuisine. Also, regional cuisines have become more mainstay and there is an increasing trend of such restaurants being set up and accepted in cities beyond their local regions/city of origin.

#### International Versus Domestic Operators

It is evident that most international operators have displayed a preference to be located in malls – which can largely be because of the support facilities and quality of space these developments offer. In terms of categories, the café category has seen success from global operators that have a strong brand recall and an equally strong local connect. For instance, Starbucks entered India in October 2012 and within a span of five years, developed a network of more than 100 cafes across the country.

On the other hand, domestic operators are largely located on high streets and more than 60 percent of them operate as standalone restaurants. Also, while QSR has been a dominant category for international operators as of now, domestic operators can consider exploring casual dining as an option.

#### HOW HAS THE REAL ESTATE SECTOR RESPONDED?

**Eating is the new shopping, malls allocating more space to F&B** Landlords have supported the growth of the F&B sector by allocating them more space within their developments. In fact, upcoming developments are paying significant attention to



zoning for F&B restaurants and have dedicated floors for F&B, with attention paid to the impact of clustering. The below table highlights the key malls across Mumbai, NCR and Bangalore and the allocation that these malls have for F&B outlets:

### Temporary Set-ups

To ensure that the vivacity of a development remains intact, landlords are becoming flexible about the usage of open spaces in their developments. Setting up of temporary units allows the newer operators to gauge response to their food while allowing the landlord to create short-term additional capacity during seasonal peaks. In fact, concepts such as a city's first food truck festival have been successful in pulling huge crowds to an otherwise moderately successful retail development.



### Dedicated F&B hubs, Clusters in Residential Areas

Dedicated food malls/hubs is a recent trend but is a concept that has been embraced well. Developments such as Cyber Hub and Epicuria have a thriving F&B mix and are examples of developments that are functioning independently of traditional retail. Even established high-street F&B clusters are known for restaurants that are aligned with the needs of the consumer type usually associated with that high street. Many malls which have received a lukewarm response from traditional retail are reworking their leasing strategy to allow such developments to cater to the F&B requirements of the local catchment.

### Allocation in Commercial Buildings

Landlords realise the impact F&B can have on occupier profile and rentals. Most landmark office buildings have made allocations towards F&B, not only as support retail; but by allocating premium ground floor spaces to these outlets. Landlords are also aligning the tenant profile with the type of F&B outlets, as restaurants in these buildings are no longer limited to take away/kiosks or QSRs but are witnessing the inclusion of casual dining restaurants as well.

The analysis for this report was undertaken across 1,260 restaurants across the following locations in NCR, Mumbai and Bangalore.

*Note: This report was prepared by the CBRE India Research Team, which forms part of CBRE Research – a network of preeminent researchers who collaborate to provide real estate market research and econometric forecasting to real estate.*



“F&B OPTIONS AND FECS ARE BECOMING THE MAIN DRIVERS OF FOOTFALLS IN MALLS WITH FOOD COURTS CONTRIBUTING MAJORLY TO THE REVENUE.”

- Sahil Saharia



amount of floor space they take up in shopping centers from 7 percent to 15 percent, according to a new research. Now the myth of having a food court at a higher level has changed and instead latest trends demand that one F&B engage point be planned on every floor, with multiple exposure points. With increase in competition from online retailing, F& has become a main ally of retail along with entertainment options in achieving business objectives, since food courts attract consumers of all ages throughout the week, making a mall a one-stop-family-destination.”

**Munish Khanna, Chief Revenue Officer, Express Avenue** explains, “The next anchor at a mall is a food court. No two ways about it. There is visible trend to be seen of food lovers seeking new age brands, high-quality ingredients in a more casual quirky & a fun setting in a food court type of environment. It is becoming increasingly evident that Food is becoming the most important driver in malls attracting shoppers to choose from which mall to visit basis the Food court & F&B mix. Foodgasm is the new mantra for all Malls to seduce/attract the shoppers/footfalls.

**Sahil Saharia, Chief Executive Officer, Bengal Shristi**, says “F&B options and FECS are becoming the main drivers of footfalls in malls with food courts contributing majorly to the revenue.”

A statement released by Inorbit Malls reads: “Malls are no longer perceived as shopping venues. They have evolved as social places where people come to relax and unwind amidst their busy lives. Today malls are embracing Food & Entertainment as an important driver by giving substantial square footage space to concepts like open cafés, pubs etc. since customers enjoy coffees, family brunches and group get-togethers at the mall. Talking on the F&B experience, we are happy to announce launch of our new project The Orb at the JW Marriott Sahar Annexe Retail Arcade. The project is a mixed used development with JW Marriott Hotel, Banquets, Retail and Commercial all under one roof. The Orb will be Mumbai's first integrated F&B destination that will re-define socialising, dining and partying in Mumbai. It will house 27 outlets comprising restaurants, cafes, lounge bars, a night club, a salon, and 25 specialty kiosks.”

### Conclusion

As the mall culture continues to grip the country and the business of malls becomes more evolved, food courts are going to be an interesting segment where interesting activities can be noticed. In the coming years, with more numbers of professional players coming up as specialized food court operators, mall developers entering the food court business the category will have a lot to watch out for.



## Here's a detailed look at the best food courts in the most popular shopping centres pan India:

### /// SELECT CITYWALK, DELHI ///

The food court at Select CityWalk is multi-cuisine and houses a unique mix of some of the city's finest and most favourite restaurants. It is a large unique food theatre comprising of upscale and inspiring F&B brands. The size of the food court is approximately 1,300 sq. ft. and has an open and lively terrace space attached to it which is approximately 2,600 sq.ft. The food court is situated on the second floor of the shopping centre and is enclosed by the food stalls with the beverages and dessert section at the centre. The seating arrangements are well laid and comfortable. There is a separate area marked for performances, where the food can be enjoyed along with a dosage of entertainment.

**USP:** Created to transform the layman understanding of a food court, My Square at Select CityWalk not only gets the consumers' favourite restaurants in the city under one roof, but also provides entertainment. Expose yourself to a modern, cutting edge, upscale food theatre

with the unique charm of an international experience. The cuisines available offer a plethora of options ranging from various flavours of India to International cuisines including European Asian, American and more.

My Square is positioned to address the requirement of the target audience and capitalize on the gap in the market vis-a-vis local marketplaces and malls. The vibrant and airy interiors, along with the array of entertainment options available make My Square the one stop destination for all occasions. Entertainment options include:

- Magician on the floor every Monday, Tuesday & Wednesday
- Housie – everyone is invited to play Housie at My Square every Wednesday from 3-5 pm
- Live Band performances every Thursday
- Three mega screens screening sports and gags
- Fun filled weekends for kids with balloon making & colouring activity

**Services:** Food courts provide multiple varieties of brands, fine



dining, along with a plethora of platter choices. They also offer air-conditioned ambience and act as the most ideal venue for eating with family and companions. To serve the customers better, food courts provide a warm and inviting atmosphere to dine out with an assortment of exciting food choices. They are both a value for money and a one-stop shop for hygienic and delicious food. Home to about 20 brands covering flavors of the world, My

Square aims at developing and promoting home grown brands in an upscale environment. In a unique premium twist, unlike any other food court My Square offers:

- Printed menus and offers of the month on the tables
- Pre-ordering to avoid lines through tablets placed at the entrance and
- on tables
- Uniformed waiting staff to cater to the needs of the customers

### /// QUEST MALL, KOLKATA ///

As per Mehra: "Quest has one of the smallest, prettiest and awesome food courts with high standards which makes it stand apart from the rest. It has a balance of all cuisines including the international QSR players and national ones."

**USP:** The USP has to be a culmination of all things, as people do not like to eat in empty places so the size of the FC in relation to the footfall is very important, the design the look and feel along with the mix of all brands and finally the quality of the food. Quest's USP is its

hygiene level, along with the level of the service. The mall has right people doing right things designed by RTKL and operated by Global Kitchens.

#### **Key Highlights and Services:**

One must remember that you need breakers at non-food retail areas, therefore Quest has kiosks, QSRs and other small outlets on different floors which also releases pressure on food courts. The services provided are:

- Special needs quick service
- Cleanliness
- Access to toilets
- Enough seating





**/// LULU MALL, KOCHI ///**

At Lulu Mall, Kochi, the food court is located on the top most floor, alongside other restaurants and the entertainment zone of the mall. Offering a seating capacity of 1500, with 22 varied cuisines, the food court is one of the most crowd pulling destinations within the mall. We have put in great efforts to curate the right brand mix, ensuring maximum variety to suit all age groups and pockets.

With a glass ceiling reaching out to almost 10 feet and a wide façade overlooking the city scape, the food court offers the right ambience for social or casual gatherings. The tables and chairs have been designed to accommodate customers comfortably. Aisles have been made to ensure easy movement for both staff and customers. There is adequate space for appropriate kiosks, entertainment and thematic décor or installations.

**USP:** The defining feature of the Lulu, Kochi food court is its size. Being a 1,500-seater food court with 22 multi cuisine outlets, the food court serves customers

every possible option to satisfy their food cravings. The food court is located alongside the 55,000 sq. ft. entertainment zone of the mall, with an ice-skating rink, right in the middle. This ensures easy access and steady footfalls to the food court, as well as convenience for parents who can rest and order up while the kids enjoy. Adding to the ambience is the presence of restaurants which open up to the food court, thus complementing each other.

**Key Highlights:** The food court is located along with the entertainment zone on the top most floor. Presence of easily accessible hand wash and toilet facilities along with drinking water, television screens, Wi-Fi are all essentials. Durable furniture to meet the wear and tear of daily activities is a must and adequate spacing between the tables need to be ensured to facilitate easy movement. Open kitchens help in focusing on hygiene, which is of primary importance. Grease traps and garbage disposal must be seamless with a clear back area for retailer operations. All safety



**/// INFINITI MALL, MUMBAI ///**

Infiniti Mall has an array of Fine Dine, Casual Dining & QSR brands that include Hoppipola, Mainland China, Burger King, Subway, Melting Pot, KFC, Maharaja Bhog, Mad Over Donuts, and Keventers to name a few.

**USP:** Infiniti Mall has one of the biggest food courts in the city offering a wide range of cuisine for our customers tastes palate under one roof along with F&B brands that are carefully placed across the mall premises. High ceiling, a large LED wall for watching sports while enjoying a meal, spacious seating are some of the important features of the food court.

**Key Highlights:** The mall has a dedicated food court on the third floor for people to sit and spend some quality time with their family and friends, while cafés are located on the lower ground floor of Infiniti Mall, Malad. International coffee chain Starbucks is situated on the upper ground floor for patrons to take out some leisure time from their shopping and refresh themselves. The multiple choices of fast food restaurants, and fine dining, as well as casual dining options including vanilla retailers such as ice-cream and milkshake joints; air-conditioned,



comfortable and spacious seating arrangements are perfect for dining with family and friends, while a warm and welcoming ambience to dine out with a variety of entertainment options like food festivals, special events, live music and more bring in the crowds.

**Services:** "We have housekeeping attendants along with tray processing unit at the food court for frequent clearance and cleanliness. We arrange for queue managers outside quick service restaurants for smooth operations. Considering peak times during weekends, we make additional seating arrangements for patrons. Friendly staff, live contests and events, new menu options and offers, F&B hygiene all help brands gain momentum irrespective of whether they are local, national or international," says Kumar.



equipment and measures put in place. The presence of bright lighting and accommodation of promotional kiosks and space for suitable entertainment activities in the mall. TV & LED screens showcase matches or for advertisement purpose, are placed thoughtfully.

**Services:** For any food court to do well, there must be a recurring crowd. Managing

this crowd during peak hours is the challenge. As a mall that receives over 1 lakh footfalls per day during peak days, LuLu has strived to ensure minimum customer complaints and 24-hour re-dressal of whatever complaint is received. The primary need is sufficient staffing and adequate clearance facilities. For this purpose, the mall has well-trained staff and dedicated supervisors for

the food court. The tables and chairs have been aligned to suit quick service and clearance. 40 percent of the mall footfalls also pay a visit to the food court and hygiene is very crucial. We are committed towards providing clean floors and food for our customers. Frequent kitchen audits and food testing is done and even our CCTV executives are involved in guiding supervisors in the food court.

Sufficient hand wash areas and toilets have been provided too.

**National, International & Regional Cuisines:** "We've noticed an undying thirst for QSR brands – mainly non-vegetarian – in Kerala. All the fried chicken brands do exceptionally well along with local cuisines, favouring families and youngsters alike, who are the majority in the food court," says Philips.

### /// THE GREAT INDIA PLACE AND GARDENS GALLERIA, NOIDA ///

TGIP has almost everything to offer with a presence of more than 20 eateries to choose from. Be it fast food, quick bites, South Indian, North Indian, Chinese, desserts, beverages or sea food, the consumers cannot just go back from the food court empty stomach. The design of the arena attracts visitors, even if they are not hungry they hang around the food court area for a while. The aroma of spices and fancy looking dishes from the glass counters pull crowd.

Gardens Galleria, popularly known as the Social Hub of Noida, is a food heaven for shoppers. Be it fast food, quick bites, casual dining, fine dining, bakeries, desserts or beverages, it has all formats sorted under one roof. The entire mall stands host to more than 35 restaurants to pick from. Apart from this wide range of resto bars and clubs, the mall has a dedicated food court, 'Food Street'. It is a well-designed food court with about 12 different outlets present and many more to come.

**USP:** Spread across 42,000 sq. ft. on the third floor of The Great India Mall, Food Street has more than enough space to tickle the taste buds of around 500 people. The Food Street is into central cashiering with our debit cards which once purchased could be used for all transactions throughout the Food Court. Also

features like having a good laid out plan comprising of dedicated entry with a service lift for staff and vendor movement and wide service corridors facilitating separate entries for customers, vendors and staff. An automated dish-washing takes care of providing guest with clean crockery and doing away with disposables. All this is to give the visitors a luxury experience. Enjoying popularity not only among the youngsters but it is also a favorite spot of neighborhood families and traders. Mouth-watering food, excellent seating arrangement and all the necessary facilities are the strong points of our food court to strengthen its reputation and fame.

**National, International or Regional Cuisines:** AtTGIP, national and regional cuisines are the most selling ones. People have a crazy craving for *chole bhature*. Three out of five tables will definitely have this dish. The next bestselling dish includes varieties of Dosas and South Indian cuisine followed by the North Indian and finally Chinese. They offer a wide range of cuisines available at The Food Street, The Great India Place to choose from. Anyone entering the vicinity is bound to stop by and some awesome food.

At Gardens Galleria, on the other hand, the entire setup is completely different from how



the usual food courts are. Be it the ambience, décor, seating or the availability of restaurants, everything is a statement in itself. Here, there is a vast options to pick from including, North-Indian, South-Indian, Chinese, quick bites, Italian, and individual outlets specialized in beverages, donuts, ice creams, pizzas etc.

**Services:** "Out of the various services provided at our food courts, we have introduced central cashiering with our debit cards which once purchased could be used for all transactions throughout the food court. Apart from this, just in case someone wants to pay directly at a particular outlet, that option is also available.

People can pay through the plastic money at any of the restaurants or kiosks available at our food courts. We have made sure that we have a good laid out plan comprising of a dedicated entry with a service lift for staff and vendor movement and wide service corridors facilitating separate entries for customers, vendors and other staff.

Other than this, we love to serve our guests with a clean and hygienic ambience and crockery and hence have automated dish-washing facility installed at both the malls. They make sure clean the table and the ambience soon as people vacate the table. All this is to give our visitors a luxury experience," adds Singh.



**/// KORUM MALL, THANE ///**

The foodcourt in Korum Mall has an adequate and balanced array of food options from popular brands like Burger King, KFC, Subway, WOW Momo, Banana Leaf, Cafe Coffee Day, Nookad Nation, Only Parathas, Shahi Darbar to name a few. Mc Donald's, Domino's and Dakshin Rasoi are under fitout and will be added soon to the list. The food court has a seating capacity of around 500 persons and is serviced by a fleet of trained stewards who ensure our patrons receive the best in class experience in terms of hygiene and upkeep.



**USP:** The USP of the food court is the variety of options to choose from the brands. The area is very clean and cosy to hang out with family and friends. A unique doughnut shaped lighting, which enhances the overall look and feel of the place and provides a unique experience to the visitors. A fleet of well-trained stewards ensures the highest standards of hygiene

and upkeep of the food court. The presence of kiosks and QSRs along with presence of small food joints on different floors help in building up the appetite of the customers. It also provides finger foods at various levels along with impulse buying and keeping the customers engaged while other members of the family are shopping.

"Food court is one of the key areas of the mall. Proper planning is imperative while designing the size of seating area and the number of kitchen units to be constructed. A detailed planogram is charted keeping in mind customer flow/circulation, seating/housing capacity of the area basis analysis of couple seating, family seating and group

seating. The whole calculation is directly linked with optimising the ROI/sq. ft.," says Mishra.

**National, International or Regional Cuisines:** "This is a difficult question to answer because Indians are evolving, and newer generation/teenagers always prefer International cuisine because of their experimental nature. Families and senior citizens are opting for regional/local cuisines," points Mishra.

**Services:** An in-house food court manager for improving the customer experience who helps consumers choose cuisines as per their tastes and liking is an innovative service that the mall provides. Convenient seating is provided for group functions, get-togethers and birthdays. Baby high chairs are provided for families with babies. Active feedback collection mechanism & Food Audits are in place for constant improvement of services and customer experience.

**/// DLF SHOPPING MALLS, DELHI NCR ///**

DLF shopping malls food courts offer multiple advantages and convinces to our customers. They are the epitome of instant gratification. A visit to the food court saves both money and time. There are multiple and healthy options and one is always likely to find something more nutritious and low-calorie on the menu. The food court also offers a plethora of choices giving our consumers plenty of options to choose from. One can even customise their meal and mix and match their cuisine as per their own choice.

KFC have expanded their reach and have managed to increase the footfall in the outlets present in the food courts. National food outlets like Haldirams & International outlets like KFC have witnessed an upward trend and growth in their outlets at the food court," explains Bector.

**Services:** Food courts are the most crowded eateries and can deliver better and earn more profits. Services provided at DLF food courts are :

- Well Trained Staff
- Live contests with instant rewards
- Making our customers feel important
- New offerings & recipes on the menu
- Keeping our consumers entertained while they wait for a seat

**National, International or Regional Cuisines:** "National and international cuisines are the most popular cuisines in the food courts across malls. Many players in the QSR segment such as CCD, Dominos, McDonald's and



"The surrounding trade area and infrastructure are important determinants for food service operators when allotting

their location strategies. The attractiveness of a mall to each food service category varies and depends on the specific



local trade area and shopper characteristics. In addition to optimal location requirements within a mall, each food service category also has a typical unit size that best supports the operator to make it financially

successful. Finding that kind of space and allocation is a must. There are other technical requirements that each brand needs to operate within a mall environment. There is also a need for standard provision for

water, electricity, fire exits and rest room facilities, food service units have specific technical requirements. For certain types of food service operators, it is not unusual to have two, or more units, especially "impulse" units,

within the same center. The units under this category tend to be "satellite units" where the central production facilities are located off the premises in a central kitchen or in a larger (mother) unit in the center," concludes Bector.

### /// SEAWOODS NEXUS, NAVI MUMBAI ///

Nexus malls have approximately 15 percent of the total leasable dedicated for F&B across their nine malls. The concept behind the food court is to compliment the mall for dining options and a format which is easily accessible, convenient and is a crowd puller. Nexus aims to create a great ambience with the mix of good quality food and maintaining high level of hygiene. Over a period of time they have been increasing and allocating more space to food offerings.

"Today, every mall is drawing major crowds because of the food it offers. No matter why a person is coming to the mall, they will definitely pay attention to the food brands and the ambience. And, seeking this opportunity, we have over 125 F&B offerings and over 100 Cafes and Casual Dining Restaurants across the

Nexus portfolio. We are also constantly striving to make keep our food court more relevant and comfortable for our patrons," highlights Jain.

**Services:** The most important factor is planning at the early stage before execution. In the recently revamped Mall of Amritsar, the management has completely renovated the food court to provide better services and to create a fresh environment. "We created more seating arrangements, more counters for wider choices to customers. Maintaining the high levels of hygiene for the customers can be a very challenging task sometimes. There are lots of issues that customers can face while dining out in a food court such as long queues, crowd, and congested



sitting areas. To make sure of no such experiences, a variety of services is provided to manage customers better. We have set a clearance time for trays at intervals of 2 minutes, so that on

busy days customers can find seats faster. We also offer free Wi-Fi and baby seating area. At present, we are evaluating technology providers for taking orders at the table," explains Jain.

### /// VIVIANA MALL, THANE ///



Viviana Mall boasts cohesive brand mix with ideal blend of international, national and local brands after a comprehensive market research. Food court has vendors like Burger King, KFC, Taco Bell, McDonalds, Tibb's Frankie, Wok Express, Falafel, Only Parathas, Biryani House, etc. The large food court and the dining area are spread over 40,000 sq. ft. and can seat up to 1,300 people. The food court has a tapered roof which gives it the casual, yet sophisticated atmosphere of open-air dining. One can easily find food and beverage options at every floor of Viviana Mall. The mall has over 50 restaurants, cafes and food outlets to serve different palates.

**USP:** Viviana Mall is a destination which will perpetually amaze and stimulate customers with its ideal and vivacious blend of distinctive retail, F&B and recreation ideas. "We boast of the largest food court in the country that can seat around 1,300 people with an ideal mix of international, national and local cuisine. Food safety is taken solemnly at Viviana Mall; we conduct regular audits wherein basic hygiene, personal grooming of the kitchen staff, food safety, and food sampling testing are all considered during the procedure. We have a structured customer feedback process both online and offline. We acknowledge all the feedbacks



and work on it by assessing and adjusting our functioning to fit more accurately to the needs of the customers. Additionally, we also convert our food waste from the food court and restaurants into manure, a part of which is used in the mall garden and the rest is given to our customers free of cost," says Pradhan.

**National, International or Regional Cuisines:** Viviana Mall offers a wholesome mix of

National, International or Local cuisines that cater to the diverse mall demographic from college student to senior citizen.

**Key Highlights:** Viviana Mall has food and beverage options at different levels and zones keeping the pre-eminent factor like customer circulation in mind. It is a one million sq. ft. mall that has over 50 restaurants and food outlets which serve different palates catering to the needs of diverse

customer footfall we garner. They are one of the first few to bring the concept of placement of restaurants on the ground floor and at the balcony without causing hindrance to the shoppers.

**Services:** Fast service, Good quality food, Janitor facilities and comfortable seating are few of the services provided in the food court for better consumer management. "We ensure structured food safety

assessments are carried out at regular intervals to keep up the quality of the food offered at our restaurants and food court. We have calendar for regular pest control schedule. We have a pest control system in place; it is an important requirement for food business establishments in the mall. When a restaurant or food outlet doesn't stick to our pest control calendar we don't let them operate till pest control is carried out," concludes Pradhan.

**/// INORBIT MALLS, MUMBAI ///**

The food court at Inorbit Malad, which started in 2004 with a 1,000-seater capacity, has witnessed many changes over the years. Over the years they have doubled the space of F&B from 7 to 14 restaurants and cafés as the mall has anticipated greater demand for F&B experiences.

Whether it is American Tex-Mex Cuisine, Deli Food or the traditional Rajasthani Thali, Inorbit Malad houses the finest restaurants that serve up the most diverse taste sensations to suit every unique visitor. There are casual eateries offering a

wide range of flavours, ambience and prices to suit all guests.

The Inorbit Mall food court is one of the best in terms of design, experience and the brands available under one roof. This makes the food court one of the most popular food courts in the western region.

**Services:** At Inorbit Malad, special importance is given to training and staff grooming, hence they have one of the best facility management companies who manage the daily upkeep and operations at the food court. The staff reports to the

mall management team and undergoes different training programs like grooming and etiquettes, food hygiene, fire safety, procedures for cleaning

and sanitizing equipment's and food trays and garbage disposal (wet and dry) to deliver the best possible customer experience to the guests.



**/// JUNCTION MALL, DURGAPUR ///**

Food Junction – the food court of Junction Mall is located on the third floor which also has other forms of F&B including fine dine restaurants, cafés and QSRs. The width range of the food court varies from North Indian, South Indian and beverages. Brands like Keventers and Subway are huge hits. A total of 14 counters serve all from a single point of sale.



**USP:** The USP of Food Junction is the presence of a good combination of local-regional-national-international cuisines. Every floor has some options of F&B in the form of patis series or ice cream parlours or even small cafés to offer and engage customers more.

**Services:** The counters are properly visible from every corner and angle of the food court. The food menu is exclusive and hygiene maintenance level is optimum. The mall also has quick user friendly billing systems.



### /// CREATICITY, PUNE ///

Creaticity, majorly has fine dining with over a dozen restaurants with categories such as Day Diners focusing on corporate / business lunches, night clubs that bring in the Millennial segment, banquets that offer state of the art and fully equipped facility for business conferences, weddings, receptions and birthday parties. Food City not only features a wide range of restaurants across cuisines to choose from, but there is also the rare option of cooking food for yourself by participating in cooking classes conducted by Chefs.

**USP:** The USP is not just food but clubbed with events and entertainment making fine dining a differentiator in Food City at Creaticity.

**National, International or Regional Cuisines:** "Our dining formats offer both national and global cuisines. Data shows that across cuisines, all do well since a lot of time has gone in studying the market. Every restaurant has certain products that are the hero which stands out among customers. North Indian and Chinese cuisines are



an edge above the rest if we talk about preferences as such," says Mahesh M.

**Highlights:** All fine dining formats have unique ambience and characteristics that adds up to the glory of their success. Apart from that personal care and attention that is given to each customer combined with the

quality of food that chefs bring to the table, has become a game changer for Creaticity. Clubbed with this are entertainment ideas that each restaurants curates brings a certain engagement and loyal customer base for the formats.

**Services:** "Apart from personal care and attention to each detail and requirement of customers, we also provide a loyalty program to customers where they can earn points on Creaticity App after adding their bill amount through the UNLIMIT program. They can also decide how, when and where they wish to burn them. This helps them to try out various cuisines and also shop at brands in our Core Home and Interior category," states Mahesh M.

### /// EXPRESS AVENUE, CHENNAI ///

Food Court at Express Avenue is being upgraded to give it a more contemporary look & feel with different seating arrangements and different mood in different parts of the food-court like at Flea bazaar Café in Kamla Mills. Express Avenue are the only one in Chennai to have a dedicated Kids party & play area part of a food court offering so that while parents are eating/shopping

kids can enjoy in the play area right in the food court itself. The food court due to its design, location, mix and right blend of QSR+ Casual dining with value added services and relevant offerings is ensuring customer delight in a large number.

**Services:** "At Express Avenue, we have been very clear at the design stage itself to have

the largest food court in the city & which has worked out wonderfully last 8 years. With the centralized billing mechanism at Express Avenue we are able to use Data Analytics, Data Mining to gauge customer preferences and buying habits & customize

our offering from time to time ensuring Food Court at Express Avenue is relevant and new age. We are also in the process of having a dedicated performance area to make the food court more lively and fun," says Khanna.



### /// SENTRUM MALL, ASANSOL ///



Sentrum Mall has a food court of 7,000 sq. ft. (approx) on the multiplex level, serving popular cuisines. The USP of the food court is pricing and prompt service. Also, the presence of adequate staff to ensure smooth service and cleanliness and hygiene factors in the food court. Mostly, national cuisines are accepted and found here.









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**For Delegate Registration:**

Sarika Gautam: +91-9717544226  
sarikagautam@imagesgroup.in





# IRA & IRTA 2018: Honouring Retail Excellence and Leaders

The categories were designed to ensure that not a single out of the box idea went unnoticed. The awards were rolled out highlighting the key categories and aspect of retail.

– By Shopping Centre News Bureau

The 15th Annual IMAGES Retail Awards (IRA), powered by Vegas Mall, celebrated some of India's most outstanding achievements in retail on September 6, 2018, at Hotel Renaissance in Mumbai. With no end in sight to the rise of online shopping, never has it been more important for retailers, shopping centre developers, city planners and communities to work together for creating a new ecosystem of lifestyle destinations.

Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India. The ceremony honoured the achievements of India's leading retailers with some high voltage entertainment.

## Nomination & Jury process: IMAGES Retail Award 2018

IRA nomination categories and entry details are announced through the website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business.

**BS Nagesh**, Founder TRRAIN was the Chairman of the Jury. The other jury members in the panel were **Abheek Singhi**, Sr. Partner & Director, BCG; **Ajay Macaden**, Executive Director, Nielsen India; **Ajay Kaul**, Senior Director, Everstone Group; **Anand Ramanathan**, Partner, Strategy & Operations Consulting Deloitte India; **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Sreedhar Prasad**, Partner & Head, Consumer Retail & Internet KPMG; **Harish Bijoor**, Founder, Harish Bijoor Consults, **Debashish Mukherjee**, AT Kearney, Partner & Co Head; **Harminder Sahni**, Founder & MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sunil Kumar Alagh**, Founder & Chairman, SKA Advisors; **Rama Bijapurkar**, Expert Marketing Strategy & Consumer Behaviour, Professor **Ravi Dhar**, Yale School of Management.





# LIST OF IRA'2018 AWARDEES

## IMAGES MOST ADMIRED RETAILER OF THE YEAR:

- ▶ Department Store: **WESTSIDE**  
Nominees: Lifestyle, Shoppers Stop
- ▶ Hypermarket: **BIG BAZAAR**  
Nominees: More Megastore, Reliance SMART, SPAR, Spencer's Hyper
- ▶ Fashion & Lifestyle For Value Fashion: **FBB**
- ▶ For Premium Fashion: **TOMMY HILFIGER**  
Nominees: T-India Family Mart, KLM Fashion Mall, Max Fashion, Neeru's, Pepe Jeans London, Vero Moda
- ▶ Lifestyle Accessories: **AYESHA ACCESSORIES**  
Nominees: Bagline, Daniel Wellington
- ▶ Footwear: **BATA**  
Nominees: Metro, Puma, Skechers
- ▶ Jewellery: **TANISHQ**  
Nominees: Reliance Jewels, Senco Gold
- ▶ Food & Grocery: **RATNADEEP SUPERMARKET**  
Nominees: More, Spencer's
- ▶ Food service: **HALDIRAM'S**  
Nominees: The Thick Shake Factory, Wok Express, Wow! Momo, Barbeque Nation, Burger Singh, Chai Point

- ▶ Consumer Electronics: **RELIANCE DIGITAL**  
Nominees: Croma, Dell
- ▶ Entertainment: **CINEPOLIS**  
Nominees: INOX, PVR, Smaaash
- ▶ Beauty & Wellness: **NATURALS'**  
Nominees: Enrich Salon, JCB Salons, VLCC
- ▶ Turnaround Story: **CROMA**  
Nominees: Magson Fresh, Neeru's, Parx
- ▶ Kiosk/ Express Formats: **THE THICKSHAKE FACTORY** and **WOW MOMO**  
Nominees: Daniel Wellington, Reliance Jewels
- ▶ Customer Relations (Hyper/ Super Market/ Convenience Chain): **SPENCER'S** and **STAR BAZAAR**  
Nominees: Magson Fresh, Neeru's, Parx, Being Human, Cinepolis, Kaya Clinic India, Pantaloons, Tanishq, Titan EyePlus, Tommy Hilfiger
- ▶ Employee Practices: **LANDMARK GROUP | PUMA**  
Nominees: Cinepolis, Kabhi - B, Kaya Clinic India, Malabar Gold, SPAR, Spencer's, Tommy Hilfiger
- ▶ Store Design & VM: **DILLI STREAT | LIFESTYLE | NEERU' S | PIZZA HUT | SHOPPERS STOP | W**  
Nominees: Daniel Wellington, Deal Jeans, Kaya Clinic

Jayanagar, KLM Fashion Mall, Pantaloons, Pepe Jeans, Shingora, SPAR, Tommy Hilfiger, Wills Lifestyle

- ▶ Marketing & Promotions: **KAYA CLINIC | MOHEY & MANYAVAR | PEPE JEANS | DANIEL WELLINGTON | BRAND FACTORY**

Nominees: Being Human, Reliance Jewels, Pantaloons, SPAR, Puma, Lifestyle, Neeru's, Smaaash, Tommy Hilfiger, Calvin Klein, Cinepolis, Reliance Digital, Only, Jack n Jones, W, Star Bazaar, Spencer's, TFS, Cover Story, Star Bazaar, Max Fashion, Project Eve

## IMAGES MOST ADMIRED INNOVATIVE RETAIL CONCEPT OF THE YEAR:

- ▶ **ANANTAYA | CROMA | SHINGORA | SMAAASH**  
Nominees: Ancestry (Future Style Lab), Home Centre, Lifestyle, Project Eve (Reliance Retail), Raymond, SPAR, The Irish House (TFS), W, Wills Lifestyle, Wishful - Fixtures

## IMAGES MOST ADMIRED RETAIL LAUNCH OF THE YEAR:

- ▶ **PROJECT EVE**  
Nominees: Daniel Wellington, KLM Fashion Mall, Pizza Hut, Shoppers Stop, SPAR



## IMAGES Retail Technology Awards 2018

The IMAGES Retail Technology Awards (IRTA 2018), which were held on September 5, 2018 at Hotel Renaissance in Mumbai; celebrated some of India's most outstanding achievements in retail. IRTA honoured excellence in digital innovation and implementation in the retail industry. The categories were designed to ensure that not a single out of the box idea went unnoticed. The awards were rolled out highlighting the key aspects of retail operation- customer experience, innovation and excellence in operations.

### The jury panel included:

**Arun Gupta**, Consultant, Praxis Home Retail Ltd. (a Future Group company) and Managing Partner & Director, Ingenium Advisory was the Chairman of the jury. Other members in the panel were **Amarinder Singh**, Chief Involvement Officer, CIO Association of India; **KRC Murty**, Experienced BFSI IT Professional; **Kamal Goel**, Senior Vice President - Information Technology, **Anand Rathi** Financial Services Ltd.; **Rahul Mahajan**, Group CIO, Lodha Group; **Ritu Madbhavi**, CIO, FCB Ulka; **Sabyasachi Thakur**, CIO, Parksons Packaging Ltd.; and **Suresh Iyer**, CIO, Blue Star Ltd.

## LIST OF IRTA'2018 AWARDEES



## IMAGES MOST ADMIRED RETAILER OF THE YEAR:

- ▶ Loyalty Program Implementation: **BIG BAZAAR Profit Club-FuturePay**  
Nominees: Metro Shoes SPAR Spencer's
- ▶ Payment Project Implementation: **INOX** | Nominees: Home Centre
- ▶ Mobile Technology Implementation: **FOOD BOX** | Nominees: Burger King, Lenskart, Wishbook
- ▶ Enterprise Solution Implementation: **PANTALOONS** | Nominees: Raymond
- ▶ Digital Marketing Campaign: **BIG BAZAAR** | Nominees: INOX, Metro Shoes
- ▶ In-store Technology Deployment: **SOCH** | Nominees: Dell, SPAR

## IMAGES MOST ADMIRED OMNICHANNEL RETAILER OF THE YEAR: SPAR

## SPECIAL JURY AWARD FOR EXCELLENCE IN TECHNOLOGY INNOVATION:

### TRAVEL FOOD SERVICES

## IMAGES MOST ADMIRED CIO OF THE YEAR POWERED BY POS SOLUTIONS

### SANDEEP MISTRY, Head IT, Pantaloons

Nominees: Chirag Boonlia, Chief Technology Officer, Virtuous Retail; Jitender Verma, CIO, INOX Leisure Ltd.; Kiran Komatla, Vice President (Head IT), Burger King India Pvt. Ltd.; Sunil Nair, CIO - SPAR India, Max Hypermarkets





# Junction Mall Out to Redefine Durgapur's Retail Landscape

– By Shopping Centre News Bureau

Junction Mall is not only recognised as an exciting hang out zone in Durgapur but is also touted as the best shopping mall across the districts of Bankura, Birbhum, Midnapur and Purulia...

**J**unction Mall, located right at the intersection of Durgapur's commercial centre and NH2, is slowly but gradually becoming a retail hallmark in South Bengal. Adding more to its popularity, it has been ranked as No. 1 place to visit in Durgapur city by popular website Trip Advisor.

Junction Mall, is the brainchild of Primarc, in association with Shrachi Group. Stephen Coates, a globally acclaimed architect from Singapore, executed the structural design and space renditions for the facility. The mall design includes capacious stores, a rooftop multiplex, expansive food court, children's play zone, spacious corridors,



airy walkways and multi-level car parking facilities to accommodate local and outstation visitors. The infrastructure is well equipped in terms of modern technological inclusions and supported by management staff and security.

In an exclusive interaction, **Arijit Chatterjee, COO, Junction Mall Durgapur**, talks about the journey and popularity of the mall.

## Tell us about the new and improved infrastructure of the New Junction Mall?

Junction Mall is undergoing renovation and has just completed the first phase. In terms of introduction of improved technologies and new tech implementation, major focus has been given to safety and security and of course to giving visitors a delightful experience.

## What role does refurbishment play in increasing the popularity of the mall?

Refurbishment of mall adds an edge in the popularity of any shopping mall. After a certain period of time, all shopping malls need a makeover – a new look and a new experience. It is similar to the re-launch of a mall, adding to its popularity

## What is the GLA and total built-up area of the mall?

The GLA is 3.24 lacs sq. ft, whereas the built up area is 4.25 lacs sq. ft.

## What are the new technological innovations implemented?

We have added a couple of new technologies including a new, upgraded fire safety and security camera along with a real time tracking system.

## What's the new retail mix at Junction Mall like?

We already have moderate mix of brands since we just completed 7

years and our occupancy percent is more than 95 percent. We are hoping to add a few premium brands in the near future.

## Which are your anchors, mini-anchors and vanilla retailers?

Among new mini anchors we have TRENDZ Women, PEOPLE, Senco Gold & Diamond. Binge and Mumuso are our vanilla stores.

## How is the refurbished food court going to be a major attraction and bring consumers to the mall?

Junction Mall's focus is to become an FEC with time. In the present market scenario, food courts have started playing a very important role in driving retail. With increase in competition from online retailing, F&B has become a strong ally – along with entertainment options – in achieving business objective for all shopping malls today. They play a major role in pulling in consumers to the mall.

## What are your plans for going Omnichannel?

We have plans of setting up of interactive mediums of e- portals in the mall in an effort to go Omnichannel. This will provide both online and offline shopping experience to customers.

## What are the factors propelling the growth and evolution of the retail market in West Bengal?

The most important factor is the change in consumer buying behavior. Buyers are becoming more aspirational.

## Where do you see the retail real estate industry in Bengal in 10 years?

Customers in emerging cities of Patna, Bhubaneswar, Ranchi, Asansol, and Siliguri, along with Kolkata, want the best in every category, then be it lifestyle, fashion, or health & beauty. The region, which once hesitated to experiment, is now displaying an impressive upward retail trend with retail pundits dubbing the East the 'retail market of the future'. ●●●







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- ▶ **IMAGES Most Admired Fashion Retailer of the Year (North India):** Mens Westernwear/Womens Westernwear/Men's Indianwear/Women's Indianwear/Fashion Accessories/Footwear/Jewellery/Kidswear/Timewear/Eyewear
- ▶ **IMAGES Most Admired Retailer of the Year (North India): Beauty & Wellness:** Beauty & wellness Services /Beauty & wellness Products
- ▶ **IMAGES Most Admired Regional Fashion Retailer of the Year (North India):** Independent Fashion MBO / Regional Fashion MBO Chain
- ▶ **IMAGES Most Admired Retailer of the Year (North India):** Consumer Electronics
- ▶ **IMAGES Most Admired Retailer of the Year (North India): Foodservice:** QSR Indian Origin/ QSR Foreign Origin / Cafes & Juice Bars/ Ice-cream & Dessert Parlours/ Pubs & Bars/ Dine-in
- ▶ **IMAGES Most Admired Retailer of the Year (North India):** Food & Grocery
- ▶ **IMAGES Most Admired Department Store of the Year (North India)**
- ▶ **IMAGES Most Admired Hypermarket of the Year (North India)**
- ▶ **IMAGES Most Admired Retailer of the Year:** Entertainment (North India)
- ▶ **IMAGES Most Admired Retailer of the Year:** Kiosk/ Express Formats (North India)
- ▶ **IMAGES Most Admired Retail Launch of the Year:** (North India)
- ▶ **IMAGES Most Admired Startup of the Year:** (North India)
- ▶ **IMAGES Most Admired Retailer of the Year:**  
Innovative Retail Concept (North India)  
Marketing & Promotions (North India)  
Store Design & VM (North India)  
Customer Relations (North India)  
Employee Practices (North India)  
Best Turnaround story (North India)

Organisers & Jury reserve the right to change/add/drop categories/titles

**LAST DATE TO SEND YOUR NOMINATIONS:**  
**30 NOVEMBER 2018**

For Awards:

**Ritesh Pandey:** +91-9810613585 | ritesh@irisretail.com  
**Priti Gupta:** +91-9811333099 | pritigupta@irisretail.com

For Privilege Membership:

**Anil Nagar:** +91-9811333099 | anilnagar@imagesgroup.in

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# 'Physical and Online Retail will Co-exist in the Future'

– By Charu Lamba

Over a period of time, both physical and online spaces have merged and both of them have to continue to remain together for the success of retail and while this signifies a change in physical retail real estate, it will not go out of vogue, says **Anuj Puri, Chairman – ANAROCK Property Consultants...**



**T**he retail sector in India has been evolving at a swift pace. Rapid urbanisation and digitisation, rising disposable incomes and lifestyle changes – of particularly the middle-class – are major contributors to the revolution of the retail industry.

In a freewheeling chat, Anuj Puri, Chairman – ANAROCK Property Consultants talks about what can be expected from the Indian retail industry going ahead. Excerpts:

## **How do you see retail industry shaping up in India?**

Retail is back with a big push. A lot of foreign brands are looking to enter India, a number of Indian brands are expanding rapidly, a number of new Indian brands are opening up retail stores. Equally, I see a huge amount of promptness within the Indian retail real estate on the bounce back of organised retail in India. Modern retail is growing fast. 10 years ago, the contribution of modern retail format was only 2 percent and today it is getting into the double digits.

## **Which retail format will come out clear-cut winner in future?**

There will be newer formats that will be very important to get into the retail real estate spaces. F&B and new formats in entertainment will continue to do very well. Anything which is experiential and cannot be bought online and has an ability to touch, feel, taste, hear and smell, those formats in the physical space will continue to do well.

## **With e-commerce expanding at a rapid pace, what is future of malls in India?**

Expanding e-commerce in India has a positive impact on the physical retail real estate. E-commerce space cannot divulge into physical space. Both of them are integrating with each other like Walmart has recently bought Flipkart, Amazon in setting up its physical stores, there are number of e-commerce players which are planning to set up their retail stores and many e-retailers are also investing/ buying existing physical stores.

to be important learnings which the mall developer will pass on to his partners – the retail brands.

In future, technology will integrate the experience, partners and will help in driving the sales, deriving right retail formats in the malls. Just like in the more mature markets, where technology plays a huge role in the mall operation, similarly it will be replicated in India as well.

## **How can the malls stay relevant to the consumers for years?**

It is true that a mall has to continue to change its skin. It is

stores have more time to spend, they have an ability to experience on the entertainment, leisure, retail and food. We are not only bullish on Tier II cities but Tier III cities as well.

## **Retailers are often seen complaining about lack of good retail real estate spaces in India. How do you see this changing in the future?**

At this point of time, we are starved for good quality retail spaces. It is absolutely true that there are more retailers who want to get into the malls which are



We can say it is an integration of e-commerce and physical space.

## **What is the future of malls a few years from now?**

Going ahead, technology is going to play a big role for both retailers and mall developers. The taste of the consumer coming in, the ability to drive the footfalls to the right stores, to understand the demographics of the people who are coming into mall are all going

necessary to bring something new to attract different retailers. Change is a perennial process. Malls must continue to attract footfalls by adapting to change.

## **What is your outlook on retail spaces in Tier II cities and beyond?**

Big retailers are occupying a huge space in Tier II cities as the profit margins are very high and the rentals are low. Also, since consumers coming to these

successful. We are hopeful that over the next 2-3 years there will be a better equilibrium because there are number of malls that are under-construction and it is expected that these malls will be able to cater to the increasing requirement of retailers.

I also think that these mall developers who are building up the malls have also learnt that how to build, operate good quality malls and how to attract right kind of retailers within those malls. ●●





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Suvir Jaggi | +91 9611127470  
suvirjaggi@imagesgroup.in  
Smriti Bhagat | +9686902343  
smritibhagat@imagesgroup.in

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### SOUTH INDIA RETAIL AWARDS CATEGORIES

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- ▶ **IMAGES Most Admired Retailer of the Year (South India): Beauty & Wellness:** Beauty & wellness Services / Beauty & wellness Products
- ▶ **IMAGES Most Admired Regional Fashion Retailer of the Year (South India):** Independent Fashion MBO / Regional Fashion MBO Chain
- ▶ **IMAGES Most Admired Retailer of the Year (South India):** Consumer Electronics
- ▶ **IMAGES Most Admired Retailer of the Year (South India): Foodservice:** QSR Indian Origin/ QSR Foreign Origin / Cafes & Juice Bars/ Ice-cream & Dessert Parlours/ Pubs & Bars/ Dine-in
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For Awards:

**Ritesh Pandey:** +91-9810613585 | ritesh@irisretail.com  
**Priti Gupta:** +91- 9811333099 | pritigupta@irisretail.com

For Privilege Membership:

**Anil Nagar:** +91- 9811333099 | anilnagar@imagesgroup.in





# DLF Emporio: 10 Years of a Successful Luxury Retail Journey

– By Charu Lamba

In a freewheeling chat with Shopping Centre News, **Dinaz Madhukar, EVP, DLF Luxury Retail & Hospitality**, talks about the journey of DLF Emporio over the past 10 years, the challenges, expansion plans and the future of luxury malls in India...

**D**LF Emporio is a name to reckon with in the ever-growing luxury retail space in India and the credit for its successful journey, spanning 10 years, goes to Dinaz Madhukar - a stalwart in the hospitality sector in India.

Madhukar has over 24 years of operational experience with The Taj Group of Hotels, India's largest luxury hospitality chain, as General Manager where she led multiple functions. Currently, she is responsible for providing executive leadership and management of DLF's Vasant Kunj Retail Complex including DLF Emporio and DLF Restaurants – including the iconic Set'z. In addition to this, she is responsible for the management of DLF's hospitality vertical, which includes The Lodhi. She also looks after the brand's spanking new luxury addition to the capital – The Chanakya.

Sharing the secret recipe of success, **Dinaz Madhukar's, EVP, DLF Luxury Retail & Hospitality** says, "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 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."

In an exclusive interview with Shopping Centre News, Madhukar talks about the journey of DLF Emporio over the past 10 years, the challenges, expansion plans and the future of luxury malls in India.



**DLF Emporio has successfully completed 10 years of operations. Tell us about the journey been so far?**

When DLF Emporio started operations in Delhi in 2008, there was no antecedence on how to do it right. At that time no other real estate brand had forayed into the luxury retail terrain. For DLF Emporio, therefore, there was neither an example nor a benchmark; however, ten years of successful operations undoubtedly is a coup for the brand.

In many ways, DLF Emporio remains a case study for the luxury retail spaces, across India. The mall is today globally synonymous with Indian luxury retail and has been catalytic in putting India back on the global luxury retail map. The Indian luxury retail trail, begins with DLF Emporio and goes on to set higher expectations for their next luxury project, The Chanakya. This young one-year-old property is wisely curated given its compact nature and is poised to cater to the niche and discerning young and mature digitally savvy audiences.

**What, according to you, are the key elements that determined the success of DLF Emporio?**

The success of every business depends on understanding the pulse of your customers and pre-empting and adapting to the change in dynamics of the ever-evolving market space.

DLF Emporio has been very cognizant of creating bespoke customer and retailer experiences in keeping with aggressive marketing and promotion plans of its retail partners, and I think keeping pace with and supporting the marketing needs of each retailer and guest, is what has worked for us.

The marriage of hospitality services with luxury retail has been key to best attend the needs of both the retail partner and our guests.

If you were to look at the annual brand properties created by DLF Emporio right from the luxury shopping festival, to



couture weddings, down to the shopping fiesta, every event property is focused at addressing and pushing targeted business goals of our retail partners, while showcasing the best of luxury fashion and hospitality to our loyal customer base. The idea is to continually support both our retail and customer audiences with winning propositions for each.

**In the past 10 years, how have you seen the fashion luxury market evolving in India?**

The Indian luxury retail industry has been on a growth trajectory ever since we opened our doors in 2008. We have actually seen the customers' taste maturing over the years. When the luxury brands came into India it was more of a sellers' market; however, today we see a conscious buyers' market where subtlety and self-astuteness guide govern purchase behaviour. Our guests have always veered towards quality and craftsmanship, and today you will see a significant acceptance and slant towards bespoke merchandise and limited-edition products. The guests today adhere to the 'less is more' adage when it comes to investing in luxury.

India has always been a great purveyor of luxury. The initial luxury patrons were the royalty and today the most decadent luxury products are consumed by not just HNI's but also top CXO's, young, mature and astute entrepreneurs. We have also seen the emergence of the young start-up communities egging their ways into the Unicorn universe; these are also voracious consumers of luxury.

The trend now is slowly shifting from product and brand focused luxury to experiential luxury consumption. You do see brands reflecting this shift with their new verticals and product innovations. Earlier, technology was restricted to corporate corridors in the silicon valleys, however, technological disruptions are now becoming a norm across luxury brands. These

tech-luxe disruptions are focused on capturing eyeballs and mind space of the more assertive, highly demanding and seriously articulate, young Millennials, who live their lives on, and consume information on virtual and social mediums.

**How has the brand mix at the mall changed over the years?**

The brand mix has remained broadly the same. In fact, we have had to request some brands to give back some proportion of their spaces to us in order to pave room for new brands. As the market and the consumer evolved, we have seen an epic change in the kind of ranges and products that the brands started introducing in the mall.

Monograms have made way for

subtle luxury, and limited editions are becoming more coveted. The propensity to own, gave way to the intent to own curated, one-of-a-kind, products.

**What are the new brands that you are introducing this year?**

We have already introduced first-comers of luxury in India, including names like Berluti and Molton Brown. Polo by Ralph Lauren has also launched its store at DLF Emporio. We have added a global luxury porcelain art creator like Lladro to our brand mix, which makes the DLF Emporio luxury retail proposition even more exciting. India will continue to be a lucrative market for global luxury brands given its discerning customer mix and penchant for curated luxury.

**WE HAVE ACTUALLY SEEN THE CUSTOMERS' TASTE MATURING OVER THE YEARS. WHEN THE LUXURY BRANDS CAME INTO INDIA IT WAS MORE OF A SELLERS' MARKET; HOWEVER, TODAY WE SEE A CONSCIOUS BUYERS' MARKET WHERE SUBTLETY AND SELF-ASTUTENESS GUIDE GOVERN PURCHASE BEHAVIOUR.**



**Do you see luxury shopping in India evolving in the future?**

2018 is turning out to be a massive year in the world of luxury retail in India. The retail industry has depicted a future forward and a very positive growth, and we see this trend continuing. Luxury is no longer the bastion of a few but fast becoming the remit of the successful first-generation entrepreneurs, the affluent corporate and the young and the aggressive successful start-up landscape.

Older brand narratives are finding vibrant new platforms. Brands are re-inventing storytelling and showcasing disruptive innovations. The luxury shopper is now, an ever-expanding universe with audiences across various luxury access points, looking to fulfil varied and differentiated needs. You will now see a more exuberant and new age evolution of the luxury retail sector with global brands jostling for consumer's minds space and share of wallet.

**And what steps are you taking to keep consumers coming to DLF Emporio for the next ten years?**

DLF Emporio has always been a forerunner in the luxury retail sector. We were the first to foray into luxury retail, and we have been agile enough to keep on top of our game. A decade is a long time, and we have successfully completed our milestone, replete with challenges, learnings and substantial deep dives into our customer's buying behaviours and mindsets.

For any brand to stay relevant it must appeal to the core interests of its customers and guests. We have kept the brands more than relevant, by offering unique experiences, the best in luxury brand offerings and superlative service experiences in a genuinely luxurious environment. We are committed to elevating our customer and brand experience with many more luxury retail disruptions in the near future. ●●●





“DOLPHIN IS THE ONLY PARKING MANAGEMENT SYSTEM (PMS) THAT HAS SEVERAL UNIQUE FEATURES, INCLUDING A LOYALTY PROGRAM, TO MAXIMIZE CUSTOMER SATISFACTION AS WELL AS CAR PARK REVENUE.”

– Arvind Mayar, CEO, Secure Parking Solutions (P) Ltd

# DOLPHIN: Providing Intelligent Parking Solutions for Malls

– By Shopping Centre News Bureau

DOLPHIN is a highly evolved, dynamic, intelligent parking management system that integrates smart features such as 360 degree audit control, real-time monitoring, multiple payment modes, loyalty programs, queue busters, mobile cashiering etc which contribute towards maximizing customer satisfaction...

**D**OLPHIN, the holistic parking management system (PMS) from Secure Parking Solutions was introduced with great fanfare at the Indian Retail Forum 2018 event. It is a highly evolved, dynamic, intelligent parking management system that integrates smart features such as 360 degree audit control, real-time monitoring, multiple payment modes, loyalty programs, queue busters, mobile

cashiering etc. which contribute towards maximizing customer satisfaction. Parking is a vital component of any development and needs to be addressed with a highly efficient and effectively tailored solution. With increasing vehicle ownership, parking has become a conflicting and confusing situation for many, leading to high retrieval time and long queues. Automatic Number Plate Recognition (ANPR) integrated with DOLPHIN can minimize the

entry and exit time, providing access to development with ease.

DOLPHIN is equipped with a Self-Diagnostic Monitoring System with alert messaging. An alert message is sent to the operator in case of any hardware failure or if the complete process is not followed. Additionally, the system is capable to operate offline and upload the transaction when the server is online thereby

## INTERNATIONAL PRESENCE

- Established in 1979, headquarters in Sydney
- Operations across 12 countries
- Australia, New Zealand, Indonesia, China, Singapore, Malaysia, UK, UAE, Lebanon, Cambodia, USA and India.
- Over 1700 car parks and 15,000 employees world wide
- Manage car parks at airports, shopping malls, hospitals, hotels, office towers, sports stadiums, municipal car parks
- Started Indian operation in 2007
- Offices in Mumbai, Delhi NCR and Bengaluru
- An ISO 9001: 2015 Certified Company
- Managing over 100,000 vehicle bays

## ABOUT SECURE PARKING

- Secure Parking is a global leader in the car parking industry. The company has been managing car parks at airports, shopping malls, hospitals, hotels, office towers, sports stadiums and municipal car parks etc.
- Globally, over 1700 car parks & 1.2 million parking spaces are under operation. Established in 1979, with its headquarters in Sydney, the company has presence in 12 countries like Australia, New Zealand, Indonesia, China, Singapore, Malaysia, UK, UAE, Lebanon, Cambodia, USA etc.
- Secure Parking was set up in India 10 years ago and has offices in Mumbai, Delhi NCR and Bengaluru. In India, the brand manages around 1, 00,000 parking bays at shopping malls, offices, commercial complex, hospitals, railways etc.
- Secure Parking focuses in providing holistic end-to-end solutions in traffic and parking management. They manage over 125 parks and 2700 employees in India.

ensuring no data loss.

Technology is progressing rapidly, and loyalty programs are no exception. It is extremely important for a mall operator to analyze the buying behavior of the customer to retain and engage them with loyalty programs for repeat footfall and recall. DOLPHIN offers a unique loyalty program tailored for business owners and customers that helps to generate repeat sales and increase overall experience.

Several features have made DOLPHIN the preferred choice of property owners in India. Direct web access to the property owner on real time basis helps to understand the pattern and cycle of revenue generation. It also integrates with owner's data managing software or financial management software with no manual intervention. DOLPHIN is also capable of advance booking of parking bays and valet service for customer convenience. This can be directly integrated with the property owner's website. ●●



# Shopping Malls Are Like Mirrors That Show People a Glimpse of the Local Culture

– By Surjit Singh Rajpurohit, COO, Amanora Mall, Pune

For outsiders, malls offer instant connect to a city's local culture. From a glimpse into the local food, fashion, festivals and diversity, visiting malls is a great way for people who move to a new city to adapt to it and call it their home...

In today's world, malls are an inseparable part of a city's ever-changing landscape. There was a time when shopping in India meant a mandatory visit to the bazaars or 'haat' and although that is still prevalent, mall have now found a permanent connection with the shopping experience. In fact, now malls are not even a place to just shop, they are where people go to rejuvenate, socialise and entertain.

in addition to popular fast food chains. This emphasis within food halls on local restaurateurs is because outsiders turn to malls to try local fares. Malls give them a feel of the city by offering the best of eclectic local dishes all under one roof and in delectable varieties.

It's not just the food. Malls are also one of the best places to gauge the trends in local fashion. Even brands that satiate the wants and luxuries of shoppers

to local entrepreneurs who sell their creations – a lot of which is locally-inspired.

In other words, the new breed of malls is integrating so seamlessly into its local surroundings that it is one of the best places for an outsider to visit and connect with the city. Malls are also a great setting to give an outsider a feel of local festivals and the celebrations that mark the character of a city. Most malls hold special events during

events at regular intervals. For people who move to a new city from another city, malls are not just a shopping destination, but an alternate choice to amusement parks, public parks and even a community hub. They visit malls to spend time with their friends and experience a home away from their own homes.

**Food:** For outsiders who move to a new city, malls offer a beautiful glimpse of the variety that makes up the local cuisine of that place. They become a go-to place for a newcomer to try out new local dishes and enjoy sumptuous meals to their heart's content.

**Fashion:** Malls are also a great place to check out the latest fashion trends that dominate the local tastes of a city. For an outsider, a visit to the nearest mall can give a correct understanding of what the city likes in terms of fashion.

**Festivals:** Every mall celebrates local festivals and occasions with great fervour and enthusiasm. For outsiders who often miss their own families during festivities, malls become a warm and welcoming place where they can visit to be a part of the fun.

**Diversity:** The diversity of a region finds solid representation in malls through the range of stores, brands, retail outlets and even entertainment options.

Shopping malls are like a mirror that give a clear glimpse of the local culture. They are community spaces and emerging public spaces that are ideal for spending time with family/friends and establishing a local connect. ●●



But most importantly, malls are a superb representation of a city's culture and ethos and are woven deeply into its local fabric. For a person who has newly moved to a city, a visit to the neighbourhood mall spells comfort even as it gives a stark glimpse of the city's local culture. Food – the hallmark of a city's identity – holds a pride of place in malls and is a big draw for outsiders new to a city. More and more mall food courts add local eateries to their repertoire

from different walks of life give immense importance to local flavour and malls are the best setting to understand how this works. A visit to retail brands and stores inside malls can give a subtle glimpse into the preferred fashion, choice of colours, styles, clothing trends etc from that region. The best way for outsiders to understand a city's fashion is to visit the nearest mall and look at what's on offer. Many malls also provide space

local festivals, put up sprightly decorations and create a happy and cheerful atmosphere. For outsiders, festivals are one of the best times to visit malls and adapt to the local culture, taste local delicacies and soak in the festive spirit.

Malls are also great spaces that give a peek into the diversity of a region with the presence of diverse retail options, competent infrastructure capable of actively engaging a visitor's interest and





# IRF 2018: The Rebirth of Retail Malls

– By Shopping Centre News Bureau

Retail malls are continuously innovating and evolving with the varying demographics and socio-economic composite of consumers and the pace of change is clearly visible from what constituted the mall space in the previous decades to what is currently existing...

**A**NAROCK released a retail report titled 'Rebirth of Retail Malls: New, Improved and Revitalized' at the India Retail Forum (IRF) 2018 on September 5 & 6, 2018 at Hotel Renaissance in Mumbai. The report highlighted the coexistence of both e-commerce and brick-and-mortar stores on

In cities such as Jaipur and Surat, household incomes are expected to cross ₹800 billion and 26 other cities will cross ₹400 billion by 2020. Considering the rising purchasing power and the consumption pattern in these cities, the slow deployment of physical organised retail there is worrisome," said **Anuj Kejriwal, MD & CEO – ANAROCK Retail.**

corner of the mall, but now, they have turned into places where shopping is more than a mere transaction, it is accompanied by appealing shopping environment with augmented customer experience. To boost footfalls in malls, retailers are reinventing the experiential side of shopping by integrating the merchandising with mobile-friendly marketing

adapt accordingly makes malls successful today. Some of the most innovative existing mall developments world-wide offer over-the-top features such as indoor ski-hills, water parks, theme parks, science centres, zoos, and shooting ranges among others.

The report warned that the lack of physical outlets is allowing e-commerce to flourish in these towns and cities. This main competitor to physical retail is growing rapidly and is expected to cross US\$ 100 billion of value by 2020. The major share of online shoppers in India includes Millennials (Gen Y) aged 18-35 who currently account for 34 percent of the population. The high purchasing power of this online shopping population is insufficiently tapped in these cities due to the lack of good quality physical retail spaces. The report emphasizes on the fact that retailers have several advantages in Tier II & III cities over Tier I counterparts:

- Location charges 30-40 percent lower than in metros.
- Rental values in the range of ₹40-80/ sq.ft. in prime locations as against ₹150 -250/sq.ft. in equivalent metro locations.
- Operating costs 30-50 percent lower than in metros.



parallel grounds, giving an edge to e-commerce retail though in Tier II & III cities. The report stated that physical retail needs to undergo continuous and creative changes to maintain its growth pace.

"Nearly 100 million people out of India's 300-400 million-strong middle class currently live in Tier II & III cities. This indicates that a significant portion of Indian retailers' target clientele lives in the non-metro cities.

Retail malls are continuously innovating and evolving with the varying demographics and socio-economic composite of consumers. The pace of change is clearly visible from what constituted the mall space in the previous decades to what is currently existing. Malls in the past were just shopping hubs with a cluster of few branded stores coupled with few restaurants and cafes tucked into one

concepts. Thus, malls are not mere shopping destinations anymore. Today's top-performing malls are mixed-use businesses that incorporate social entertainment options, provide unique appeal along with certain depth in shopping experience and lie in prime destinations that are easily accessible by both public and private transport. Additionally, the ability to anticipate the changing consumer needs and

While retail sales density in smaller cities will be lower than in metros, adoption of innovative models and diverse product mixes assures retailers not only of survival in Tier II & III cities but also of steady growth. On a larger scale, the report confirms that the Great Indian Mall Story is alive and growing rapidly. As much as 91 percent of retail sales in the country are driven by brick-and-mortar stores in India.





### Phygital Retail in Malls

DLF Shopping malls the country's biggest and largest physical market place also announced the launch of India's first ever retail Phygital application 'Lukout' at the event. With the launch of Lukout, DLF Shopping Malls will enter a new realm of digitisation, thereby strengthen its foothold in new cutting-edge technologies and retail solutions. This will empower DLF's vision to re-engineer the very definition of 'New Retail' experience, diminishing the boundaries between online and offline retail world. The Lukout app is a one-stop-solution that offers highly personalised proximity based engaging content in terms of latest looks, latest trends, real time location based offers while providing conveniences like one touch parking payment, one touch valet, one touch concierge along with having its own social network for millions of consumers.

For Retailers, the app provides a disruptive platform to enable channel-based consumer targeting and further allow brands to host their virtual stores fronts on Lukout to enhance discoverability & device proximity campaigns to target consumers via big-data powered analytics dashboards.

**Pushpa Bector, EVP and Head, DLF Shopping Malls** said, "At DLF Shopping Malls we are constantly innovating to meet and exceed the expectations of the evolved consumer. We have pioneered and embarked upon our 'New Retail' journey based on the premise of our Phygital strategy, spearheaded by our endeavors of collaborating with strategic partners. This initiative will be instrumental in creating new benchmarks for Indian retail industry while offering unprecedented experience for our consumers."

"We are targeting one million downloads for the app in the first year, which will positively impact our footfalls and sales. In the next three years, we hope to digitally acquire 3.8 million consumers on the Lukout app," added Bector.

**RETAIL MALLS ARE CONTINUOUSLY INNOVATING AND EVOLVING WITH THE VARYING DEMOGRAPHICS AND SOCIO-ECONOMIC COMPOSITE OF CONSUMERS. THE PACE OF CHANGE IS CLEARLY VISIBLE FROM WHAT CONSTITUTED THE MALL SPACE IN THE PREVIOUS DECADES TO WHAT IS CURRENTLY EXISTING.**



The two-day event also witnessed a one-on-one session with **Kishore Biyani, Founder and Chief Executive Officer, Future Group**, the doyen of modern Indian retail who announced, 'Future Group setting a target to be a trillion dollar company by 2047 driven by technology that would capture consumer behavior and data.'

"Technology reduces space, time and increases customer interaction. Since we now know the buying behavior of the consumer, our factories will plan their production based on the data. Future Group is currently opening two small stores a day, which will increase it to three small stores a day and then to five small stores a day by next year. This will help us understand the assortment that we should keep and the production that should be undertaken," Biyani said.

Stating that retail was Future Group's religion, consumer the

God and stores the temple, Biyani said, "India is a heterogeneous market and unless you get your hands dirty, you will never understand it. As part of engaging the customers, the group would also explore movies," he said.

Commenting on the retail potential in the country, Biyani, said that as India's overall economy rises to \$5 trillion by 2030, it will trigger the consumption economy to \$2 trillion and the per capita consumption of \$2,000 will be a turning point.

Candidly admitting about being ignorant in their early days and also to being lucky in getting away with it, Biyani said, "I want to build into the biggest consumer business that the country has ever seen in less than 10 years with our own distribution."

### IRF 2018

India Retail Forum (IRF) 2018, presented by MAPIC and powered by Future Group, the premier knowledge and networking platform for India's retail industry, celebrated its 15th edition on September 5&6, 2018 at Hotel Renaissance, Mumbai. IRF has evolved over the last 15 years into India's most robust and influential platform for Retail business, with the ardent support of the industry. Suresh Prabhu, Hon'ble Union Minister of Commerce & Industry and Civil Aviation, Government of India was the chief guest for the event. India Retail Forum is the top choice of the who's who of the retail industry. Key decision makers and exhibitors representing Indian and international brands were instrumental in making IRF 2018, a grand success. The event was organised by REED Exhibitions.

This year, IRF introduced three parallel conference tracks viz Retail Roulette (Trends – Strategy-Brand Building-Profitability-Expansion), Retail Real Estate Track powered by ANAROCK (The footfall Game) and The Tech Leap (India Omnichannel Forum-Retail Hangar Technology/Omnichannel/ Digital)...



**R**anceLab® is a one-stop-destination to shop for Restaurant Software and POS hardware products meant for the restaurant industry. Established in 1996 and having presence in India, South-east Asia, Middle-east and Africa, RanceLab has been servicing the food and hospitality industry with specialized services since then. With a record of more than 35,000 successful installations in 40+ countries, the award winning FusionResto software offers solution to multiple formats for food businesses, such as, dine-in, takeaway, home delivery, food courts, sweets shop, cafe, bakery, lounge, bars, club, remote kitchen and more. The use of software can effectively help restaurateurs manage all aspects of their business efficiently. It helps in increasing sales and repeat business rate upto 33 percent. It also helps decreasing the theft and pilferage by 4 percent.

**Impact on Food Courts in Shopping Malls**

Food courts in India are a major source of attraction for the public. Shopping centres are not just merely space for retail stores. Within shopping centres, the F&B sector is carving a niche for itself. When we talk about shopping centres, the thing that pops in our mind apart from the retail stores is the food court. Food courts are a major source of attraction for the public, something that keeps them coming back again and again. Something this integral needs special attention. When we think food courts, we picture the crowd and the demand in order to handle them efficiently and quickly. That's where we need stable technology to back us up. Technology reshapes the way the restaurant industry functions today. RanceLab® FusionResto comes with integrated tools that makes managing restaurant operations look easy.

**Services**

FusionResto offers a host of services for the food industry:

**End-to-end ERP:** FusionResto is an end-to-end ERP that takes care of your business, small or large, individual or chain. It has point of sale, food costing, menu engineering, inventory, accounts, loyalty program, payroll, supply chain, promotions, analytics and chain outlet management.

**Mobile POS:** The main advantage of mobile POS technology is the ability to order from the table. Customers discover a whole new way of eating because servers accept orders directly from the table. No more paper and it works from fixed point-of-sale terminals.

With POS mobile technology, orders can be processed from anywhere on the floor. Servers can easily manage on-site orders and suggest the introduction of items and special offers



asked for until the last specific request.

**Mobile Reports:** With reports on the phone, the restaurateurs are never far from the restaurant. They have access to real-time reports and he doesn't have to rely on anyone for the reports. A point-of-sale system provides access to reports about profits,

This saves times and reduces cost as you don't need to deploy extra staff either.

**Customer Feedback:** Using technology to gather feedback and improving the restaurant operations in real time is what restaurateurs are constantly working towards. If you look into complaints in real time, and resolve it, customers are much less likely to post negative things about the restaurant online.

**Home Delivery:** Research shows that about 69 percent of consumers order food online via mobile devices. Having an app increase the restaurant sales, as it provides an easy way of ordering for customers. It also increases the efficiency of the staff and eliminates any human errors. Moreover as customers order online - there will be fewer employees handling phone orders and they can focus on customer service.

The mobile technology has a significant impact on the operation of the restaurant. The restaurant industry also has a higher growth rate than other aspects. In the restaurant industry, technology has developed rapidly over the last few years. Today technology is not merely limited to taking orders; it helps restaurants in good productivity, sales and customer service.

RanceLab® FusionResto stands as the most trusted solution in the F&B industry. Backed with robust security and easy to use interface, it streamlines the restaurant operations and brings efficiency to all the processes. ●●

# FusionResto: A New Dimension for India's Food & Restaurant Industry

– By Nilesh Shah, Co-Founder, RanceLab®

RanceLab® FusionResto, has given a new dimension to restaurant businesses and has effectively helped restaurateurs manage all aspects of their business efficiently.

when placing orders. It's a win-win situation for everyone as customers are always aware of the best options and businesses will sell better. With a mobile point of sale, bringing hot dishes to the table is faster than ever. Once the order has been placed, it will automatically be sent to the kitchen. Orders are expedited and clearly communicated as soon as they are created for faster service. Servers can even accept credit card or mobile payments directly at the table for faster payment. With mobile POS, wait times are halved. Customers feel safe, as everything is done in front of their eyes, getting exactly what they

number of customers, average checks, sales per hour / day of the week, and so on. One can track information about customers, categories, products, or payment methods. One can also analyse daily and monthly reports and know which products or what day of the week will report the highest and lowest income statistics and improvements in the future.

**Kitchen Display System (KDS):** KDS implements an optimization of the operations in the kitchen. With KDS, orders are automatically sent to the kitchen display. When the food is ready, the chef clicks a button and the server for the order is informed.



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

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SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

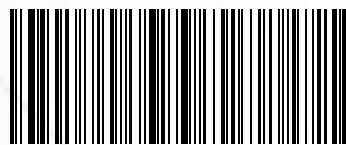
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**East India**

**Piyali Oberoi** | [piyalioberoi@imagesgroup.in](mailto:piyalioberoi@imagesgroup.in), +91 9331171388

**Editorial Contacts**

**Surabhi Khosla**

[surabhikhosla@imagesgroup.in](mailto:surabhikhosla@imagesgroup.in)

**Charu Lamba**

[charulamba@imagesgroup.in](mailto:charulamba@imagesgroup.in)





# Special Events in Malls

*Shopping Centre News brings you a detailed look at some of the most engaging mall activities across the country...*

## Palladium Mall, Mumbai Celebrates 9th Anniversary

Palladium Mall, Mumbai's unrivaled luxury and lifestyle destination that personifies elegance with a gamut of retail offerings, restaurants, cafes, and spas for shoppers to indulge in, is celebrating its ninth anniversary. Open to consumers since 2009, Palladium offers an eclectic mix of high street and luxury brands.

Celebrating nine glorious years of serving customers, Palladium offered enticing shopping deals on September 26, 2018. As a part of Palladium's one of many efforts to give back to the society, a percentage of the total sales proceeds of September 26, 2018 were donated to Smile Foundation, an NGO that works for the welfare of children. The cheque was given to the Smile Foundation NGO by Bollywood actor Sonakshi Sinha who interacted with the kids during the event. Sonakshi, who has always been associated with charity and such noble causes, brought a bright smile on the kids' faces as she posed for pictures with them.

Commenting on the initiative, Rajendra Kalkar, President (West), The Phoenix Mills Limited, said, "Palladium as a destination always offers something special and engaging for our customers. With nine years of being inundated with love and support from our customers, we thought of giving back to the society and what better way other than associating with Smile Foundation for underprivileged children!"

Palladium, India's first and only true lifestyle destination strategically located at High Street Phoenix, Lower Parel, Mumbai presents an environment that spells refined elegance, while shoppers soak in the retail offerings, restaurants, cafes, spas and more! Promoted by Atul Ruia, Managing Director, The Phoenix Mills Ltd, India's premier retail led, the mixed-used development company, Palladium has redefined the experience of shopping for the high street and luxury labels as well as fine dining & entertainment, under one roof.



## Express Avenue to Organise 'The Trunk Show – The Diwali Edition'

Express Avenue will be organising Diwali edition of The Trunk Show, a unique fashion and lifestyle exhibition featuring eminent names in the fashion industry from across the country.

The Trunk Show will feature a wide range of products including apparel, jewellery, accessories, home décor and delicious healthy snacks. There will be activity stalls like a nail art studio, a bangle cart, food stalls to provide shoppers with a fun experience.



Jewellery Brands like Rudraksha, Wizzowl, Sanaa's Terracotta Jewellery, Artisan by Akansha will showcase their finest collection of intricate designs. Experts in Home Décor like Utsav by Smita, Sanskruthi, Accentuate, Ashvita, Purple Dreamcatcher, Future Farms, Avec Amour will also be part of the show.

For apparel lovers, there will be a huge lineup of clothing brands like Sarangi, Kaveri, Aquaab, Zari, Shashi & Shika, J'Kriti, Vivek's Boutique who will showcase their breath taking collections. Brands like Stiletto's, Timeless Ascent, Glitter Arty, Sanaa's Terracotta Jewellery with be present with their stunning accessories. Indulge in mouth-watering goodies and desserts at Winterfell, Hungrezi, Mai, Nutrilicious, Love to Eat, Sweet tooth Fairy, Zitter Chocolates to excite your shopping experience.

As part of The Trunk Show, Express Avenue proudly presents a vintage-themed Fashion Show featuring Lakme Fashion Week Designers at Café Glitterati Atrium, at 4:00 PM, September 17.



## Growel's 101 Mall Thinks Out-Of-The Box, Undertakes Unique Activities For Visitors

Growel's 101 Mall in Kandivali, Mumbai is one of the most sought-after destinations in the western suburbs when it comes to the experience of hanging-out with family or friends, watching movies or simply having a relaxed time. Over the past few years, however, the mall has gone much beyond simply providing a space for recreation.

The mall has undertaken several activities in the recent past to provide a complete entertainment experience to its patrons as well as to give back to the society, bringing about a change in the lives of people.

In the first half of the year, the mall organised a unique initiative as an ode to woman power. In the month of March, on the occasion of Women's Day, the mall hosted Artistree – a four-day festival to celebrate womanhood. It aimed at providing a platform to women to showcase their myriad talents and receive appreciation for them. As an encore of the popularity and overwhelming response that the event has been garnering since the past few years, the fifth year too witnessed participation of hundreds of women eager to showcase their skills and talent. ArtiSTREE-2018 spanned over five very innovative segments this: Queen of Environment, Queen of Social Causes, Queen of Arts, Queen of Cuisines and Queen of Performance.

Queen of Environment and Queen of Social Causes were two new segments added this year keeping in tandem with the growing concern over these issues. Each segment saw an awesome response from women across the city. In the wake of the recent plastic ban in the state, Growel's 101 Mall put their best foot forward to safeguard the environment and do their bit for public welfare. The Mall joined hands with Aadharika Samaj – an NGO

formed and managed by women from the slums of Kandivali and Borivali which works to build entrepreneurial skills to empower poor women. The activities undertaken through this partnership included providing shoppers and visitors with a cheaper alternative to plastic bag i.e. cloth bags starting at only Rs 5 to 15, using the money raised from the sale of the bags to support slum women and conducting a workshop for children and their families on eco-friendly alternatives.

In the month of May, the mall once more organised Europa Calling -- its much loved and hit extravaganza that brings a slice of Europe to India. This year, visitors were given a chance to experience the colourful culture of the land with scintillating dance performances like Latino, Antre, French Can-Can, Flamenco, Salsa and Samba performed by dancers from Europe.

The event did not leave out the delectable European food with workshops conducted on preparing the best Tiramisu -- a Classic Italian Dessert and Pasta in a traditional Italian way along with summery mocktails.

There were also several other activities with a European Essence like Venetian Mask-making, Monalisa Portrait Sketching, Eiffel Tower Paper Art, Europe Monuments making by clay and Rock paintings which are an inseparable part of street art in Europe.



## Express Avenue Mall Turns 8

Express Avenue celebrated its 8th anniversary last month. As part of the anniversary celebrations the mall has lined up variety of entertaining activities for its customers. The mall hosted a masterclass Cosmetics workshop with Sonic Sarwate, Global Senior Artist, MAC cosmetics. Apart from the masterclass, the mall also honoured their retailers by organizing 'Retailer Excellence Awards'.

Express Avenue organised a day-out for special kids beginning with frolic activities at Fun City followed by lunch at Burger King and goodies as takeaway. Express Avenue also gave away eco-friendly tote bags to promote the cause "Say No to Plastic".

In addition to this, with association with MAC Cosmetics, Express Avenue celebrated Lipstick Day. The celebration also coincided with the launch of MAC Cosmetic's official Instagram page for India, conducted exclusively in Express Avenue in South India.

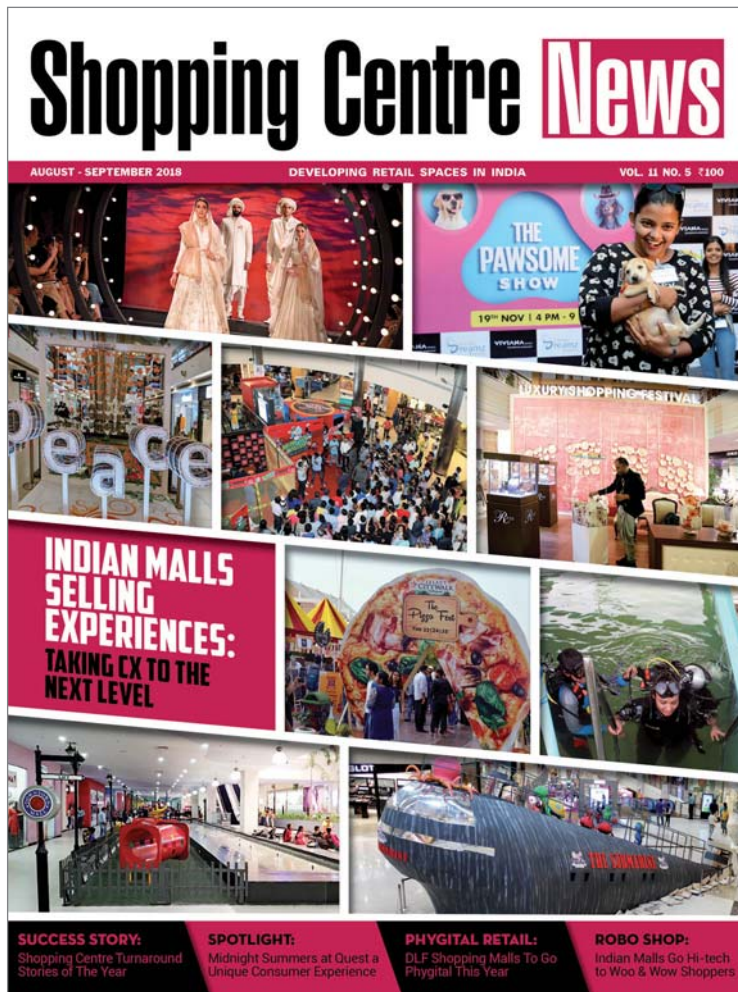
Makeup masterclasses were conducted by renowned makeover experts and influencers like Navreet Josan (National Senior Artist, MAC), Akriti Sachdev (Social Media Influencer) and Dipti Mehra (Senior Artist, MAC)

As part of the celebrations, visitors and patrons of Express Avenue got to experience free makeovers make up demo, and contests like spin the wheel that entitled customers to win exciting gifts and offers from MAC.





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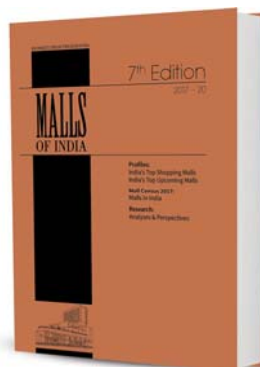
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