

Shopping Centre **News**

DECEMBER 2018 - JANUARY 2019

DEVELOPING RETAIL SPACES IN INDIA

VOL. 12 NO. 1 ₹100

INDIAN SHOPPING MALLS GEAR UP FOR 2019!



WHAT'S HOT

Korum Mall: An International Shopping Experience in Thane

EXPERT SPEAK

Big Box Formats, Tier II Cities to Drive Mall Growth in 2019

RETAILTAINMENT

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2018 turned out to be an outstanding year for the Indian Shopping Mall Industry. Not only did the year witness the restructuring of malls in India as FECs but it was also the year when malls took to technology seriously, adopting new facilities and upgrading existing ones – all towards consumer convenience.

Even as the overall economy struggled, and the retail industry was rife with rumours of 'the shopping mall is dead', stakeholders understood the importance of developing multichannel retailing and adopted the practice with vigour, leaving behind traditional methods. This led to a remarkable shift in the Indian Shopping Mall Industry. With fundamental growth drivers of the retail sector staying intact – rising disposable income, rapid urbanization, increasing purchasing power – global investors and shopping mall developers remain bullish on the sector.

Bigger malls – both in terms of space and services – were launched, while older malls decided to reinvent themselves. The industry was drawn towards a new consumer set – Tier II cities. A large number of malls and investors turned focus on the South and East of India. Cities including Bhubaneswar, Siliguri, Rourkela, Ranchi, Patna, Thane, Pune, Ludhiana, Kochi and Nagpur witnessed an incline in retail and malls in their region. Saturation of the metros due to limited space availability, mounting rental values and escalating infrastructure issues fuelled retail growth in smaller cities like Ahmedabad, Bhubaneswar, Thiruvananthapuram, Jaipur, Lucknow, to name just a few.

The December 2018-January 2019 year-ender edition of Shopping Centre News, took an in-depth look at the Indian retail real estate sector, including a deep dive into what malls did right in 2018 and how they are gearing up for 2019. Heads of leading Indian malls outline all experiences and innovations they have been and will be working on in 2019 to lure the consumer, keep him spending and turn him loyal.

The edition also brings to the reader, a forecast of the Retail Real Estate Industry in 2019, with experts discussing the factors and aspects needed to revive and run the industry smoothly.

As always, we hope you find this edition informed and beneficial. We wish you a very 'Happy New Year' and look forward to renewing our relationship with you in the coming year.



Amitabh Taneja

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The State of Indian Retail Estate in 2018 & How Malls are Gearing up for 2019

The overall retail market in India in 2018 stood at Rs 43,251 billion and is forecast to grow by 6.4 percent CAGR in 2018-23. GDP growth and contained inflation are generally considered panacea for most real estate woes. However, it took a lot more than that for real estate to retain even a semblance of an even keel in 2018.



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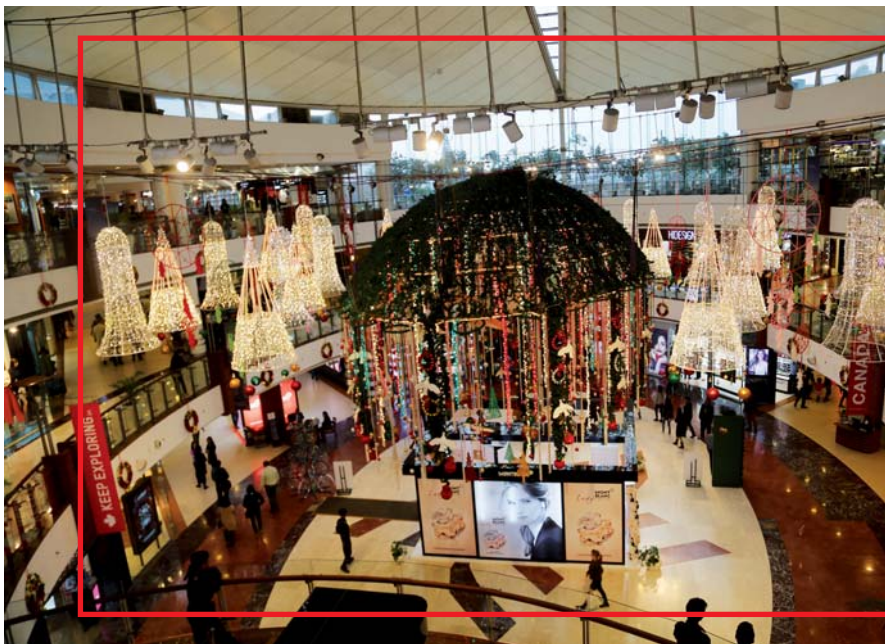
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India's Shopping Centre Industry Rings in New Year with New malls, New Appointments

By Shopping Centre News Bureau

The Indian shopping centre industry bid adieu to 2018 in style with celebrations, deals and discounts galore and welcoming the new year in style, with fresh faces and new malls...



convention hall and shopping mall should be the talk of the world with unique design. He asked the team to plan for 800 rooms with 5 to 7-star facilities. He said it should be an iconic

structure. Priority should be given to sea view from every point of the mega shopping mall. He asked them to improve the designs to meet the expectations of people. ●

LULU MALL SET TO OPEN NEW MALL IN VIZAG

● Lulu international shopping mall proposed to come up at Visakhapatnam is bound to become talk of the world with the best global designing, Chief Minister N Chandrababu Naidu said on Friday. The Chief Minister said priority should be given to the designing aspect of the complex for a better view of the sea with unique underpass or overpass from the complex to the beach.

According to various news reports, the new Lulu international shopping mall and mega international convention hall are proposed on 13.83 acres of land in Visakhapatnam at a

cost of ₹1,500 crore. The project components would include a mega commercial complex of 6 lakh sq. ft., convention centre cum exhibition halls with 5,000 seating capacity, a 5-star hotel with 220 rooms and other supporting facilities. The Lulu international shopping mall delegation led by Design International CEO Davide Padoa met Chief Minister N Chandrababu Naidu at Secretariat on Friday and gave a presentation on the designs of the mega shopping mall.

After going through the presentation, the Chief Minister said that Lulu international

IAC, A MUST TO DRIVE FOOTFALLS AT SHOPPING CENTRES

● Indoor Amusement Centre (IAC), globally known as Family Entertainment Centre (FEC) plays a pivotal role in various formats for malls to be a differentiator and attract regular footfalls all throughout the year.

New mall developers have started realising the need, majorly because of e-commerce that has affected retail business in a big way by changing the buying behaviors of the consumers. Therefore developers have started to earmark dedicated space for IAC in the mall, allocating 10,000 to 50,000 sq.ft on an average, seeing them as a next attraction

compared to the traditional cinema entertainment for attracting footfall.

"IAC attracts kids and youth in large numbers accompanied with family and friends which is one of the key drivers to increase footfall to retail outlets in the mall. Today, mall offer various attractions likes video game zone, indoor rides, bowling alleys, Horror House, Snow Park, Mirror Maze, adventure parks and more. International trends are witnessing amusement parks and water park with big rides giving comfort of temperature controlled environment to its guests. The

future of IAC is now also focused towards sports and activity based games with new innovation and technology of virtual and augmented reality based games. New concepts and format as branded sports bar with gaming

and F&B options are available at the same facility attracting youngsters and families to spend more time at IAC," said **Pradeep Sharma, President, IAAPI.**

IAC industry is estimated to be more than ₹3000 Cr (US \$ 411 mn) in terms of revenue in India which includes small, medium and large players of which majority are operating as part of commercial facility. Indian Association of Amusement Parks and Industries (IAAPI) is an apex body representing the interests of Amusement Parks, Theme Parks, Water Parks and Indoor Amusement Centre (IAC) in India. ●



VIVIANA MALL NAMES MANOJ K. AGARWAL AS THE NEW CEO

● Viviana Mall has brought on board Manoj K. Agarwal as its new CEO. In his new role, Agarwal will lead the brand and further amplify its growth story. A seasoned professional from the Hospitality and Shopping Mall industry, Agarwal, who has over 30 years of leadership experience, previously has had stints with L&T (Retail, Malls & Commercial) and Inorbit Malls. At L&T Realty, Agarwal was heading their Chandigarh's SBU which included Elante Mall along with a premium office space and 5-star Hyatt Regency Hotel. Path-Breaking achievements in record time called for an internal move at L&T,

where he was appointed to head the mall operations as part of the L&T's Hyderabad Metro Rail Project, the world's largest Public-Private Partnership Project.

During his stint with Inorbit Malls, Agarwal was heading their entire mall operations portfolio in the West and South India. Commenting on his appointment Manoj K. Agarwal said, "Having been a part of the retail and hospitality industry for over three decades, I've been fortunate enough to witness the various developmental, transitional and growth phases of the mall industry. Speaking of transitions, Viviana Mall has been major



contributor in the city's growth story and has successfully brought a favorable change in consumption patterns of the people by bringing global brands closer to them. I look forward

to leveraging my understanding of the industry and aligning it with Viviana's objective of delivering memorable and quality experiences to its customers and drive business results." ●

R CITY MALL CELEBRATES THE FESTIVE SEASON WITH 3-WEEK LONG EXTRAVAGANZA

● R City Mall just had its massive prize distribution to close the grand three-week long Diwali celebration organised at the mall. The campaign, Diwali Indiawali, was a majestic affair that observed the festive season, a great confluence of the Indian culture and heritage. 'Shop and win' contest ran for the whole duration, along with a flea market set up in the courtyard area where handmade products and fine artefacts from across India were displayed and sold. The traditional affair was amped up with special regional performances, and acts from the different parts of the country were showcased during the weekends which further added to the delight.

The rewards ceremony bonanza saw Pooja Chopra, a Bollywood Actress, in attendance to hand over the prizes to the

lucky winners. The grand prize winner, Seema Khatri, a resident of Powai, took home the all new Volkswagen Vento car. Diwali Indiawali saw a record-breaking footfall of 9 lakh customers and



visitors over the weeks. More than 20,000 eager participants for the shop and win contests, as well as over 50,000 raffle coupons, were

filled. Visitors at the celebrations were able to enjoy the festivities with a touch of Indian flair, participate in several contests and win exciting prizes.

Rajiv Malla, CEO, Malls –

see so many people exploring and indulging in the festivities organised by us. We wanted to open up a whole new experience for them and I believe we truly did."

Santosh Pandey, Head, R City Mall added, "R City Mall believes in putting the customer first, always. This kind of seasonal celebrations have been planned to keep the customer experience and customer gratification in mind, and, we received a massive response of appreciation from our most loyal customers. We will be planning for more rewarding campaigns in the upcoming year for all."

Diwali Indiawali was a grand success and R City Mall, the biggest mall in Mumbai plans on keeping up with the grandeur of the celebration as we turn into the new year. ●

DLF EMPORIO: 10 YEARS OF A SUCCESSFUL LUXURY RETAIL JOURNEY

● DLF 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, EVP, DLF Luxury Retail & Hospitality – a stalwart in the hospitality sector in 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. 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 keeping pace with and supporting the marketing needs of each retailer. ●





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Global Mall Developers to Experiment With New Themes, Enhanced Experiences in 2019

By Shopping Centre News Bureau

Global Malls are no longer passive places to buy products. Today, mall developers are creating consumer engagement centres instead of simple malls, places where people can purchase immersive experiences...

EASTON TOWN CENTER TO ADD \$500 MILLION IN DEVELOPMENT

● A \$500 million expansion of Easton Town Center is underway, as the development approaches its 20th anniversary.

The addition, which will include offices, hotels, housing, entertainment and retail, represents the next step in Easton co-developer and L Brands founder Leslie H.



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Wexner's vision of Easton as not just a shopping center, but a "neighborhood."

"The idea that you could build an urban shopping area in a suburban location and have it become a neighborhood on its own is something I thought and thought about," Wexner told The Dispatch in a January 2017 interview. "It's not just a shopping center anymore."

The 16-acre expansion will bring to more than \$2 billion the amount invested in Easton, which will still have several undeveloped parcels after this new phase.

The new district will be on the northeast side of Easton, near the Nordstrom's and Macy's stores. Workers have been moving dirt for several weeks in anticipation of the construction, requiring the closure of the Morse Road entrance near Nordstrom.

An Aloft boutique hotel and Pins Mechanical

DUBAI FIRM TO BUILD THE WORLD'S LARGEST SPORTS SHOPPING MALL

● Dubai-based Viva City has announced plans to build the Sport Society project, the world's largest commercial sports mall. The company said the project will take the concept of sport centres to "unprecedented levels" when it opens doors with a global event in 2020.

According to a report by ArabianBusiness.com, the mall will have three floors with a total area that is equal to 12 football pitches. The ground floor will have a large space for organising various sporting events.

The other two levels will feature retail outlets by the most prominent international



Chris worldwide / Shutterstock.com

sports brands as well as dedicated spaces for various sports activities in addition to a large chain of restaurants and cafes.

The mall will also have a screen that will be one of the largest LED display panels on which visitors can watch international sports events.

Edgar Bove, Head of Design at Viva City, told ArabianBusiness.com: "The project will present big surprises both in design and activities, and will deliver a unique experience combining shopping, entertainment and sports. The launch of the project comes in line with the Dubai Fitness Challenge."

He added: "The Sport Society brings a new concept in creating active and exciting spaces to boost the morale of visitors." ●

— an entertainment center featuring mini-bowling, pinball and food and beverages — are among the first tenants announced for the new district, which is expected to start opening late next year.

The expansion, to include hotels, offices, housing and retail, will continue Easton's mixed-use evolution. ●

MEYDAN ONE SHOPPING MALL SET FOR 2020 OPENING

● Meydan One, which is currently under development in Mohammed Bin Rashid Al Maktoum City in Dubai, has announced that the project is on track for its launch in early 2020, with 60 per cent of structural work already completed.

Meydan One is a sprawling destination that offers lifestyle experiences, entrepreneurship and technologies, reaffirming Dubai's vision to become the preferred global hub for tourism and shopping.

The mall, as per a report in Khaleej Times, will integrate indoor and outdoor spaces featuring key attractions such as a 1-kilometre ski slope, a heritage village, white sandy beach and water park, hotels and hotel apartments, as well as the largest dancing water fountain in the world.

Fahad Kazim, Vice-President - Meydan Malls, Meydan Group, told Khaleej Times: "We are changing the way the Middle East thinks of mall concepts today. Meydan One has been envisioned as a 'place for everyone', which means it seeks to accommodate

varied needs and expectations. We are doing this through collaborating with the community to create a highly-integrated multifunctional hub. In addition, we are aiming to ensure that the space has a significant layer of digitisation to allow us to connect with consumer needs in a unique way."

Upon completion, Meydan One will host 580 retail stores, including 30 anchor stores and 80 flagship luxury stores, 190 dining outlets and a 13,200 sq. m hypermarket. There will be a retractable, sky-lit atrium space named the

'Canyon' measuring 160 m-100 m, featuring flexible areas for events and entertainment as well as al fresco dining experiences.

Adding to this is the development's 'Experience Zone', which features entertainment, traditional and extreme sports, edutainment and e-gaming experiences. The Experience Zone will also feature a multi-purpose sports arena.

Erik Hokanson, Design Director, AE7, the architectural firm behind the development of Meydan One, told Khaleej Times: "Meydan One is being purpose-built to offer an exceptional community and retail experience. As the destination materialises, we are seeing its elements coming together to deliver an all-encompassing lifestyle hub."

The destination will allocate nearly 50 percent of its leasable area to F&B and entertainment, including a 21-screen cinema with a food court hosting an additional 20 outlets. The development will be serviced by car parking facilities with more than 12,000 spaces. ●



DIGITAL-FIRST RETAILERS MOVING INTO MALLS THEY ONCE THOUGHT WERE DOOMED



● Online retailers are getting physical. A growing number of brands born on the internet are now opening brick-and-mortar stores and moving into the suburban malls

once considered doomed as more Americans shopped online.

But they're taking it even further by doubling-down on the tactile experience. Online mattress retailer Casper, for instance, is opening stores that allow customers to book naps and test out mattresses before buying. Indochino — the online tailor — decided to borrow from the old Savile Row model where customers can be measured face-to-face for custom suits.

"Online brands have embraced clicks-to-bricks," said Faith Hope Consolo, chairman of Prudential Douglas Elliman's retail division. "Shoppers love to touch, interact and try on in person and malls are upping the ante by offering immersive experiences that are exciting and memorable."

The store openings mark a major shift for

formerly online-only brands that just a few years ago believed they didn't need a physical presence to generate robust sales growth.

Digital natives are now finding that the cost of acquiring new customers online is soaring as competition for eyeballs has increased the cost of online ads on Google and other platforms. At the same time, opening a store has become more affordable as higher mall vacancies have prompted landlords to offer flexible leases and other perks. It can be 10 times more expensive to acquire a new customer online as it is with a physical store, said Jim Ward, who heads up recruiting for online brands for mall owner CBL.

There are now roughly 600 stores across the country from these online natives, according to Green Street Advisors, a real estate research firm. ●

PNB AWARDS MERDEKA 118 SHOPPING MALL CONTRACT TO WCT-TSR JV

● According to a report by The Star Online, PNB Merdeka Ventures Sdn Bhd, the developer of the Merdeka 118 project, has awarded the contract to build an eight-storey shopping complex at the former site of Stadium Merdeka to a joint venture between WCT Holdings Bhd and TSR Capital Bhd in Kuala Lumpur. The RM676.8mil job will commence on Jan 2, according to WCT and TSR Capital in separate filings with Bursa Malaysia today. The shopping complex will be part of the integrated Merdeka 118 development comprising the PNB 118 Tower, the Park Hyatt Hotel, and an observation deck. WCT will take a majority 51% stake in the joint venture company, with TSR Capital the holding the rest. The project is expected to be completed within 30 months, or two-and-a-half years. ●



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/// ASICS Opens First Store in Kolkata ///

ASICS, a true sport performance brand, launched its first store in Kolkata thereby expanding its retail footprint in a bid to strengthen its presence in India.

With the opening of the ASICS Kolkata store, the brand has taken a step forward to strengthen its presence in the east region. The new store is located conveniently in one of the finest malls of the city – South City Mall. The store will offer a wide range of running, training and core performance sports shoes, apparel and accessories for men and women.

The brand will accelerate its expansion of operations in India, bolstering sales and marketing support for retail stores in response to increasing consumer awareness of health and fitness and rise in spending power.

Speaking on the new launch, Rajat Khurana, Managing Director, ASICS India said,

“Given the potential and growing demand for fitness and sports, India has emerged as an important market for ASICS. This year, our focus is to expand our footprint in both tier 1 and tier 2 cities and offer our best in class products ranging from running, sports, for gym and other fitness-related gear. Kolkata



is a very key market for us considering the large audience for sports and fitness in this market. We are hopeful that our products designed keeping core performance in mind will be able to cater to the needs of sports and fitness lovers in the city.”

The store will showcase the latest ASICS AW18 collection that will host a range of key collections, like the newest additions to the ASICS running portfolio – ASICS Liteshow along with key products like Kayano 25 and Nimbus all featuring FLYTEFOAM™, ASICS lightest-ever midsole technology. FLYTEFOAM works with the wearer's foot to deliver superior cushioning every step of the way. It is also about 55 percent lighter than the industry standard midsole material, offering runners a comfortable fit with a fast, responsive feel.

/// Indya Expands Offline Presence with Second Exclusive Store in Pune ///

High Street Essentials Pvt Ltd (HSE) has announced the launch of their second exclusive Indya outlet in Pune, India. The overwhelming love and support received by the brand in Delhi, Mumbai, Chennai, Bangalore, Chandigarh and Pune has led to

the arrival of the brand's second store in the up-market Phoenix Market City, Viman Nagar.

Indya, an Ethno-fusion brand continuously reinvents traditional Indian wear by incorporating Indian motifs, prints and embroidery in fusion wear for women. The brand aims to provide great quality clothing at affordable pricing. The price range for their products vary from ₹1,500 to ₹5,000. The brand understands the need of the modern woman to always look for unique and new products, hence it ensures to provide them with new combinations, patterns and variations, yet keeping intact the Indian design aesthetics. The new outlet is spread over 760 sq.ft. allowing patrons to be able to look at an item of their choice and try it on at their ease.

Tanvi Malik and Shivani Poddar, Co-founders of HSE commented on the launch of the store, “While we have traditionally been an online-led company, the offline space has increasingly become a significant revenue generator for us with our pan-India departmental store presence and exclusive brand outlets. In addition to that, it helps the customer establish a relationship with the brand by helping them understand and appreciate the product while increasing brand recall and reinforcing positive customer behavior. We endeavor to provide the best shopping experience with our collection which focuses on creating affordable fusion-wear garments for the evolved Indian woman who is rooted in culture and yet modern in her outlook”.

HSE first forayed in the offline retail space with a partnership of Future Group's Central Mall. While a major chunk of the company's revenue comes from its online channels, the offline sales from the 14 standalone stores across Delhi, Mumbai, Chennai, Ludhiana and Bangalore and more than 70 shop-in-shops contribute to over 35 percent of the company's revenue. HSE is planning to open 20-25 new Indya stores in the next 12 to 16 months, targeting metros, mini-metros and affluent Tier I Cities.

This financial year, High Street Essentials Pvt Ltd has invested over ₹2.5 crore for their offline expansion and are looking at launching new stores across different cities in the country. The company has also raised ₹5 crore in venture debt from Trifecta Capital and plans to deploy these funds primarily for offline expansion.



/// Saakshi Expands Retail Presence; Opens Outlet in Forum Esplanade Mall ///

Saakshi, silver fashion jewellery brand has opened a new store at Esplanade Mall, Bhubneswar. The 318 sq ft store has amazing variety of product range & excellent price point. The price range starts from ₹500/- and apart from Necklace set, Locket set, Earrings, Bangles, bracelets, the store has also all types of accessories like kamarband, baju band, finger ring, nath to name few. Speaking on the occasion, Nikhil Kothari, Proprietor, Saakshi Jewellery said, “we have given niche look to this store & amazing display of our products. Overall look & feel of the store is top notch. We have got excellent frontage which helps us to attract customer.”

From its flagship store in Metro Shopping Centre, Kolkata, Saakshi has grown to become a leading Fashion jewellery brand, spreading its wings across Eastern India, having six company stores in Kolkata & one in Durgapur and 7 franchise in Tier I & II cities. At present, the brand which is targeting middle and upper middle class, has 14 stores.



/// Crocs Opens 100th Store in India at VR Chennai ///

As part of its ambitious and aggressive expansion strategy in the Indian sub-continent, Crocs India has announced the opening of its 100th store at VR Mall in Chennai.

The new store, which spreads across 625 sq. ft., is Crocs' third store in the city and 5th in the state of Tamil Nadu. Boasting a premium location at VR Mall, the hub for luxury and international brands in Chennai, the store promises to strengthen the reach of the iconic brand in the state capital.

Since the opening of its first store in India in 2008, Crocs has successfully carved a distinct positioning for the brand amongst the Indian consumers akin to its global positioning and is growing at a robust pace with presence across 50 cities in India.

Crocs, which is known globally for its iconic Clogs, is turning towards India to fuel its next phase of growth. India is currently the 6th biggest market for Crocs globally with a high double-digit growth year on year.

Metro Shoes, the national franchise partner of Crocs India, will be operating this 100th store located in Chennai. The partnership with Metro Shoes began in 2014 which has helped the iconic footwear brand in expanding its reach to over 50 cities through its EBO operations.

Speaking on occasion, Deepak Chhabra, CEO & MD, Crocs India, said, "India is a rare market where even after opening 100 stores we still feel under-penetrated. Our absolute focus for the next phase of geographical expansion will continue to be on top 6 metro cities across the country along with state capitals. Exclusive brand stores are a very significant part of our growth strategy. In addition to aggressively growing our EBOs, we will be strengthening our presence in

Tier-II cities via MBOs and Kiosks. Further, e-commerce will remain an integral part of our distribution strategy and help us reach out to consumers where our brick and mortar presence is limited. Region-wise South India, due to its demographics and very high brand recall, contributes the highest amongst all regions in the country and will remain an integral part of our India growth strategy."

Commenting on the occasion, Rafique Abdul Malik, Chairman & MD, Metro Shoes, said, "Despite being just 16 years old, Crocs have an iconic status with probably the highest brand-recall across the globe. India as a nation has a high affinity for open shoes and sandals owing to the climatic conditions, making Crocs highly relevant in this market."

With its unique brand awareness and break-through product innovations, Crocs is progressing towards becoming India's



top non-athletic casual footwear brand. Other than its EBOs, Crocs asserts its strong presence in MBO channels through which its overall offline reach extends to more than 150 cities via 1,500+ points-of-sale. Additionally, it caters to 20,000+ pin codes translating to 400 cities via its e-commerce presence.

Over the past 16 years, Crocs has sold more than 350 million pairs of shoes worldwide.

/// Forever 21 Revamps Mall of India Store, Gives it an International Twist ///

Forever 21, the most loved international fast fashion destination from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd. will be re-opening the store at Mall Of India on November 2, 2018. The refreshing new look gives the shoppers an unforgettable experience bringing classic, international designs with fresh and chic merchandise which effortlessly reflects the brand's promise of a fulfilling shopping experience.



The revamped store is best identified as ultra-modern, which houses fresh styles straight off the streets and fashion districts of LA. Customers can get their hands on the latest global, contemporary and chic designs loved by all under one roof. The new collection comprises of trendy party wear outfits, laid-back street wear styles, sophisticated contemporary outfits and edgy athleisure wear. They can step up their style quotient with a wide range of international footwear designs, which include – boots, slip-ons, sandals and much more.

/// Splash Unveils New Store at Phoenix Market City, Mumbai ///

After the success of store launch in Pacific Mall, Delhi, leading high street fashion brand – Splash is now opening its door to customers in Mumbai.

Probing its way into the bustling area, Splash is now launching its fifth store in Phoenix Market City, Kurla, one of the prominent malls in Mumbai.

The store was inaugurated by Abhinav Zutshi, COO, Splash Fashion, India. Located on the lower ground floor of Phoenix Market City, the store is 6,225 square feet spacious and wide.

Splash offers a complete range of products across categories like women's wear clothing, men's wear clothing, accessories and footwear – all at an affordable price points. The brand has always aimed at the young, confident, and stylish generation of today who is always looking at reinventing and experimenting with their fashion sense.

On the occasion of the launch Zutshi said "Ever since the inception, we have been working towards making the brand big and easily available at major locations. We are excited to launch our latest store in Mumbai and hoping to enable our customers nearby for a seamless shopping experience."

Currently, Splash has 5 stores in Mumbai and 20 stores across pan India making them one of the evolving brands in the fashion segment in the country.



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THE STATE OF INDIAN RETAIL REAL ESTATE IN 2018 & HOW MALLS ARE GEARING UP FOR 2019

By Shopping Centre News Bureau

The overall retail market in India 2018 stood at ₹43,251 billion and is forecast to grow by 6.4 percent CAGR in 2018-2023. GDP growth and contained inflation are generally considered panacea for most real estate woes. However, it took a lot more than that for real estate to retain even a semblance of an even keel in 2018...

The year 2018 has been an absolute roller-coaster ride for the Indian retail real estate industry. Despite all odds, economic indicators remained positive with India's GDP growth rate pegged at 7.3 percent in 2018. The overall retail market in India 2018 stood at ₹43,251 billion and is forecast to grow by 6.4 percent CAGR in 2018-2023. GDP growth and contained inflation are generally considered panacea for most real estate woes. However, it took a lot more than that for real estate to retain even a semblance of an even keel in 2018.

Retailing in India still predominantly takes place in physical stores and shopping behaviour between urban and rural consumers continues to be vastly different. Smaller independents (both grocery retailers and non-grocery specialists) continued to dominate the landscape they faced growing competition from modern outlets opening in out-of-town shopping centres and malls capturing the Tier II & III markets.

Tier II cities witnessed opening of large number of shopping malls with the focus being on the South and East India. Cities from Bhubaneswar, Siliguri, Rourkela, Ranchi, Patna, Thane, Pune, Ludhiana, Kochi, Nagpur, witnessed an incline in retail and shopping malls in their region. Saturation of the metros due to limited space availability, mounting rental values and escalating infrastructure issues fuelled retail growth in smaller cities like Ahmedabad, Bhubaneswar, Jaipur, Lucknow, Thiruvananthapuram, to name just a few.

New malls that became operational in the smaller cities in 2018 range from anything between 200,000 to 18,00,000 sq. ft. in size, amply vouchsafing the increasing appetite for organised retail in the hitherto underserved cities.

The FEC segment turned out to be the star performer from both the mall developer's as well as the consumer's point of view. Entertainment and gaming zones saw rise in the footfalls as a result malls created more space to introduce new gaming zones both for kids and adults in their premises. In response to the

huge potential in these markets, both domestic and international brands made deep forays into them via the online route, followed by more gradual offline presence.

Keeping the GST, FDI policies, rules, profits and investments dilemma aside, the year 2018 has been a fruitful one for the shopping mall developers and that's what matter the most from a consumer point of view. In conclusion, the year was happy one for everyone.

As per **Anuj Kejriwal, MD & CEO – ANAROCK Retail**, "Out of the total new supply becoming



“OUT OF THE TOTAL NEW SUPPLY BECOMING OPERATIONAL IN 2019, NEARLY 3 MILLION SQ. FT. AREA WILL BE COMING UP IN TIER II & III CITIES. THE CITIES THAT WILL SEE NEW MALLS OPENING IN 2019 INCLUDE CHANDIGARH, DEHRADUN, LUCKNOW, RANCHI, ROURKELA, SOLAPUR, UDAIPUR AND VIZAG.”

- Anuj Kejriwal

operational in 2019, nearly 3 million sq. ft. area will be coming up in Tier II & III cities. The cities that will see new malls opening in 2019 include Chandigarh, Dehradun, Lucknow, Ranchi, Rourkela, Solapur, Udaipur and Vizag. Several factors are working in favour of Tier II & III cities. While the metros face mounting challenges in the form of overall saturation due to lack of space, increasing rental values and escalating infrastructure woes, the smaller cities have been witnessing multiple infrastructure upgrades even as technological enhancements help create more awareness about brands, products and markets there."

"In fact, the contemporary Indian shopper in Tier II & III cities is more demanding and aware and has higher disposable income than ever before. A large segment of Tier II & III city customers are globetrotters, and this has necessitated a revolutionary change in the way the retail sector must adapt to tap into their demand," he further says, adding, "One of the radical shifts in the consumption pattern of new-age consumers in smaller towns is that these shoppers are moving beyond the basics and

AS PER ANAROCK DATA

→ As many as 32 new malls spanning nearly 13.5 million sq. ft. area are slated to be operational in 2019 across the major cities and several Tier II & III cities. Among the major metros, both Bengaluru and NCR are expected to see 7 operational malls in each city, followed by 5 in Hyderabad, 3 in MMR and 1 in Chennai.

→ In 2019, mall developers will continue to give major emphasis to F&B, multiplexes and entertainment centres in malls as shoppers' quest for 'experiential' shopping will only rise.

→ The influx of international retailers, growth of F&B coupled with increasing entertainment offerings will continue to make malls key recreational destinations.

→ Malls will strive harder in 2019 to provide unique appeal along with more depth in shopping experience.

→ All new mall ventures in 2019 will focus on prime locations that are easily accessible by both public and private transport.

→ Technology like AI, data analytics, geo-tagging, Omnichannel shopping networks and consumer-centric platforms like AR or VR will play an even bigger role in 2019. Innovative theme-based innovative marketing techniques, social kiosks, buy-online-pick-up-offline facilities - anything else that adds to the ease and enjoyment of the shopping experience - will be winning tickets for mall owners.

→ Key differentiator of the malls of the future vis-à-vis those of today will be the increasing integration of such technologies and multi-channel strategies in retail developments.

seek to buy products available in the larger urban areas. Therein lies a massive opportunity for retailers. Nearly 100 million people out of the 300-400 million-strong Indian middle-class currently resides in smaller towns and cities."



What Keeps India's Malls Ticking

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

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

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



Big Box Formats, Tier II Cities to Drive Retail Real Estate in 2019

- By Zainab S Kazi

Retail real estate in India has played a primary role in setting the pace for retail revolution in the country. It was only with the launch of shopping centres that India has seen brands blooming, encouraging young entrepreneurs to launch new brands and foreign companies to foray into India...

The journey of shopping centres and malls in India is not very old. In fact, it is yet to even celebrate its silver anniversary. But then the market has matured at a rapid rate. It has seen its fair number of ups and downs. From a boom to a burst to now a slow, steady and calculated growth, the journey covered has been enthralling, filled with lessons and experiences. Retail real estate in India has played a primary role in setting the pace for retail revolution in the country. It was only with the launch of shopping centres that India has seen brands blooming, encouraging young entrepreneurs to launch new brands and foreign companies to foray into India.

Shopping Centre News spoke with experts to learn more about the retail real estate dynamics as seen in 2018 and their forecast for 2019.

Catching Up on the Frenzy

Accentuating the potential of retail real estate, Anuj Kejriwal, Managing Director & Chief Executive Officer – ANAROCK, says, "The fact that 35 percent of luxury shopping sales come from Tier II and III cities alone is urging top brands to explore these markets." 35 percent is no small number, especially when it is in context of the appetite of shoppers from small towns and cities to go shopping for luxury goods. This implies that these places may be facing a dearth of good retail spaces, the need of which can well be cashed upon by mall developers. So, better the options, better the sale and stronger the fight for more retail space by brands which eventually draws a full circle on the need for retail real estate space in

Cities Contributing to the Indian Retail Real Estate Story:

The cities that contributed most generously to the Indian retail growth story in 2018 included MMR, NCR, Bengaluru and Kolkata.

Besides the top metros, Tier II & III cities like Bhubaneshwar in the eastern region, Vizag, Lucknow and Gorakhpur were other contributors to Indian retail activity.

Each of these cities will have one major mall of areas ranging between 60,000 - 3.50,000 sq. ft. operational by the end of 2018.

Source: ANAROCK



places beyond metros and Tier I cities and towns.

To drive home the point on what the lack of space is currently leading to, Kejriwal explains, "The lack of sufficient physical retail infrastructure in these cities is giving the e-tailing business an advantage - nearly 50-60 percent sales of e-commerce companies are generated from Indian Tier II and III cities alone." He further adds, "Realising the potential of these largely untapped markets, both domestic and international brands have started penetrating here via rapid online presence, followed by a gradual offline presence."

Offline Vs Online

The tug-o'-war between online and offline retail has also slowed down, with critics realizing that while there was some dent initially on brick-and-mortar from e-commerce, the dust has settled, and physical retailers have worked hard to pull consumers back, showing the why offline stores are more attractive. Key online players in niche categories have been opening their offline stores. In fact, according to **Arvind Singhal, Chairman – Technopak Advisors**, "First and foremost there was a feeling in the mind that e-commerce is going to make a big impact and slow

giving enough impetus to malls."

From brands like Nykaa to Pepperfry, there is a strong offline presence of online players in India.

Dungarwal forecasts mergers and acquisitions, an amalgamation of malls in India. According to him, "Chain malls are already scouting for new locations or talking to various existing malls to acquire and ramp up their growth speed. Large and multiple mall developers will be driving the retail revolution in 2019 though the single mall developers shall remain at the mercy of retailers."

This can be cemented with an example of The Phoenix Mills Limited (PML), which is undoubtedly considered as India's largest retail-led mixed use developer with an operating portfolio of about 6 million sq. ft. PML undertook four new acquisitions this year – a land parcel each in Bengaluru (Hebbal) and Ahmedabad (Thaltej) along with acquisition of under-construction retail assets in Indore and Lucknow. Apart from this, PML had acquired a land parcel in Pune in Aug 2017 which takes the under-development portfolio to 4.6 million sq.ft. which is expected to be operational by FY23.

As per information shared by PML, the company witnessed consumption of close to ₹6,400 crore across its portfolio in FY18 and robust rental income growth of 16 percent in H1FY18.

Raheja Group's Inorbit Mall is another name to prove the power of chain malls. Each of their malls are leaders in the cities they operate in. From small retailers to big brands, each of them are vying for space at their malls.

Decoding the Tier II & III Shopper and Shopping Pattern

Internet penetration across India has built up aspiration levels of those living in smaller towns and cities. The madness of city life comes with a cost – rent and maintenance, commuting expenses and the ever-rising



“THE FACT THAT 35 PERCENT OF LUXURY SHOPPING SALES COME FROM TIER II AND III CITIES ALONE IS URGING TOP BRANDS TO EXPLORE THESE MARKETS.” 35 PERCENT IS NO SMALL NUMBER, ESPECIALLY WHEN IT IS IN CONTEXT OF THE APPETITE OF SHOPPERS FROM SMALL TOWNS AND CITIES TO GO SHOPPING FOR LUXURY GOODS.”

- Anuj Kejriwal



“THE ONSLAUGHT OF ONLINE HAS REDUCED AND MANY ONLINE PLAYERS HAVE NOW STARTED WITH THEIR BRICK-AND-MORTAR FORMATS, GIVING ENOUGH IMPETUS TO MALLS.”

- Susil S Dungarwal



“CONSOLIDATION AMONGST DEVELOPERS (RESIDENTIAL), GREATER USE OF TECHNOLOGY (OFFICE), INFLUX OF QUALITY SUPPLY IN WAREHOUSING (LOGISTICS) AND INCREASING PROMINENCE OF OMNI-RETAIL ARE SOME OF THE KEY TREND THAT WILL EMERGE STRONGER DURING 2019.”

- Bimal Sharma



Should it then be surprising for us to further learn that out of the total new supply becoming operational in 2019, nearly 3 million sq. ft. area will be coming up in Tier II & III cities alone.

According to Kejriwal, the cities that will see new malls opening in 2019 include Chandigarh, Dehradun, Lucknow, Ranchi, Rourkela, Solapur, Udaipur and Vizag. Tier II & III cities that flourished in 2018 included Ahmedabad, Bhubaneswar, Chandigarh, Coimbatore, Indore, Jaipur, Lucknow, Kochi, Nagpur, Thiruvananthapuram and Vadodara.

down the growth of brick-and-mortar retail, but that has certainly not been the case. It is the other way round. So, this should be really reassuring to the developer that the demand for good quality retail real estate will continue for many years to come. In India, the availability and affordability of good retail real estate is very limited."

Adding to this, **Susil S Dungarwal, Chief Mall Mechanic, Beyond Squarefeet Advisory Pvt. Ltd.** shares, "The onslaught of online has reduced and many online players have now started with their brick-and-mortar formats,



costs of education. These indirectly eat more into spending powers of consumers, compared to their Tier II & III counterparts, who consequently, have more disposable income. From a developer's point of view, the cost of land in smaller towns is better than what they would pay if they have to build a mall in a Tier I city.

Kejriwal elaborates, "Several factors working favour of Tier II & III cities. While metros face mounting challenges in the form of overall saturation due to lack of space, increasing rental values and escalating infrastructure woes, smaller cities have been witnessing multiple infrastructure upgrades even as technological enhancements help create more awareness about brands, products and markets there."

Profiling the shopper, he explains, "The contemporary Indian shopper in Tier II and III cities is more demanding and aware and has higher disposable income than ever before. A large segment of Tier II & III city customers are globetrotters, and this has necessitated a revolutionary change in the way the retail sector must adapt to tap into their demand."

Kejriwal further adds, "One of the radical shifts in the consumption pattern of new-age consumers in smaller towns is that these shoppers are moving beyond the basics and seek to buy products available in the larger urban areas. Therein lies a massive opportunity for retailers.

Nearly 100 million people out of the 300-400 million-strong Indian middle-class currently reside in smaller towns and cities."

Forecast 2019

Tier II & III cities are for going to be the game changers for retail real estate development in India. The format that would differentiate one mall from the other would be design – to accommodate big box stores unlike before since a lot more brands, especially international brands and supermarkets and hypermarkets, which are looking at stores that are above 30,000 sq.ft. in space.

Talking on the formats that would drive the Indian Retail Real Estate market, Singhal points out, "We shall see requirements in two formats – the big box format

and the small stores (1,000 to 2,000 sq.ft in space). There is still a lot of growth in the area of having big box stores i.e. stores that are above 30,000 sq.ft. A new shopping center that comes up with only space for small stores will find it extremely difficult to survive. The big box format that will drive shopping centre design for 2019 will see a lot many online players coming into malls as well. For example, Urban Ladder and Pepperfry. Also, supermarkets as a category have picked up in shopping centres with local supermarkets are upgrading themselves and looking for spaces in malls as are electronics and furniture brands. Shopping centres that will be successful in 2019 will have a varied mix of food and brands for retailing as well as a configuration that allows large format spaces."

In terms of regional forecast, Dunganwal sees a lot of potential in East India and according to him 2019 will be a watermark year for retail real estate development in this region.

"The highest growth this year was in Eastern India followed by South and then North. East India is growing both in terms of malls and also high streets with over 5 million sq. ft. of new retail real estate space. We see strong traction in this region with very good response from business perspective," he says. He further points out that what has been a

bit stagnant i.e. mall development in regions like Gujarat and Rajasthan can see a quick turnaround in 2019.

"Bhubaneswar and Odisha will see a sudden splurge of movement with more than three malls to be launched in the first quarter of 2019. Surat, Baroda and Ahmedabad will also see new malls coming up. South Kerala looks promising as well," he says.

Kejriwal adds his views stating, "Going by the current trends and our future predictions, the major metros that will outshine the rest in 2019 will be NCR, MMR, Bengaluru, Kolkata, Ahmedabad and Lucknow as far as brand expansion and new mall supply is concerned. Following the underlying demand for both national and international brands in most of these cities, retail activity is likely to see a major increase. In order to stay relevant, brands will take both the online and offline route to reach out to larger audiences given

FOCUS 2019

As many as 32 new malls spanning nearly 13.5 million sq. ft. area are slated to be operational in 2019 across the major cities and several Tier II&III cities.

Among the major metros, both Bengaluru and NCR are expected to see 7 operational malls in each city, followed by 5 in Hyderabad, 3 in MMR and 1 in Chennai.

Source – ANAROCK



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the fact that total consumption expenditure in India is projected to rise to US \$ 3,600 billion by 2020."

Elaborating on the development to be seen in Tier II & III cities and towns, he shares, "The boom in India's smaller cities is impossible to ignore. As per industry estimates, the market size of Tier II & III cities is expected to grow from the current US \$5.7 billion to US \$80 billion by 2026. India's Tier II & III cities are definitely well-set to be the growth engines of the country's retail future, and mall developers as well as retailers are actively looking to expand there."

Bimal Sharma, Head - Retail, India for CBRE South Asia Pvt. Ltd., says, "Consolidation amongst developers (residential), greater use of technology

of the retailer and thinks like one while designing the retail space. As per the recent Retail 2.0 report by CBRE, positively influencing government strategies for growth and working in tandem with domestic groups, such large retail chains will help contribute to strategic, operational and financial synergies in the system which would then drive the country's retail market on to a higher trajectory.

Driving Forces: F&B & Entertainment

With practically no leisure and entertainment options available to people in India, it is little surprise that malls and shopping centres have taken the onus of offering their shoppers complete value for the time they spend there. In fact, as Singhal

shopping centres redoing their food courts. This actually drives traffic and not brands."

Reiterating this, Sharma says, "On the retail front, consumption demand is expected to remain strong in the coming year. We expect greater demand for mid-market, bridge to luxury brands. Majority of the leasing will be driven by F&B, hypermarkets, while we will see greater demand from retail-tainment and multiplex brands as well. Also, retailers are set to experiment with more creative formats including digitalisation."

Kejriwal points out that in 2019, mall developers will continue to give major emphasis to F&B, multiplexes and entertainment centres as shoppers' quest for experiential retail is expected to rise.

CHAIN MALLS ARE ALREADY SCOUTING FOR NEW LOCATIONS OR TALKING TO VARIOUS EXISTING MALLS TO ACQUIRE AND RAMP UP THEIR GROWTH SPEED. LARGE AND MULTIPLE MALL DEVELOPERS WILL BE DRIVING THE RETAIL REVOLUTION IN 2019 THOUGH THE SINGLE MALL DEVELOPERS SHALL REMAIN AT THE MERCY OF RETAILERS.

make it a point to engage little children through various competitions and this eventually leads to better footfalls.

Inorbit has a year-long events calendar and hosts some unique events every month to create a buzz among its target audience. During the festive season all of their five malls i.e. Mumbai (Malad and Vashi), Bangalore,



(office), influx of quality supply in warehousing (logistics) and increasing prominence of Omni-retail are some of the key trend that will emerge stronger during 2019."

Adding to Sharma's point on consolidation amongst developers, Singhal is optimistic on the success of mix used development spaces that include residential, commercial and retail. However, he adds that these would be successful only if the developer steps into the shoes

rightly points out, shopping is not the criterion for visiting malls anymore as recreational activities offered by these centres is what drives people to them.

"Shopping centres are the only form of entertainment for a majority of the people in our country. That is why in malls, food courts are doing very well along with cinemas as well. Shopping in my opinion is not the primary driver for entertainment but food is becoming a primary driver and we see a lot of good

"The influx of international retailers, growth of F&B coupled with increasing entertainment offerings will continue to make malls key recreational destinations," he says.

Apart from food and entertainment, activities organised by malls are also huge crowd pullers. This could include holding music events and shows, international concerts, cooking competitions, fashion shows, meet and greets with Bollywood celebrities. A lot of malls also

Hyderabad and Vadodara welcome customers with larger than life décor, special offers and exciting giveaways. For example, this year for Christmas Inorbit malls will be dotted with life size installations and Christmas trees that will form a perfect selfie point for the shoppers. Unique engagement activities like special snowfall zones, Santa meet and greet, Doraemon and Shinchan visits will keep shoppers hooked during the festive season.



Location is Still the Hero

No matter how good the mall design is and how interesting the brand mix and the food and leisure options, everything boils down to the location of the mall and the commuting convenience it has for the people of a particular city. A mall today has graduated from being relevant to only the catchment it is located in. If a location is easily accessible where one doesn't have to worry about encountering traffic or if it can be reached easily using public transport, it is sure to succeed.

Malls that are developed as part of mixed-use businesses too, have a higher survival rate if planned well.

Kejriwal says, "Besides being mixed-use businesses that incorporate social entertainment options, malls will strive harder in 2019 to provide unique appeal along with more depth in shopping experience. Any new mall ventures in 2019 that are designed to succeed will focus on prime locations that are easily accessible by both public and private transport."

Turning the Tide with Technology

Not just retailers and brands, but malls too need to tap into the technological wonders for growth but making use of technology to be ahead of the curve and match up with the changing demand dynamics of the shoppers rests with the malls as well.

According to Kejriwal, tech-driven aspects like Artificial Intelligence (AI), data analytics, geo-tagging, Omnichannel shopping network setc. and consumer-centric platforms such as Augmented Realty (AR) or Virtual Reality (VR) will play an even bigger role in 2019.



"Innovative theme-based innovative marketing techniques, social kiosks, buy-online-pick-up-offline facilities - anything else that adds to the ease and enjoyment of the shopping experience - will be winning tickets for mall owners." He hits the nail right on the target when he says, "In fact, the key differentiator of the malls of the future vis-à-vis those of today will be the increasing integration of such technologies and multi-channel strategies in retail developments."

A Quick Rundown

The year 2018 may not have seen some path-breaking retail real estate developments but the year can be considered important that would contribute towards meaningful retail real estate development in years to follow.

Sharma accentuates this, saying, "The year 2018 is the first after several years wherein sales /demand has been marginally ahead of new supply entering the market; as developers were reluctant to launch new projects, given the dynamic regulatory environment. 2018 YTD (year to date) sales were roughly 76,000 units, higher by 20-25 per cent y-o-y. 2018 YTD new supply was roughly 73,000 units, an increase of 18-20 percent on a y-o-y basis."

Encapsulating the year, Kejriwal says, "Among the major policy overhauls, the government further liberalized FDI policies early in the year. These policy

interventions repositioned the Indian retail sector on the global map of investments, attracting a large number of global retailers into India and further fuelling growth of organised retail in the country. The government's decision to allow 51 per cent FDI in multi-brand retail and 100 per cent FDI in single-brand retail under the automatic route was a definite crowd-pleaser that attracted giants like Walmart to make forays into the country. The government is now mulling to further tweak norms for retail trade - similar to SEZs - and enacting a 365-days working policy to help India climb higher on the Ease of Doing Business index among 190 countries."

According to him, the sector is now projected to grow from US \$672 billion in 2017 to US \$1.3 trillion in 2020. He supports this by giving facts. "This is definitely an attainable figure if we consider one of the clearest measures of growth - namely the increasing focus on the retail sector by private equity (PE) players who invested close to \$300 million in Indian retail in the first half of 2018."

The total PE investment inflow in the segment grew 54 percent in H1 2018 as compared to H1 2017, whereas the y-o-y share also grew to 9 percent (H1 2018) from 2 percent (H1 2017).

Conclusion

As people evolve, so do their needs and choices. And this makes retail interesting. One

NOT JUST RETAILERS, BUT MALLS TOO NEED TO TAP INTO THE TECHNOLOGICAL WONDERS FOR GROWTH BUT MAKING USE OF TECHNOLOGY TO BE AHEAD OF THE CURVE AND MATCH UP WITH THE CHANGING DEMAND DYNAMICS OF THE SHOPPERS RESTS WITH THE MALLS AS WELL.

cannot afford to take a break in retail. It is all about being a step ahead than the shopper. As Kejriwal rightly puts it, "Both retail real estate developers and retailers will have equal roles to play in 2019, and we will not see the year favouring either side. In fact, there will be some degree of consolidation of both the retailers and mall developers. Even though the Indian retail market is growing exponentially, some retailers will have to shut shop owing to the rising rentals in malls across metros. Many such retailers will need to re-strategise their businesses in 2019 and probably look at other alternatives, including ecommerce."

Sharma adds to this saying, "The Indian retail sector stands at the cusp of transformation with the retailers increasingly adapting their store formats to address the needs of different customers / markets and locations. Digitally enhanced store experiences are becoming a reality and such technologies are expected to become a norm in the years to come. Brick-and-mortar stores and shopping centers will continue to flourish; however, retailers and developers will have to realign their formats to deliver to specific expectations of the customers they service."

Kejriwal summarizes, "It is going to be about being present in the right locations, offer the right product and become unrelentingly customer-centric. Similarly, developers need to build their malls in not just the right location but also have the right mix of brands and provide a holistic shopping and entertainment experience to ensure returning customers in sufficient numbers." ●●●

AIPL JOY STREET: EXCEPTIONAL BLEND OF RETAIL, F&B AND ENTERTAINMENT



“WE AT AIPL FEEL THE TIME IS RIPE FOR RETAIL PROJECTS TO INNOVATIVELY POSITION THEIR CENTERS AND CREATE AN ATMOSPHERE WHERE APART FROM SHOPPING; PEOPLE CAN SPEND THEIR LEISURE TIME.”

– Preeti Kherra

AIPL Joy Street, coming up in Sector 66, Gurgaon is an urban center comprising of high street retail, office spaces and serviced residences. It stands to offer shopping and dining experience in abundance, with an electrifying entertainment zone perfectly complementing a joyful destination.

The brainchild of Advance India Projects Limited (AIPL) 'AIPL Joy Street' brings an exceptional blend of retail, F&B, entertainment, and serviced apartments in Gurugram, in a single location.

AIPL is one of India's foremost leading development companies, offering a wide range of residential, commercial and retail properties in selected locations across Delhi-NCR, Punjab, Rajasthan and Maharashtra. For over three decades, AIPL has grown dramatically and continuously been offering new heights of quality developments, via innovation and excellence. The company has succeeded in developing, managing and pioneering commercial spaces by over 70 multi-national companies and Indian corporate housed in 35 of their commercial projects in Delhi, NCR.

Gurugram – dubbed 'The Millennium City' – is among the

places in NCR that is witnessing constant infrastructural development. The meticulously planned Joy Street looks forward to providing consumers just that.

AIPL Joy Street: A Unique Experience

AIPL Joy Street not only boasts of retail shops, offices and service apartments in Gurugram; the whole project has been planned to provide a unique experience to all the stakeholders with pedestrian friendly pathways, convenient underground parking, glittering frontages, open landscaped areas and sidewalk cafes and restaurants.

Spread over 4 acres, AIPL Joy Street will be the quintessential city center where shopping, entertainment, leisure, and business mix seamlessly. This integrated development has been designed as a 360 degree lifestyle hub for the vibrant and dynamic community. Pedestrian-friendly pathways, convenient underground parking, glittering frontages, open landscaped areas and buzzy sidewalk cafes and restaurants are some of the unique features of the project.

The center enjoys 450 ft. grand frontage from the main road and most shops are highly visible from 60 mts and 24 mts. wide sector roads while other shops

- A large experience center by Fabindia housing best of clothing, wellness, home and Fab Café
- 30,000 sq. ft. food court by Food Quest
- 9 restaurants with exclusive terrace seating
- Brand such as Archies, Chai Point, New U, Optic World, Kriti Creations, Super 99 & Crocs to name a few
- A large Fitness Center
- An FEC format
- A large Looks salon
- Vanilla brand mix of categories such as fashion, accessories, sporting goods, electronics, big toys' stores, cosmetics, cafes, bakery, Travel shops, pharmacy, home improvements & travel gear to name a few.

Future Plans

After carefully studying the pulse of Gurugram, AIPL has further lined up 3 more projects. These are at different stages of construction or development and showcase entirely different offerings:

- AIPL Joy Square, Sector 63A Gurugram
- AIPL Joy Central, Sector 65 Gurugram
- AIPL Joy Gallery, Sector 65 Gurugram

The USPs of these projects will be unveiled soon by the company. AIPL Joy City Jalandhar and Nagpur too are ready to be launched.

"The success of any retail project primarily depends on planning, execution and regular maintenance. Any lapse in either may lead to customer dissatisfaction and lesser footfalls. We at AIPL feel the time is ripe for retail projects to innovatively position their centers and create an atmosphere where apart from shopping; people can spend their leisure time. A Lush green landscaping with seating facilities, abundant food options and distinctive retail formats is the success mantra of a retail development," says **Preeti Kherra, Head Leasing - Office & Retail, AIPL Advance India Projects Ltd.**

are facing the extra wide walking corridors.

Located in the most thriving micro-market of Gurugram, AIPL Joy Street offers unmatched accessibility to all the focal points of the city through the Golf Course Extension Road, Sohna Road and NH-8. Built on a corner plot to (accessible from roads on three sides) – it is poised to become a magnetic destination for visitors from near and far.

The total retail area of the project is approximately 3,00,000 sq. ft. comprising of double height boulevards' themed shops on the ground and first floor. Given its distinct features AIPL Joy Street has put together a mix of brands ideal for the catchment full of millennials.

Key Features

The project will be ready to open its doors to the public in the 2nd Quarter 2019. It's key features include:

- First multiplex for the catchment of Golf Course Extension by INOX with 6 Screens and approx. 1200 seats
- A premium supermarket by Spencer's



GETTING READY FOR FIT-OUTS IN Q2, 2019



Actual site pictures



Artistic Views

- First Multiplex (6 screen) on Golf Course Extn. Road, Gurugram
- 3 Lac sq. ft. retail with Double Height Shops • 450 ft. frontage across Main Sector Road • 30,000 sq. ft. Food Court, 9 Restaurants with attached terraces • 200 Keys Serviced Apartments by Bridgestreet & Rhythm Residences

SIGNED BRANDS



MORE JOY COMING YOUR WAY



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RERA Registration no.: 157 of 2017, Licence no. 07 of 2008 & Licence no. 152 of 2008, Building Plan Approval: Memo no. ZP-803/AD(RA)/2017/17292. All the approvals can be checked in the office of the Developer. 1 Hectare = 2.471 Acres, 1 Acre = 4840 square yards or 4046.873 square meters; 1 square yard = 0.8361 square meters; 1 square meter = 10.764 square foot. Above images, designs etc. are artistic impression only. All images, designs, perspectives, features, building plans, areas, figures, dimensions, category, services, facilities, specifications, infrastructure etc. are illustrative, tentative, indicative only and the company reserves all the rights to withdraw, vary, modify, amend all/any of these without any notice or on account of govt. norms/directions.

CROWN MALL TO FOCUS ON TECHNOLOGY & HOSPITALITY TO WOO CONSUMERS

Crown Mall, an important project from Goel Builders—known for making successful projects like Skyville and Goldline Residency – is coming soon on Faziabad Road in Lucknow. The mall is projected to be another landmark in Goel Builders' portfolio.

"In 2015, after a survey on the high demand of local catchment outlining their needs, Goel Builders decided to construct a retail and shopping centre under the name 'Crown Mall'. The mall will feature a brilliant product mix and an exclusive selection of brands that aim to cater to the needs of the masses. Designed for fun, entertainment and shopping, this arcadia will be one of the most graceful buildings of the area and aims to become the shopping destination of Lucknow city," says **Amit Agarwal, Director, Goel Builders**.

Unique Store Formats

"We are introducing environment-friendly material designing and developing all stores of Crown Mall. All aspects of the mall – flooring, digital wall displays, sitting arrangements, enhanced light quality with latest LED technology – will be designed using latest trends, materials and building patterns. Signage uniformity will also be maintained," adds Agarwal.

Key Elements of Success

- Great anchor brand and right tenants mix
- The best of food and beverage brands
- Location, approach from main road/connecting roads
- Plenty of events, activities, festive celebrations and community engagement

Impact of Technology

"Today, shopping malls are



deploying fast-evolving smart technologies to create digital connections. With the growing penetration of and dependency on Internet, providing free Wi-Fi is no longer optional for malls that want to attract shoppers and keep them engaged," explains Agarwal.

He outlines the technology implementations of Crown Mall:

Beacons: Beacons are an increasingly popular option for malls to install. These Internet-run devices use Bluetooth signals to connect with consumers who have downloaded a specially designed app to their mobile device as they move between different areas of the mall. Using additional data such as dwell time, beacons can send customized offers and messages.

Parking Sensors: These are being installed to monitor traffic levels and can help the shopper directly by reducing parking time, especially during peak hours.

Digital Mall Directory: This has been installed on every floor. When a shopper approaches the directory, it uses visual recognition software to gather information about the shopper's gender, age, ethnicity, accompanying children and then display messages and

promotions that it believes are of interest. As it collects and filters more data, the system gets smarter.

Customer Engagement Tech: A shopping mall is a place where shoppers come by primarily for the experience these days and with constantly evolving technology, this experience is only getting better and more refined. Many concepts are springing out of the mall management's imagination, which are being converted into tangible experiences. The mall, being an umbrella for multi-brand outlets, shop-in-shops, food & beverage brands, services and entertainment, has a wider scope to use and implement technology than single retail stores.

Taking this a step further, the mall will also have large digital signage that greets and addresses shoppers and then displays their shopping profile for the benefit of the salesperson who can attend to them personally. This idea smartly integrates virtual as well as human interaction for the shopper. The availability of a personal shopper in brand stores and malls is also in vogue these days, something the mall is aiming to incorporate.



“THE MALL WILL FEATURE A BRILLIANT PRODUCT MIX AND AN EXCLUSIVE SELECTION OF BRANDS THAT AIM TO CATER TO THE NEEDS OF THE MASSES.”

– Amit Agarwal

Role of Hospitality

"We are introducing table mounted self-check-in menus, where guests can directly place the order from the table. This will help to make the F& B experience easier and faster," says Agarwal.

Customer-Centricity

Crown Mall aims customer centricity as its end-goal.

- Train employees towards providing in exemplary customer service
- Make customer satisfaction a priority
- Reward employees who deliver high customer satisfaction
- Share customer success

LUCKNOW HAS NOW AN EXCITING REASON TO SHOP & FUN



CROWN MALL
— The Ultimate Destination —

Shopping has a new address

BRANDS ON BOARD:

| | | | | | | |
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BRANDS ASSOCIATED WITH **foodquest** (FOODCOURT OPERATOR)

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| | | | | | |

Brands Fitout start by December '18

CROWN MALL, FAIZABAD ROAD, OPP. BBD COLLEGE, LUCKNOW, Contact Person: **Yogendra Kumar Arya** | M: 9935030025, 6392423331
E: yogendra@crownmall.co.in | leasing@crownmall.co.in

SELECT CITYWALK: A 360-DEGREE SHOPPING, DINING & ENTERTAINMENT EXPERIENCE



QUICK FACTS:

- Location of Mall: **Saket, New Delhi**
- Year of launch: **2007**
- Gross Leasable Area: **4.75 L sq. ft.**
- Average rent per sq feet per month: **₹800 / sq. ft per month (approx.)**
- Average footfalls on weekdays: **45,000 +**
- Average footfalls on weekends: **55,000+**
- Number of floors: **3**
- Number of retail stores: **192+**
- USP: **The right brand mix that we keep churning to stay relevant for our customers**

Select CityWalk is not just a shopping destination; but is a complete 360-degree entertainment centre.

The mall provides a wholesome experience to the shoppers and offer the best starting from shopping to entertainment to food. From socialising with your family to meeting up with friends to dedicated kids activity areas, the brand provides immersive experience for all the age groups. Visitors love to spend time at the shopping centre, not just for shopping but for holistic experiences to socialise, entertain and rejuvenate.

Select CityWalk has an open-air amphi-theatre to engage the visitors, the Delhi's first IMAX theatre, a family entertainment centre and India's first 6-screen theatre at our premises. From heavy discounts for shoppers to surprise gifts to curate culinary experiences and fitness events, the mall offers extravagant experience for its visitors.

The year 2018 worked exceptionally well for Select CityWalk in every aspect including business. The mall added several brands and



“SELECT CITYWALK HAS CONTINUOUSLY BEEN AWARDED WITH THE 'COUNTRY'S MOST ADMIRABLE SHOPPING CENTRE' BY NUMEROUS ORGANIZATIONS. THE SHOPPING CENTRE IS THE MOST UP-SCALE AND SWANKIEST IN NEW DELHI AND NCR.”

- Yogeshwar Sharma

new product categories in our shopping centre. More than 30 new stores were opened which meant fresh offerings for our patrons. They engaged their patrons and entertained them throughout the year with multiple unique events and

promotions. The mall also added KFC at the food court. The Sports Diner at Hangout has been a hit with the youngsters. A lot of new rides were also added at Hangout.

Key Achievements:

"Select CityWalk has continuously been awarded with the 'Country's Most Admired Shopping Centre' by numerous organizations. The shopping centre is the most up-scale and swankiest in New Delhi and NCR. In Excellence in CSR category, it received silver rank at Best Business Practices Award-Best Sustainable Green Initiative and a bronze rank at Social Impact Award- Best Corporate Community Partnership," says **Yogeshwar Sharma, Executive Director and CEO, Select CityWalk.**

Successful Campaigns

Select CityWalk's marketing and branding campaigns aims to create deeper engagement with



their customer base. Some of their successful campaigns in the year 2018 are listed below:

- #RebornAtCityWalk:** A long-term campaign which was implemented all over the shopping centre - from escalators to washrooms, everything speaking of reborn. Under the campaign, a product experience zone was created at the mall, where several products from the stores were displayed. The mall rewarded shoppers with makeovers

and merchandise when they shopped for and above a certain value and tagged the mall in their shopping spree selfies. They further asked the consumers to pick up these clothes and accessories and create a new look for themselves in the store itself, just like in their previous brand film. The activity ran for a month, and people who created the best looks, were gifted the whole ensemble.

- To pay tribute to the martyrs, Select CityWalk hosted their annual flagship event – Kargil Vijay Diwas. For Kargil Vijay Diwas celebrations, they hosted the Army Dog Show for the first time ever. Like every year, the mall also honoured the families of the martyrs who have served the nation.
- The mall also celebrated Hijra Habba, where they hosted transgender and LGBT community individuals from all across India in an attempt to portray equality, well-being and empowerment of all communities.
- For festivities, Select celebrated #GreenWaliDiwali approaching an eco-friendly approach for Diwali. They hosted a series of activities ranging from Diwali Bazaar to shopping promotions to Green Diwali decorations to Magnum Opus Ramayana, Kids Diwali Workshops and sustainable initiatives such as "Recycling Newspapers, Saving Trees".

including Indian Army Dog Show, Kargil Vijay Diwas: No Man Left Behind and Hijra Habb," says Sharma.

Apart from these the other events were:

- **Ramayana** - Select CityWalk presented Ramayana in collaboration with Kiran Nadar Museum of Art and Shriram Bhartiya Kala Kendra's. It showed Ramayana in a traditional and contemporary South Asian art form.
- **Wilderfest** - Select CityWalk organised WilderFest, Delhi's first ever and biggest vegan festival, to generate awareness and accessibility towards a vegan lifestyle. It offered a wholesome variety of scrumptious vegan food and is directed towards making veganism accessible.
- **Soldierathon** - Select CityWalk presented Soldierathon to honour brave heroes. The shopping centre partnered with Indian Armed Forces and collected donations support for the war wounded soldiers funds of Indian Army and Artificial Limb Centre where injured and paraplegic soldiers receive treatment.

New Brands Added

"Newer categories were added in the Indian wear segment such as Nicobar, Isharya and Needledust. To increase our F&B offering, we saw the launch of BreadTalk, IHOP, Bombaykery, KaffaCeraado. On the international front, we added Ted Baker, Bath & Body Works, Onitsuka Tiger, O Bag, Jo Malone, Hunkemoller and Dyson," added Sharma.

Event Calendar

"We have hosted over 100 events this year. Some key celebrations are as below –Kargil Diwas,



EVENTS, CAMPAIGNS BROUGHT FRESHNESS TO PACIFIC MALL IN 2018

Pacific Mall spent 2018 adding more freshness by introducing a fresh brand mix, innovative marketing activities, events and promotions, enhancing customer touch points, unique approach to social media and customer communication.

For Pacific Mall, the year 2018 started on a positive note with a healthy Quarter 1 and Quarter 2. Quite a few new brands were added this year which fostered the overall consumption and Trading Density of the mall. The overall mall consumption is growing at 15 percent over last year and the mall recorded highest sales for the centre in the month of November. Mall management is positive of breaking its own record in December 2018 and January 2019.

Successful Campaigns

Ambush Marketing: The mall took a dig at online shopping giants with an apt tactical campaign comprising of cheeky one liners aimed at online shoppers and online shopping. It was wicked smart, tongue-in-cheek funny and strategically spot-on just the way social media marketing is meant to be. And the fact that the campaign started trending organically on Twitter and getting shared on Facebook within hours of its launch meant it was hitting the sweet spot with woke netizens who've always been partial to sass and wit.

Midnight Shopping Weekends during EOSS: The malls carried out its First Midnight sale in the first week of July. It was such a success that they repeated the sale for another week.

Black Friday Sale: The First Ever Black Friday Celebration culminated successfully for the entire mall with more than 50



brands offering unbelievable offers and discounts. The overall sale was up by 250 percent over average Friday Sales

Halloween: The mall was able to instill fear in the minds of the customer even if it lasted only for a while. Capturing the customer's frightening yet hilarious response to our specially curated horror character of Samaira Morgan, Freddie Krueger and Stree was more than satiating.

Look Book with Cosmo: Lookbook is a fashion guide created in association with Cosmopolitan, with Urvasi Rautela decoding the top winter trends in the December edition.

Events Calendar

Anniversary Celebrations: The mall celebrated its 7th anniversary from January 6 to 28, 2018. More than 1480 customers registered for the lucky draw and the mall captured shopping worth ₹2.72 crore, while giving out assured gifts to 60 shortlisted customers as well as a mega prize to one lucky



“WE HAVE ADDED A MESSAGING BASED FEEDBACK SYSTEM FOR CUSTOMER TO SHARE THEIR FEEDBACK ABOUT THE EXPERIENCE IN THE MALL AS WELL AS AT STORES BY JUST SENDING US A QUICK MESSAGE. CUSTOMERS WILL ALSO BE ABLE BOOK MOVIE TICKETS, LOOK AT THE MENUS OF VARIOUS RESTAURANTS AND FOOD COURT OUTLETS IN THE MALL AND ORDER AND PAY FROM THEIR PHONE ITSELF.”

– Abhishek Bansal

winner. A video narrating the essence of place in relationship was released as a part of indirect promotion of mall's anniversary.

International Women's Day: International Women's Day was celebrated from March 2-11, 2018. A photo booth placed in the atrium of the most desired magazine "Vogue" had become a screaming halt for the customers and especially ladies were hovering the place to feature on the cover page of the magazine.

QUICK FACTS:

- Location of Mall: **Tagore Garden, Najafgarh Road, New Delhi**
- Year of launch: **2011**
- Gross Leasable Area: **6 lac sq. ft.**
- Average footfalls on weekdays: **35,000/-**
- Average footfalls on weekends: **50,000/-**
- Number of floors: **5**
- Number of stores: **140**
- USP: **One of the most premium malls in Delhi and the only one in West Delhi**



Spring Summer: The theme for this year's Spring Summer décor was "Enchanted Forest" for which we made a beautiful courtyard in the main atrium giving a delightful and appealing visual to the eyes. Flora inside the mall was unseen and exceptionally beautiful, and fashionably dressed mannequin's displayed the latest summer collection at various brands. We had showcased the latest spring summer collection for the year from March 16th till April 8th, 2018. Brands including Vero Moda, Cover Story, M&S, Tommy Hilfiger, Armani Exchange, Mango, Kazo, Only and Gap unveiled some of the season's hottest trends to make summer trendier and more stylish.

Valentine's Day: Valentine's Day was celebrated from February 9-14, 2018. The major attraction of the event was Tree of Love. The 45-foot high tree was specially designed to get that perfect selfie with loved ones. Also, all those who shopped for over ₹3000 got an opportunity to win a surprise gift daily.

Hot Wheels Car: For the first time ever, two live size latest models of HW FLAMES and HW

mall gave shoppers a chance to win shopping vouchers worth ₹10,000.

Kargil Diwas: This was a four-day long event wherein mall management created a soldier's installation using rugged resource such as scrape metal items. They also placed an LED screen which displayed people taking a pledge for the country and paying homage to martyrs.

Teacher's Day: This was a



RACE TEAM were displayed from February 16 -18 in the mall. Also, customers witnessed a first-of-its-kind fully interactive gaming-zone, inclusive of exciting track sets, virtual-reality challenges, interactive Trajectory Zone, Test Drive Zone and Slot Racer Zone with which one could challenge their limits.

Summer Events: Pacific's summer workshop had a huge airbus was installed for kids in the atrium. The airbus held a gamut of entertainment activities such as workshops on craft, painting, drawing, fashion design, aero modelling, kids fashion show, dancing etc.

Wild Wild West: A month-long End of Season sale took place this year from June 22-July 22 exploring the cowboy theme from the West. This included increased shopping hours, wild discounts and offers and engaging online as well as offline activities.

Denim Fest: In lieu of old denims the customers got vouchers from the mall. Also, shopping for more than ₹3,000 at the



five-day event. Children were encouraged to write letters to their favourite teachers, which were then mailed to the respective addresses.

MJ Tribute: The mall celebrated MJ's Birthday week by introducing a flash mob performance as well as engaging contests.

Yoga Day: Yoga Day celebrations took place at the mall on June 21 in association with Decathlon and Syaata. The face of Vedic yoga, Yogacharya Amit Dev spread his learnings among the audience.

Wedding Wonders: This grand wedding event was conducted from September 12 to 16. The event comprised of an exhibition by experts in the field of wedding apparels & Jewellery.



Shop & Exchange: The intent of this 16-day event was to increase the spend per customer at the mall where the management offered points to customers on shopping of ₹10,000 and above and the points were reimbursed against free merchandise from selected brands within a 'Pacific Wardrobe' which was created in the atrium. The response was outstanding with more than 300 gifts given out and about ₹1 crore of business captured.

Edit You: This was a very enthralling event for guests, wherein a celebrity image consultant gave them tips to revamp their personalities. This property became such a hit that it now occurs on the first Friday of every month.

Queen's Wednesday: A special campaign aimed to pamper the female guests every Wednesday. The customers are given free make overs and free health check up every Wednesday.

Musical Fridays: This event gave a platform to the novice talent to challenge their vocal skills.

Bhangra Workshop Season 2: The mall's customers' all-time favourite activity was back this winter with a free Bhangra Workshop every weekend.

New Brands Added

Bluestone, MIA, Madame, Camla, Lacoste, Skechers, Disney & Me, Daniel Wellington, Nykaa Luxe opened their stores at the mall where as BIBA relocated its store in 2018. Apart from this, Delhi's First 4DX was launched at PVR Premier in the beginning of the year. The mall is also in the process of upgrading the outdoor FEC with a complete revamp of the place and new rides like Roller Coster, Vertical Drop tower to refresh the FEC offering in the mall for the age group of 5-14 years.



Technology

"We have added a messaging based Feedback system for customer to share their feedback about the experience in the mall as well as at stores by just sending us a quick Message. Customers will also be able book movie tickets, look at the menus of various restaurants and food court outlets in the mall and order and pay from their phone itself. We are also in the process of augmenting it to be able to take care of all the queries related to mall by simply sending us a text message and get real time assistance on all their queries whether it is parking, navigation, offers, brand list, upcoming events, promotions, booking a table at restaurant, an appointment at salon etc," says **Abhishek Bansal, Executive Director, Pacific India.**

EXPRESS AVENUE, CHENNAI: SOUTH INDIA'S LARGEST DESTINATION MALL.

Over the last eight years, Express Avenue (EA) has had the opportunity to create and build a shopping and lifestyle destination like none other, in Chennai. The mall's journey through the years has enabled quite a few brands to enjoy the #1 trading density per square feet sales in South India, and one of the highest amongst the malls in the country.

2018 at Express Avenue turned out to be an exciting year for Chennaites as the mall atrium turned into a venue to showcasing culture, encouraging trade and even courts with attendant galleries. The major events included Thailand Expo, World Junior Squash Championship 2018, Pro Kabbadi 2018, Macherster United match live screening with former players to the city.

The Key Achievements achieved in 2018.

- Opening of Armani Exchange store in Chennai
- Opening of first ever South African F&B Brand Barcelos in Chennai
- Over ₹8 crore worth media visibility in form of PR coverage for marketing activities
- 'Best Mall of Chennai 2018' by Retail Association of India
- Achieved Best Venue for Activation Campaign by TAVF
- Gratifying and incentivising in-house retailers through annual Retailers Excellence Awards
- Successful turnaround of the mall infrastructure as part of the mall upgrade in terms of look and feel
- A successful collaboration with the Indian Squash Academy to host their world championship in the mall for 4 years consecutively
- Achieved an increase in the

overall marketing events and activations by a whopping 96 percent in the 2018-2019

- Collaborated with brands like Reebok, Armani Exchange, Charles and Keith, MAC, Bobbi Brown, Simon Carter etc. for marketing activations and guest listed events.
- Express Avenue hosted a larger than life Football World Cup installation in association with their official sport partner



adidas. It clocked the highest revenue pan India in adidas's store at Express Avenue.

- Leading International Cosmetics Brand MAC chose Express Avenue as their one amongst the only three mall in India to host their National Lipstick Day activities. This engagement garnered MAC a whopping increase in sales by 57 percent vs 2017-2018.
- Actions on Social Media platforms have increased by 347 percent in the year 2018 vis-à-vis social media engagements have shown an increase of 33 percent.
- Express Avenue's Facebook page is now the highest liked mall page in Chennai.



exhibited over 30 entrepreneurs from across India under one roof at Express Avenue with skyrocketing sales and handcrafted embellished décor to further enhance the customer experience.

- **Father's Day** – Father's Day 2018 at Express Avenue showcased activities for every father in tinsel town starting from a fitness activity in the wee hours of the mall, to interactive selfie opportunity for kids with their dads to Live Jamaican Band performing in the evening to an exclusive styling session for select dads. This day was celebrated by audience of over 600.
- **National Lipstick Day** – MAC Celebrated National Lipstick Day with a masterclass on various make up trends for the first time with National level artist Navreet Josan and Sonicat Express Avenue. This event witnessed over 120 fashion conscious make up lovers attending the workshop.
- Children's Day
- Halloween Celebrations
- Thailand Expo
- World Junior Squash Championship 2018
- International Yoga Day
- Retailer Excellence Awards
- Mall Anniversary celebrations
- Diwali Pop up
- Independence Day celebrations

Marketing & Branding Campaigns 2018

- EOSS resulted in increase of sales by 15 percent
- Shop n' Win Festivals resulted in increase in footfall by 22.5 percent
- The mall facilitated celebrity-led launches by Armani Exchange, which saw popular music director, Anirudh, grace the occasion of high tea parties organised by Charles and Keith for HNI's that resulted in sales increase by 40 percent
- Black Friday resulted in increase of sales by 35 percent and footfalls by 16 percent

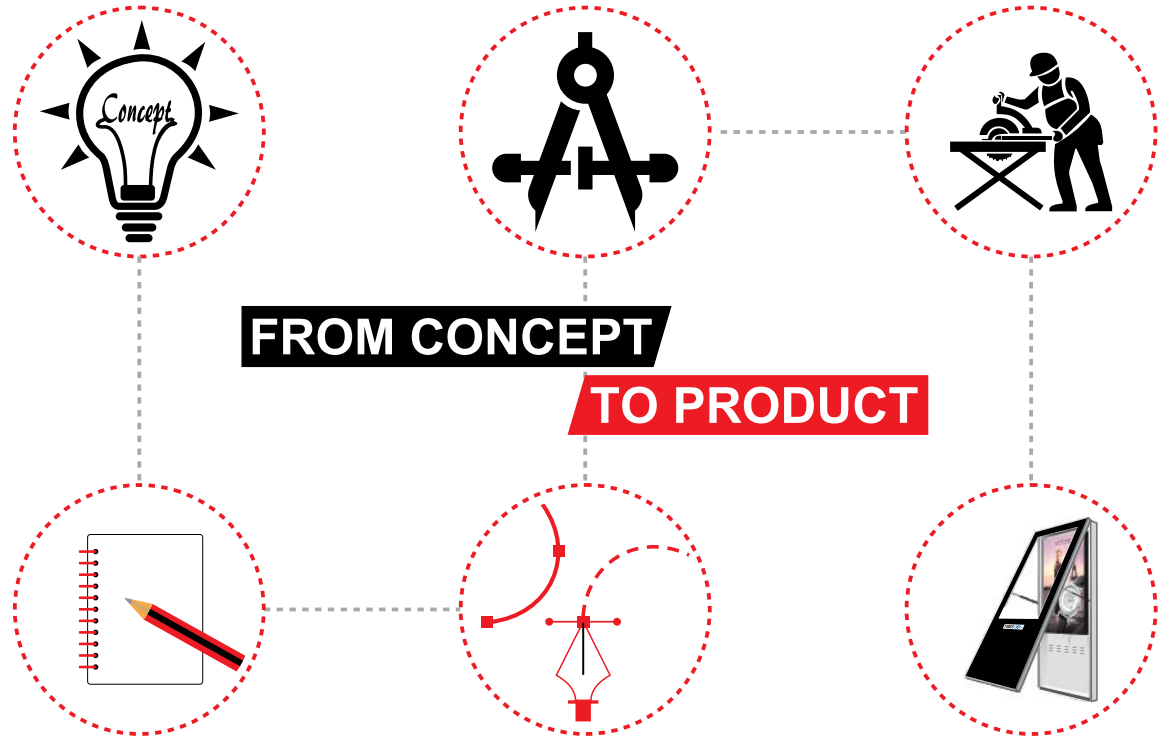
Event Calendar

- **Trunk Show** – The show

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MAJOR FOOTFALLS, REVENUE DEFINED 2018 FOR FELICITY MALL, NELLORE

Built and designed over a space of 3,20,000 sq. ft. with two basement parking spaces, MGB Felicity Mall, the first of its kind in Nellore, is the biggest mall of Andhra Pradesh. Felicity Mall is the one stop shop for shopping, entertainment, fun, food in the city. The mall encompasses a variety of retail outlets featuring different brands, apparel, food court, games and movies.

The year 2018 has been quite overwhelming for Felicity mall, with the second half of the year being particularly successful.

"Although lot of competition entered into Nellore, Still we managed to rake in major footfalls as well business volumes. Our mall stabilised and posted highest conversion ratio in this year. No major drop-outs have been witnessed indicating that retailers are growing at a healthy rate," says **Machani Gangadhar Gopala Krishna, Joint Managing Director, Felicity Mall.**

Successful Campaigns

"Since its launch, Felicity has been focusing on campaigns and events. The mall has been creating and conducting events which are unique in nature, something the city hasn't seen till date. An annual events calendar was rolled out to all retailers and followed religiously," says Gopala Krishna.

"We also do in-house branding for tenants, with a special focus on prices – a major highlight for the mall. One instance which worked well was the campaign which we conducted for McDonalds, which helped increase their revenue by 50 percent," he adds.

Events Calendar

Felicity mall conducted 144 days of events in the year 2018 in comparison to 128 in



2017. The events were mix of Entertainment, Cultural, Social Cause, Sports, Fun, Flash Mobs, Summer Carnival.

Felicity Mall has the best brand mix collection keeping in mind customer requirements. The brand boasts of being a one stop destination for shopping, dining and entertainment. Park Avenue, Khadims, VIP Luggage, Kurl-On, Kodak Photo Express, Ancient Living were added in the year, whereas Pepe Jeans and Neeru's were retailers who left the mall.

Technology

Felicity Mall has a dedicated software which manages and generates all reports (DMR). This exclusive software is also used to monitor the energy consumption in real time and analyses the

losses to control.

The mall generated solar energy is also tracked through separate software in real time.

New software introduced in parking management, with which paper less entry and exit can be done also, as soon customer enters into mall, he/she will be updated on offers available in mall through text message.

The mall also has a software to better facilitate parking. Through this, counting, categorisation and stay-time of the vehicles can be tracked in real time.

Family Entertainment Centre

The mall's food court was strengthened by bringing in strong food chain operator on board in the second half of the year. A new menu was

QUICK FACTS:

- Location of Mall: **Heart of the city**
- Year of launch: **2016**
- Gross Leasable Area: **1,90,000 sft.**
- Average rent per sq feet per month: **₹55/-**
- Average footfalls on weekdays: **9,000 / Day**
- Average footfalls on weekends: **18,000 / Day**
- Number of floors: **5**
- Number of stores: **50 & 13 Kiosk**
- USP: **One & only mall**



“ALTHOUGH LOT OF COMPETITION ENTERED INTO NELLORE, STILL WE MANAGED TO RAKE IN MAJOR FOOTFALLS AS WELL BUSINESS VOLUMES. OUR MALL STABILISED AND POSTED HIGHEST CONVERSION RATIO IN THIS YEAR. NO MAJOR DROP-OUTS HAVE BEEN WITNESSED INDICATING THAT RETAILERS ARE GROWING AT A HEALTHY RATE.”

– Machani Gangadhar Gopala Krishna

introduced, and all counters were renovated.

The number of kiosks were enhanced and now they are serving more items. A new kids section was added to the entertainment segment on the ground floor, which is getting major footfalls.

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NEW BRANDS, BIG EVENTS ENHANCE CONSUMER EXPERIENCE AT INORBIT MALLS



This fiscal year has been quite busy for Inorbit with the arrival of new brands, some of the biggest events/campaigns and celebrity visits that created excitement among consumers.

Inorbit Malad saw the launch of Innisfree – a natural wellness brand – and Kama Ayurveda, a high quality brand dealing in ayurvedic products. Jewelry brand Blue Stone also opened shop in the mall.

The mall also expanded its food options with the arrival of 99 Pancakes, HaagenDazs, Tea Villa Café, The Beer Café, Hitchki and Butter Chicken Factory, keeping in mind the fact that F&B is rapidly becoming one of the fastest growing categories worldwide and has become a critical part of consumer experience. Presently the mall houses close to 29 F&B brands.

Inorbit Vashi expanded its footwear category by adding brands like Skechers and Inc 5. Other brands including Chaayos, Chumbak, Wok Express and Lenskart.com too arrived at the mall.

This year was big for Inorbit Hyderabad with the arrival of the much awaited Big Bazaar. The store was inaugurated by Miss India winner, Shreya Rao. The inauguration was followed by a fashion show to exhibit the brand's newest collection.

Enhancing Consumer Experience

Getting ahead of the curve today is all about exceeding consumer



expectations by offering them exciting experiences that brings them back to the mall. Inorbit believes in offering a space where families and friends can bond and have memorable experiences. The malls have changed their offering in tune with being Family Entertainment Centres, since FECs are strong footfall generators. They offer wholesome entertainment to people of all age groups.

INOX, the multiplex partner of Inorbit Malad, recently enhanced its cinematic experience with Mumbai's first LED theatre screen, Onyx, brought by Samsung and the only IMAX in the western suburbs. The next upgrades on the list are the ultra-premium Insignia Audios to create the ultimate viewing experience for customers.

Inorbit Malad recently revamped Timezone and the brand relaunched itself as #NEXTGENTIMEZONE with a latest assortment of games, most of which have been brought to Mumbai for the first time.

The malls also have a yearlong events calendar and hostsome



unique events every month that create a buzz among visitors. During the festive season, all our five malls i.e. Mumbai (Malad and Vashi), Bangalore, Hyderabad and Vadodara welcome customers with larger than life décor, special offers and exciting giveaways.

Events & Campaigns

This year for Christmas the malls will be dolled up with life size installations and Christmas trees that will form a perfect

selfie point for the patrons. Unique engagement activities like special snowfall zones, Santa meet and greet, Doraemon and Shinchan visit will keep the shoppers hooked during the festive season.

Inorbit also hosts special campaigns like Pink Power – an initiative to empower women entrepreneurs by offering them a free kiosk space for nine months. Pink Power has emerged as one the biggest campaigns of Inorbit Malls and has won Gold at Asia Pacific Shopping Centre Awards amongst other accomplishments.

In addition to this, events like art fairs, Durga Puja festival, a science festival and Dogs Day Out have also been organised which have been lauded by people of all age groups.

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SUCCESSFUL CAMPAIGNS CREATED BRAND AWARENESS, TOP-OF-MIND RECALL FOR INFINITI MALLS

Infiniti malls need no introduction. They are an eclectic universe in themselves, housing a multiplex theatre, gaming zone, food court, recreational area and a multipurpose hall amongst other state-of-the-art facilities.

Successful Campaigns

The year 2018 has been fruitful for Infiniti Malls, with business growing by 15 percent and footfall increasing by 20 percent, in comparison to the previous year. Infiniti was also awarded the IMAGES Fashion Success Story of the Year: Mall + Retailer Collaboration Award 2018 and IMAGES Most Admired Shopping Centre of the Year 2018 – CSR.

The malls reached new heights in-terms of marketing and brand promotions in 2018.

"We had multiple campaigns this year such as the 'Flat 50% Sale' in the month of January and July to boost shopping. There were summer and monsoon campaigns that appealed to adults and kids alike, engaged with customers and then again, events were held during Diwali. In addition to this, events like, AutoExpo, Art Gallery, Organ Donation awareness campaign and CSR activities like Street Store were all organised by Infiniti. All these campaigns and activities created great brand awareness and top-of-mind recall for Infiniti Malls," says **Mukesh Kumar, Vice President, Infiniti Malls.**

Event Calendar

Infiniti malls are continuously engaged in creating a magnificent line of events and activities for their visitors. The Jungle Safari themed Funmania 2018 at both the Infiniti malls was packed with superabundant excitement. Swaag Wag Sundowner Pet Paw-ty for little furry visitors was



another event where many pets turned up in beautiful costumes for an action-packed evening full of fun and lots of entertainment. The Big Binge at Infiniti Mall, Malad was about witnessing a chaste celebration of summer weekend. The Yum-Yum Food Fest at Infiniti Mall, Malad was a delicious affair for foodies of the town.

"The mall marketing team is constantly involved in curating unique portrayal of art to the visitors and encourages the artists to participate and display their creativity," says Kumar.

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

In an attempt to be to create a place for everyone, Infiniti mall continuously focuses on community-led events, multiple CSR initiatives to create awareness. Partnering with local NGO's and charity groups, the mall always tries to support various social and noble causes. This year, Infiniti Mall, Malad held the second edition of Happy Feet for special kids.

"All our events are planned keeping one thing in mind and that is 'patrons are coming to the mall not only to shop but spend memorable time with their family and indulge in happiness'," adds Kumar.

New Brands Added

In 2018, Infiniti malls gave Mumbaikars a myriad of new retail options to choose from.

Home Centre, Big Bazaar - Gen Nxt, Zara, Calvin Klien, Caratlane, AND, Neeru's, Marks & Spencer, Mainland China, California Pizza Kitchen, Melting Pot, Maharaja Bhog, KFC, and Burger King are the brands under various category to name the few.

QUICK FACTS:

- Location of Mall: **Infiniti Mall, Malad**
- Year of launch: **2011**
- Gross Leasable Area: **1.2 million sq. ft.**
- Number of floors: **5 Retail Floors (Excluding basement Area)**
- Number of stores: **200**
- USP:
 - One of the biggest malls in Mumbai
 - More than 200 national and international brands
 - One of the largest Family Entertainment Centres of the city
 - Only mall to have indoor 360 roller coaster ride
 - Parking sensors in parking area



“THERE WERE SUMMER AND MONSOON CAMPAIGNS THAT APPEALED TO ADULTS AND KIDS ALIKE, ENGAGED WITH CUSTOMERS AND THEN AGAIN, EVENTS WERE HELD DURING DIWALI.”

- Mukesh Kumar

Additionally, the mall launched Miniso, MI, Lenskart, Ray Ban, Tom Tailor, Luxxubrance, Home centre, Hush Puppies, Zivame and Zink London, which added the right balance of brands that cater to different sections of shoppers and leave them spoilt for choice. New addition to the food court was Frozen Bottle, The Churros Co. and Belgian Waffle.

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LULU MALL: KERALA'S MOST PREFERRED SHOPPING, FOOD AND ENTERTAINMENT DESTINATION

LuLu Mall, Kochi – in its 5th year of operations – is Kerala's most preferred shopping, food and entertainment destination, aside from being one of India's largest malls. The year 2018 has been a year of many accomplishments for the brand. Footfalls have grown by 15 percent and trading density by 17 percent and its direct entry from the Kochi Metro station has been one of the factors behind this. The mid-premium positioning that the mall was trying to achieve through the profile of customers, marketing initiatives and brands within the mall was made possible this year.

Key Achievements

LuLu's Loyalty Program has helped establish a direct relationship with customers in keeping with the most important USP of their program – going beyond each visit to the mall.

"We have successfully incorporated Geo-Fencing and ANPR (Automatic Number Plate Recognition) to our LuLu Loyalty Program. The mall has witnessed the highest TD since its operations, and there has been an increase in footfalls by 15 percent in the year. We were able to bring 34 brands to the mall through selective churning, out of which 15 brands opened store in Kerala for the very first time. We also introduced a Gold 9-screen multiplex experience for the patrons of Kerala in 2018," says **Shibu Philips, Business Head of LuLu Shopping Mall.**

Successful Campaigns

"This year, the mall focused on customer retention, through its loyalty programme. With our existing Women's Wednesday initiative, we added a monthly property called Queens of LuLu, which has become one



of the most awaited, fun club activities for women in the city. The top spenders of our loyalty programme have been given privileged entry to LuLu Upper Crust, with exclusive movie screenings, free dining and gifts.," says Philips.

"When it comes to marketing and branding, activities are high during celebration and sales time through various activities to enhance customers," he further explains.

Other popular activities included Summer Camps for kids and LuLu Shopping Festival.

"Sale events ensured a steady footfall and boost in revenues at the mall this year. Category-wise, promotions were given equal importance like Lulu Beauty Fest, Women's Wednesdays, Tasty Tuesday, LuLu Fashion Week, LuLu Digital Expo etc. We have also undertaken some very unique events like LuLu Flower Fest, LuLu Football Challenge and LuLu Reader's Fest – all aimed at enhancing the experience of our customers. All these events were

well appreciated by mall visitors," says Philips.

New Brands Added

The year saw 34 new brandentries to the mall through selective churning, out of which 15 brands opened store in Kerala for the very first time.

Some of these brands include: Forever New, Nykaa, One Plus, Usupso, Kama Ayurveda, Lenskart, Wishful, Linen Club, Speedo, Wrogn, Imara, Flipflop Hub, Tacobell, Punjab Grill, Span, Blackberry Casuals, First Cry, Crocurry.com, Bipa Ayurveda, Keventers and more. Few brands were also given complete make-overs.

FEC First

"Being the first avenue for large scale organised retail in Kerala, which provides a complete shopping and entertainment destination value, we have been able to stay far ahead of competition across the state this year as well. Entertainment continues to do exceedingly well with a growth of 17 percent,

QUICK FACTS:

- Mall developers name: **Lulu International Shopping Mall Pvt Ltd.**
- Number of Floors: **Ground plus 3**
- Total built-up area: **2.5 million sq. ft.**
- Gross leasable area: **6.2 lakh sq. ft.**
- Anchor tenants: **Lulu Hypermarket, Lulu Fashion store, Lulu Celebrate, Sparkys, PVR Cinemas, Westside, Marks & Spencer, Hamleys**
- Average footfall (weekdays): **60,000**
- Average footfall during weekends: **80,000**
- USP: **Only Lulu Hypermarket in India; Presence of over 70 brands, unavailable elsewhere in Kerala; Size of the mall; Entertainment zone; dining options**



“THE MALL HAS WITNESSED THE HIGHEST TD SINCE ITS OPERATIONS, AND THERE HAS BEEN AN INCREASE IN FOOTFALLS BY 15 PERCENT IN THE YEAR.”

– Shibu Philips

with the addition of a unique trampoline park, Rebound, built in a total area of 5000 sq ft. F & B at Lulu Mall has recorded a growth of 21 percent. New cafes have been introduced across the mall as a means for a casual F & B option while shopping. We added brands like Taco Bell (first time in Kerala), Punjab Grill, Keventers this year," concludes Philips.

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EVENTS GOT GREAT REACH FOR PHOENIX MARKET CITY IN 2018



QUICK FACTS:

- Location of Mall: **Whitefield, Bangalore**
- Year of launch: **2011**
- Gross Leasable Area: **6.62 lacs**
- Average footfalls on weekdays: **45,000**
- Average footfalls on weekends: **95,000**
- Number of floors: **04**
- Number of stores: **296**
- USP: **Good mix of international and national brands, dedicated space for events**



Phoenix MarketCity leaves no stone un-turned when it comes to customer satisfaction and always believes in providing a complete 360-degree experience. The mall has a great mix of international and national brands. A dedicated space has been allotted for events and other social and promotional activities. The mall has a good mix of restaurants and gastro-pubs such as Social, Café Noir and Harry's to name just a few. It also has a jewellery cluster comprising of some of the biggest brands in the country such as Tanishq, Caratlane, Malabar, Senco etc. The mall also has play zones including Amoeba, Smaaash and a PVR with 9 screens.

2018 has been a very fruitful year for Phoenix Marketcity Bangalore. "All in all, 2018 was a fantastic year and we look to end it on a high as we have set up India's tallest Christmas tree which is 75 feet in height which would be a visual delight for all our customers," says **Gajendra Singh Rathore, Senior Centre Director, Phoenix Marketcity Bangalore.**

Successful Campaigns

One of the major campaigns in 2018 was the 'Phoenix Shopping

Festival' which ran through the months of July and August.

"The concept behind the Phoenix Shopping Festival was to club two other big events such as the 'End of Season Sale' and 'Shop and Win'. The EOSS is where more than 300 brands were on flat 50 percent off and 'Shop and Win' was all about shopping for more than Rs. 10,000 and standing a chance to win exciting daily, weekly and bumper prizes such as jewellery, watches, phones and three brand new Harley Davidsons," says Rathore.

"The campaign paid huge dividends as we achieved a customer database of more than 30000 and also had a consumption of ₹220 crores during the two months," he states.

Another very successful campaign has been the 'Phoenix Festival - Season 2' which is

currently going on at Phoenix Marketcity. The success of the first edition of the festival prompted us to do it for the second time this year and the response has been even better this year," he further adds.

Event Calendar

The biggest advantage of Phoenix is the amount of space which is spread across 1.4 million sq. ft. They also have dedicated areas like the Courtyard and the Bitumen area where the events are conducted.

"We did musical concert, art fest, a food festival, dance events, CSR activities this year. The major events were ArtSci Fest, BrewBQ festival, Halloween festival, Phoenix Fashion Night and many more. All these events did extremely well and got us some great reach in all forms of media," says Rathore.

“ALL IN ALL, 2018 WAS A FANTASTIC YEAR AND WE LOOK TO END IT ON A HIGH AS WE HAVE SET UP INDIA'S TALLEST CHRISTMAS TREE WHICH IS 75 FEET IN HEIGHT WHICH WOULD BE A VISUAL DELIGHT FOR ALL OUR CUSTOMERS.”

- Gajendra Singh Rathore

New Brands Added

A total of 31 brands opened at the mall this year namely Kioda, Helios, Just watches, Wacoal, Zivamelra, Unniyarcha, Joyalukkas, HaagenDazs, Coffee Bean and Tea Leaf, Bobbi Brown, TomTailor, Lacoste, Daniel Wellington, Isharya Kama, Ayurveda, Innisfree, Steve Madden, Dune, Mango, Metro, Rare Rabbit, Havaianas, Skechers, Breakout, Miniso, The Thick Shake Factory, Punjab Bistro, Smily Kiddos, Shiv Sagar and Smoke. Ten brands left the mall in 2018..



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P&M HI-TECH CITY CENTRE: THE LARGEST MALL OF JAMSHEDPUR IS TRANSFORMING RETAIL IN EASTERN INDIA



P&M Hi-Tech City Centre Mall, Jamshedpur, Jharkhand, is the one of the largest shopping malls in eastern India. It has a gross lease-able area of 550,000 sq ft (51,000 m²). The mall is an ultra-modern building conforming to international standards and is uniquely landscaped with a mall frontage area of more than 800 ft. It is also equipped with convenience facilities such as centrally air-conditioned and earthquake resistant design along with escalators and elevators of international quality.

The mall also has tastefully designed and decorated atrium and common areas for its visitors. There is one-way traffic movement at entry & exit point for parking to avoid traffic congestion. The parking is huge and technically equipped to park approximately 500 cars and other small vehicles. City Centre's security system is fully outfitted with modern fire detection and suppressing systems with 24-hrs CCTV security surveillance.

The mall has been built by film director Prakash Jha along with RK Aggarwal.

The year 2018 has been a mixed yet encouraging year



for the mall in respect to business conducted. Post a delayed launch last year, the mall successfully completed 82 percent occupancy which included international brands.

Brands Added

The mall added more than 50+ brands this year, including Tommy Hilfiger, The Danish Rach, The Body Shop, Being Human, AND, Global Desi, Just Watches, Louis Phillipe, Van Heusen and adidas to name just a few.

The Food Court and the multiplex are the main USPs of the mall. The PJP Cinépolis with a 6 screen multiplex, 2 silver screens and a 45,000 sq. ft. food court have really worked towards bringing in the footfalls,"

says **Shubhojit Pakrasi, Vice-President, P&M Hi-Tech City Centre.**

"We have signed on Smaaash and have allocated a 12,000 sq. ft. area to it. It is expected to be operational by January 2019. The food court is 100 percent occupied with brands like KFC, Dominos, PHD, Moti Mahal, Café Coffee Day, Dosa Plaza and new entrants like Rolla Costa, Yummerican Fries, Charcoaleats etc.," he adds.

A roof top grill and bar concept named SKY 180 has also been launched and has quickly become one of the most preferable evening hangout spots in Jamshedpur.

One of the major activities conducted by the mall

QUICK FACTS:

- Location of Mall: **Jamshedpur**
- Year of launch: **9 September 2017**
- Gross Leasable Area:: **3,35,000 sq. ft**
- Average rent per sq feet per month: **₹125/- psf**
- Average footfalls on weekdays: **13,607**
- Average footfalls on weekends: **28,919**
- Number of floors: **B1 LG UG 1st 2nd 3rd**
- Number of stores: **168**
- USP: **Largest mall in Jharkhand and the first mall of Jamshedpur**



“**THE FOOD COURT AND THE MULTIPLEX ARE THE MAIN USPS OF THE MALL. THE PJP CINEPOLIS WITH A 6 SCREEN MULTIPLEX, 2 SILVER SCREENS AND A 45,000 SQ. FT. FOOD COURT HAVE REALLY WORKED TOWARDS BRINGING IN THE FOOTFALLS.**”

- **Shubhojit Pakrasi**

management this year was printing of an A grade Brochure and hand delivering it to more than 30 000 SEC A and SEC A+ residences. The same was duplicated on a digital platform to maximise the effect of the marketing strategy.

QUEST MALL: A RADICAL REVOLUTION IN FASHION & LIFESTYLE

Quest Mall needs no introduction. The mall has been culmination of the pursuit for luxury retail and fine dining in Kolkata, the cultural capital of India. This landmark destination – in just a little over three years, has turned out to be a radical revolution in fashion and lifestyle, providing a clutch of the spiffiest experiences for the classes, as well as setting a unique aspirational benchmark for the masses in the region.

Located at the heart of this eclectic city, the mall is conveniently at the cusp of premium residential areas like Ballygunge and Park Street, with effortless access from Alipore & New Alipore – via a swift flyover. Its impressive facade is a mesmerising interplay of solar-powered lighting against a modern and energetic asymmetrical structure – inspired by India's varied culture and natural beauty.

The year 2018 has been quite fascinating for the mall. "The aspiration and demands of people are changing, with time. As a result of it, there has been a lot of positive churn as the mall has entered into its sixth year on 31 October 2018. This has opened an array of opportunities for both Quest with the new brands influx adding freshness to the offerings and the brands who were eager to have their presence inside Quest," says **Sanjeev Mehra, VP, Quest Properties India Ltd.**

Key Achievements for Quest in 2018

- Number of new operational stores – 10
- Pop up @ The Loft for the first time in Kolkata: La Martina, Juicy Couture, BCBG, Diesel, Brooks Brothers, Tarun Tahiliani, Varun Bahl, Kate Spade, TOD's & Berluti Edition,



Bvlgari, Salvatore Ferragamo, Patine, Ermenegildo Zegna, Janavi and Abu Jani Sandeep Khosla were featured in the pop up

- Highest sale figure in January 2018

Successful Campaigns

Quest's most successful marketing has been 'The Midnight Sale' initiative which was conducted in the month of June. The Black Friday sale conducted in November was the other successful initiative. The USP of both the sales are that they are precursors to the mall's famous End of Season Sale (EOSS).

Events Calendar

Apart from sales events, Quest also conducted a few pop up events at their dynamic exhibition and sales unit, The Loft, on the sixth floor of the mall. The events were a healthy mix of entertainment, cultural activities, social causes, sports, flash mobs, carnivals etc.

New Brands Added

International brands which opened shop in Quest in 2018:

- Bobbi Brown, • Coach, • GANT, • GAP Kids, • Hugo Boss, • MI, • Paul & Shark, • TOD's

Domestic brands that set up shop in Quest in 2018 are:

QUICK FACTS:

- Location of Mall: **33, Syed Amir Ali Avenue, Kolkata-17**
- Year of launch: **2013**
- Gross Leasable Area: **4,00,00 sq.ft. (approx)**
- Average footfalls on weekdays: **50,000 – 60,000**
- Average footfalls on weekends: **70,000 – 80,000**
- Number of floors: **8 (B2, G, 1st to 6th)**
- Number of stores: **134 units & 22 kiosks**
- USP: **Perfect blend of luxury retail and fine dining**



“THE ASPIRATION AND DEMANDS OF PEOPLE ARE CHANGING, WITH TIME. AS A RESULT OF IT, THERE HAS BEEN A LOT OF POSITIVE CHURN AS THE MALL HAS ENTERED INTO ITS SIXTH YEAR ON 31 OCTOBER 2018.”

– Sanjeev Mehra

- Forest Essentials, • Isharya, • Latin Quarters, • Rare Rabbit
- However, the brands which left in 2018 were FCUK, Paul Smith, Furla, Little Johnnie, Club SP, Motorola.

As far as the FEC segment is concerned, the new additions were Aajisai, Japanese Casual Fine Dining with Sushi Conveyor Belt System.

"For the first time, we have a Teppanyaki grill in India, which has a sushi conveyor belt system. The Japanese restaurant was made open to public on 19 January 2018 and has received a very promising response since opening," concludes Mehra.

ORION MALL AT BRIGADE GATEWAY: SURGING AHEAD



Among India's top 5 malls

Designed by HOK New York, the world's leading mall architects, Orion Mall at Brigade Gateway is considered among the best in the country. Launched in 2012, it's part of a 40-acre integrated mixed-use enclave that comprises Bangalore's tallest office building, World Trade Centre Bangalore, a 5-star Deluxe Sheraton Grand Hotel, 1255 premium residences, Columbia Asia Hospital, and a 2-acre manmade lake center-piece with a promenade. Spread across 1.1 million sq ft, it is one of South India's largest malls with 4 floors of retail space that include shopping zones, multiplexes, food & beverage venues, outdoor lakeside cafes and gaming zones.

Smartly curated retail mix

Orion Mall's success has been driven by the quality of the retail offering, and a commitment to enhancing the customer experience and taking it to the next level. The retail brand mix is, of course, one of the factors underpinning the success of Orion Mall with the perfect blend of international brands and homespun ones. The product mix, ranging from apparel to cosmetics, accessories, gadgets, lifestyle and more, is also arranged to cater to every customer profile. More than 30 brands at Orion Mall are among the top performers on a national scale.



Buzzing year-round events and activities

Orion Mall's success can be attributed to the sustained, all year, marketing initiatives that are strategically driven to appeal to various segments - from families to children, to the style-conscious shopper & lifestyle buffs. The mega Orion Shopping Festival around Diwali is a huge crowd puller. Other exciting initiatives like the Annual Summer Carnival, Fashion Week and Fun League reinforce Orion's credentials as a wholesome destination, giving shoppers a value-added experience beyond shopping. For festive occasions, the mall goes all out to attract festive shoppers with glitzy décor and fun engagement activities. During Christmas, Orion Mall is transformed into a spectacular wonderland, with thoughtfully-crafted interiors, live festive performances, carol singing and much more. The mall also does niche events such as the Wine Festival, Flower Show and fashion-oriented events to attract a wider class of audience.



South India's most award-winning mall

By consistently striving to achieve the highest possible standards, Orion Mall has been recognised for its amazing shopping, food & beverage and value-added experiences. Backed by strong leadership, commitment, creativity and experience, Orion Mall has won numerous prestigious awards over the past 7 years.

An exciting future

Orion Mall has been witnessing outstanding year-on-year growth and the plan is to accelerate that pace in the coming years. The long-term vision is for Orion Mall to be India's top mall brand. Plans are underway to expand its portfolio to Hyderabad and Chennai and Kochi apart from further expansion in Bangalore. The smart retail mix, high-octane marketing and location strategy is all geared up to realizing that vision.



Since its launch in 2009, Korum Mall has emerged as one of the most popular shopping and hangout destinations for Millennials in Thane and Central Mumbai. A property of the Kalpataru Retail Ventures Pvt. Ltd., a Kalpataru Group company, Korum brings an un-surpassable international shopping experience to the city.

Nine years ago, the mall was launched at a time when Thane had just begun witnessing growth. Being a pioneer in the shopping mall format in Thane, Korum has witnessed how the city has inculcated the growing mall culture and trends in the last decade. It continues to provide a differential experience with the brands offering ambience and events that are held for the customer engagement.

Journey of the Mall

Korum is the first organised mall with a great retail mix of over 130+ national and international brands. It offers a 360 degree mall experience in shopping, entertainment, lifestyle and

dining and has even brought a lot of firsts for Thane over the last ten years. More than 30 thoughtful and sensible services, and 270+ days of marketing events, further enhance the shopping experience. Over a period of six years, Korum has won more than 44 awards for various facets of the mall.

Since its inception, various efforts have been taken to meet the growing demands of

consumers while also making mindful contributions through the years. The mall's endeavor to strive for the best and provide the best for its customers has earned it over 56 accolades on a national as well as international level.

"Apart from being one of the most popular landmarks of Thane, Korum has brought a lot of fun and excitement to Thane-ites with the opening of the first experiential gaming and

THROUGH THE YEARS, KORUM MALL HAS CONTINUALLY ENDEAVORED TO PROVIDE THE BEST SHOPPING EXPERIENCE TO PATRONS BY WAY OF DIFFERENT DEALS, OFFERS, PRIZES, GAMES, CELEBRATIONS, AND MUCH MORE. IT HAS ALWAYS ADOPTED A HOLISTIC APPROACH TOWARDS ACHIEVING CUSTOMER SATISFACTION AND HAS INVARIABLY BEEN SUCCESSFUL AT IT.

Korum Mall: Bringing an Unparalleled International Shopping Experience to Thane

– By Sandeep Kumar

Being a pioneer in the shopping mall format in Thane, Korum has witnessed how the city has inculcated the growing mall culture and trends in the last decade. It continues to provide a differential experience...

family entertainment centre of the area – Smaaash – on a dedicated space of over 14,000 sq.ft. Smaaash comes with its signature bowling lanes, arcade games, virtual reality experiences and much more. With this launch, the mall also has taken a step towards encashing on the growing need of family entertainment centres of city dwellers. Thane-ites can look forward to new eating joints like McDonald's, DakshinRasoi (a new breakfast option by popular food chain Indigo Deli), apart from concept hangouts like Thane Pub Exchange and Liveup



Café & Sports Bar, all which are new and exciting ways to spend evenings with friends and family," says **Paresh Mishra, Mall Retail Head, Korum Mall.**

Location Strategy

The USP of the mall is its location and design. The mall is located in the heart of the city on the Eastern Express Highway.

"The Eastern Express Highway easily connects the mall to all the parts of the city as well as central suburbs of Mumbai. Having a distinct imaginative and award winning design,

and friends – engaged.

"We plan our engaging activities where visitors across ages can come together and have fun. We also believe in providing a platform for our shoppers who wish to showcase their talent or wish to learn an art. Being an active community centre, we believe in giving back to the society for which we plan various CSR activities. Among the latest engaging activities planned by the mall includes 'Live Kabir Café' performance that left the crowd spellbound with a contemporary rendition



“APART FROM BEING ONE OF THE MOST POPULAR LANDMARKS OF THANE, KORUM HAS BOUGHT A LOT OF FUN AND EXCITEMENT TO THANE-ITES WITH THE OPENING THE FIRST EXPERIENTIAL GAMING AND FAMILY ENTERTAINMENT CENTRE OF THE AREA – SMAAASH ON A DEDICATED SPACE OF OVER 14,000 SQ.FT. SMAAASH COMES WITH ITS SIGNATURE BOWLING LANES, ARCADE GAMES, VIRTUAL REALITY EXPERIENCES AND MUCH MORE”

– Paresh Mishra

satisfaction and has invariably been successful at it. The mall also leaves no stone unturned in tuning the mall according to the occasion through stunning decor for festivities like Holi, Ganesh Utsav, Navratri, Dussehra, Diwali, Halloween, or Christmas.

Role of Hospitality in Generating Footfalls

Today, hospitality forms an essential part of a mall. Along with traditional retail therapy, these hospitality centres in malls are allowing customers to experience quality leisure time with their family in a plush ambience and air conditioned environment.

"The reason for their growing importance is the need for space where family and friends can spend time together under one roof without having the hassle of travelling far from the city. The changing buying habits of shoppers, increasing spending capacity, double earning family members, increasing aspirations and their increasing preferences for buying online have created an opportunity for malls to

increase the hospitality quotient in malls. Malls across cities are already engaged in creating spaces to accommodate the new breed of retail segment. In Thane, Korum Mall has taken the lead in bringing in the city's first experiential gaming and family entertainment centre by launching Smaaash. With this launch the mall also has taken a step ahead to cash in on the growing family entertainment needs of the city dwellers and thus be known as the new destination for Fun, Food and Entertainment," explains Mishra.

Besides this Korum has series of dining brands such as Starbucks, Barbeque nation, DakshinRasoi, Thane Pub Exchange, Liv Up Sports Café bar and many others that make the mall a complete experience centre.

Brand Vision

"The mall's vision to provide a holistic experience to its customers and its continuous effort to understand the latest trends and accordingly upgrade itself is the prime reason for our success. The latest endeavour includes our transformation as a family entertainment centre than merely being a shopping centre. With a great mix of retail brands, F&B, entertainment and series of services towards customers has enabled us to be the leading choice among malls for shoppers. Besides the unique design and prominent location, and continuous customer engagement activities and gratification has helped us to reach where we are today," explains Mishra.

Team Korum

Korum Mall is managed by a team of committed and experienced retail and shopping centre professionals. They are not only dedicated to the customer's needs but are also updated and upgraded in the field of retail support, facility management, loss prevention, engineering, finance and marketing. ●●



Korum is one of the city's largest retail developments with a total constructed area of 10 lac sq. ft. and a retail built up area of 4.5 lacs sq. ft. The 18 escalators, 5 elevators and 6 customer bridges provide seamless connectivity throughout the mall. The 20,000 sq. ft. naturally lit, grand atrium gives shoppers a distinct visual impression, right at the entrance. It caters to the shopping needs of the newer population who have settled in the newer areas of Thane like Ghodbunder road," says Mishra.

Customer-Centric Activities

Korum understands the key to visitors' happiness and in a bid to convert them into loyal, spending consumers, the mall has understood the importance of keeping them – and their families

of Saint Kabir's poetry. On the occasion of Children's day the mall curated a special weekend for Children's with Doraemon at the mall. This year's Ganpati celebrations included a Ganpati idol made of E-waste. The idea was to create awareness about E waste management. On the occasion of Christmas, along with an impressive Christmas décor, the mall has installed a 40 feet Christmas tree that has been the talk of the town during the festive season," says Mishra.

Through the years, Korum Mall has continually endeavored to provide the best shopping experience to patrons by way of different deals, offers, prizes, games, celebrations, and much more. It has always adopted a holistic approach towards achieving customer



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North India Retail Awards 2018 Honour Retail Powerhouses, Brand Visionaries

– By IMAGES Retail Bureau

The third edition of IMAGES North India Retail Awards saw 'Recognition of Achievements' awards being presented to 29 retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces...



The most talked about retail fiesta of the year for North India, IMAGES North India Retail Awards 2018, concluded with the presentation of Retail Excellence Awards to 29 awardees across four broad categories – Visionary Awards, Excellence Awards, Presentation Based Awards and Awards for key Retail Verticals and Retail Launches.

The third edition of IMAGES North India Retail Awards 2018 saw 'Recognition of Achievements' awards being presented to 29 retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces.

Aside from this, IMAGES Visionary Awards for Brand Development, Retail and Customer Service were also presented to five luminaries who created outstanding lifestyle environments and experiences for customers and were the first movers in either creating iconic retail and lifestyle destinations or in scaling truly differentiated retail concepts. The award ceremony was held on December 20, 2018 at Shangri-La hotel, Delhi.

Nomination Process & Jury

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 selection process for the awards involved inviting entries from International, regional and local retailers across multiple categories in North India. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The prelim jury identified best performers among retailers. The awardees were shortlisted from a roster of over 100 nominations. Awardees were selected by an eminent jury that comprised some of the most celebrated names from the fields of business, media, and research and consulting.

The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business. Jury members included: **BS Nagesh**, Founder TRRAIN; **Abheek Singhi**, Sr. Partner and Director, The Boston Consulting Group; **Ajay Kaul**, Senior Director, Everstone Group; **Ajay Macaden**, Executive Director, Nielson Group; **Anand Ramananathan**, Partner Strategy and Operations Consulting, Deloitte India; **Ankur Shiv Bhandari**, Founder and CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Harish Bijoor**, Founder, Harish Bijoor Consults Inc; **Harminder Sahni**, Founder and MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sreedhar Prasad**, Kalaari World; **Shubhendu Roy**, Partner AT Kearney; and **Amitabh Taneja**, CMD Images Group.

The on- ground jury panel for presentation based awards included **Subhendu Roy**, Partner, A.T. Kearney; **Shibu Philips**, Business Head; **Viren Rajdan**, MD, Brand-nomics; **Dr Sibichan Mathew**, Director -in-charge, NIFT Campus; **Kapil Malhotra**, Founder & MD, Total Solutions Group; **Pawan Jain**, MD, Safexpress.

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Category-Wise Breakup of Images North India Retail Awards 2018

★ IMAGES Most Admired Retailer of the Year:
Fashion & Lifestyle



(Rapid Expansion with Value Retail Format);



(Profitable & Steady Expansion with MBO Chain)

★ IMAGES Most Admired Retailer of the Year:
Fashion & Lifestyle (Single Brand)

madame



(Largest Women's wear Chain Expansion),



BLACKBERRYS
(Largest Men Single Brand Chain Expansion)

★ IMAGES Most Admired Retailer of the Year:
Fashion Accessories



★ IMAGES Most Admired Retailer of the Year:
Food & Grocery



(Repositioning & Fastest Cluster Expansion)



(Doubling Sales and 200% YoY Same Store Sales Growth)

★ IMAGES Most Admired Retailer of the Year:
Foodservice



★ IMAGES Most Admired Retail Launch of the Year:



SIMON CARTER

LONDON

Mall of India, Noida



CLOTHING / ACCESSORIES / DECOR

Ambience Mall, Vasant Kunj, Delhi

★ IMAGES Most Admired Retailer of the Year:
Hypermarket



Is se *sasta* aur *accha* kahin nahi!

★ IMAGES Most Admired Retailer of the Year:
Department Store



YOUR STYLE. YOUR STORE.

IMAGES EXCELLENCE AWARDS

★ Fastest Growing Eyewear Retailer Serving over 7 Million Customers



★ Largest Value Retailer from North India with International Recognition



★ Benchmark in Express Food Service



★ Fastest Large Format Value Fashion Retailer



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PRESENTATION BASED AWARDS

★ IMAGES Most Admired Retailer of the Year:
Innovative Retail Concept



YOUR STYLE. YOUR STORE.

(Winner)



(Runner-up)

★ IMAGES Most Admired Retailer of the Year:
Marketing & Promotions



(Winner)



(Runner-up)

★ IMAGES Most Admired Retailer of the Year:
Store Design & VM



CLOTHING / ACCESSORIES / DECOR

(Winner)



BLACKBERRYS

(Runner-up)

★ IMAGES Most Admired Startup of the Year:



(Winner)



(1st Runner-up)



(2nd Runner-up)

IMAGES VISIONARY AWARDS

★ Abhishek Bansal,
Executive Director



★ Raj Singh Gehlot,
Chairman



★ Avtar Singh,
Founder



★ Shyam Sunder Aggarwal,
MD



Top Retailers Honoured for Excellence in Brand Development, Retail & Customer Service

IMAGES Visionary Awards: North India, saw awards presented to four stalwarts of the retail industry, pillars behind successful brands and retail concepts...

The third edition of IMAGES North India Retail Awards 2018 saw 'Recognition of Achievements' awards being presented to retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces. The most talked about retail fiesta of 2018 was held at Shangri-La Hotel, Delhi on December 20, 2018. The awards were presented across four categories – Visionary Awards, Excellence Awards, Presentation-Based Awards and Awards for key Retail Verticals and Retail Launches.

IMAGES Visionary Awards, the new entrant in the award category, was the highlight of the ceremony. IMAGES Visionary Awards under the category 'Excellence in Brand Development, Retail and Customer Service' was awarded to Abhishek Bansal, Executive Director, PDCL; Raj Singh Gehlot, Chairman, Ambience Group; Avtar Singh, Founder, Woodland and Shyam Sunder Agarwal, MD, Bikanervala Foods.

ABHISHEK BANSAL EXECUTIVE DIRECTOR, PDCL

After an enriching stint in the construction industry, **Abhishek Bansal, Executive Director of Pacific India**, and one of the brains behind the group's construction arm is today successfully supervising all the endeavors of Pacific Group. He plays an active role in the strategic planning and direction for the existing and proposed ventures of the group. He is also the main force behind group's endeavor into retail real estate and education.

He heads the group in the capacity of an Executive Director. The group, under his guidance, has achieved great heights. His vision and approach towards the business are very dynamic and fresh. His immaculate business understanding and a great relationship with all the stakeholders has helped the company's commercial projects get the top line brands.

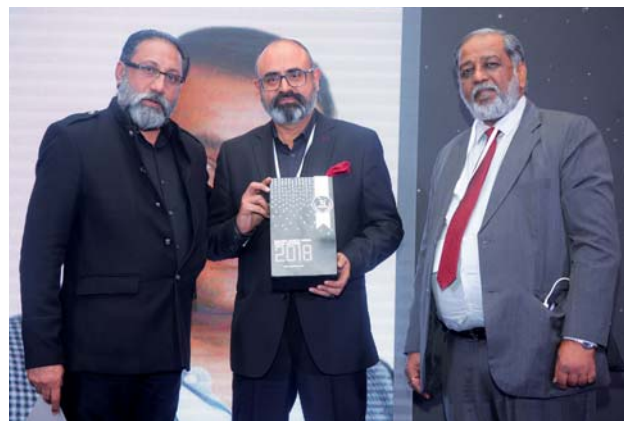
"He is a risk taker and he loves challenges, whatever he does, he does it

with conviction. The values have helped him remain grounded and focused thus being successful. He is the man responsible for taking Pacific to good heights," says **Meetu Goyal, Marketing Director, PDCL**.

"Pacific Mall, Kausambi is one of his feats truly. After 12 years of operation, it is still running at 100 percent occupancy and it is a remarkable achievement," adds **Atul Talwar, Director- Business Development, PDCL**.

"His persona has been extremely professional. His ability to influence people so that they work for him. They can fail, but even then he sees the effort which has been put in the right direction and that's how he values it. Every business requires people to have foresight and risk-taking ability which he has both in him," states **Ambarish Kumar, General Manager- Finance, PDCL**.

"For anyone who knows the mall business, Pacific Mall, Tagore Garden is an absolute benchmark in terms of customer experience, a premium brand mix of the mall, the sales figure of the brand. Trading at over 2500 per sq.ft and attracting over 1.23 million people per month, the credit to create the buzz throughout the year goes to him," says **Salim Roopani, Centre Director, Pacific Mall, West Delhi**.



SHYAM SUNDER AGGARWAL MD, BIKANERVALA FOODS

Shyam Sunder Aggarwal, the visionary behind the brand Bikanervala doesn't need an introduction. Aggarwal hailed from Bikaner where his family mastered the art of making Indian sweets and snacks since 1905. Around 1950, a part of the family moved to Delhi and established a small shop in Chandni Chowk. The shop got recognition and soon became famous, as did the brand name Bikanervala.

As time passed, Shyam Sunder Aggarwal started developing a vision for the future of the brand.

He wanted to introduce the traditional Indian sweets and snacks across generations and develop Bikanervala into a global brand. He started standardizing the processes and introduced modern manufacturing and packaging technology.

Along with their range of famous Indian sweets and snacks, Bikanervala outlets also started serving north Indian, south Indian, Chinese, continental, fast food and choicest of Indian street food. Aggarwal defined the traditional restaurant image by creating





truly mega outlets. He has also created independent brands for packaged products, a chain of fast food cafés and family restaurants by the name Bikano, Bikano Restaurants and Angan.

With his pioneering feat and astute business planning, Aggarwal transformed his vision into the reality of reconstructing a traditional business into one of the fastest growing business houses. A firm believer in infusing strong professional and progressive elements in a business environment he believed in the power of teamwork, healthy work culture and set of systematic processes, adopted corporate ethics in the organization and gave way to new thinking and innovations.

Today the brand has over 100 Bikanervala and Bikano outlets selling worldwide in India, USA, UAE, Nepal, Singapore and New Zealand.

RAJ SINGH GEHLOT CHAIRMAN, AMBIENCE GROUP



Raj Singh Gahlot is the Chairman of Ambience Group of Companies. A Chartered Accountant by profession, Gahlot is an erudite man, with visionary endowed with impeccable foresight, enviable expertise and innate acumen. His dynamism and vitality have seen the successful and timely completion of 300 residential and commercial complexes in the past twenty years in Delhi. Reputed for uniqueness, excellence in quality and timely execution of projects, the jewels in the group's crown include two mammoth malls, Ambience Mall – Gurugram and

Ambience Mall – Vasant Kunj and Ambience Island, an integrated township on NH-8 just '0' km from South Delhi, a place where luxury meets design, dreams meet reality, style meets grandeur and the unimaginable becomes possible.

Ambience is a dream come true story of Gehlot who believes that only as much as we dream can we be. It helped Ambience to scale new heights in real estate. His dynamism and vitality have led to the successful execution and delivery of well-planned, contemporary, premium and innovative projects in the past 28 years.



Woodland was born in Quebec, Canada in the 1960s. Specialising in highly insulated waterproof leather boots, the brand was a major hit in the North American, European and the Russian markets in a very short span of time. In the '90s, Woodland shifted its focus to India, Middle East and South Asia.

Avatar Singh opened the first store of Woodland in Delhi in 1992. It was his vision that led Woodland establish itself as a brand in India, when the Russian leather market fell off during the Soviet Union dissolution.

AVTAR SINGH FOUNDER, WOODLAND

Today, Woodland is a big name in adventure sports, endurance sports, and forest, mountains and great outdoor activities. Woodland holds a special place in the life of the explorers. It urges them to never stop and explore more.

From Canada, Woodland expanded into other countries. The brand has been steadily growing and further acquired new life when

Italian and German designers stepped in to add value. Shoes have been the mainstay of the brand, but apparel and accessories are also forming an important part of the brand portfolio today. Woodland now is an integrated front with a wide sourcing and production base in India, Bangladesh, China, Taiwan, South Korea, Vietnam and Italy. Today Woodland commands a network of 600 exclusive stores and a presence in more than 5,000

multi-brand outlets worldwide growing at a rate of 25-30 percent every year.

The brand, which started with two small shoe manufacturing units, Woodland now has 20 factories with robotic-aided plants for precision engineered shoes. Woodland has partnered with many enthusiasts, partnering to bring their adventures stories alive. With time, Woodland has grown and grown responsibly. They have further embraced the responsibility to preserve resources by planting trees and creating solar panels. Woodland has also worked on projects with environmental conscious partners such as UNICEF and WWF. Woodland continues to appeal to the adrenalin junkies from different cultures as it does not plan to stop exploring ever.





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 World of *Shoppiness*

South India Retail Awards 2018 Honour Brands That Exhibit Excellence in Retail

– By IMAGES Retail Bureau

The third edition of IMAGES South India Retail Awards saw business visionaries from South India, those which have built great Consumer Brands, Retail Concepts, and Shopping & Leisure Spaces, being felicitated on December 17, 2018 at JW Marriott Hotel, Bengaluru...

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South has given India and the world at large many visionaries, business leaders and great entrepreneurs. The region is a vibrant marketplace which has initiated the genesis of modern retailing in India. Businesses based out of South India have always been well-ahead of the curve in retailing invention.

In the year 2016, IMAGES Group instituted 'South India Retail Awards' to honour business legends, professionals and innovators in the business of retail and shopping centres based out of south India for Excellence in Retail and Customer Service.

The third edition of IMAGES South India Retail Awards saw business visionaries from South India, those which have built great Consumer Brands, Retail Concepts and Shopping & Leisure Spaces, being felicitated on December 17, 2018 at JW Marriott Hotel Bengaluru.

Nomination Process & The Jury

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The on ground jury panel for presentation based awards included BS Nagesh; Rajneesh Mahajan, CEO, Inorbit; Vishal Mirchandani, Chief Business Officer – Commercial & Retail, Puravankara Limited; Shibu Philips, Business Head, Lulu; Muhammad Ali, COO-Retail, Prestige Group.



Category-Wise Breakdown of Images South India Retail Awards 2018

★ IMAGES Most Admired Retailer of the Year: **Department store**



★ IMAGES Most Admired Retailer of the Year: **Hypermarket**



★ IMAGES Most Admired Retailer of the Year: **Fashion & Lifestyle (National Operations)**



★ IMAGES Most Admired Retailer of the Year: **Fashion & Lifestyle (Regional Operations)**



★ IMAGES Most Admired Retailer of the Year: **Footwear & Fashion Accessories**



★ IMAGES Most Admired Retailer of the Year: **Food & Grocery (Regional Operations)**



★ IMAGES Most Admired Retailer of the Year: **Foodservice (National Operations)**



★ IMAGES Most Admired Retailer of the Year: **Foodservice (Regional Operations)**



★ IMAGES Most Admired Retailer of the Year: **Beauty & Wellness**



★ IMAGES Most Admired Retailer of the Year: **Kiosk / Express format**



★ IMAGES Most Admired **Retail Launch** of the Year



IMAGES EXCELLENCE AWARDS

★ Rapid Expansion with Smart Hyper Model



★ Emerging Brand



★ Star Brand



IMAGES VISIONARY AWARDS

★ P R Shiva Kumaar, MD (Global Operations)



★ Saravanan R, MD (India Operations)



★ Hari Menon, Co-Founder and CEO



★ CK Ranganathan, Founder & CEO



PRESENTATION BASED AWARDS

★ IMAGES Most Admired Retailer of the Year: **Store Design & VM**



(Winner)



★ IMAGES Most Admired Retailer of the Year: **Marketing & Promotions**



(Winner)



★ IMAGES Most Admired **Startup** of the Year



(Winner)



★ IMAGES Most Admired **Innovative Retail Concept** of the Year



IMAGES Visionary Awards: South India

The third edition of IMAGES South India Retail Awards 2018 saw 'Recognition of Achievements' awards being presented to retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces. IMAGES Visionary Awards, the new entrant in the award category, was the highlight of the ceremony. The following were honoured under the category for their exceptional role in the world of retail in India.

HARI MENON CO-FOUNDER & CEO, BIGBASKET.COM

Hari Menon, Co-Founder and CEO of bigbasket.com, is considered as a true pioneer in the Indian e-commerce and grocery retail. Born in 1961 in a middle-class family in Bandra, Mumbai in 1961, Menon was taught to lead a life that would give him a stable future – which translated into holding on to a steady job. It was Menon's curious nature to experiment and challenge the limits that pushed him to try out something new.

Menon's entrepreneurial journey began in 1999 when he co-founded FabMart and its physical extension FabMall, which was acquired by Aditya Birla Group in 2006 and renamed More.

He then went on to launch bigbasket.com with the aim of bringing the best and the freshest produce from the farm to the consumer's doorstep. As the CEO of



bigbasket.com, his undaunted dedication and sharp vision helped revolutionized the online grocery shopping experience in India. Today there are 10 million registered customers on bigbasket, along with 1 lakh orders a day. With over 20,000 products from over 1,000 brands on the site, the e-grocer is present in 25 cities across India.

For Menon though, the idea is not just about making profits. His generosity knows no bounds. Under his guidance, bigbasket had purchased tomatoes at Rs 7 per kg from crisis-hit farmers in Karnataka, against the market price of Rs 5 per kg in a bid to cover

at least the cost of cultivation. He organised a Daan Utsav in October 2018 where 20 percent of every 1 kg of basmati rice and 2 kg arhaar dal purchased on bigbasket.com was donated to old age homes, orphanages and underprivileged people. Bigbasket also reached out to the Kerala flood victims with essential kits in August and donated 20 percent of all individual contributions.

A man of great wisdom and humility, Menon has received widespread recognition for his extraordinary contribution as an entrepreneur. He is a regular speaker at almost all major retail and e-commerce forums/events in India.

CK RANGANATHAN FOUNDER & CEO, CAVINKARE, GREEN TRENDS, LIMELITE

Back in the early '80s, a young visionary changed the lives of the common man. CK Ranganathan began the realisation of his dream with Chik Shampoo which, along with his R&D team and their disruptive innovative approach, introduced to consumers in a revolutionary form – the sachet.

In an industry dominated by multinationals, it was the dawn of a new era – the arrival



of a new all Indian FMCG conglomerate, CavinKare. The brand though was not all about profit. As it grew in power and stature, CavinKare took to many social causes. Today, under CKR's mentorship, the brand works towards empowering women through innovative and affordable products

and inspires them to chase their dreams fearlessly.

The brand also believes in producing natural products – Meera, inspired by traditions, has been a cherished household name for over 25 years. Indians across the world savour nostalgic flavours with their Ruchi pickles and the lives of many mothers have been simplified with the introduction of CavinKare's milkshake and more importantly, its 'pouched milk' which stays fresh for up to four months. Through its group company, Trends in Vogue, CavinKare's two salons brands for grooming and beauty help people from every segment achieve presentability and charm. Both brands have rapidly spread across India, already crossing 300 outlets between them. CavinKare's innovative portfolio continues to grow and flourish, as does its brand mission: to make lives happier.

P R SHIVA KUMAAR MD (GLOBAL OPERATIONS) & SARAVANAN R, MD (INDIA OPERATIONS), SARAVANA BHAVAN

Saravana Bhavan is the largest South Indian vegetarian restaurant chain in the world, founded in 1981 in Chennai, Tamil Nadu, India. By the 1990s, the Saravana Bhavan had chain spread throughout neighborhoods in Chennai. In 2000, Saravana Bhavan opened its first branch outside India, opening a franchise in Dubai, with a large number Indian expatriates. It eventually expanded to Paris, Frankfurt, London, New York City, Dallas, Toronto and Doha.



The brand can be found in more than 33 locations across India (out of which 20 are in Chennai) and 47 locations across several countries in Southeast Asia, Australia, the Middle East, Africa, Europe and North America. While the restaurants and its founder gained popularity among non-Indians, they mostly target the South Asian expatriate population.



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The Future of the Indian Mall Industry: From Shopping Centres to FECs

– By Sandeep Kumar

While movie theaters and malls have been pairing up for years, today shopping centre operators are increasingly shifting focus to entertainment options, particularly in the last few years. This is in line with the new and modern strategies they are formulating to keep up with changing consumer dynamics...



Shopping centers are traditional destinations for families. However, retail by itself appears to no longer suffice as a draw for leisure experiences. Yes, families still come to traditional shopping centers to buy what they need, but new entertainment destinations such as urban entertainment centers and location-based entertainment centers are appearing, many with retail as a significant part of their mix.

The consumers' ambitions to reach global standards in lifestyle, coupled with high disposable incomes, are aggressively scripting a radical change in the business viability of organised retailing.

While movie theaters and malls have been pairing up for years, today shopping center operators are increasingly shifting focus to entertainment options, particularly in the last few years. This is in line with the new and modern strategies they are formulating to keep up with changing consumer dynamics – with changing shopping habits and online buying options growing more easier than ever, consumers are shifting to spending on experiences.

Malls are transforming into community spaces, bringing to the discerning consumer the best of brands, food, and entertainment. They're hubs where people go to rejuvenate, socialise and entertain – they are Family Entertainment Centres (FECs).

Leading The Way

Delhi-NCR is way ahead of the Tier I & II cities in providing FECs. The city has everything –from amusement parks to water parks, from rides to the sports arenas, gaming zones and even kids' entertainment centres. Moreover, most of these options are present in shopping malls which makes these malls an even more popular hangout places. Millennials, new age parents who are completely

INDIA'S MUSHROOMING SHOPPING CENTRE INDUSTRY

- The Indian shopping centre industry has been under continuous dynamic transformation since 2000. In the year 2001, there were only three malls in India. The number increased to 343 by 2007.
- As of 2017, India has more than 600 operational malls and going by the report of Cushman & Wakefield, the international property consultancy firm.
- Such is the growing mall culture in India that 34 new shopping malls, covering 13.6 million sq. ft. area, are expected to come up in top eight cities by the year 2020.
- Keeping a mall alive is no piece of cake. Raking in the footfalls takes a lot of effort, a smooth process, keen management skills and above all, a deep understanding of consumers.

into the concept of FECs and the elderly love the idea of quality family time in these FECs.

The concept of FECs first grew outside the mall in India. These were either amusement parks or water parks like Appu Ghar, Amusement Island and Essel World. The idea of adding entertainment mix in malls only gained rapid popularity over the last few years. Several new malls have been constructed around the country, with substantial square footage allocated to FECs. Malls like DLF Mall of India, Pacific Mall, The Great India Place and The Grand Venice Mall have allocated huge spaces to create entire entertainment cities including multiplexes and food courts. Here's a look at the few very popular FECs centres across big malls in and around Delhi.

Entertainment City, Noida

Entertainment City Noida is one of the most renowned social sanctuaries for the people living in and around Delhi. Spread over an area of 147.48 acres, The entertainment City is house to around five hundred premium Family Entertainment, Retail, Movies, F&B, and Hospitality brands. With a monthly footfall of around 6 million people, Entertainment City keeps enhancing its services and infrastructure and with every passing year in order to become a bigger and better entertainment destination.

The project, since its inception in 2002, has been developed in three phases. Phase I of the project consisted of The Great India Place Mall, and Teen Zone of Amusement Park. Phase II was Gardens Galleria Mall, Arrival Village, Family Zone, Lake WOW and Water Park of the amusement park component. Phase III is still in the development process.

The Great India Place Mall opened its doors in 2007, followed by Worlds of Wonder. In 2015, Wonder Speedway, North India's largest go-karting track at Worlds of Wonder was inaugurated, along with the

opening of Gardens Galleria mall. Consequently, 2016 brought the indoor theme park, KidZania: the park which blends reality with entertainment to provide kids with a platform to discover, explore, and learn about the real world.

Worlds of Wonder: Worlds of Wonder is a world-class destination offering people the perfect getaway which includes international standard Adventure Park, Water Park and Go-karting track. 20 TÜV Nord certified rides, 26 world class slides, the largest go-karting track in North India, along with rain dance, largest man-made lake for an exquisite boating experience, 360-meter lazy river, and a beach themed wave pool.



The Amusement Park has two zones, Roadshow and La Fiesta, suiting different types of guests looking for escapism from the everyday. There are especially dedicated rides as well as parks for the little ones like bird nest, some high speed rides like big beat for youngsters and adults alike.

The water park is an ideal destination to beat the heat and enjoy a chilled out day. The entire park is decorated with exotic trees and plants to transport the visitor to a paradise like world. One will find a wide variety of slides to indulge in some healthy competition. People are sure to get the feeling of being a

professional racer at the go-karting track. It is well supervised by Marshals on as well as off the track and provides services for amateurs and professional go-karters alike.

Worlds of Wonder is equipped with international safety and security norms. They have TÜV NORD German safety standards for all the rides which is being monitored and inspected time to time.

Playbox: Playbox is an extremely engaging facility primarily catering to children between the ages of two and nine. Built around an area of 14,000 sq. ft, Playbox offers a space where kids could come to explore, engage, express and entertain themselves. Playbox comprises

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

Playbox provides a safe indoor play zone for children. Being a wholesome play area for children to explore, jump on the trampoline, slide down and crawl through the infinite maze, Playbox has a completely different standard of safety,



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

Along with this, there are two attractive party rooms– Party Box 1 and Party Box 2 – custom-designed for birthday parties. Snackbox is the other highlights a boutique café which caters primarily to parents and kids, with menus that are very child-friendly but at the same time, tasty and fun enough for adults

security as well as a whole new superior level of operation standards. They have whole foam padded area which ensures safety for children.

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

KidZania: KidZania is a 75,000 sq. ft. global indoor entertainment and learning Center for families that emulates the workings of a real city built-to-scale for kids. It is a safe, unique, and interactive Indoor Entertainment and Learning Center that aims to empower, inspire & educate kids from 2 to 16 years of age through 100+ activities.

"Presently, the place is widespread in 147 acres of land and owns the largest KidZania franchise in Asia- Pacific, Decathlon along with the finest amusement destination, Worlds of Wonder, The Great India Place and Gardens Galleria Mall. Entertainment City is a joint venture between Appu Ghar and Unitech. In fact, Metro Walk

“PRESENTLY, THE PLACE IS WIDESPREAD IN 147 ACRES OF LAND AND OWNS THE LARGEST KIDZANIA FRANCHISE IN ASIA-PACIFIC, DECATHLON ALONG WITH THE FINEST AMUSEMENT DESTINATION, WORLDS OF WONDER, THE GREAT INDIA PLACE AND GARDENS GALLERIA MALL. ”

- Mahim Singh

and Adventure Island are also a part of the same group," says Mahim Singh, Mall Head, Gardens Galleria and The Great India Place.

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

DLF Mall of India, Noida

Smaaash: Smaaash is a perfect family entertainment place that offers everything from Virtual Reality gaming, bowling, sky karting, simulated sport to dining. It is a perfect entertainment zone for people of all age groups. Even a 60-year-old person can also take a hang of his favorite gaming activity (if any) at Smaaash. It is that hottest destination that caters to anyone between 8 to 80. Smaaash has the country's premiere urban sports park boasts of the world's first 360-degree cricket simulator where one can experience first-hand facing cricket legends like Dale Steyn, Wasim Akram and of course the master blaster Sachin Tendulkar. Football fans can take a shot at the game by participating in the challenges such as Super-sonic goalkeeper as well as Super Keeper and other football skill games. Smaaash Sky Karting offers a world-class racing track by a Spain & Germany based firm Protex Karting, the renowned creators of protective barrier suitable for indoor and outdoor Karting circuits. The electric karts provide much superior acceleration compared to engine powered karts.

SMAAASH HAS THE COUNTRY'S PREMIERE URBAN SPORTS PARK BOASTS OF THE WORLD'S FIRST 360-DEGREE CRICKET SIMULATOR WHERE ONE CAN EXPERIENCE FIRST-HAND FACING CRICKET LEGENDS LIKE DALE STEYN, WASIM AKRAM AND OF COURSE THE MASTER BLASTER SACHIN TENDULKAR.

“WE CONVERTED ALL PILLARS INTO TREES AND USED A LOT OF FOLIAGE, LEAVES TO GIVE A NATURAL SHADE, WITH GRASS TURF, GRASS-COLOURED CARPETS, ANIMAL MURALS, ANIMAL SHAPED FURNITURE AT OUR ZOO CAFÉ, AND LEOPARD PRINT HANGING LIGHTS WERE JUST SOME OF THE ELEMENTS WE ADDED. ”

- Shalini Vij



Spread over an area of 8000 to 10,000 sq ft. space, Smaaash has 33 centres pan India with most of them are situated in shopping malls i.e Ambience Mall, Mall of India, Cyber City etc.

toboggans for an exhilarating ride with a lot of bumps or spinning around as you slide down the 30-meter long Tube Run. Fun for all ages, Ski India is the ultimate, enriching social experience.

Ski India

Ski India at DLF Mall of India is Delhi NCR's first ski resort and a perfect place for a snowy breather. Spread over 60000 sq ft area with thousands of tons of snow, Ski India offers everything from skiing, to slope tobogganing, bobsled, snow sledging, ice skating, snow carousal, snowfall dancing; all in one stop, a breathtaking experience for family and kids. Situated at the level 04,05 and 06, Ski India houses exclusive and un-matchable scope of activities at a refreshing -10 degrees of arctic, frosty weather. The key highlights is a Snow Cavern filled with characters walk through, and heading up to the upgrade station for an adrenaline-charged ski experience, jumping on the

Select CityWalk, New Delhi | Hang Out

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

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



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

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

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

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

THE IDEA OF ADDING ENTERTAINMENT MIX IN MALLS ONLY GAINED RAPID POPULARITY OVER THE LAST FEW YEARS. SEVERAL NEW MALLS HAVE BEEN CONSTRUCTED AROUND THE COUNTRY, WITH SUBSTANTIAL SQUARE FOOTAGE ALLOCATED TO FAMILY ENTERTAINMENT CENTRES.

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

DLF Place Mall, Saket, Delhi | Federation of Gamers

Federation of Gamers (FOG) is a gaming arena which offers unparalleled gaming experience by fusing reality with gaming, constant innovation, technical upgradation and a unique service mix.

It aims to provide a social destination for the youth with video game at its heart. The gaming arena has PCs, consoles, Xbox, PS3, Wii, Kinect, Gameware, Med Station etc with good food and music to play games and spend quality time in a relaxed ambience.

Pacific Mall, Subhash Nagar | Lock 'n' Load Paintball

Lock 'n' Load Paintball is one of the most enjoyed games and is gaining popularity among

Millennials. Out of different paintball centres in and around Delhi NCR, the Lock n Load Paintball at the Pacific Mall, Subhash Nagar is definitely the place to be. Situated on the third floor in the mall, Lock n Load Paintball is one of the key highlights at the mall.

No matter how long you play for, you are never tired. At Lock 'n' Load Paintball consumers can experience some serious action with colours. Players compete in teams and the aim is to eliminate opponents using a paintball gun. The game can be played in both indoor and outdoor fields which

and educates everyone, particularly children. The same is the case with The Secret Chambers of Taj, which via the musical play and special movies make the visitors aware about 'The Taj' in a very entertaining and engaging manner. Other attractions like Jungle of Amazon, Chocolate Factory, The Unsinkable Titanic, Treasure of Tut are also sure to edutain and excite everyone.

Ambience Mall | Funcity

Funcity is an extremely popular gaming zone amongst people of all ages. The zone prides itself



are scattered with natural and artificial terrain. The fun zone promises to provide gaming junkies with a solid adrenaline rush.

Omaxe Connaught Place | Oh! Max

Omaxe Connaught Place offers several unique entertainment options. The mall houses, Oh!Max, the country's largest indoor theme Zone that has attractions which are unique in their own way. Some of the key attractions include Land of Dinosaurs, The Secret Chambers of Taj, Jungle of Amazon, Chocolate Factory, The Unsinkable Titanic and Treasure of Tut among others. Each of these attractions are unique and different from each other. For instance, the Land of Dinosaurs displays various species of Dinosaurs both large and small one, which excites, entertains

on providing games that kids as well as adults can indulge in – from the ages of 5 to 40. Dashing cars, bull rides, shooting games, bumper cars and kiddy rides for those looking for the rough and tumble. For kids, there is soft play as well as numerous other attractions.

There's also bungee jumping for kids on the ground floor at Ambience Mall. For indoor game freaks, there's the Underdog Sports Bar & Grill which offers foosball, table tennis and snooker to name just a few. Aside from this, the play area offers some amazing finger food, so people don't really have to go anywhere.

On important match / game days, they project live games on TV on gigantic screens.

Ambience Mall also offers Bluo for bowling aficionados, a PVR enterprise. Aside from this, there is an ice skating rink – the only one of its kind in Gurugram. ●●

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

INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY.

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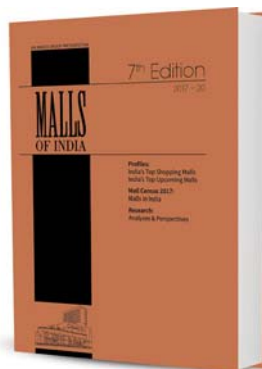
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- Sunil Kapoor

project standards. All projects are treated as one-of-a-kind and given the same amount of attention and good humor.

The company designs, manufactures and installs products with the utmost efficiency and effectiveness while never compromising on the ethics or the quality of the product.

Categories Serviced

Promoflex provides services in various categories. The brand provides all kinds of digital and static signage which are required in a mall.

They also provide products including branding signages, facade identifications, totem poles, backlit flex signs, digital touch kiosks etc. Promoflex has executed projects like DLF Mall of India, The Chanakya, DLF Promenade, DLF Saket, VR Punjab, VR Chennai, Logix City Center etc.

Achievements in 2018

The key achievement of Promoflex was their entry into the international market. The brand successfully completed projects in Riyadh, Qatar Metro and Mauritius airport. The brand aims to bring digital solutions to the malls Way-Finding systems as well as for promoting the branding in 2019. ●●

Promoflex: Providing Innovative, Bespoke & Eco-Friendly Signage Services

– By Shopping Center News Bureau

Promoflex offers an extensive range of innovative products including energy efficient LED displays and bespoke signage solutions to its clients. Their display solutions distinguish themselves by their sleek finish and multiple functionalities...

Promoflex Display Systems aka Pioneer Aluminium Private Limited (PAPL) is India's leading signage and display solutions company specialising in aluminum profile based illuminated displays and signs. Their display solutions are innovative, customisable and ecological, and distinguish themselves by their sleek finish and multiple functionalities.

USP
Promoflex offers an extensive range of innovative products including energy efficient LED displays and bespoke signage solutions to its clients. "The USP is to provide the best quality customisable products. We are able to achieve that with state of the art machinery from laser

cutting to powder coating all present under one roof, ensuring a highest quality product with timely deliveries," says **Sunil Kapoor, Managing Director, PAPL.**

PAPL – an industry leader since its inception in 1989 and has subsequently grown to become India's foremost display and signage solutions company – provides products which are complemented by professional graphic design, product design and project management services. The brand has a proven track record of satisfied customers that include DLF, Larson & Turbo, Mudra, Times OOH, ITC, and McDonald's to name just a few.

Promoflex Display Systems believes in providing clients with high-quality products at cost effective prices and the brand continually strives

to produce new innovative concepts for its clients. The brand has an experienced team of engineers and designers to clearly understand the client's requirements. With Promoflex, one can be certain that all aspects of a project – from design through production to installation – are managed by a team of experts.

Business Mission

Promoflex has been a leader in flexography for 55 years. It's unique know-how and constant desire to bring exceptional ideas and innovative solutions to the table are what distinguishes it in the North-American market. The brand has optimized its production cycle over the years to give exceptionally efficient service. Promoflex has no set prices, scales or

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

Efficient and Versatile

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

