

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

Future of the Indian Mall: From Shopping Centres to FECs

AWARDS 2018

NIRA & SIRA Honour Retail Powerhouses, Brand Visionaries

Shopping Centre News

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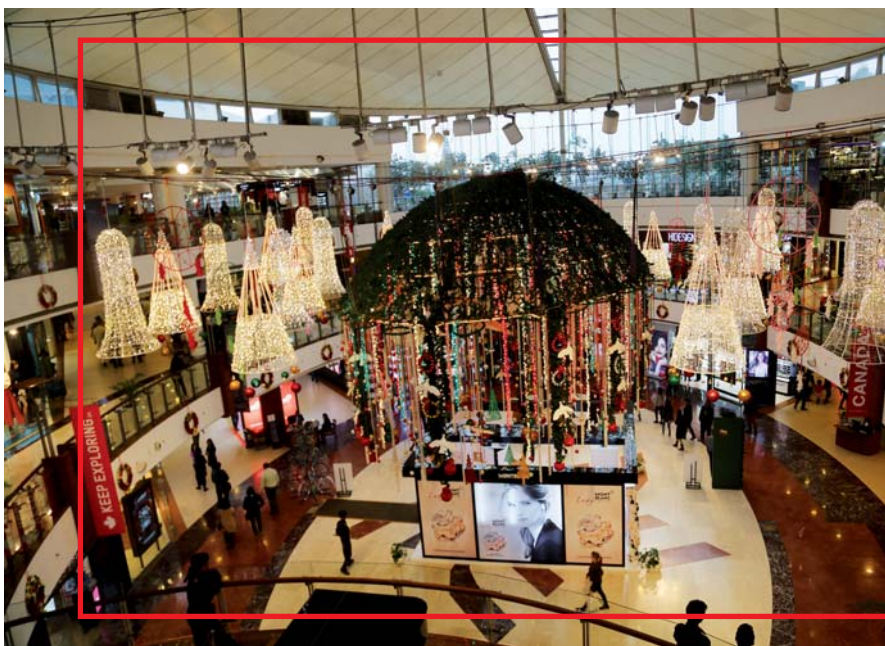
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India's Shopping Centre Industry Rings in New Year with New malls, New Appointments

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...

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



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. ●

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 like 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, IAAP**.

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 (IAAP) is an apex body representing the interests of Amusement Parks, Theme Parks, Water Parks and Indoor Amusement Centre (IAC) in India. ●

/// 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, Bhubaneswar. 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.





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, Bhubaneshwar, Jaipur, Lucknow, Thiruvananthapuram, to name just a few.



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 Bhubaneswar 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 - 350,000 sq. ft. operational by the end of 2018.

Source: ANAROCK



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



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



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 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

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.

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

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...



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.

supported by





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.

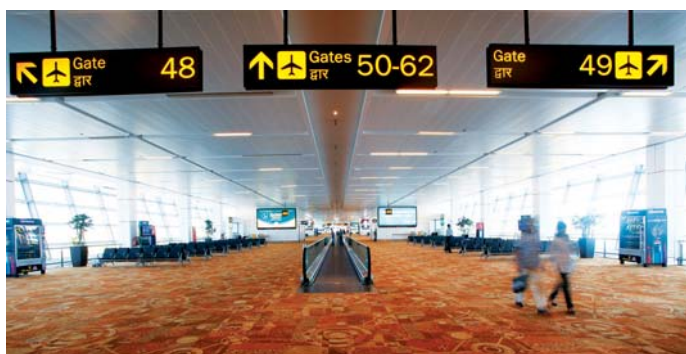
Malls are transforming into community spaces, bringing to the discerning consumer the best of brands, food, and entertainment. They're hubs where people go to rejuvenate, socialise and entertain – they are Family Entertainment Centres (FECs).

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.



“ 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. ”

– 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

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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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Intelligent

Security features prevent theft and pilferage → Sends instant alerts in case of any aberrations → Offers a clear audit trail → Has different levels of approval

Customer Satisfaction

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



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