

Shopping Centre News

FEBRUARY - MARCH 2019

DEVELOPING RETAIL SPACES IN INDIA

VOL. 12 NO. 2 ₹100



AMIT SHARMA

MANAGING DIRECTOR —

MIRAJ CINEMAS HITS A CINEMATIC CENTURY





MIRAJ

CINEMAS

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FASHION RETAIL: THE MONEY SPINNER FOR INDIAN MALLS

RESEARCH

New Mall Supply to Touch 10 million sq. ft. Across Top 7 Cities in 2019

FOCAL POINT

Food Court Adds Flavour to Growel's 101 Mall

IN FOCUS

Quest Mall Hosts First Retail Floral Extravaganza

RETAIL REAL ESTATE

Noida: Most Popular Retail Real Estate Destination For Malls



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The growth trajectory of the Indian Fashion Retail Industry is on an all-time high. With around 400 national and international fashion brands operating successfully in the Indian market, it is boom time for the sector. Be it Tier I, II & III cities, the Millennial population everywhere is becoming more fashion conscious and is all about new trends in fashion, buying both offline and online.

This, as well as the snow-balling popularity of social media, has opened unprecedented retail opportunities for the fashion industry. And mall developers in India have been quick to take advantage. They are increasingly allotting more and more space to fashion brands, which in turn are aggressively expanding across the country. Western wear brands, including fast fashion and casual wear, are also becoming more and more popular, expanding rapidly due to increasing consumer demand.

The cover story of Shopping Centre News, February-March 2019, 'Fashion Retail: The Money Spinner in Malls' explores the workings of the fashion retail community within the larger setting of the Indian mall. In keeping with our upcoming flagship event, **India Fashion Forum 2019**, being held on March 27-28 in Mumbai, we delve deep into why fashion is the largest and by far the most profitable category for Indian malls. The story examines why the 'fashion floor' is the most important floor for malls, how much revenue it generates, and how much space and status malls accord to the fashion segment.

The feature also brings to the readers, the inside view, gleaned from in-depth interviews with mall heads and developers, while studying change in consumer income and demographic profile and the role of technological innovations, cultural shifts, social media and brand endorsements play in the growing standing of fashion retail within malls.

We hope to find this issue well informed and beneficial as always. We also look forward to seeing you in large numbers at IFF 2019 being held at Hotel Renaissance, Mumbai. Do log on to our website, www.indiaretailing.com and www.indiafashionforum.info to read more informative articles and analyses on innovative trends, developments happening on the stage of the global retail and shopping centre industry with an emphasis on India.


Amitabh Taneja

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Fashion Retail: The Money Spinner For Indian Malls

A boom in the fashion retail segment in shopping malls in India can be attributed to a number of reasons including an increase in the number of brands in the premium fashion category, the entry of global brands and fast fashion retailers, and the subsequent growing demand for quality Grade A retail real estate space. We bring an in-depth analysis of why fashion is the number one category in shopping malls pan India



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Retail Real Estate Sector Eyes Investment & Expansion in Tier I Cities

By Shopping Centre News Bureau

The retail real estate sector has its eye on investment and expansion in Tier I cities and around, with a focus on strengthening their retail mix...

SOUTHERN CITIES TAKE LEAD IN RETAIL REAL ESTATE ACTIVITY

● Year 2018 was a mixed bag of highs and lows for the Indian retail real estate sector. The initial pangs of policy alterations seemed to fade away with each region seeing visible signs of recovery across segments. Even as the liquidity crunch and stalled/ delayed projects continue to plague the sector, the main southern cities of Bangalore, Chennai and Hyderabad actually saw faster growth momentum than their northern counterpart NCR. Retail real estate saw a lot more activity in Southern cities than in the North.

Fresh supply of malls across the top 7 cities was limited in 2018. However, the further liberalization of FDI policies repositioned Indian retail on the global investment map and attracted a large number of global retailers into the country.

ANAROCK data indicates that the three primary southern cities together accounted for more than 90 percent of the overall new mall supply in 2018, leaving their western and northern counterparts far behind. Among the southern cities, Hyderabad led in terms of new mall supply, followed by Chennai and Bangalore. All in all, the southern cities had a very clear edge across sectors in real estate activity in 2018. Their inherent advantage stems from the more professional and organized approach to real estate – not just post RERA implementation but also in the pre-RERA years.

Genuine end-users have helped steer consistent housing growth in

these cities, in contrast to markets in the north where speculative pricing coupled with questionable activities of some developers dampened sentiment. During all the ups and downs that the Indian real estate market has witnessed in recent years, the southern cities have displayed remarkable strength and resilience even in the worst phases. ●

WORLD'S FIRST DIGITAL MALL LAUNCHED IN NOIDA

● In a revolutionary development that could potentially redefine the global retail and e-commerce industries, Digital Mall of Asia (DMA), a first-of-its-kind digital e-commerce platform merging the real estate and the digital spaces, has announced the launch of its Noida mall. The launch took place at the company's registered office in the Film City, Noida, setting an unprecedented example of how online portals and brick-and-mortar retailers can transcend the digital-physical divide to optimize their consumer outreach and revenue generation.



An initiative by Yokeasia Malls Pvt. Ltd., DMA is a disruptive innovation by an Indian organization recreating the experience of a physical mall in the digital space. In an industry where most of the key names are being run or backed by foreign players, this unique and disruptively innovative initiative by Yokeasia Malls has the potential to put the novelties of Digital India on the world map. ●



MAHAGUN TO INVEST ₹600 CRORE IN RETAIL PARK IN GREATER NOIDA

● Delhi based realty firm, Mahagun Group has announced the launch of its new commercial project called Mahagun Marina Walk, at Greater Noida West. The retail park would be developed with an investment of over Rs 600 crore. The retail project would comprise shopping area, multiplex, hotel and office spaces.

Marina Walk, the new retail project from Mahagun Group will be developed on a total plot area of 18,694 sq.m and will have a built-up area of 1.16 million sq.ft. The group proposes to sell approx. 4.3 lakh sq.ft. area of project and retain the balance with them.

The project will avail bigger spaces like anchor stores, 14 screen superplex, food court, hyper store and entertainment area. The hotel will spread across an area of 2.33 lakh sq.ft. and will have more than 250 keys. The office block will comprise 150 units of office spaces, which will be in the sizes of 700 sq.ft. to 2,000 sq.ft. per

unit with a total area of 1.15 lakh sq.ft. The project would be ready by December in the year 2023.

Amit Jain, Director, Mahagun Group said, "With the growing residential population in Greater Noida West, the need for retail and shopping is ever increasing. Hence we felt it's the right time to launch a project like Marina Walk. By the time the project would be ready, the region's population would be double or even more."



He added, "With metro becoming operational soon and connectivity increasing via widening of NH 24 and the presence of FNG Expressway, Greater Noida West is becoming a hub for residential and commercial developments. Also with Jewar Airport's work being paced up, the airport in coming few years will immensely help the regions like Noida, Greater Noida and Greater Noida West, to grow."

Mahagun Group has created a reputation for itself in commercial and residential property and has projects present in Noida, Greater Noida- West, Noida Expressway, Ghaziabad. The completed projects are Mahagun Maple, Mahagun Manor, Mahagun Maestro at Sector 50 (Noida), Mahagun Moderne at Sector 78 (Noida), Mahagun Mansion in Indirapuram and Mahagun Mascot in Crossings Republik, Ghaziabad. The group has a successfully running shopping mall by the name of Mahagun Metro Mall in Vaishali, Ghaziabad. ●

INORBIT MALL STRENGTHENS RETAIL MIX

● Inorbit mall strengthens its retail mix with new brands across categories like apparels, footwear, cosmetics, home décor, food and entertainment. Inorbit mall which is present in Mumbai (Malad and Vashi), Bengaluru, Hyderabad and Vadodara is now home to the much awaited brands that customers have been eagerly waiting for.

In Mumbai, Inorbit Mall Malad has recently opened food joints like Haagen Dazs, Butter Chicken Factory and Tea Villa Café to satiate the taste buds of every Mumbaikar. Brands like Nykaa cosmetics, Kama Ayurveda and Innisfree too have joined the brand wagon of the Malad mall to offer an exciting range of beauty products. The Vashi Mall has also created a lot of buzz with the arrival of new

brands like Miniso, Enamor, Mufti, Crocs and Jockey. Burger King, Chaayos and Busago too have infused some excitement in food & beverage category in Vashi.

The Vadodara Mall introduced the city's first ever stores of leading fashion brands like Superdry, GAS and a Forever 21 pop-up. In addition to this, brands like D:FY and Chumbak have created a lot of excitement among shoppers. The mall also witnessed the arrival of XIMI VOGUE – the affordable Korean luxury brand this year. Further down South, Inorbit Bengaluru witnessed some excitement with Kapil's Salon, Academy and Titan Eye Plus. Kids and parents in the city were also excited to experience MY GYM – a unique children's fitness centre. For home décor



lovers, Sofaworld is the place to be. Foodies in Bangalore can now indulge in Asian street food in a healthy format by Auntie Fung's. The Hyderabad mall also has expanded its portfolio with brands like Miniso, Blue Stone, Forever New and Skechers. ●

LODHA LAUNCHES INDIA'S LARGEST MALL IN PALAVA

● After being recognised as 'India's No. 1 smart city' by JLL, Palava, a greenfield smart city by Lodha Group took this development a notch higher by launching India's largest destination mall (by land area). Building on the success of Lodha Xperia, which is already 95 percent operational, the new mall aims to complement Xperia as a "destination experience" for families not just around Palava but Mumbai as a whole. It will include new formats of shopping, entertainment and food across domestic and International retailers, with new elements like a children's museum, outdoor adventure facilities, water sports in the lake, food streets, etc. Spread across an area of over 20 acres, the development, comprising a mix of a conventional mall and an amusement park, will be created on the lines of international standards. Shaishav Dharia, Regional CEO, Lodha Group, said, "The development is on the lines of our vision to set benchmarks in our offerings in the most luxurious and sustainable manner for our customers. We are hopeful that India's largest mall will be a game changer for Palava and the entire region." ●



Internationally, Shopping Centres Overhaul Work Structures

By Shopping Centre News Bureau

Shopping centres in the international arena are overhauling their working structures. They are opening new stores, completing acquisitions in the hope of revamping their business and raking in more profits. Shopping Centre News brings you a roundup of some of the prominent structural changes globally in the last two months...



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AMAZON REPORTEDLY PLANNING FULFILLMENT CENTER ON THE SITE OF A DEAD MALL IN OHIO

● As per a report published in businessinsider.in, Amazon is reportedly taking over the site of a once-thriving mall in Akron, Ohio, that was abandoned after falling victim to the retail apocalypse.

Amazon is planning to build a 695,383 sq ft fulfillment center at the site of the former Rolling Acres Mall, according to blueprints of the project obtained by the Beacon Journal/Ohio.com.

The redevelopment plans are titled 'Project Carney', in an apparent nod to the company's head spokesman, Jay Carney. Construction on the warehouse is scheduled to begin in September, according to the Beacon Journal. The e-commerce giant's reported plans to take over the abandoned site of the Rolling Acres Mall is symbolic of a new era in retail.

Poignant images of the mall's decline over the years have come to symbolise the era of retail disruption known as the retail apocalypse. These images showed crumbling

department stores, overgrown parking lots, and decaying escalators. Amazon could soon pave over the abandoned site and bring hundreds of jobs back to the area, according to the blueprints. An Amazon spokeswoman declined to comment on the project, but said instead, "Amazon is constantly investigating new locations to support the growth and increase the flexibility of its North American network to address customers' needs."

Rolling Acres Mall opened in 1975 to great fanfare as the premier shopping destination for the surrounding community. It once boasted more than 140 stores with anchors including Macy's, JCPenney, Target, and Sears. But customer traffic started to slow more than a decade ago, several department stores abandoned their leases, and the mall began to fail. It lost its last store tenant in 2013. Over that period, the mall was the scene of several crimes. A homeless man was sentenced to a year in prison for living inside



Sundry Photography / Shutterstock.com

a vacant store, another man was electrocuted trying to steal copper wire from the mall, and the body of a likely murder victim was found behind the shopping center. Even vacant, the mall remained a safety concern. The mayor of Akron instructed residents in 2016 to "stay clear of the area." The city began the process of demolishing the rotting shopping center later that year. ●

OPEN FLOOR SHOPPING CENTRE 'THE MARKET BANGKOK' OPENS NEXT TO PLATINUM MALL

● The newest shopping haven opened recently on Valentine's Day, right in the bustling retail district of Ratchprasong in Bangkok. Surrounded by retail heavyweights like Central World and Platinum Fashion Mall (which it shares a developer with), The Market Bangkok aims up the scale from its sister structure, with six levels full of shops, restaurants, cafes, and massage parlors, reports coconut.co.

The layout here is open floor — separated by stalls rather than full storefronts with their own doors — which is meant to give shoppers the feeling of browsing through traditional, open-air markets. So, if you've got a couple hours to spare, wander around the building and browse through rows of fashion boutiques that hawk everything from apparel to accessories at rather wallet-friendly prices. To take a break, head up to the fourth level for a massage at Let's Relax or perhaps get your tresses done at one of the hair salons.

Besides food court stalls, chain restaurants, fast food joints, and coffee spots, the mall is also home to a bright-hued Domo-kun cafe, where you can have a breather with a swirl of soft serve ice cream and tapioca pearl toppings before shopping for merch. ●



artapartment / Shutterstock.com

REGENCY SQUARE MALL OWNER CONSIDERING SELLING PROPERTY

● As per report published on the Daily Record online portal, Regency Square Mall owner is considering selling the property which was bought five years back. When the mall was sold to New York investment group five years back, there was optimism that the new owners might bring revitalization to the Arlington landmark that was the largest enclosed shopping mall in the Southeast when it opened in 1967. Five years down the lane, nothing such has happened yet. However, ownership said that it is exploring options, including selling the property.

"We understand at the moment that the mall needs to be rethought as to where this property will go in the next 50 years," said



Elliot Nassim, President of Mason Asset Management.

"We are looking at all options. We feel that these malls are in well-located areas within the cities and they evolve, so we want to think

with an open mind as to what else it could become," he added further.

Nassim said the ownership group will consider selling the asset and is discussing the mall property "with several interested parties for different uses." He added that his group would keep in touch with the city and neighborhood groups about the plans. "We want to do what's best for the city and the area," he said.

A partnership of Mason Asset Management and Namdar Realty Group LLC, both based in Great Neck, New York, paid \$13 million Feb. 14, 2014, for the mall. At the time, the property was assessed at more than \$30 million. ●

PAYLESS SHUTDOWN BLOW FOR SOUTH JERSEY MALLS

● As per a report published in Courier Post, South Jersey malls are taking another hit with the pending closing of the region's Payless outlets. The Kansas-based chain has announced plans to leave five local malls as part of a nationwide shutdown of 2,100 Payless Shoe Source stores. The local closings will affect malls in Cherry Hill, Deptford, Moorestown, Vineland and Hamilton, according to the retailer's website. Payless also has stores at open-air shopping centers in towns that include Audubon, Cinnaminson, Lumberton and Turnersville.

"All U.S. stores, including those in your local area, are set to close," a Payless spokesperson told the Courier-Post Monday. The stores, which began liquidation sales Monday, are expected to remain open until at least the end of March. The majority will remain open until May," said the spokesperson, who noted Payless is also "winding down its e-commerce operations."

The closings will not affect the company's franchise operations in other countries or Latin American stores. The Payless announcement came less than two weeks after fashion retailer Charlotte Russe announced plans to close 94 stores during bankruptcy proceedings. ●



Rosamar / Shutterstock.com

FEDERAL REALTY PURCHASES RETAIL CENTER IN NORTHERN VIRGINIA FOR \$22.5 MILLION

As per report published in shoppingcenter-business.com, Federal Realty Investment Trust has purchased Fairfax Junction, a 75,000-square-foot retail center in Fairfax, Virginia, for \$22.5 million. The center sits on seven acres and was fully leased to Aldi, Planet Fitness and CVS/pharmacy at the time of the sale. Fairfax Junction is situated 17 miles west of downtown Washington, D.C. Michael Gorsage of H&R Retail Investment Properties represented the seller, Glazer Properties, in the transaction. ●



MALAYSIA'S GETS FIRST AUTISM FRIENDLY MALL

● In an effort to support and raise awareness on Autism Spectrum Disorder (ASD), the "Autosome" initiative by Sunway Putra Mall was officially launched on Feb 26, 2019, reports theSundaily.com.

"Autosome" short for "Autism is Awesome" is to educate the public and to advocate and celebrate the autism community. This is also in line with Sunway's commitment to the Sustainability Development Goals (SDGs) which is to build Sustainable Cities and Communities as well as Reduce Inequalities.

In line with this initiative, Sunway Putra Mall has decided to make Tuesdays except public holidays as their "Autism Friendly Shopping Day" from 10 am-5pm. This is an effort to provide an inclusive and comfortable shopping experience, and simultaneously to increase the public's understanding and acceptance on ASD.

Present during the event were Deputy

Minister of Women, Family and Community Development Hannah Yeoh, CEO of Sunway Malls and Theme Parks H.C. Chan, COO of Sunway Malls Kevin Tan, General Manager of



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Sunway Putra Mall Phang Sau Lian, Chairman of the National Autism Society of Malaysia (NASOM) Feilina S.Y. Muhammad Feisol, and the Director of Autism Behavioral Center (ABC) Charlene Marie Samuel. ●



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FUTURE GROUP LAUNCHES SECOND METRO CENTRAL STORE AT ESPLANADE, KOLKATA

Central, India's most popular fashion destination by Future Group launched its second store in Kolkata at one of the most iconic heritage buildings in the city. The new store – Metro Central, is located at Jawahar Lal Nehru Road, Esplanade and comes in place of the iconic Metro Cinema.

Vishnu Prasad – CEO at Central said, "We are really excited to launch our second store in the City of Joy. Kolkata has always been special for us at Future Group. The launch of Metro Central is a proud moment for us. We have always believed in staying ahead of the curve and understanding the need of our ever-evolving customer. Metro Central defines the best of both the worlds in terms of fashion, choice, culture and sensitivity. Keeping the heritage identity of the building at the core, the store has amalgamated fashion and culture with subtle displays of Cinema, Popular Culture and Fashion." Offering world-class designs, with over 500 high-end brands and 10,000 styles displayed in high definition and latest trends, this one-stop destination for shoppers will ensure the best shopping experience for fashionistas of the city. The new Metro Central is spread across 50,000 sq. ft. and four floors.

Manish Agarwal – CEO of East Zone, Future Retail, said "The re-launch of Metro cinema as Metro Central is indeed a proud moment for us. The new store will offer the best of global and Indian fashion to the fashion lovers in Kolkata, amidst rich history and heritage. We are very excited to serve the fashionable customers of Kolkata in the most stylish way and giving them a new venue for the best shopping experience in Kolkata."

Ananya Chatterjee – Regional Head of East Zone, Central, said "We look forward to bringing the best of fashion to our customers in Kolkata with Metro Central. With Rajarhat Central being a big hit with fashion lovers in the city, we are ready to serve them with our second store as well." At present, there are 44 Central stores present in 25 cities operating over 3 million square feet of retail space across India.



TBZ-THE ORIGINAL OPENS STORE AT PHOENIX MARKETCITY MALL, BENGALURU

TBZ-The Original continues its march across India conquering hearts, minds and souls with the addition of its first-ever store in the state and city at Phoenix MarketCity Mall, Bengaluru. For connoisseurs and Jewellery lovers in Bengaluru, the new fashion destination will be TBZ-The Original Bangalore. The first store in Bengaluru is also the 41st TBZ-The Original store across 29 cities in India.

Raashi Zaveri, Director, Tribhovandas Bhimji Zaveri Ltd., said, "Just as Bengaluru is a melting pot of cosmopolitan culture and interesting influences, TBZ-The Original new collections are inspired by our customers and cater to today's modern day woman. We intend to provide the City's fashionistas with the best design and in-store experience. As a part of our new product range, the designs will cater to every woman who wears jewellery to



complete her look and not necessarily only for occasions."

TBZ-The Original, Bengaluru offers a wide array of innovative, fantastic and attractive jewellery designs with an added attraction of custom-made products. The showroom showcases a vast range of contemporary and modern jewellery collection and a

mix of gold, diamond and precious stones studded jewellery for discerning customers. It provides the same standardized shopping experience to customers as other company-owned stores.

TBZ's enduring collection of aesthetically designed pieces epitomizes the spirit of femininity. It's trendy traditional, as well as contemporary classic collections, are trendsetters setting benchmarks of excellence. The exquisite gold and diamond jewellery collection comprise of a

thoughtfully curated assortment starting with mesmerizing modern-day rings, beautiful bangles and Kangans, attention-grabbing necklaces with intricate work for every occasion; amongst other categories. Fabulous jewellery designs at surprisingly affordable prices are a treat for early birds visiting the stores.

LUXURY BRANDS TED BAKER, HACKETT LONDON OPEN STORES IN AMBIENCE MALL, GURGAON

British clothing and accessories brand Ted Baker known for designer apparel and signature tailoring opened its latest store at the Ambience Mall, Gurgaon. The store is equipped with glamorous interiors and tons of charm. The brightly-lit store will house a wide range of both menswear and womenswear collection. Ted Baker is a mainstay for every stylish wardrobe with a collection of bright dresses, tops, menswear, luxe accessories and add-ons.

Located adjacent to the Ted Baker store, Hackett London is a multi-channel British menswear retailer, specialising in vintage clothing for men. As the official couturier for the British Army Polo team, the Henley Royal Regatta, the BAFTA awards and Aston Martin Racing, Hackett London is steeped in Britain's rich sartorial heritage. With a wide repertoire of fine casual

and formal clothing, the store is a niche addition to the malls offering. Speaking on the store launch, Arjun Gehlot, Director, Ambience Malls, said, "We are delighted to have some of the best international fashion luxury brands Ted Baker and Hackett London in our mall. This is part of our commitment to offer International and Domestic premium quality brands to our

customers under one roof. We will continue to bring the best quality brands in the future as well."

The Ambience mall with the best offers in the shopping, entertainment and culinary offering under its roof is the definitive favorite of shoppers looking for premium international and domestic brands. With an eclectic mix of top international

and Indian clothing brands to cater to all age groups, wide array of entertainment options and unique decorative concepts that is constantly refreshed in-tune with changing seasons and festivities, the Ambience Mall, Gurgaon has indeed cemented its place as the perfect destination for shopping enthusiasts and thrill seekers in Delhi-NCR.



TABLEZ INDIA OPENS THE FIRST BUILD-A-BEAR STORE IN INDIA AT PHOENIX MARKETCITY IN BENGALURU

US based personalised experiential toy retail brand Build-A-Bear gets its first store in India as Tablez - the retail arm of LuLu Group International, launched it at Toys"R"Us, Phoenix MarketCity in Bengaluru. Build-A-Bear is a global customized stuffed-animal retail entertainment brand that aims to reach as many as 9 million households in the top 15 cities in India by 2025. Besides standalone stores, shop-in-shop formats of Build-A-Bear would be launched within Toys"R"Us. On this special occasion, Adeb Ahamed,

MD, Tablez said, "Build-A-Bear concept is a one-of-a-kind retail experience, and we are thrilled to open the first store in Bengaluru. Build-A-Bear is synonymous with creativity and novelty for children. I am sure that each child that enters our store will cherish their experience and leave with an indelible memory.

From standalone stores to shop-in-shop formats, Build-A-Bear is ready to reach out to families and kids in India and help loved ones create memories and spend more time together. We plan to open 20 standalone stores of Build-A-Bear across key cities in India over the next 10 years, along with shop-in-shop formats across all our Toys"R"Us stores as well."

Dorrie Krueger, Build-A-Bear Workshop Chief Strategy Officer, said, "Together with Tablez India, we are excited to open the first Build-A-Bear store in India and continue to expand into this important global market. We look forward to introducing the Build-A-Bear brand and sharing the joy of making a new furry friend with millions of families."

Build-A-Bear is a global brand that kids love and parents trust for fantastic family experiences. The 'Choose Me' wall at every Build-A-Bear store is where the empowerment journey begins as each guest chooses an unstuffed animal to bring to life. Accessories give customers the freedom to customize their creation. The heart ceremony is where one can add special wishes to their friend. During the stuffing process, a heart is placed in the bear along with special wishes, and the guest promises to care for their new furry friend once they are given the birth certificate. This signature ceremony brings each stuffed animal to life in a personal way, further ensuring a greater attachment.



Responding to burgeoning consumerism in India, mall developers are rapidly infusing new retail developments across the top seven cities, with nearly 10 million sq. ft. new mall supply in 2019. Factoring in the rollover of some supply from 2018, there will be a three-fold jump in 2019 against the preceding year.

These and other critical insights are outlined in the research report '*Customer Experience (CX): The Epicentre of Retailing*' by ANAROCK Property Consultants, released at in Mumbai.

Customer experience and built environment are completely metamorphosing the retail business in the country, finds the report. These trends have already started influencing and impacting both the online and the offline retail segments.

Anuj Puri, Chairman - ANAROCK Property Consultants says, "With the new e-commerce policy in effect from early this month, online retail giants are re-aligning their business strategies and focussing to expand their offline presence. Brick-and-mortar (offline) retailers who were earlier under threat from e-commerce can now look forward to a more level playing field and tap into the rapidly growing Indian consumer market with renewed confidence and business prospects. The new e-commerce policy will bring parity between the online and offline retailers and address the concern of data colonization, as well. Even as online players may lose many of their competitive advantages - such as high price discounts on their private labels - brick-and-mortar stores will focus on offering superior customer experience to enhance customer loyalty."

"The new e-commerce policy will cause online retail entities to invest seriously in offline stores," says Puri. "They will



New Mall Supply to Touch 10 million sq. ft. Across Top 7 Indian Cities in 2019

– By Shopping Centre Bureau

Customer experience and built environment are completely metamorphosing the retail business in the country, according to a new report, 'Customer Experience (CX): The Epicentre of Retailing'...

consider tie-ups with offline retailers or buy stakes in them. However, as competition stiffens, customer experience will be the key differentiator to the success and sustenance of any new retail venture."

Kumar Rajagopalan, CEO - Retailers Association of India (RAI) says, "A combination of essential and value-added services, along with sound marketing strategy, is now the key to customer attraction and therefore successful mall performance. F&B and entertainment are critical ingredients for attracting

footfalls into retail developments. Simultaneously, style, variety, and overall quality of malls also play crucial roles in ensuring customer satisfaction."

Historically dominated by unorganized mom-and-pop stores, the Indian retail sector's dynamics are rapidly changing post liberalization and subsequent e-commerce boom across the country. The rise in internet subscribers and active social media users, changing lifestyles and increasing disposable incomes have transformed the rural and urban consumer bases

alike. This dynamic resulted in the increasing prominence of e-commerce across the country, leading to India's emergence as a key global retail market.

Nearly US \$1.42 bn FDI has already been infused in the Indian markets between April 2000 to June 2018 - and global investments into Indian retail are all set to increase further, states the report. The Indian retail sector is expected to reach US \$1,750 bn by 2026 due to changing demographics and increasing consumer expenditure, which is expected to rise to US \$3,600 billion by 2020. ●●

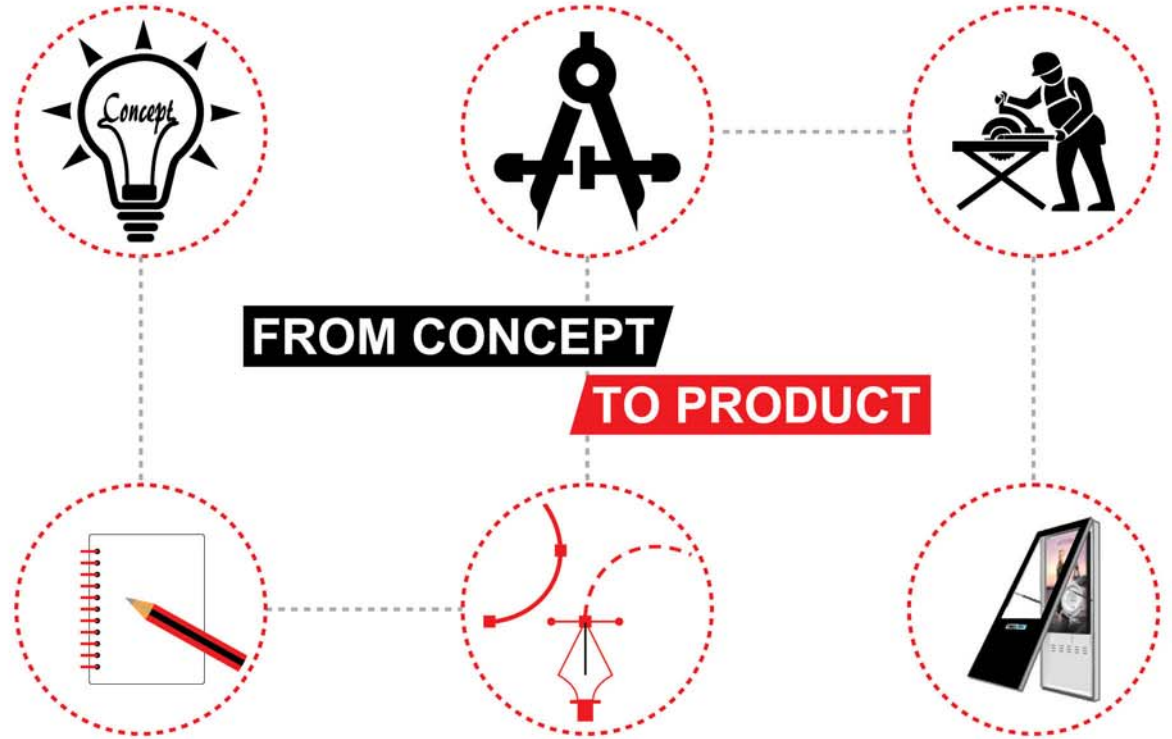
KEY HIGHLIGHTS:

- Three-fold jump of mall supply this year - from 3.2 million sq. ft. in 2018 to nearly 10 million sq. ft. - following supply rollover from the previous year
- Online players plan survival tactics post new e-commerce policy; eye brick-and-mortar spaces
- E-commerce pegged to grow at 27 percent CAGR, offline retail at 16 percent between 2017 & 2021
- Nearly US \$1.42 billion FDI infused in Indian market between April 2000 to June 2018

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Client's >>

DLF MALL OF INDIA
THE CHANAKYA
DLF SAKET
DLF PROMENADE
GMR

LuLu Group Launches Y Mall in Thrissur, Kerala

– By Shopping Centre Bureau

Y Mall will be under the ownership of the 'Y Foundation' and the profits from the mall will be contributed towards various charitable activities under the foundation, including assistance for the places of worship in the town...

LuLu Group has launched a brand new mall in Thrissur. The Rs 250 crore mall project, Y Mall, was dedicated by **LuLu Group Chairman & Managing Director, MA Yusuff Ali** to his home town on 29 December 2018. Yusuff Ali's grandson, Ayan Ali cut the ceremonial ribbon, officially inaugurating the mall.

Speaking at the inaugural event, Yusuff Ali said that the 2.5 lakh sq. ft. Y Mall at Triprayar in the Thrissur district of Kerala and the 4.6 acres of land on which it has been constructed is his endowment towards worthy initiatives. He declared that Y Mall will be under the ownership of the 'Y Foundation' and the profits from the mall will be contributed towards various charitable activities under the foundation, including assistance for the places of worship in the town, who will collectively receive ₹19 lakhs every year from the profits of Y Mall.

This will be in addition to the various charity works under the Y Foundation, Y Mall will provide an incredible shopping, dining and entertainment experience for all the people in and around Triprayar. The Mall is within easy reach from Ernakulam, Calicut, Thrissur and almost all landmarks and prominent facilities.

Mall Features

The mall features LuLu Xpress Freshmarket, which houses everything from food and grocery, ready to eat food, mobile and electronics to home décor. Home to over 40 international, national and local brands in the categories – watches; footwear; men, women and kids fashion, lingerie and innerwear, denims and casuals, accessories, eyewear, mobile and electronics, books, gifts, toys; beauty and wellness; bags and more, the mall has everything to satisfy a shopper's needs.

Customers can visit Kerala's first Toys'R'Us store at Y Mall along with brands like 1946, Baby Care, Label M, My G, Jockey, Vismay, Wrangler, Sylcon, Lens and Frames, Arabian Souk, WCDI, Blackberrys Casuale, Ajmal Perfumes, La Femi, Blossom, American Tourister, Super 99 and Lulu Forex. Bank of Baroda and salon services are expected to commence within a month or two. Café Coffee Day is located on the ground floor of the mall and Chennai Ananda Bhavan on the second floor.

A Complete Family Entertainment Centre

Y Mall's 225-seater food court is a food lover's paradise with brands like Baskin Robbins, ChickKing, Burger Hub, Fujian Express, Dosa Tawa, Tea Stop, Pulp Factory and Chak De serving a variety of cuisines including Chinese; North and South Indian; Burgers and Fries, Arabic, Juices and ice creams.

Half of the third floor is dedicated to the entertainment zone by Sparkys, which has innumerable video games; bump-a-car; carousel rides; a soft play area and many more fun-filled rides. The mall has basement parking provision and spacious open parking area for more than 800 vehicles.

Equipped with prayer halls, feeding room, reserved parking spaces and washrooms for differently abled; special parking for pregnant women; bag, umbrella and helmet park zones; ambulance, ATM, money exchange and more, Y Mall is a destination for travellers and localities alike. ●●●



CUSTOMERS CAN VISIT KERALA'S FIRST TOYS'R'US STORE AT Y MALL ALONG WITH BRANDS LIKE 1946, BABY CARE, LABEL M, MY G, JOCKEY, VISMAY, WRANGLER, SYLCON, LENS AND FRAMES, ARABIAN SOUK, WCDI, BLACKBERRYS CASUALE, AJMAL PERFUMES, LA FEMI, BLOSSOM, AMERICAN TOURISTER, SUPER 99 AND LULU FOREX.

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FASHION RETAIL: The Money Spinner For Indian Malls

– By Sandeep Kumar

A boom in the fashion retail segment in shopping malls in India can be attributed to a number of reasons including an increase in the number of brands in the premium fashion category, the entry of global brands and fast fashion retailers, and the subsequent growing demand for quality Grade A retail real estate space. We bring an in-depth analysis of why fashion is the number one category in shopping malls pan India...

Indian consumers have a deep-rooted association with fashion and luxury. According to Euromonitor International, the sale of luxury goods in India grew 25 percent in 2014 in comparison to China and Indian consumers have never looked back since then. Fashion, which comprises the major portion of the luxury goods segment, has been on a continuous growth spree since then as well. By 2020, spending in the Indian luxury market is expected to increase more than double to ₹23,600 crores from ₹13,200 crores.

With the rising significance of fashion in the Indian retail scenario, it is no surprise then that the Indian fashion retail industry is on a meteoric growth trajectory. The glamour quotient is at an all-time high with the Millennial population emulating models and film stars not only Indian but globally. This Millennial consumer – with his/her high-income level, even higher spending capacity and his shop 'anytime-you-wish' attitude – wants the best of fashion. There is no limit to the changing trends in fashion and the demand to have the best of the lot automatically pulls the consumer to the

epicenter of fashion brands, which are shopping malls.

Despite the presence of fashion brandstores in high street markets, hypermarkets, community centres, local markets and of course e-commerce portals, 80 percent of the shopping population prefers to go to malls. The reason is simple: whether it is a Tier I city premium mall or Tier III average mall, there are enough fashion brands in a mall to cater to shoppers living in a region. Even online shopping fans like to visit malls when they need to buy expensive outfits.

While Food & Beverage and Entertainment segments are emerging as lucrative categories for malls, the importance of the fashion segment cannot be ignored. No shopping mall can afford to take this risk.

As per JLL India, fashion retailers continue to command a prominent presence in Indian shopping malls. It is expected that more international and national fashion brands will open 'experience stores' and

Millennial Influence

The fashion market in the country is in the midst of change. Millennials are using new technologies and are spoilt with unprecedented choices both in terms of product offering and convenience. Being able to serve such demanding consumers can be challenging, but at the same time provide an important opportunity for retailers. Only those retailers who are willing to adapt according to market trends, stand a chance to grow and capture the market.

Established fashion retailers are looking for opportunities in secondary and tertiary cities in order to grow further and national fashion retailers are expected to innovate and come up with newer formats to sustain in the highly competitive and demanding market environment. Bringing in new brands in shopping mall is the solution but not a full proof one. Interactive and enhanced consumer experiences are other key factors which can't be ignored.

“We recently launched the first store of Armani Exchange at the mall and it is currently doing an average business of ₹45-50 lakh month-on-month. We have the only store Burberry in Chennai at our mall and it does a business of ₹70-80 lakh month-on-month.”

- Munish Khanna

“In the mall industry, everything started with fashion. F&B, entertainment and everything else came later. Fashion is the mainstay of every mall. Almost 60-70 percent of the mall's space is dedicated to fashion. We are making, on an average, ₹1,800 per sq.ft. from fashion.”

- Mukesh Kumar

“Fashion is almost 70 percent of any shopping mall and fashion is important as everyone aspires to be a different person by being fashionable. Beauty and fashion work together and India has a lot of festivals and for every festival, you wear something new.”

- Shibu Philips

“Fashion has always been the main driver for any shopping centre and if you look at fashion and related space of accessories alongside have always occupied 50-60 percent of the shopping spaces, whether it is high-street or malls.”

- Pankaj Renjhen

now the traction has started increasing and the specific result can be seen all over. We recently launched the first store of Armani Exchange at the mall and it is currently doing an average business of ₹45-50 lakh month-on-month. We have the only store Burberry in Chennai at our mall and it does a business of ₹70-80 lakh month-on-month. This indicates the numbers and demand Chennai currently has. What I mean to say is that it is not necessary to be bullish in approach, but we need to take the right steps, get the right brands in the mall and have a strong pulse on what is continuously going to evolve so that we get the relevant brands here.”

“In Express Avenue Mall, the entire ground floor is focussing on international fashion. As far as we are able to cater to the international, national and regional diaspora, only then we will stay relevant to the market. We are planning to introduce a few international fashion brands which are not there in Chennai but are there in Bengaluru, Mumbai and Delhi market. We are focussing more on the bridge-to-luxury brands.”

Mukesh Kumar, CEO, Infiniti Malls states, “In the mall industry, everything started with fashion. F&B, entertainment and everything else came later. Fashion is the mainstay of every mall. Almost 60-70 percent of the mall's space is dedicated to fashion. We are making, on an average, ₹1,800 per sq.ft. from fashion. We have dedicated around 55-60 percent to fashion in the mall. Initially, fashion used to occupy 80 percent of the space but slowly it is coming down as the other categories like F&B and FEC have been increasing as a footfall driver.”

Shibu Philips, Business Head, LuLu Mall says, “Fashion is almost 70 percent of any shopping mall and fashion is important as everyone aspires to be a different person by being fashionable. Beauty and fashion work together and



newer formats and strengthen their footprint across the country. The consumer is ready to explore and happy to spend and the retail industry is eager to comply. New shopping malls are coming up every year and the fashion retail sector is catering the evolving consumer through a number of mediums, including physical, digital and Omnichannel.

Fashion: The Money Spinner in Malls

Munish Khanna, Chief Revenue Officer, Express Avenue Mall explains, “Chennai has been a quite dormant market from some time. With the growing competition, the fashion quotient is slowly picking itself up. As compared to Delhi and Mumbai, fashion in Chennai was not a prominent category, but

SKECHERS

Manish Chandra, General Manager, Business Development, Skechers South Asia Pvt. Ltd. explains the approach brands look for before entering a new shopping mall...

Fashion brands are major contributing segment in the shopping malls? Your views.

Fashion brands influences consumers' preference when it comes to fashion. Consumers are now more fashion conscious and look for aspiration and follow trends of the brands while shopping.

As a brand where does Skechers prefer opening stores more – the shopping mall or the highstreet? Malls definitely have an added advantage over high streets. From a consumer point of view, everything is available under one roof – be it secure parking, amenities,



- Hypermarket, F&B mix, Entertainment and Brand Mix

Which mall is giving you your highest revenues and why?

We definitely see our highest revenues from the Mall of India in Delhi-NCR. It is spread across the retail space of million+ and has over 300+ stores offering a wide options of popular brands to choose from thereby increasing the traction of the mall. The spread of the mall also adds to its success for consumer to browse conveniently.

What is the revenue sharing deal with malls?

The revenue share of Skechers with malls is 12 percent fresh stock and 8 percent EOSS.

What do you do to lure customers in stores in malls?

To attract consumers to stores in the mall, it is very important to keep in mind the energy that you are creating along with the right assortments, ambience and eye catching visual merchandising, which will help consumers step into your store. Also, we ensure we have new launches plus product mix to get more consumer activation.



categories of retail, hypermarket, F&B, cinema and likeminded brand mix. Shopping malls provide a wide range of offerings for people of all ages.

What factors would you consider before choosing a mall to open a new outlet?

There are a lot of factors that are considered while taking a decision before finalising a location for an outlet. For us, as a brand, we need to be aware of even the smallest of details before entering a new mall. From shortlisting and finalising the city and mall, the other factors which we check are:

- Location and its accessibility
- Per capita Income
- Brand value of the mall and mall developer

How do you cope up with changing trends of fashion?

Customer expectations are rising faster than ever. They have evolved over time, but never as rapidly as they have in the past couple of years. Trends are changing rapidly and Skechers is launching products that caters to each need. From casual shoes like Skechers Street wear to performance shoes – Skechers GOrun – and fashion shoes – Skechers D'Lites and Mark Nason – Skechers has a shoe for every occasion. By launching new assortments timely as per the latest trend, we keep up in comparison to others. Understanding customer needs and adapting to the changing market is the key to succeed in the industry.

India has a lot of festivals and for every festival, you wear something new. And if you look at e-commerce, how it has gained prominence is by selling fashion at affordable prices. At the end of the day, as a mall - which is a destination point for consumers - we can't be very different. Today India has so many brands and with FDI in retail opening up for single-brand retail- lots of brands have come into the



country. In our malls, we have dedicated ground and the first floor to fashion, and we get 85 percent of the revenue from fashion."

"We have realised that as malls are becoming mature, there are a lot of niche categories that are coming up. Now ethnic is also becoming a big category for men. Fast fashion is picking up with lots of international fast fashion brands coming in. Earlier fashion was divided only into men's and women's fashion but now the categorisation is increasing."

Pankaj Renjhen, Chief Operating officer, Virtuous Retail adds, "Fashion has always been the main driver for any shopping centre and if you look at fashion and related space of accessories alongside have always occupied 50-60 percent of the shopping spaces, whether it is high-street or malls. In our shopping malls, we have a very high quotient of fashion but now it is reducing as new categories of entertainment and F&B which are taking up

space, but we are not reducing the importance to emphasize on fashion quotient in the retail centre. The curation is changing, and it is varying from market-to-market because the customer profile is very different from Bengaluru to Delhi to Chandigarh to Surat. Fashion is the principal driver along with entertainment and food for any shopping centre today."

"In our malls, almost 50-60 percent is dedicated to fashion and accessories and it will continue to be the same. Revenue contribution is little more because entertainment takes a lot more space in terms of volume and if you look at the volume v/s space obviously fashion contributes almost 60-65 percent."

"Fashion and malls will continue to grow hand-in-hand. The entire shopping centre is built around experiences and three components of the experience will be fashion, food, and entertainment. All the three components are important and fashion being the biggest."

since malls depend heavily on the revenue and footfalls that fashion brings to them. Since fashion retail is all about the customers' preferences, space allotment to brands – value formats, lifestyle, and luxury formats – needs to be in sync with the type of people visiting a mall.

The most common trend is to allow the ground floor to the international and domestic luxury and bridge-to-luxury brands. The reason behind this is that the ground floor has the highest rentals and highest footfalls.



is that despite menswear holding a major share of the apparel market at 41 percent, it's the women's wear segment which is growing the fastest as witnessed by the footfalls and purchase patterns.

Mall developers say it is effectively almost impossible to understand what the customer is looking for. There is no exact science to it. The likeness for design and trend can change at any moment. Fashion consumers, according to mall developers, can be broadly divided into two

category in the Indian retail sector. Consumers, on an average, are buying apparel 8 to 10 times a year now compared to a few years ago, when it was less than half a dozen times. This is making fast fashion more relevant as these retailers change their stock several times a year, and are thus, able to provide the latest fashion merchandise all year around.

Fast fashion, a phrase used for designs that move quickly from the catwalk to showrooms, is growing at a yearly pace of 25-30 percent, twice the rate of the overall market. Malls are also embracing fast fashion retailers and have started to allocate prime spaces to them on their premises. Mall developers prefer fast fashion brands due to their higher productivity and also the footfalls they generate for the malls. Therefore, fast fashion brands are starting to become anchor stores in shopping malls today. Recent examples include H&M in High Street Phoenix, Mumbai, and both Zara and H&M in Select CityWalk, Delhi-NCR. Adjustments have been done in micro-location of the stores within the malls in order to accommodate the newer global brands.

Fast fashion retailers are quickly expanding their footprint in India in order to capitalise on this rising demand from consumers. As many Indians are travelling abroad, they are becoming familiar with foreign brands. This coupled with rising disposable incomes means that demand for foreign labels is also growing stronger. Domestic retail giant, Future Group, launched Cover Story – its fast fashion format last year. The player has crunched its turnaround time from design to store by 50 percent and priced products competitively. Other domestic players may launch stores along similar lines too or enter this popular category. Some others will make fast fashion dominate their merchandise mix. ●●

categories – focused buyers and impulse buyers. Focused buyers are those who know exactly what they want, which store houses a product and come to the mall with the purpose and intent of buying that piece of clothing. Impulse buyers, on the other hand, are those who visit a mall just on a whim and then end up buying clothes that appeal to them on the spot. Both types of customers are important for retail stores and malls and to satisfy them both, mall developers ensure retailers update their designs and categories almost every month.

Fast Fashion: New Treat in the Menu

As stated above, fast fashion is picking up the pace in shopping malls with lots of international fast fashion brands coming in. Fast fashion is emerging as an important and growing



What Malls Do to Highlight the Fashion Section

Smart mall developers study their target audience, see the categories that are growing in their catchment area and then pick and choose the perfect brand mix for their fashion and accessories section – an exercise which is extremely important

For malls that don't target an elite audience, international and homegrown fast fashion brands work beautifully too.

Another common trend is to exclusively allot the first floor to women's wear brands and the second and third floors to menswear and kids wear brands respectively. One reason for this

Read on for an in depth analysis of why fashion is the number one category in shopping malls pan India.

Lulu Mall

[KOCHI]

Importance of Fashion

"When we opened the mall in 2013, we knew fashion will be the most challenging segment for us. Over the years we have been able to nurture the way Keralites view fashion by introducing them to the best in apparel, footwear and accessories. LuLu Mall has been able to transform the way Kerala shops. With 244 operational stores, we have everything that is required to whet the desire of a discerning shopper, from premium to mid-premium, branded apparels to fashion accessories and much more," says **Shibu Philips, Business Head, LuLu Shopping Mall.**

Space Allotted to Fashion

LuLu Mall primarily caters to the premium and mid-premium brands in all categories. Ground floor gives an exposure to international brands which include watches (luxury), beauty, apparels, footwear and accessories (premium brands). On the first floor one sees a good collection of brands in men's, women and unisex fashion. The second floor of the mall has the kids fashion, value accessories and sportswear brand. Nearly 5.5 lakh sq.ft. of retail space has been allotted to fashion.

Brands Introduced in 2018

LuLu Mall introduced more than 50 brands in 2018. "The entry of new brands has definitely helped in pushing the footfalls and the sales, which is clearly reflected in the TD. Sales growth of over 10 percent has been recorded due to the addition of these brands," says Philips.

Preference: National or International Brands

"A mix of both international and

national is very crucial in any mall. What is important is a good label brand, as customers are becoming more sophisticated and savvy in their shopping choices and inclinations. They prefer brands that not only offer value for money but are also in line with the latest global fashion trends, we also understand that International fashion retailers are quickly expanding their footprint in India in order to capitalize on the rising demand from consumers.

In the past few years, these consumers have been exhibiting a distinct preference for all things



“LULU MALL HAS BEEN ABLE TO TRANSFORM THE WAY KERALA SHOPS. WITH 244 OPERATIONAL STORES, WE HAVE EVERYTHING THAT IS REQUIRED TO WHET THE DESIRE OF A DISCERNING SHOPPER, FROM PREMIUM TO MID-PREMIUM, BRANDED APPARELS TO FASHION ACCESSORIES AND MUCH MORE.”

– Shibu Philips

luxury. With increased brand & fashion awareness, fed by the presence of some of the biggest names in international retail, the aspirations of consumers have been growing by leaps and bounds. Brands like Versace, Burberry, Fendi, Hugo Boss and Hermes are some of the luxury entrants in India. Affordable global fashion brands like H & M, Zara, MassimmoDutti and Gap have been expanding extensively and exploring smaller markets as well. As long as they constantly adapt their strategies to the Indian sentiments, the road ahead looks great for global retail in India. For a mall, known international brands add value to the retail mix and does contribute to the increase of quality footfall and provide home grown brands with a healthy competition which in turn pushes them to constantly analyse and change their strategies," explains Philips.

Anchor and Vanilla Stores

The mall has brands such as LuLu Fashion Store, Westside, Marks & Spencer as anchors in the fashion category and in vanilla we have well-known brands such as Forever New, Adidas Originals, Woods, Clarks, Crocs, GAS, Tommy Hilfiger, AND, ALDO, Steve Madden, Jack & Jones, Vero Moda and CK jeans.

Fashion Categories

The fashion categories at LuLu Mall are apparels, accessories, footwear, bags, lingerie and innerwear.

Brands in the Pipeline

LuLu currently is focusing on getting crowd-pulling marquee names like The Bombay Store, MAC, Clinique, Under Armor and Ritu Kumar. These brands will be making their entry in Kerala market soon in 2019.

Changing Trends in Fashion

"As global fashion brands expand their footprint in the country, the domestic brands are also expected to adapt their business models and stores in strategic locations to compete better with the former. With this strategy, international brands in our mall such as Forever New, GAS, Steve Madden and Aldo have already entered Kerala with much fanfare. This also has encouraged domestic players to launch and upgrade their stores and products to meet the rising competition," concluded Philips.



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Select CityWalk

[DELHI]

Importance of Fashion

"Fashion is at the epicenter of Select CityWalk and is the most important category in our shopping centre. On average, fashion constitutes around 60 percent of our revenue. Consumers of all age groups look forward to the latest fashion trends and hence we at Select CityWalk are always at the forefront of leading fashion experience for our discerning shoppers. We have always kept pace with the changing priorities in the retail landscape. Select CityWalk has always been successful in providing the best of the shopping experiences to our customers," says **Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure Private Ltd.**

Space Allotted to Fashion

The fashion segment constitutes multiple categories such as fashion anchors, apparel, accessories & footwear. Select CityWalk, has allotted over 55 percent space to this segment. Going by the individual sectors, around 40 percent space is given to the apparel and 15 percent to footwear and accessories.

Revenue Generated

"Fashion is the biggest revenue contributor at Select CityWalk. On an average, fashion consists of approx. 60 percent of our sales. Majority of our shoppers spend the maximum on fashion and lifestyle stores at our shopping centre. For us, anchor fashion brands such as Zara, H&M, Tommy Hilfiger etc. are the highest sales generators," states Sharma.

Brands Introduced in 2018

20+ brands were introduced in the mall in 2018 which included



many firsts in the city such as Bath & Body Works, Onitsuka Tiger, O Bag, Jo Malone and Ted Baker and were very well received by the shoppers.

Preference: National or International Brands

"At Select CityWalk, we prefer having a varied mix of domestic and international brands. We have more than 80 premium international brands. The mall has also been the preferred gateway for the launch of several



“CONSUMERS OF ALL AGE GROUPS LOOK FORWARD TO THE LATEST FASHION TRENDS AND HENCE WE AT SELECT CITYWALK ARE ALWAYS AT THE FOREFRONT OF LEADING FASHION EXPERIENCE FOR OUR DISCERNING SHOPPERS. WE HAVE ALWAYS KEPT PACE WITH THE CHANGING PRIORITIES IN THE RETAIL LANDSCAPE.”

– *Yogeshwar Sharma*



international brands in India. Having set new benchmarks in the overall shopping experience and customer satisfaction, we always chose the brands keeping our fashion-conscious customers in mind. To suit the needs of all kinds of customers, we give space to regional and national brands also along with the international brands," explained Sharma.

Anchor & Vanilla Stores

Anchor fashion brands such as Zara, H&M and brands like Tommy Hilfiger etc. are high sales generators and co-exist very well. "A good trade mix drives relevant footfalls to any mall which includes a combination of both international and domestic brands. Consumers are looking for aspirational brands. They are geared up for higher purchasing power than ever before. India is considered to be the biggest market for the luxury and premium international

brands after China.

For the shoppers, Luxury Brands are not only a status symbol, but they are also an integral part of their lifestyle," adds Sharma.

Changing trends of fashion

"Fashion is the fastest selling category in shopping centers. In order to stay relevant and drive footfalls, shopping centers should always keep abreast with changing fashion trends. Shopping centres should be able to differentiate the consumer offering, with a focus on experience and convenience. Innovative malls are incorporating value-added elements that attempt to recast the mall as the new downtown, including fashion shows, fairs etc.

At Select CityWalk, we keep adding premium international brands frequently. On an average, we add two to three fashion brands every quarter. This makes us the most sought-after shopping center aligned with latest fashion trends," concludes Sharma.

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Inorbit Mall

[MALAD AND HYDERABAD]

Importance of Fashion

Fashion is a comparatively more organised category in the retail sector in India, and with apparel, shoes, bags and accessories, it contributes anywhere between 55-60 percent of the monthly sales in our mall. Consumers nowadays see shopping malls as social spaces to spend quality time with family and friends and considering this trend, we are assigning more space for F&B and entertainment. At Inorbit, we are continuously curating our offering to bring in best in class for our patrons," says **Rajneesh Mahajan, CEO, Inorbit Malls.**

Space Allotted to Fashion:

Fashion as a category is the biggest space occupier in malls, therefore approximately 50-55 percent of Inorbit's retail space is allocated to the segment – this includes apparel, footwear, bags and accessories.



“WE INTRODUCED 35 NEW BRANDS ACROSS OUR FIVE MALLS. IT IS VERY DIFFICULT TO ATTRIBUTE THE GROWTH TO A SINGLE BRAND. AT MALAD, THE SPACE ALLOCATION WAS INCREASED FOR BEAUTY & COSMETICS CATEGORY AND WE SAW DOUBLE-DIGIT GROWTH IN THE CONSUMPTION OF THIS CATEGORY.”

– Rajneesh Mahajan



Revenue Generated

“As soon as seasons change, demands for new trends set in. This essentially makes fashion one of the top performing segments at our mall, contributing anywhere between 55-60 percent of the monthly sales,” states Mahajan.

Brands Introduced in 2018

At Inorbit, new brands are brought in to create excitement among consumers, offer them a fresh range of fashion, meet business requirements and drive the right results.

“We introduced 35 new brands across our five malls. It is very difficult to attribute the growth to a single brand. At Malad, the space allocation was increased for beauty & cosmetics category and we saw double-digit growth in the consumption of this category. An increase in sales has also helped the mall pull in a new set of customers,” says Mahajan.

Preference: National or International Brands

“Inorbit looks at giving space to performance-oriented brands and in principle, all retailers want more space. We look at consumer behaviour and

changing preferences to identify the right brands that widen the choice for consumers under one category. There are examples of International brands who did not get their strategy right in India and hence they have either relocated or moved out. Alternately there are homegrown brands that have adopted the right strategies and taken larger spaces inside our malls. We collectively believe only one brand cannot contribute to footfall generation. At our malls, we witnessed the new brands contributing 60-70 percent of our total consumption growth,” explains Mahajan.

Anchor & Vanilla Stores

Inorbit malls have fashion brands in both anchor and vanilla formats. H&M is the anchor store in both Inorbit

Malad as well as Hyderabad, and it attracts footfalls in large numbers. These fast fashion brands are very good at attracting Millennials in large numbers to the malls.

Brands in the Pipeline

Inorbit will be working on fashion, food and entertainment brands across their portfolio in the coming months.

Changing trends of Fashion

“Be it fashion, food or entertainment, there are new trends influencing consumers. Today there are multiple shopping options for consumers, so it is imperative to stay relevant and cater to their demands. At Inorbit, we continuously make efforts to provide aspirational shopping experiences to consumers and accordingly add new brands across our malls,” concludes Mahajan.

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Quest Mall

[KOLKATA]

Importance of Fashion

"The mall business from the very beginning has relied upon fashion as the most important category. Today, F&B, Entertainment and Hypermarkets are getting a lot of attention along with the fashion category. At Quest, there is a dedicated balanced mix of fashion brands on the retail area from the ground to the third floor," says **Sanjeev Mehra, VP, Quest Properties India Limited.**

The break-up is: Ground Floor – 47.35 percent; First Floor – 57.46 percent; Second Floor – 64.71 percent; Third Floor – 57.65 percent.

Space Allotted to Fashion:

The space dedicated to fashion segment is around 26 percent of the total GLA. Considering the total retail area apart from F&B, Entertainment and the Hypermarket, fashion accounts around 57 percent of this area.

Revenue Generated

"The total revenue generated from fashion is around 26 percent of the total mall revenue, which is in lines with the percentage area dedicated out of the total GLA. But if we take into consideration the total revenue from the retail area apart from the F&B, Entertainment and Hypermarket, it accounts for around 50 percent of the total retail revenue," explains Mehra.

Brands Introduced in 2018

11 Brands were introduced in the Year 2018.

- Ground Floor – Coach, Tod's, Bobbi Brown, Paul & Shark
- First Floor – Forest Essentials, Isharya, Yoku Moku
- Second Floor – Rare Rabbit, Latin Quarters
- Third Floor – Bang & Olufsen, Gap Kids, Soch



5 Brands out of the 11 above brands belong to the fashion category.

Preference: National or International brands

Quest, which believes in a balance between national and international brands, believes in zoning wherein the first floor is dedicated to international premium brands and the second floor to premium Indian brands.

"Quest is in its sixth year of the operations and we have



“THE MALL BUSINESS FROM THE VERY BEGINNING HAS RELIED UPON FASHION AS THE MOST IMPORTANT CATEGORY. TODAY, F&B, ENTERTAINMENT AND HYPERMARKETS ARE GETTING A LOT OF ATTENTION ALONG WITH THE FASHION CATEGORY.”

– Sanjeev Mehra

observed that over these six years, the aspirations, tastes and buying habits of customers are changing. Brand preferences have changed and so the brands we house are also changing as per demand. Consumers are demanding more premium brands, and this is because of the fact that the customers who were, at one point of time, buying premium have shifted to bridge-to-luxury, and then have further transcended into luxury," says Mehra.

- International Brands: 77 (50%)
- National brands: 53 (35%)
- Regional Brands: 22 (15%)

Anchor & Vanilla Stores

Lifestyle is the anchor store at Quest and accounts for 18 percent of the total mall revenue and around 34 percent of the total retail area's revenue.

Fashion Categories

The fashion accessories category comes closest to the fashion apparel in revenue. It accounts for 4.3 percent in comparison to 26 percent of the GLA, in case of the fashion apparel segment. It contributes to 12.39 percent in comparison to 26 percent of the total revenue.

Brands in the Pipeline

Aldo has already been launched in 2019. Other upcoming brands are Millie's Cookies, Rookie Kids USA, Biba and Wacoal.

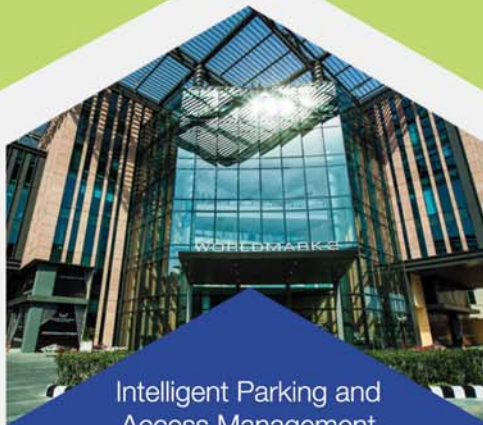
Changing Trends in Fashion

"Reviving strategies are centered to changing brands, landscape and customers, with additions in F&B to also bring in new brands. Events are fillers which keep the newness and excitement going. We have come up with a dynamic space 'The Loft' located on the sixth floor which focuses on pop-up shops and events. – ranging from fashion shows, to designer trunk shows, art exhibits, food pop ups and even jewellery shows. This keeps the customers engaged. Pop ups @ The Loft – a first in Kolkata – included impromptu stores and shows by Juicy Couture, BCBG, Diesel, Brooks Brothers, Bvlgari, Christian Dior, Christian Louboutin, Ermenegildo Zegna, Janavi, La Martina Kate Spade, Patine, Salvatore Ferragamo, Tarun Tahiliani, TOD's & Berluti Edition, Varun Bahl and many more," concludes Mehra.

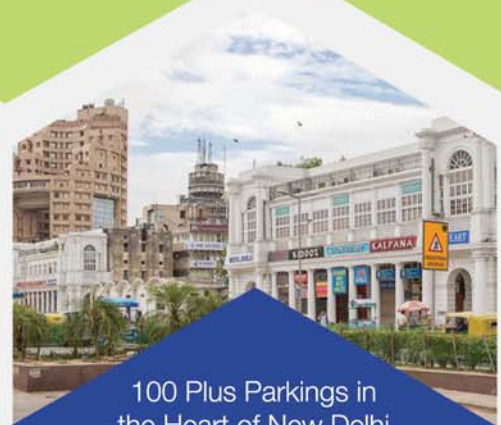
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Infiniti Mall

[ANDHERI AND MALAD]

Importance of Fashion

"Fashion is a constant presence in people's lives. It has become a relevant and integral part of society and culture where people express themselves through what they wear. This category is constantly emerging through varied trends and offerings by Indian and International brands. Recognizing the importance of the apparel industry, at Infiniti, we are constantly on a move to curate and introduce the best in class options to suit the requirements of all our patrons and work towards it," says **Mukesh Kumar, CEO, Infiniti Malls.**

Space Allotted to Fashion

The fashion segment constitutes multiple categories such as fashion anchors, apparel, accessories and footwear. Infiniti malls have dedicated around 60 percent area to the fashion segment.



“FASHION IS A CONSTANT PRESENCE IN PEOPLE'S LIVES. IT HAS BECOME A RELEVANT AND INTEGRAL PART OF SOCIETY AND CULTURE WHERE PEOPLE EXPRESS THEMSELVES THROUGH WHAT THEY WEAR. THIS CATEGORY IS CONSTANTLY EMERGING THROUGH VARIED TRENDS AND OFFERINGS BY INDIAN AND INTERNATIONAL BRANDS.”

– Mukesh Kumar

Revenue Generated

Fashion is the biggest revenue contributor at Infiniti malls with the category contributing approximately 60 percent of the total revenue generated by the retailers in the mall.

Brands Introduced in 2018

"At Infiniti Mall, our constant endeavour has been to enhance customer experience, for which we have added more brands to our existing portfolio/range in merchandise and fashion wear. The launch of our stores comprising Zink London, Zivame, Rayban, Daniel Wellington, Crocs, Luxxuberance, Hush Puppies, Tom Tailor, Inc 5 has been a significant achievement for us in the last year. The elegantly done up interiors, the fashionable collection has attracted a lot of visitors to these stores and we hope to keep the momentum going in future too," says Kumar.

Preference: National or International Brands

"We optimise customer experience by catering to the needs of all our patrons. We understand that every customer is valuable and comes with his own set of expectations,

hence we integrate a balanced mix of national, regional and international brands to suit their requirements. However, our international brands at the mall comprise 50 percent whereas the balance mix comprises of regional and national brands. Over the past few years, a whole lot of brands from the US and European market set up stores in our mall and found them to be very successful. International brands do help us to generate more footfalls," states Kumar.

Anchor & Vanilla Stores

Infiniti has fashion brands as anchor stores in all of their malls. The vanilla stores are positioned in the front side of the mall whereas the anchor stores are positioned behind. This ensures customers walk through all the stores to get to the anchor store. Vanilla stores

include stores from different categories of fashion like womenswear, menswear, accessories, footwear, cosmetics, eyewear and watches.

Brands in the Pipeline

Brands such as Colorbar, Peora and Mustard will soon be launched in the mall.

Changing Trends of Fashion

"The fashion spectrum in India is ever-evolving and changing where the affluent class wants the latest to keep up with fashion trends, and the masses look for more aspirational products that offer value for money. Since fashion retail is all about the customers' preferences, we make sure that the space allotment to brands needs to be in sync with the requirements of every customer visiting the mall," concludes Kumar.



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The Walk

[WORLDMARK, AEROCITY]

Importance of Fashion

"Since ours is a mixed-use development with both office and retail spaces, the space dedicated for retail is finite. However, the development has created the perfect answer in



“IT'S A COHESIVE MIX OF NATIONAL AND INTERNATIONAL BRANDS, BOTH COMING TOGETHER TO MAKE THE PERFECT PLACE FOR SHOPPING, ENTERTAINMENT AND F&B.”

– Mohit Pruthy

'Aerocity Central' which offers over 500 brands (clothing, accessories, luggage etc) all under one roof," says **Mohit Pruthy, VP and Head-Retail & Marketing, Bharti Realty Limited.**

Space Allotted to Fashion:

The total space dedicated to Fashion segment is around 30 percent of the total GLA. Considering the total retail area apart from F&B, Entertainment and Hypermarket, fashion is allotted fair amount of space than the rest.

Brands Introduced in 2018

The brands introduced are: MAC, Forest Essentials, Miniso, Da Milano, Shaze

Preference: National or International brands

"It's a cohesive mix of national

and international brands, both coming together to make the perfect place for shopping, entertainment and F&B. As long as the brand fits the category and offers the best customer experience – the fact whether it is a national or international brand ceases to matter. The international brands generate more footfalls and that is why they enjoy the spaces in the anchor category. Therefore the mall has done a lot to bring these brands in and with every new season there will new targets for expansion," explains Pruthy.

Anchor & Vanilla Stores

Worldmark's Central offers multiple premium brands and they cater to all category, lifestyle, women fashion, formals or ethnic because of the limited area available. It's the next level central that offers a huge variety of products. For vanilla

stores, Worldmark has focussed on impulse formats due to the target audience which is working professionals and travellers.

Changing Trends in Fashion

"Worldmark is cognizant of changing trends of fashion, the merchandise, shelf life and requirements within the space and will always look to redevelop itself basis the evolving customer needs. The new trend is for any brand today is Omnichannel presence, which leads to optimum utilization of real-estate space. Also with more digital content and AI taking over, developments are looking to become more prudent with space usage," concludes Pruthy.



Express Avenue

[CHENNAI]

Importance of Fashion

"Fashion segment at Express Avenue is given utmost importance. As Express Avenue is located in the heart of the city, it is one of the most preferred shopping destinations in Chennai due to its brand mix. The entire ground floor comprises of popular and performing international brands in the fashion space and we keep churning brands from time to time to keep the content fresh and relevant," says **Munish Khanna, Chief Revenue Officer, Express Avenue.**

Preference: National or International brands

"We believe in keeping a mix of

both at our mall. To maintain the right density of footfalls in the mall, it is advisable to use



“AS EXPRESS AVENUE IS LOCATED IN THE HEART OF THE CITY, IT IS ONE OF THE MOST PREFERRED SHOPPING DESTINATIONS IN CHENNAI DUE TO ITS BRAND MIX.”

– Munish Khanna



right blend of international and national brands and we totally follow that," says Khanna.

Revenue Generated

"At EA, 10-15 percent of the revenue come from fashion brands. It can easily go up to 30-35 percent in coming 2-3 years," states Khanna.

Changing Trends of Fashion

EA focuses on certain points to



keep them ahead in the race:

- Keeping a note on what is moving fast and slow in the stores on a monthly basis and then finalize plans accordingly
- Quarterly meetings with the brand product heads and do future planning to curate merchandise mix accordingly
- Be a part of range presentations of key brands to get a pulse of what is planned for the coming season



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Viviana Mall

[THANE]

Importance of Fashion

"The purchasing power is enabling consumers to visit malls on frequent and regular basis resulting in a tremendous growth across categories in the mall and the fashion category in specific.

"Viviana mall has seen positive footfall growth each year with the fashion category contributing heavily in fueling this increase. The global fashion brands at Viviana are Zara, H&M, Vero Moda, Tommy Hilfiger, Forever New, Calvin Klein along with Indian brands like AND, Raymond, Nalli, fabindia, Hastakala, Manyavar and Ethnicity. Our aim is to build an all-inclusive but unique brand mix for our consumers that offer a wide variety of shopping options to them," says **Manoj K. Agarwal, CEO, Viviana Mall.**

Space Allotted to Fashion:

The fashion category constitutes close to 60 brand percent of Viviana's retail mix. The segment aims to provide very consumer centric engagement through our present offerings across all 240 stores.

Revenue Generated

At Viviana, fashion category has played a key role in sustaining and improving the overall engagement of consumers to the brands which in return has contributed to more than 50 percent of the overall sales and revenue.

"In a situation where the industry is at loggerheads with the rising e-commerce environment, we have seen a consistent jump in our sales and trading numbers. Many online stores are also tweaking their business models to additionally opt for brick-and-mortar stores. Viviana Mall welcomes and looks

to provide a platform to online retailers to tap into a whole new segment of potential consumers," says Agarwal.

Brands Introduced in 2018

In 2018, Viviana mall brought in brands like H&M, Luxxubrance, Peora, Pure Living & Home, Speedo, Casio, Nykaa, Chumbak, Voylla, Disney & Me, Rado, FBB, Brooks and Forever New. Ranging from personal care products to cosmetics to apparel, footwear and fashion accessories, Viviana has constantly provided a platform for brands to enhance their customer base in newer demographics.

Preference: National or International brands

International brands come with their own unique set of an expansive consumer base that who have been purchasing products from that particular brand over a period of time and are accustomed to their



“IN A SITUATION WHERE THE INDUSTRY IS AT LOGGERHEADS WITH THE RISING E-COMMERCE ENVIRONMENT, WE HAVE SEEN A CONSISTENT JUMP IN OUR SALES AND TRADING NUMBERS. MANY ONLINE STORES ARE ALSO TWEAKING THEIR BUSINESS MODELS TO ADDITIONALLY OPT FOR BRICK AND MORTAR STORES. ”

– Manoj K Agarwal



style, ambiance, affordability, and overall brand culture. Even though, International brands attract consumers, we have seen a steady growth in the footfalls and sales in national brands as well.

National brands are able to cater to a wider set of consumers in terms of the product options that they offer. Affordability and a wide choice are usually what attracts consumers and generate a higher number of footfalls in these stores. Brands like Shoppers Stop, Lifestyle, FBB, AND, Global Desi, Biba, Jashn, Raymond, fabindia, Manyavar, Van Heusen, Kalki, Metro, Esbedaall offer products that appeal to the larger Indian consumer.

"Both international and national brands drive footfalls to the mall in equal measure. We at Viviana believe that our unique combination of the two gives Viviana Mall a unique space as a lifestyle destination in the mall space," explains Agarwal.

Anchor & Vanilla Stores

Viviana has both anchor brands and inline stores as fashion brands. The sizes vary from 500 sq. ft. to 50,000 sq. ft. with each brand having tremendous popularity. Brands like Shoppers Stop, Lifestyle, Marks and

Spencer, H&M, Zara, Pantaloons, Bata, Max, Splash, Globus fashion are some of the notable anchor and mini anchor brands. that are continuously surpassing their past performances.

Brands in the Pipeline

In 2019, Viviana Mall is aiming to bring in brands like Lacoste, Lavie, Crafts Villa, Heel & Buckle, Adidas Young Athletes, Dhadoom.

Changing Trends in Fashion

"Brands like Zara, H&M, Forever New to name a few have built global empires by catering to the fast paced and ever-changing consumer demand and fashion trends. At Viviana, we are happy to have such retail partners who are well placed to supplement the needs of the consumers through accurate forecasts obtained via big data which includes retail data, consumer brand perceptions. This is enabling them to gauge what's trending with consumers. Our strong retail partnerships with brands combined with our own understanding of our customers enable us to cope up with the ever-changing fashion trends," concludes Agarwal.



Nexus Malls

Importance of Fashion

"Fashion continues to remain the most relevant category as far as consumption is concerned. Therefore, fashion does take up relatively more space in our malls as well. The aim is to build an all-inclusive but unique brand mix for our consumers," says **Nirzar Jain, Leasing Officer, Nexus Malls.**

Space Allotted to Fashion

"The space allotted to any category depends on the size of the mall and same goes with the fashion. Depending on the size and in particular the catchment where it is located, we take a decision on giving a category more weightage. It is a continuous process with so much change happening

throughout the season and therefore we keep that angle in mind as well. Given the importance and consumption of fashion across the country, we choose to dedicate between 40 – 60 percent of the space to this category," states Jain.

Revenue Generated

For Nexus malls, fashion contributes to most of the sales and as a category; it has a trading density upwards of ₹1,500 per sq. ft.

Brands Introduced in 2018

Across their portfolio of eight malls, 2018 was a good year from brand prospect as Nexus introduced around 250 brands in the time period.

"The churn and new signings

were done on basis of feedback of customers and research, which we did. Since the churn, fashion as a category has started performing even better than it already did," explains Jain.

Preference: National or International brands

"Our preference between national and international brands depends mostly on what the catchment a mall is in and the spending propensity of the people from that catchment. Once we know what the people from our primary and secondary catchment are looking for, we then start closing those



“THE SPACE ALLOTTED TO ANY CATEGORY DEPENDS ON THE SIZE OF THE MALL AND SAME GOES WITH THE FASHION. DEPENDING ON THE SIZE AND IN PARTICULAR THE CATCHMENT WHERE IT IS LOCATED, WE TAKE A DECISION ON GIVING A CATEGORY MORE WEIGHTAGE.”

– Nirzar Jain

brands. In Elante and Seawoods, international brands perform well. Whereas places like Indore often tilt more towards Indian and homegrown fashion labels. As far as footfalls are concerned they depend not only on international brands totally, but also on to overall brand mix. Relevant brands always have an impact on the overall experience that the mall delivers," elaborates Jain.

Anchor & Vanilla Stores

Fashion brands at Nexus malls are available across in various formats and sizes. The size and format of the brands totally depends on the consumption of fashion for that particular mall. Vanilla brands range from 1,000 to 5,000 sq. ft and anchor stores can take up anything between 30,000 to 50,000 sq. ft of space.

Fashion Categories

The fashion accessories category comes closest to the fashion apparel in revenue. The segment consists of men's and women's apparel, unisex fashion, accessories and handbags, sportswear, watches and eyewear.

Brands in the Pipeline

Nexus focuses on bringing more of fast fashion and luxury brands in 2019.

Changing Trends of fashion

"In order to keep up with the ever changing fashion trends, we have now started getting in to short term leases. This enables us to refresh the tenant mix and introduce trending fashion brands. We also use the pop-up stores to gauge customers' interest in brands and fashion, merchandising benchmarking with top performing brands," concludes Jain.

Ambience Mall

[GURGAON AND VASANT KUNJ]

Importance of Fashion

"Access to social media, increased disposable income and infrastructure development has greatly enhanced fashion consciousness as well as access to it. Over the last decade, the concept of shopping has undergone a sea change in pertinence to changing consumer behaviour. The glamour and elegance associated with fashion is huge attention and attraction grabber. And with fashion going social on Pinterest, Instagram, Facebook and Twitter, the category has become a key focus area in our endeavor to deliver a wholesome experience to our patrons," says **Arjun Gehlot, Director, Ambience Mall, Gurgaon & Vasant Kunj.**

"Ambience Malls are not just shopping centres, they are experience centres where consumers experience an ensemble of various national and international brands, updating themselves of the latest fashion trends, expecting it to be a complete fashion fiesta. Fashion is the most eyed segment in the Delhi-NCR wherein, 70 percent of our mall is housed with this segment, whereas, 30 percent comprises of F&B and entertainment," he adds.

Revenue Generated

Fashion as a category is comparatively more organised in the retail sector in India, and with apparel, shoes, bags and accessories it contributes anywhere between 65-70 percent of the monthly sales in Ambience Mall. "Though F&B and Entertainment are high on experience value, their contribution to the total monthly revenue generation is comparatively small (around 30 percent) as compared to fashion,

which in itself justifies to its importance," states Gehlot.

Brands News

Ambience Malls in 2018 have seen the advent of bridge-to-luxury fashion brands like Hackett London and Ted Baker. In the beauty segment, Nykaa, Innisfree and Bath & Body Works were introduced in the mall wherein Nykaa is among the top performing stores in the mall. There has been an overwhelming response for Bath & Body Works as it has seen the most phenomenal opening ever in its span, grossing the highest opening sales figures of the season.

The road map for 2019 has been laid too by Ambience Malls, encompassing efforts to serve more on a platter by introducing Onitsuka Tiger, Kama Ayurveda, Hugo Boss, TM Lewin, Frederick's of Hollywood, Tony & Guy, Swiss Military to name just a few.

Preference: National or International brands

As per Gehlot, striking a balance between the right ensemble of national and international brands is crucial to accommodate the demands and aspirations of customers and to make the mall a one-stop destination for all.

"International brands bring in star value and more of exclusivity, they create a lot of excitement and act as Millennial magnets, bringing them to the mall in scores. These brands contribute the maximum amount to the mall's footfalls. Indian brands on the other hand – Cover Story, Label Ritu Kumar and Ancestry – have offerings for the modern Indian woman, along with a traditional look and feel and cater to allocations," says Gehlot.



Anchor & Vanilla Stores

Ambience houses all the major fashion anchors including Zara (60,000 sq. ft. approx.) and H&M (60,000 sq. ft. approx.). Mini anchors which attract a large number of footfalls include GAP (13,000 sq. ft. approx.), Marks & Spencer (30,000 sq. ft. approx.), Collective (6,000 sq. ft. approx.) and Sephora (8,000 sq. ft. approx.). Some vanilla stores include Hackett London,

Ted Baker, Michael Kors, Luxe Bridge and Forever New, all of their stores varying in sizes – anywhere between 2,000 to 4,000 sq. ft. approx., pulling in a clientele which wants to buy affordable luxury.

"Fashion at Ambience encompasses accessories and styling products as well. These associated and integral categories must also be given due space and consideration as a part of the segment," explains Gehlot.



“AMBIENCE MALLS ARE NOT JUST SHOPPING CENTRES, THEY ARE EXPERIENCE CENTRES WHERE CONSUMERS EXPERIENCE AN ENSEMBLE OF VARIOUS NATIONAL AND INTERNATIONAL BRANDS, UPDATING THEMSELVES OF THE LATEST FASHION TRENDS, EXPECTING IT TO BE A COMPLETE FASHION FIESTA.”

– Arjun Gehlot

Changing Trends in Fashion

"The fashion industry undergoes the maximum number of trendshifts in a year. There have been rigorous efforts from our end to keep abreast of latest trends as well as aspirations of customers through direct feedback at the mall. This is achieved through various activities, consumer surveys, our social media pages and dialogues with the retailers to get the pulse of upcoming trends. This helps us and our brands to timely upgrade ensembles," concludes Gehlot.



Oberoi Mall

[GOREGAON]

Importance of Fashion

"In the past few years, India has emerged as one of the world's fastest-growing fashion hubs, catching the attention of all leading global brands. The average Indian shopper also has become more perceptive and aware about the way she dresses and the brands she carries and resonates with. It naturally follows that for any mall also, fashion has emerged as one of the most important and dominant categories. In fact, fashion is the main category where malls not only witness the highest frequent repeats in footfalls but also additions in footfalls if the Fashion mix is exciting and trendy. Hence, it is imperative to have the right and relevant fashion collection available in the mall to cater to its target audience. Oberoi Mall remains cognizant of this aspect and the team works towards ensuring that the mall offers a great, relevant and iconic mix

of fashion brands to its patrons across gender, age and budgets," says **Anuj Arora, General Manager, Oberoi Mall.**

Space Allotted to Fashion:

Be it global leading brands such as Marks & Spencer, Zara, Forever New and Gap or close to home iconic brands like Fabindia, Global Desi, Manyavar and Nalli, Oberoi Mall is a proud partner with several brands in a bid to offer the very best to their patrons. Keeping the above in mind, they have dedicated upto two-thirds of its leasable area in the mall to fashion.

"We have a brand mix that caters to the maximum types of target groups. We, in turn, present these target groups with an optimum brand mix within their respective brand mix to help them make better buying decisions. Hence, we continuously strive for a brand universe for fashion at Oberoi Mall ranging from ethnic to international, mass appeal to

tailored styles, and fast fashion to evergreen classics," explains Arora.

Revenue Generated

For Oberoi Mall, fashion segment is one of the highest contributors towards the revenue as it is one of their dominant categories.

Brands Introduced in 2018

In the past few months, based on the customer pulse and industry trends, the mall has introduced eminent national as well as international brands like Marks & Spencer, Zara, Calvin Klein, Tommy Hilfiger, Sephora, Forest Essentials and Ethos. It has also introduced new-fashion brands like Heatwave, offering trendy and modern shoes and bags for women, Selected Homme offering cool menswear and Cover Story offering chic, contemporary fashion specifically designed for Indian women. Not only these, existing brands like US Polo, Aeropostale, Lifestyle also revamped their look and feel and have expanded their portfolio to cater to all the segments of the target audience.

Preference: National or International brands

"It is a fact that international

brands have a strong acceptance from Indian consumers. An average Indian shopper does have an affinity for international brands, and she is always keen to explore new global labels. However, it would be unwise to presume that close-to-home authentic Indian brands don't have a mindshare with the consumers. International brands, especially fashion, beauty and wellness brands do have their own pull and form a sizeable part of one's wardrobe. These brands add up to the brand value of the mall and helps in building the image and brand recall of the mall amongst the patrons. At Oberoi Mall, staying relevant to our patrons is of utmost importance to us. Keeping this ethos in mind, Oberoi Mall houses a unique mix of national and international brands pampering its patrons with a variety of options to choose from," explains Arora.

Brands in the Pipeline

The vision for the year for Oberoi mall is simple and straight forward – the mall will continue to ensure that it introduces brands which are more relevant, iconic and more exciting than its current offering. "We will continue to direct all our efforts towards achieving this feat in the year to come," says Arora.

Changing Trends in Fashion

"Almost all the brands in our mall change their merchandise as per season and trends. The benefit of having an exciting mix of brands is that it helps us ensure that we stay relevant. Many international brands like Zara and Marks & Spencer bring collections to their stores right off the runway. Brands like Raymond, Fabindia and W keep reinventing the Indian fashion wear by weaving trends with tradition. This reassures us that what we offer makes our patrons happy and keeps bringing them back to us," concludes Arora.



“WE HAVE A BRAND MIX THAT CATERS TO THE MAXIMUM TYPES OF TARGET GROUPS. WE, IN TURN, PRESENT THESE TARGET GROUPS WITH AN OPTIMUM BRAND MIX WITHIN THEIR RESPECTIVE BRAND MIX TO HELP THEM MAKE BETTER BUYING DECISIONS.”

– Anuj Arora

–with inputs from Charu Lamba

As the largest occupier of retail real estate in India, Fashion presents immense business opportunities to the shopping centre ecosystem. At IFF 2019, exploit pan-India leasing opportunities with the country's fastest-expanding fashion brands and retailers.

LOCATION SETS THE TONE FOR FASHION RETAIL EXPERIENCE





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Shopping Malls, Restaurant Chains Bridge Differences to Explore Revenue Sharing at India Food Forum 2019

– By IMAGES Shopping Centre Bureau

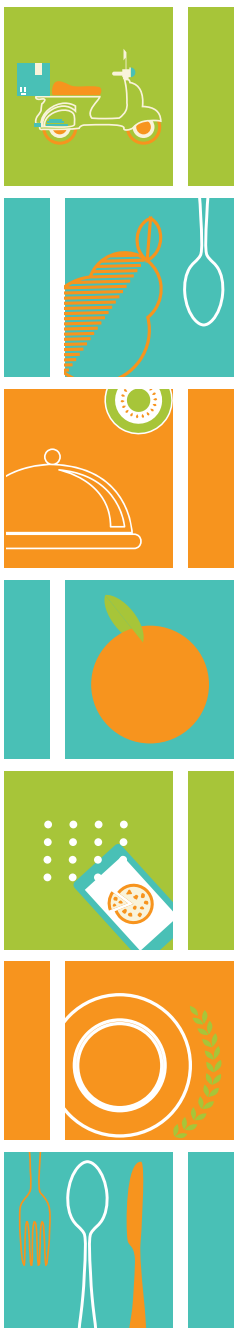
On the concluding day of the 2-day forum, a cross-section of owners of restaurant chains and mall developers sat together to address the issue of vacant F&B spaces in several malls across the country, which are of a grave concern to the food retail industry...



The India Food Forum 2019, which was held on February 5 & 6 at Hotel Renaissance in Mumbai concluded on the broad thought that restaurant chains and shopping malls will have to collaborate through revenue sharing to ensure that both survive in achieving their coveted objectives. On the concluding day of the 2-day forum, a cross-section of owners of restaurant chains and shopping mall developers sat together to address the issue of vacant Food & Beverages spaces in several malls across the country, which are a grave concern to the food retail industry. If the cost of real estate in malls for F&B are as high as 22-25 percent, then it is difficult for a lot of chains to survive, restaurant owners stated.

The **Restaurateur Panel** included Anurag Katiar, ED & CEO, deGustibus Hospitality; Dr. A K Tyagi, ED, Haldiram's; Gautam Gupta, CEO, Paradise Food Court; KT Srinivasa Raja, MD, Adyar Ananda Bhavan Sweets & Snacks; Kanishka Mazumdar, CBO, Barbeque Nation; Priyank Sukhija, CEO & MD, First Fiddle Restaurants; Raghunandan Dole, CFO, Lite Bite Foods; Rahul Singh, Founder, Beer Café & President NRAI; Riyaz Amlani, MD, Impresario Entertainment Hospitality; Rohit Malhotra, Business Head India, Barcelos; Sagar Daryani, Founder, Wow! Momo; Sam Chopra, Founder & Chairman, CybizCorp & RE/MAX India; Vishal Gupta CFO, Nando's, and Vishnu Shankar, Director, Adyar Ananda Bhavan Sweets & Snacks.

The **Retail Real Estate Panel** included Arjun Shyam Sumaya, Head, West India - Retail & Leisure, JLL, Bimal Sharma, Head – Retail, CBRE South Asia; M G Gopala Krishna, MD, MGB Group, Nellore; Mohit Pruthi, Head - Retail Leasing, Bharti Realty; Mukesh Kumar, CEO, Infiniti Malls; Munish Khanna, CRO, Express Avenue; Nayan





“We extract footfalls of the mall and similarly, the mall also extracts our footfalls and we multiply these footfalls. This is our model. We select the mall on the basis of security, location, hygiene and parking space.”

- Dr. AK Tyagi



“For me, it is mall first and high street second. There are ways by which we choose a spot in the mall. First is that the position offered to us should be next to the escalator (for safety purposes) and the other is that we should be present near restrooms.”

- Rahul Singh



“One great thing about BBQ is that we have broken the myth of location because for us, food is the hero. I think Tier II has great acceptance of good stuff and is absolutely ready for a huge leap.”

- Kanishka Majumdar



“People here have money but no opportunity / places to spend it. The other benefits of Tier II cities are that rentals are low, and the brands can easily get bigger locations. Plus the acceptance ratio is much higher.”

- Sagar Daryani



“Yes, the proximity to the airport is really good, as occupancy cost is lower. Then there is the passengers in these airports as they are not saturated and that's where the money is.”

- Raghunandan Dole



“We are more into experiential restaurants and 90 percent of the guests who visit us come with a frame of mind that this is where we want to go and eat. We do a different format, and that's why we are not present in malls.”

- Priyank Sukhija



“We look for places with a healthy mix of residential, commercial, office spaces and presence of other anchor tenants around. These are all great location indicators for us.”

- Riyaz Amlani



“Coming to experience between high street and malls, I think malls have their own benefit that they draw consumers in large numbers. However, getting people into the mall purely for dining is becoming a pain point for us. So, our locations strategy is still a mixed bag.”

- Anurag Katiar

Raheja, MD, Raheja Group; Nirzar Jain, Chief Leasing Officer, Nexus Malls; Pankaj Renjhen, COO, Virtuous Retail; Pankaj Jain, Director, KW Group; Shibu Philips, Business Head, Lulu Mall; Bipin Gurnani, President & CEO, Prozone; Vikas Shetty, Mall Head, Growels; and Yogeshwar Sharma, Executive Director, Select CityWalk. Samir Kuckreja, Founder & CEO, Tasanaya Hospitality and Anuj Kejriwal, CEO & MD, Anarock Retail moderated the session. Much like anchor tenants that attract footfalls at malls, food too has become a key attraction for mall visitors. Restaurant chain owners believe that restaurant designs in malls need to be updated keeping the everyday nitty-gritties of running eateries in mind. Aside from this, restaurant businesses do not get any input credit on GST paid which adds to its running costs, while the developer enjoys input credit.

F&B: The New Footfall Attraction

Samir Kuckreja jumpstarted the roundtable discussion saying, “F&B has become a major attraction and a hub for shopping malls today. F&B operators want to be considered as the anchors of malls and want to be given special treatment.” He asked panelists to talk about their success stories, location strategies and also the key factors included before choosing between opening a restaurant in a mall versus a high street.

Priyank Sukhija explained why he preferred high streets to malls saying, “It's not that we don't do malls, but before getting into a mall, we need to see a lot of things – whether we have a separate entrance, valet parking and the required space for each of our brands. We are more into experiential restaurants and 90 percent of the guests who visit us come with a frame of mind that

this is where we want to go and eat. We do a different format, and that's why we are not present in malls.”

Riyaz Amlani spoke on the idea behind choosing up the right locations for the restaurants. He said, “We observe Millennials and look for where they like to spend their day. Based on that, we look for places with a healthy mix of residential, commercial, office spaces and presence of other anchor tenants around. These are all great location indicators for us.”

On his experience on opening concept food restaurants in malls versus high streets, Anurag Katiar said, “My first two experiences were in the high street – one in Colaba and the other in Andheri. Then we did a trial restaurant in Palladium and it surprised me. It became the number one grossing restaurant for us. Coming to experience between high street and malls, I think malls have their own benefit that they draw consumers in large numbers. However, getting people into the mall purely for dining is becoming a pain point for us. So, our locations strategy is still a mixed bag.”

Rahul Singh however was full of praise for malls as the perfect location and explained how Beer Café evaluates a mall site before opening a restaurant there. “For me, it is mall first and high street second. There are ways by which

we choose a spot in the mall. First is that the position offered to us should be next to the escalator (for safety purposes) and the other is that we should be present near restrooms. This is because we don't want to build our own restroom, because it is costly, and also beer and restrooms are like joint at hip. We can't ignore that, there is always a Beer Café near the restroom,” he stated.

How Malls Choose Restaurants

On being asked whether any particular format was doing exceptionally well in malls, Mukesh Kumar said, “We started with a restaurant called Zafran, which was run by three young guys and it was very tough for us to give them space. But it turned out to be a miracle as the brand became very popular and it is doing more business than the international brands present in the malls. When we choose restaurants in the mall, we make sure that we have all type of cuisines under one roof.”

Shibu Philips added to the mall perspective saying: “Mall developers really work hard for the benefit of brands present in it. There are a few food brands which have their separate group of followers, all of whom want it open even at 8 am for breakfast, and many malls do provide them with the freedom to be open at odd hours so that restaurants can run successfully.”



Samir Kuckreja, Tasanaya Hospitality with Anuj Kejriwal, ANAROCK



“We learned that if we offered some sort of differentiation in food, it brings in lots of people. The only challenge is to keep it alive all the time and more importantly, the product has to be good and maintain that quality throughout its tenure in our mall.”

– Yogeshwar Sharma



“Mall developers really work hard for the benefit of brands present in it. There are a few food brands which have their separate group of followers, all of whom want it open even at 8 am for breakfast, and many malls do provide them with the freedom to be open at odd hours so that restaurants can run successfully.”

– Shibu Philips



“Food operators are on an expansion spree, mall developers are solving their problems so that both can make good money. We are focusing on creating more space accordingly. It's a win-win for all.”

– Nirzar Jain



“When we choose restaurants in the mall, we make sure that we have all type of cuisines under one roof. Apart from Indian restaurants, we must have Italian, Chinese, Thai and Coastal cuisines as well in our mall. Also the routine ones with good footfalls—like KFC and McDonalds should always be present.”

– Mukesh Kumar



“We always knew that place has been conceived for retail. We worked on the design and created space for more of the commercial segment. We pruned down our retail space from the 7 lakh sq. ft. to 3.5 lakh sq. ft. and built up more on the commercial.”

– Mohit Pruthy



“There is no science to it. One needs to go by the gut, knowing what the property is asking for and ensure that the numbers are there. One also needs to go by the faith and trust of the mall developer.”

– Munish Khanna



“The fundamental necessity which matters the most is capital. The absence of input credit for restaurants has seen payback period in terms of return on investment going up to over 5 years. GST is now a passed through on everything from equipment, food and any cost involved.”

– Bipin Gurnani



“We give the front line – i.e. the ground floor – to low propensity trading F&B format stores because we understand that these stores are changing the food – and thus mall – landscape. It all about understanding who your customers are and what they need, what is the market all about and who you are targeting.”

– Pankaj Renjhen

On trust building and the relationship between the brands and mall developers, **Munish Khanna** explained, “There is no science to it. One needs to go by the gut, knowing what the property is asking for and ensure that the numbers are there. One also needs to go by the faith and trust of the mall developer.”

Location, Location, Location!

Talking about the success of food courts and restaurants at unique locations including that of malls near airports, **Raghunandan Dole** stated, “When we opened our outlet in Nexus Mall in Bhubaneshwar, we never thought we will make such huge numbers. Yes, the proximity to the airport is really good, as occupancy cost is lower. Then there is the passengers in these airports as they are not saturated and that's where the money is.”

Mohit Pruthy added more to this by explaining the location strategy of ‘The Walk’ at Aerocity. “It took us awhile to establish that location as we shifted there in 2015. We worked on the design and created space for more of the commercial segment. We pruned down our retail space from the 7 lakh sq. ft. to 3.5 lakh sq. ft. and built up more on the commercial. We soon realised that there were around 12 to 13 hotels in

the area. We made architectural changes according to this, since we understood human tendency to explore areas around where a person stays while traveling. We added food courts for them, added 17 to 18 restaurants with different food palates, created a set up for restaurants that were coming up, offering different global cuisines,” he explained.

While discussing what really needs to change to make the atmosphere more conducive for F&B and to help adjust F&B brands in the limited space that malls have to offer, **Pankaj Renjhen** said, “When we design a mall, we are very basic in our approach by giving up front line, ground floor stores to fashion retail. In the case of VR, we give the front line – i.e. the ground floor – to low propensity trading F&B format stores because we understand that these stores are changing the landscape. It is all about understanding the customers and what they need.”

Yogeshwar Sharma spoke on how to be different from the rest, saying, “We know that food is a very integral part of mall. For us, cafés and casual dining restaurants are no-brainers and they are doing very well too. We learned that if we offered some sort of differentiation in food, it brings in lots of people. The only

challenge is to keep it alive all the time and more importantly, the product has to be good and maintain the quality throughout its tenure.

When asked about the concerns that needed to be overcome so that more F&B brands could come together in malls, **Nirzar Jain** said: “As malls are panning out, we have realised that doing F&B makes a lot more sense. Slowly, the F&B space is increased to around 15 to 18 percent in Tier I city malls. There is lots of space for both parties to grow. There are concerns about the position, along with the entry and exit to the restaurants and the other safety measures. However, since food operators are on an expansion spree, mall developers are solving their problems so that both can make good money. We are focusing on creating more space accordingly. It's a win-win for all.”

A K Tyagi explained how malls and restaurants benefit from each other, saying, “Generally we work with mall owners as business partners. However, our model is slightly different. We pay the percentage of the sale. We extract footfalls of the mall and similarly, the mall also extracts our footfalls and we multiply these footfalls.” Expressing some concern over the financial

angle of the industry, **Bipin Gurnani** said, “The fundamental necessity which matters the most is capital. The absence of input credit for restaurants has seen payback period in terms of return on investment going up to over 5 years. GST is now a passed through on everything from equipment, food and any cost involved.”

Where The Future Lies

When asked whether F&B, restaurateurs are really ready for Tier II & III cities, **Kanishka Majumdar** explained how BBQ, has successfully taken the model ahead in Tier II cities. “As far as BBQ is concerned, we are very clear that Tier II is our next destination. One great thing about BBQ is that we have broken the myth of location because for us, food is the hero. I think Tier II has great acceptance of good stuff and is absolutely ready for a huge leap.”

Sagar Daryani concluded by saying that Tier II cities is where the juice is today. “These cities make the brand feel special. People here have money but no opportunity to spend it. The other benefits of Tier II cities are that rentals are low, and the brands can easily get bigger locations. Plus the acceptance ratio is much higher.”



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Food Court Adds Flavour to Growel's 101 Mall

– By Sandeep Kumar

With the right blend of international, regional and local brands at the food court, the mall offers a maximum variety of cuisines and choices for Millennials...



Lunched in the year 2010, Growel's 101 is India's first theme-based mall with a space of 7.5 lakh sq. ft. located in the suburb of Kandivali, Mumbai. It is extremely popular due to the kind of retail mix, F&B and entertainment it provides to the catchment it caters to and is known for bringing the local community together with its community-based events, conducted on a regular basis.

"Growel's 101 is gaining popularity among the Millennials due to its catchment. The architecture of the mall backed by the open space, theme and F&B has developed a connection with the customers as they crave for such offerings in a city like Mumbai," says **Vikas Shetty, Mall Head, Growel's 101.**

Keeping the popularity and demand of FECs in mind, Growel's 101 is fully focusing on its food court, fine dining and entertainment to ensure more footfalls in the mall.

Importance of F&B in Malls

In the past couple of years, the dining out culture in the country, especially amongst the Millennials, has changed radically. Millennials that consists of approximately 65 percent of the country's population have brought in a disruption within the F&B industry because of their lifestyle and high spending power. As per reports, 34 percent people in India eat out between two to three times a week, while 27 percent eat once a week. Another 11 percent eat out thrice or more a week, while 12 percent love to eat out daily. The remaining

16 percent eat out once a week or even occasionally. This analysis proves the importance of F&B in retaining/ recalling the customers to the shopping centres and how this, in turn, helps to improve the dwell time which further improves trading numbers.

"The importance of F&B has already been witnessed in shopping centres in developed countries, with the allocation of space for F&B increasing from 15 percent to now 35 percent over the years. In India, newer centres have already started allocating 20 percent to 25 percent of GLA to F&B and operational centres are increasing the allocation to 12 percent to 18 percent of GLA. Malls are no longer perceived as shopping destination only. They are the centre for family outings, socialising, place



“THE IMPORTANCE OF F&B HAS ALREADY BEEN WITNESSED IN SHOPPING CENTRES IN DEVELOPED COUNTRIES, WITH THE ALLOCATION OF SPACE FOR F&B INCREASING FROM 15 PERCENT TO NOW 35 PERCENT OVER THE YEARS. IN INDIA, NEWER CENTRES HAVE ALREADY STARTED ALLOCATING 20 PERCENT TO 25 PERCENT OF GLA TO F&B AND OPERATIONAL CENTRES ARE INCREASING THE ALLOCATION TO 12 PERCENT TO 18 PERCENT OF GLA.”

– Vikas Shetty

where people can shop, relax and unwind with family and friends. This means along with brands, malls need to have the right mix of F&B and leisure players to be called as Family Entertainment Centres for the masses. Also, with the success of e-commerce, retailers had to evolve into experiential centres and food courts, cafés, fine dine restaurants and casual bars play a fundamental role in this," explains Shetty.

The USP of Growel's Food Court

Growel's 101 has a centrally located food court on the top level, which is accessible from all the ends of the mall. The unique design allows visibility and easy accessibility for all the outlets equally. With the right blend of international, regional and local brands, the mall offers a maximum variety of cuisines and choices which cater to customers across segments and age groups.

"We keep running unique offers for our customers which are beneficial to our customers and F&B brands as well. For eg: we have 'Thoosday', which has a unique offering of 'flat 40 percent off' on 70 percent menu items of participating brands. This gives an additional reason for the customers to plan their visits on a weekday and also allows the outlets to maximize on a weekday sale," says Shetty.

A Perfect Food Court

There are many factors which make Growel's 101 food court the perfect destination for mall visitors. These include:

VISIBILITY: The visibility of food outlets is extremely important. The counters and kiosks need to be clearly visible to planned as well as impulsive customers. It is advisable not to have any kind of pergolas or artificial structures in the food court.

TRAFFIC MOVEMENT: Food courts generally receive heavy footfalls throughout the day, especially during lunch and

dinner. No one prefers to eat in a crowded place. This means expected footfall needs to be considered before designing the pathways and amenities.

SERVICES: Services like HVAC, electrical points and plumbing need to be planned at full occupancy and considering new options in the future. No one prefers to eat in a food court with cooling or exhaust issues. This means the number of footfalls and occupancy level is also considered before planning the services.



SHAPE: Food courts can be of various shapes such as square, oval and so on. Considering the number of operators and depending on the number of visitors, the shape of the food court should be planned. The shape to a great extent decides the visibility for the brand, seating and movement.

Kiosks & QSRs: The Other Contributors

Kiosks, QSRs or small food joints help in lengthening the shoppers' stay in the mall.

"The better the facilities and menus, the longer shoppers stick in a mall. Everyone prefers to munch on to something convenient and easily accessible without straying too far away from stores. People also prefer checking out more brands and products as they are eating from these kiosks. The longer they

stay, the more they are inclined to shop and the better the chances tenants making a sale / multiple sales. All this converts into a better revenue share. Eating joints at a single location or floor might give shoppers a reason to leave the mall early due to the crowd, therefore we have placed them on different floors to avoid such situations," says Shetty.

Some of the unique ways in which the mall retains consumers include:

THOOSDDAY: A unique weekly food property which has never

KEY HIGHLIGHTS

At Growel's 101, international QSRs contribute to an average 56 percent of total FC sales whereas local/national brands reach to 44 percent.

"We more or less have the right mixture of international and national cuisines at food courts. As per the volume and total sale numbers, it's international QSRs which take the major chunk. Along with strategic offerings it is also equally important to continuously create a buzz as customers are always looking for something new. We need to give our customers enough reasons to keep visiting us," states Shetty.



been done or implemented at any of the other malls, the term ThoosDay is a play on the words Tuesday and Thoos, a Hindi word meaning to literally stuff yourself. It is one of the mall's major highlights. Strategically held on one of the weakest days for retail i.e. Tuesday, ThoosDay

provides a delightful break from the mundane routine that one gets into at the beginning of the week. Be it a work lunch with colleagues, a mid-week date, an after-school break for parents and kids, a birthday party or a college group celebration, ThoosDay gives people to embark



THOOSDAY PROVIDES A DELIGHTFUL BREAK FROM THE MUNDANE ROUTINE THAT ONE GETS INTO AT THE BEGINNING OF THE WEEK. VISITORS CAN AVAIL A FLAT 40 PERCENT DISCOUNT ON OVER 70 PERCENT OF MENU ITEMS OFFERED FROM BY PARTICIPANT BRANDS AT THE FOOD COURT.

heading). The mall also likes to understand the radius at which the brand will open another outlet so as to implement a radius restriction clause to ensure another outlet nearby doesn't impact revenue share over a period of time.

upon a delightful gastronomic journey on Tuesdays at Growel's 101. Visitors can avail a flat 40 percent discount on over 70 percent of menu items offered from by participant brands at the food court.

Post the launch of ThoosDay, the mall witnessed 58 percent increase in Tuesday Food Court revenue numbers vs previous year for the same period.

ENJOY 1 ON 1: Another unique initiative by Growel's 101, Enjy 1 on 1 has become extremely popular among consumers. It is a simple offer which registered itself in minds of consumers. The concept of 'Happy Hours' is not a new idea and is more prevalent in resto-bars, pubs, etc. Usually it is restricted to adult consumers who buy alcoholic drinks.

"We introduced this concept at a food court and made it accessible to the friends and family crowd as well. To make it more widespread, we introduced it as a bi-weekly event property instead of a weekly offer. So, every Tuesday and Thursday 3pm to 7pm one can choose over 200 delicacies from a variety of cuisines from participating brands and avail buy 1 get 1 offer (multiple choices available whilst choosing the second item). Contribution towards weekly food court revenue numbers grew by 40 percent for Tuesdays and by 43 percent on Thursdays. It also saw an average growth of 20 percent YoY in revenue numbers for participating brands on Tuesdays and Thursdays," explains Shetty.

Services Provided at the Food Court

As of now, Growel's provides free Wi fi to its visitors. They are also in discussion with on-demand entertainment platforms which enable consumers to access relevant content at super-fast speed.

Allotting Space to Brands

Growel's has a strategic model for allotting space to the food brands in their mall. They look at the following factors:

BRAND PRESENCE: The first factor is the popularity and presence of the brand. The mall finds out about the kind of presence the brand has in the market in terms of operational outlets and future expansion (future expansion purely to understand where the brand is

BRAND PERCEPTION: Brand perception is the other key factor. It is very necessary to focus on the quality of the brand on grounds of price, services offered and hygiene.

FINANCIAL CREDIBILITY: This is another crucial factor as every business wants to make money. No matter how big the brand is, but if there are payment issues then it won't make sense taking a partnership further.

CATCHMENT SPECIFIC REQUIREMENT: The mall is located in Kandivali where a large percentage of the catchment prefers vegetarian food, hence we strategically put vegetarian food on the menu. The food court at Growel's has 60 percent pure veg/Jain food operators and 40 percent non-vegetarians serving ones. ●●

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INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY.

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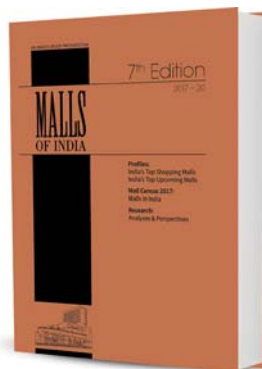
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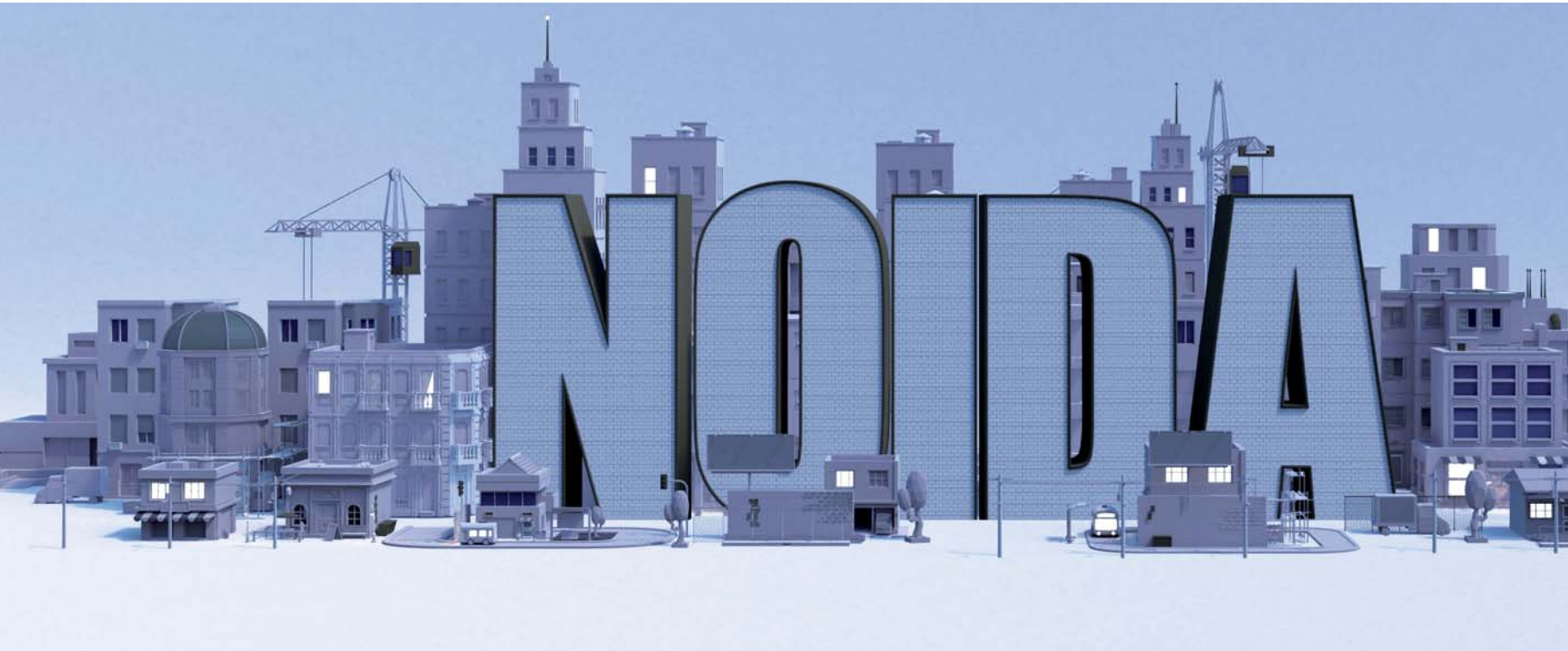
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Noida: NCR's Most Popular Retail Real Estate Destination For Physical & Digital Malls

– By Shopping Centre Bureau

DMA is a disruptive innovation by an Indian organisation recreating the experience of a physical mall in the digital space. In an industry where most of the key names are being run or backed by foreign players, this unique and disruptively innovative initiative has the potential to put the novelties of Digital India on the world map...

In a revolutionary development that could potentially redefine the global retail and e-commerce industries, Digital Mall of Asia (DMA), a first-of-its-kind digital e-commerce platform merging the real estate and the digital spaces, has announced the launch of its Noida mall.

The launch took place at the company's registered office in the Film City, Noida, setting an unprecedented example of how online portals and brick-and-mortar retailers can transcend the digital-physical divide to optimize their consumer outreach and revenue generation. An initiative by

Yokeasia Malls Pvt. Ltd., DMA is a disruptive innovation by an Indian organization recreating the experience of a physical mall in the digital space. In an industry where most of the key names are being run or backed by foreign players, this unique and disruptively innovative initiative by Yokeasia Malls has the potential to put the novelties of Digital India on the world map.

The Need

The launch of DMA Noida addresses the challenges that retailers often face and empowers them to maximize their business footprint with innovative digital offerings and

an unmatched value proposition. DMA operates on a zero commission model; retailers at DMA don't have to pay anything apart from the rent, a major revolution in a space where all the major e-commerce players charge somewhere between 5-35 percent of the revenue. Moreover, the organisation will provide an immediate settlement of all payments received, ensuring complete transparency and reliability.

It is also working towards completely eradicating the issue of the sale of counterfeit or fake merchandise. These unique features, apart from its focus on digital innovation, makes DMA a powerful and pioneering

presence in the e-commerce space, both in India and on a global level.

The Solution

Going beyond the concept of a typical e-commerce portal, DMA's Noida Mall will have 11 towers with 10 floors each, adding up to a total of more than 5,000 shops and an available inventory currently worth approximately Rs. 500 crore. The mall will incorporate visual and sensory elements to offer an immersive, stimulating environment and will have dedicated towers for different categories such as men, women, kids, electronics, home and kitchen, education, financial



services, food court, hypermarket, digiplex, and online nightclub. Fundamentally, DMA Noida has all the elements that make up a physical mall, albeit virtually.

The Value Addition

By creating a new 'digital asset' class providing attractive returns, DMA also envisions to transform the general perception towards the term 'investment' while ensuring security, profit, and convenience for investors. The shops in the Noida mall are available for both sale (to investors) and rental (to retailers), whereas the shops in the rest of the 20 cities are available only to rent at present.

Commenting on the launch and the idea behind, **Rishabh Mehra, Managing Director and**

CEO – Digital Mall of Asia, remarked, "We, at Digital Mall of Asia, are beyond ecstatic to launch our Noida mall and we are certain of its potential to bring about a revolution in the digital and retail space worldwide. This project is aimed at serving many purposes, from an industry-wide transformation to retailer empowerment through our zero-commission model. But most importantly, DMA is our effort against data colonisation. I wholeheartedly agree with Mukesh Ambani's stance on how India's data must be owned by Indians, and not controlled by global corporations. In this era of data-driven revolution, we hope that DMA's disruptive innovation sets an example for our contemporaries to follow through and bring the ownership of Indian data back to where it belongs – in our own hands."

The launch in Noida also marks DMA's first step towards a pan-India launch in 20 cities including New Delhi, Mumbai, Bengaluru, Pune, Chandigarh, Jaipur, Lucknow, Coimbatore etc. After a pan-India expansion, DMA plans to expand its operations across the Asian market and has already begun the process of seller registration in China, Japan, South Korea, Malaysia, Thailand, Indonesia, and Singapore. For more information and to buy or rent a shop in the desired location.

Noida: The Most Popular Retail Real Estate Destination

Not only Yokeasia Malls Pvt. Ltd., but many other multinational and national companies are choosing Noida over many other cities as India's hub for growth and retail real estate superpower. Noida is the epicentre for retail. It is an ideal destination for retail investment as it is extremely well connected and has an impeccable infrastructure. With Metro connectivity to every nook and corner of the city, Noida is the place to be.

Noida currently is on high octane, due in part to a large number of people having migrated, and still migrating,

“WE, AT DIGITAL MALL OF ASIA, ARE BEYOND ECSTATIC TO LAUNCH OUR NOIDA MALL AND WE ARE CERTAIN OF ITS POTENTIAL TO BRING ABOUT A REVOLUTION IN THE DIGITAL AND RETAIL SPACE WORLDWIDE.”

- Rishabh Mehra

“NOIDA IS THE BEST CHOICE FOR RETAIL INVESTORS IN THE NATIONAL CAPITAL REGION'S (NCR) REAL ESTATE SEGMENT DUE TO THE DEVELOPED INFRASTRUCTURE. THE COMMERCIAL SPACE ABSORPTION IN NOIDA HAS CROSSED 3.5 MILLION SQUARE FEET IN 2018.”

- C. J. Singh

from Delhi, to make it their home. Noida is attracting large interest from young professionals from IT/ITeS sector, especially BPOs. These young professionals are making Noida, the highest income tax paying district in the state. Real estate and hospitality sector bigwigs are poised to invest heavily in Noida. Many prominent names in both domestic and international hospitality sector are to initiate exclusive five-star hotel projects in Greater Noida.

"Noida is the best choice for retail investors in the National Capital Region's (NCR) real estate segment due to the developed infrastructure. The commercial space absorption in Noida has crossed 3.5 million square feet in 2018," said **C.J. Singh, Senior President of Wave City Center.**

The retail sector in Noida is growing at a fast pace and with operational malls like Wave Mall, Wave Silver Tower, DLF Mall of India, Noida attracts a lot of consumers from Delhi and other adjoining areas.

Singh said to further tap the potential of the city, Wave Group is coming up with its own 'High Street Shopping Condominiums' (HSSC) at Wave City Center, Sector 32 Noida. The statement further said that Wave Group had organised an event at its High Street Shopping Condominiums (HSSC) where experts spoke how the retail sector is changing and how Noida is emerging as an ideal retail investment option. ●●●



Prozone Malls: A Home to Luxury, Entertainment, Shopping and Fine Dining

– By Shopping Centre News



For Prozone, the year 2018 has been good with both centre trading density footfalls and conversions showing considerable increase indicating that the mall and the brand mix have been well accepted by the city

Prozone malls are very popular because of their space and unique horizontal design.

Prozone Mall, Coimbatore with ground +1 structure of over 5 lakh sq.ft. has outlets from major clothing, apparel brands as well as a 9-screen INOX theatre, along with a food court serving multi-cuisine dishes.

“Prozone Aurangabad, on the other hand, is spread over 20 acres and also has a ground +1 structure. It has more than 150 retail stores selling top local and international brands, a five-screen cinema complex, a 40,000 sq. ft. family entertainment centre and 3,000 parking bays. For Prozone, the year 2018 has been good with both centre trading density footfalls and conversions showing considerable increase indicating that the mall and the brand mix have been well accepted by the city,” says **Bipin Gurnani**, CEO, Prozone Intu Properties Limited.

Key Achievements

COIMBATORE

- Awarded the Images Shopping Centre Launch of the Year (South India)
- Opened the largest multiplex in Coimbatore and one among the largest in the state. The average occupancy till date is around 70 percent which is much more than the national average
- Conducted several CSR events related to child care, parenting, women empowerment and environment conservation

AURANGABAD

- Opening of first H&M and Marks & Spencer store
- Trading density has increased by 17 percent
- Footfalls have increased by 34 percent
- Highest Foot fall on occasion of 15th August 2018, over 2,67,000

Successful Campaigns

Some of the best campaigns

across both the centres include:

- Prozone Summer Mania 2018 in April-May
- Summer Carnival 2018 Event for kids in May 2018
- Prozone Jackpot Festival 2018 - Diwali
- Prozone December to Remember during Christmas & New Year

Event Calendar

COIMBATORE

- Trade fair by the students of different colleges
- Educational fair displaying different missiles, planetarium, Secret of the seas
- Drawing marathon with over 5000 children
- Several cooking workshops conducted associating with leading 5 star hotels
- Auto Expo
- Jewel One CSR event
- Seed Ganesha
- KTM and Volkswagen stunt shows
- First anniversary Prozone Retailers Award 2018

AURANGABAD

- Prozone Retailers Award 2018 on 15th August
- Dhol Competition by Divya Marathi
- Host Gazal King Pankaj Udhas & Ustad Zakir Hussain Live concert
- HDFC Loan expo
- Education Expo in association with Divyaa Marathi
- Joy of giving in association with TOI
- No Mobile Day in association with Lokamat



New Brands Added

In 2018, Prozone Coimbatore opened 11 new stores whereas Aurangabad opened 20 stores international and national. Eight more stores are under fitout and due to open by end of March 2019. In the FEC segment, Coimbatore introduced Crossfit training, Cricket Simulator etc. They are also in advanced talks to open a Football turf and Go Karting centre in the mall. The food court launched a food street where they currently have Lorrywala and Barbeque on the wheels. They are in further talks to launch Chef de Grill which will be grill concept on a SUV serving different kinds of grilled food. At Aurangabad, the mall signed Funtastic, a new adventure gaming zone of about 50,000 sq ft. The existing Game zone is going to undergo refurbishment of fixtures while adding new games along with a new bowling alley among other changes New additions in food court include Shake & Bites, MOC, Barbeque Nation & Nimboos.

USP: G+1 layout, horizontal design, race-track model, wide atriums & walkways, bright spaces, balanced tenant mix, tenant zoning, over 2,000 vehicle parking spaces, well-connected by public transport. ●●

QUICK FACTS:

Location of Mall:	Aurangabad	Coimbatore
Year of launch:	Oct 2010	July 2017
Gross Leasable Area (lakh sq ft):	7.00	5.00
Average footfalls on weekdays:	24000-30000	18000-25000
Average footfalls on weekends:	50000-60000	40000-50000
Number of floors:	G+1	G+1
Number of stores:	155	129



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Amit Sharma, MD, Miraj Entertainment

INNOVATIVE TECHNOLOGIES, ENHANCED CX BOOSTS MIRAJ CINEMAS GROWTH

Miraj – which has 110 cinemas running in 37 cities – is all about providing consumers with a premium, feel-good, state of art technology, which delivers comfort and luxury along with wide variety of F&B options at affordable prices...

– By Charu Lamba

From providing a wholesome entertainment experience with the perfect blends of the best of sound and display technologies to uber comfortable interiors like reclining chairs and disabled friendly infrastructure, Miraj Cinemas – one of the fastest growing theatre chains in India – has crossed the 100-screen milestone in just five short years.

Talking about the rapid expansion, **Amit Sharma, MD, Miraj Entertainment**, says: “Currently, we have 110 screens operational in 37 cities and we have signed another 225 screens which will be operational soon.”

Since the inception of the brand, Miraj has been venturing into unexplored parts of India in a bid to help the movie watching medium reach Indian masses. “In India, there are 10,000 screens out of which 3,000 are multiplex screens, so, either you have premium cinema chains or

single screens. There is hardly anything between these two segments and Miraj has tried to fit into that category where consumers are provided with a premium, feel-good, state of art technology, which delivers comfort and luxury along with wide variety of F&B options at affordable prices,” he says.

“This is the reason why we feel that for us there is no competition for us in the market as we have a different kind approach when it comes to the movie exhibition business. We focus more on value added services in an affordable price range. The competition currently between cinema hall chains is happening only in the premium segment in India. There are only 4 to 5 players who offer a premium movie watching experience, in about 2,200 screens spread across the country,” he explains.

The Movie & F&B Success Combo

We make it a point to study

and understand the taste buds of regional audiences. We understand the market requirement and then craft a menu for a particular area. From regional specialties to international foods, we take care of our consumers by providing them mouth-watering food and a variety of options,” says Sharma.

Miraj Cinemas currently offer 140 different F&B options for consumers to choose from. Their greatest hits are fresh food and exotic offerings.

“Currently, food contributes 25 percent of the overall revenue for Miraj Cinemas,” adds Sharma.

Location Strategy & Business Model

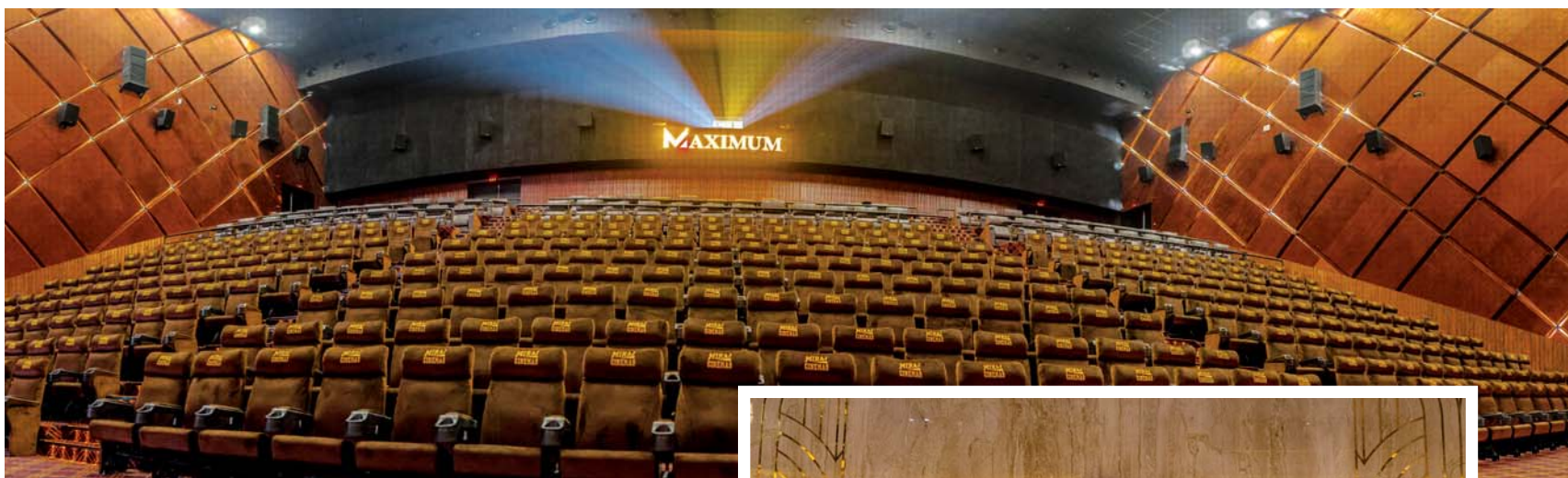
Cinema is a micro-dynamic market and when it comes to finalising the location for opening a movie hall, there are some fundamental factors that should be considered including understanding the movie consumption pattern in

the country. In India, this pattern varies from state to state, and even city to city.

The other considerations are ticket prices, F&B consumption patterns at cinemas and the catchment in a particular area.

“We are expanding at a 50:50 ratio in big and small towns. From a cinema exhibition point of view, right now everybody is trying to get into the metro cities. However, brands keep forgetting that there is a substantial chunk of urban population in Tier II & III cities. We have placed 50 percent of our cinemas in these Tier II & III cities in a bid to cater to this urban population,” he says.

The brand targets malls which can provide them with an area of 1 to 5 lakh sq. ft. so they can provide consumers with the kind of quality that has come to be expected from Miraj Cinemas. A good mall with good location, great brand mix, layout and



mall positioning adds to the brand building exercise for a relatively late entrant like Miraj. The cinema chain normally signs a rental agreement with malls for a minimum of 18 to 24 years. In malls, the brand works on different business models, believing in a win-win situation.

"We have different arrangements with malls like a pure lease model based on fixed rental, minimum guarantee or revenue sharing percentage per annum - whichever is higher and minimum guarantee or occupancy based percentage per annum - whichever is higher," explains Sharma.

"Our revenue sharing model is a certain percent of our net collection, which typically is the box office revenue plus café

revenue plus service charges and GST. The percentage purely depends on the city/ region and mall positioning," he adds.

Tech-Forward

The brand is leaving no stone unturned to offer an experience which other players in the premium segment are offering and more. Miraj has top quality BARCO BB screens equipped with the best of projectors and sound quality which offer the best viewing experience. We already use DOLBY ATMOS and best sound ATMOS in the majority of our locations," states Sharma.

They stand apart from other players in the innovations they have introduced to enhance the overall customer experience. These include:



Pop-Express: A kiosk where customers can enter their seat numbers along with their orders to be delivered at their seats. This prevents them from standing in the long queues to order their food.

Tie Up the App 'Chill': By downloading this app, customers can order from the luxury of their seats while enjoying the movie. Food will be delivered to them on their seats. The brand is working on introducing its own app, which is expected to be functional in the next six months.

"We are also in the process of introducing interactive screens at waiting halls to engage consumers sitting and waiting to enter these halls. These huge screens will be interacting with the consumers in the real-time. We also have play-stations deployed in waiting areas," says Sharma.

These innovative experiences are available at the select cinema halls currently, but Sharma says Miraj will be implementing these in remaining cinema halls soon. Miraj has also eliminated the 'box-office' at Miraj Maximum Metropolis Gurugram.

"74 percent of our consumers book their tickets online and the other 24 percent get it from the kiosk deployed inside the cinema hall complex. This not only helps us save on running costs but also helps in being innovative," says Sharma.

Future Plans

Going ahead, Miraj Cinema's growth will be much faster where it aims to touch the 200-screen milestone pan India by March 2020. This aggressive expansion will be filled by an investment of ₹200 crore by the company from internal accrual and a mix of debt and equity.



Creaticity: Pune's New Creative Living Campus

– By Sandeep Kumar

With over 100 national and international home brands and over 27 cuisines and 11 event venues, Creaticity is now an ecosystem who's motto is 'everything for someone'

Creaticity Mall is now Phygital. The campus boasts of pleasing indoor shopping arenas, inviting outdoorsy high streets, quirky event venues and casual/fine dining restaurants in a 10 acre property. This vast expanse is stitched beautifully with digital experience starting from a free Wi-Fi zone to help people stay connected, a Creaticity App that allows them to browse through great offers in Home lifestyle, Food and Entertainment, improve their navigation by downloading curated trail experience on their app and also earn loyalty points on shopping anywhere at the campus apart from many more benefits. 2018 has been a special year for team Creaticity.

"We transformed from Ishanya to Creaticity, from a mall to a thriving, throbbing creative living campus. The transformation to Creaticity was a strategic move to be known as Pune's new Creative Living Campus with its core as a Home and Interior destination and to bring in two



more experience-led categories – F&B and Entertainment. With over 100 national and international home brands and over 27 cuisines and 11 event venues, Creaticity is now an ecosystem that caters to 'everything for someone,' says **Mahesh M, CEO, Creaticity**.

Successful Campaigns

"Our marketing campaigns are always focused on customer engagement and acquisition.

Post brand refresh, we carried out some campaigns to stress our leadership in terms of range of depth of category, brands and their offerings and helping customers make 'informed decisions' in their shopping journey. Creaticity as a destination has over 52,000 home decor ideas with over 100 home brands under its roof naturally opens up a whole new array of choice being offered to consumers. In order to facilitate a confusion-free experience we triggered a differentiated marketing campaign around 'Curated Trails' which offered exclusive, guided trails by our Curated Trail Volunteers or 'Service Scouts' manned by Campus Management team," he adds.

Event Calendar

Planning, holding and hosting events has always been the passion for the mall. Creaticity

hosted a series of large, medium and small events in 2018. In the beginning of the year was the grand second year celebration of Ashley Home Store. The Creaticity Festival was hosted over nine days which constituted of 50 events. The latest was a thought provoking, monumental dark comedy 'Guards at the Taj' which featured renowned actors like Joy Fernandes and Vrajesh Hirjee.

Christmas and New Year events completed an eventful year, pun intended. The home interior event calendar has been busy with several shows, from the renowned A&I Digest show which had over 15,000 architects and designers visiting Creaticity, to the most recent screening of fine works of architecture and to lovers of interior design and architecture. Organised tours by design colleges, workshops by brand partners etc. have been the icing on the category.



New Brands

"Our brand list gets longer, more importantly stronger because of our focus on getting the right mix, right product and right experience. The world homes pavilion launched in the early part of the year brought to the discerning customer, a bevy of world renowned brands such as Natuzzi Editions – Italy, Gautier – France, Casa Italia – Italy and more recently Wiemann – Germany and Trezure. Studio Pepperfry opened mid-year to give a 'touch and feel' plus consultative experience.

There is also a whole host of American choices such as Gibson, Primula, Foxrunn, Whitmore in the homeware space, homegrown brands such as Sage by Nisha Gupta, Skipper Furnishings, Nirlon, Luminarc, The Pithara Project, Roxx and Serve well in the home décor, furnishing and homeware space.

Two new and inspiring additions in the home furniture and solutions space which should be up and running by

QUICK FACTS

Location of Mall: Creaticity (Formerly Ishanya), Opp. Golf Course, Off Airport Road, Yerwad, Pune

Year of Launch: 2007 and relaunched as Creaticity in 2018

Gross Leasable Area: Carpet area of 4 lac sqft approx

Average Rent per sq feet per Month: Ranges from ₹45-90/- per sqft

Average Footfalls on Weekdays: 1000 – 1200 per day

Average Footfalls on Weekends: 2-3 times that of weekdays

Number of Floors: Max 3 floors, different buildings have different levels

Number of Stores: 25 stores including Home lifestyle and Restaurant brands.

USP: Focused offerings in Home, F&B (hence range and depth) along with augmented specialised services for home design and improvement.

and Creaticity festival, Pune saw some thoughtfully curated events organised at the mall. We embarked on a value adding journey of Techno-malling with the launch of Creaticity App, Interactive kiosks and other technology features like beacons, LED mesh walls, digital signs and much more. Equally, we ended the calendar year on a high with the addition of nearly 30,000 sq.ft across our core categories of home, food and entertainment. Three new stores, Stories, Global Home Concepts, Mint Homez, an exclusive home solutions boutique format and Accord automation with world-renowned brands in home automation are all slated to open in 2019. SKYbeam, a terrace restaurant with beautiful indoor-outdoor ambience, Nine square, an interesting pure vegetarian, multi cuisine format and The Chronicle, a smart Club format are all in place. Pune's first trampoline park concept in a fully air-conditioned ambience, Sky jumper sports is opening up a 15,000 sq.ft arena. Lots more



“The transformation to Creaticity was a strategic move to be known as Pune’s new Creative Living Campus with its core as a Home and Interior destination and to bring in two more experience-led categories – F&B and Entertainment.”

– Mahesh M

Technology

The mall is now a technology supported campus with the Creaticity App that not only ensures transparent information on brands, products and offers, but also engages with customers with respect to earning and burning points at the campus, helps one to save important documents on the app under safety locker feature of the App, helps in booking table at any of the restaurants or apply for a pre-approved Finance wallet powered by one of India's leading lifestyle finance company.

The journey of the customer is made easier with interactive touch screens to help customer navigation and direct them to the store or restaurant they wish to reach in this 10 acre campus. Information, tips and offers is broadcasted to customers through beacons which have been installed across the campus to improve their shopping experience with respect to navigation, selection and intelligent buying decision by way of providing knowledge tips. ●●



the time this hits the press are Mint Homez and an exclusive bedroom studio by Forte (Poland) by Style Spa.

"A notable addition not in Home or F&B space, but for adding enrichment to children's lives is Slate. As part of business realignment, some brands did

move out, but nothing major," says Mahesh M.

Key Achievements

Ashley Home Store which had exclusively opened at Creaticity, celebrated its first year anniversary this year. Followed by the launch of brand Creaticity

happening with the opening up of India's pioneering co-working space 91 Sprinboard spread across 50,000 sq.ft and yet to be announced signups which will make 2019 another blockbuster year for us," elaborates Mahesh M.

THE CONTEST FOR INDIA'S MOST EXCITING SHOPPING CENTRES JUST GOT STUNNINGLY TRANSPARENT, AGILE AND REAL-TIME



27th March 2019
Renaissance Hotel,
Mumbai

It's time to determine India's most exciting, innovative, edgy shopping centres in Calendar Year 2018 at the IMAGES Shopping Centre Awards (ISCA) 2019. But this time, we've remodelled the annual contest – into a Live Action Competition minus third party arbitrators and the fastest, most transparent adjudication process ever.

This is as real and real-time as it gets. Shopping centres will be required to make live presentations to an on-ground jury at the India Fashion Forum 2019 on March 27, 2019 at The Renaissance Hotel, Mumbai.

JURY

Who does the jury comprise? The companies and brands whose votes matter the most to the shopping centre development industry: tenants (both existing and targeted) and IPCs. Along with India's biggest IPCs, over 50 of India's leading national and regional retail brands across fashion & lifestyle, food & grocery, F&B, Beauty & Wellness, Entertainment will be the adjudicators for ISCA 2019. The ISCA jury panel will have experts from the field of research and analysis within the retail and shopping mall industry.

The jury panel will include **BS Nagesh**, Founder, TRRAIN; **Ajay Macaden**, Executive Director, Nielsen India; **Amitabh Taneja**, CMD, IMAGES Group; **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group; **Abheek Singhi**, Sr. Partner & Director, BCG; **Anand Ramanathan**, Partner, Strategy & Operations Consulting, Deloitte India; **Bijou Kurien**, Member, Strategic Advisory Board, L Capital Asia; **Harish Bijoor**, Founder, Harish Bijoor Consults; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sreedhar Prasad**, Partner, Kalaari Capital; **Debashish Mukherjee**, Partner, A.T. Kearney; **Ajay Kaul**, Senior Director, Everstone Group and **Lalit Jain**, VP, Property Project & Planning, Spencer's Retail.



ISCA for Upcoming Malls

In addition to the awards for the operating malls, the biggest attraction this year will be presentations by 25 upcoming malls to a jury consisting of 7 IPCs and 50+ BD heads who will assess their projects on 15 pre-defined parameters. Each presentation will be of 5 minutes followed by 10 minutes of Q&A.

Why ISCA for upcoming malls?

- To generate recall for upcoming malls on a national platform – so far there are no awards following a systematic process to felicitate Indian malls yet to open. The ISCA recognition will be a first-ever for India, and indeed the world.
- To showcase upcoming projects to prospective tenants. ISCA nominees will have a platform to showcase their projects to a jury consisting of 7 IPCs and 50+ BD heads who will assess their projects on 15 pre-defined parameters.
- To gain improvement/changes feedback directly from key stakeholders. There is no such platform today anywhere in the world where developers can present their projects to a group of potential partners/ tenants at a single go. This will help identify & correct gaps to ensure that each project excels in every aspect of mall building, marketing, leasing and launch.
- To get a seal of approval for the upcoming mall from a body that consists of multi stakeholders/experts with experience in designing, management, leasing of malls and retailing in malls.

ISCA On Ground Jury:

- **BS Nagesh**, Founder, TRRAIN;
- **Debashish Mukherjee**, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney F&B lead, Asia;
- **Ajay Kaul**, Senior Director, Everstone Group;
- **Anuj Kejriwal**, CEO & Managing Director, ANAROCK Retail Advisors;
- **Viren Razdan**, MD, Brand-nomics;
- **Harminder Sahni**, Founder & MD, Wazir Advisors;
- **Bimal Sharma**, Head – Retail, Advisory & Transaction Services, CBRE South Asia;
- **Pramod Arora**, Chief G&DO, PVR Group;
- **Karan Pethani**, Chief Real Estate, Future Group;
- **Gopinath Ravindranath**, Head- BD, Arvind Lifestyle Brands;
- **R A Shah**, Head, Property, Trent;
- **Sanjeev Rao**, Director, Sales & Development, Raymond & Retail;
- **Manish Vig**, Head - Business Development Malls, Aditya Birla Fashion;
- **Nimish Shah** – COO, West & East Region, Lifestyle;
- **Lalit Jain**, VP, Property Project & Planning, Spencer's Retail;
- **Amol Akolkar**, Director - Store Development, Tata Starbucks;
- **Sumit Ghildiyal**, VP, Business Development, Max Fashion, Landmark Group;
- **Suvneet Ahuja**, Head- Business Development, Reliance Brands;
- **Akshat Agarwal**, Head of Retail Expansion, ITC Wills Lifestyle;
- **Akash Srivastava**, Director – BD, Chaayos / Sunshine Teahouse;
- **Arjun Shyam Sumaya**, MRICS, Head, West India - Retail & Leisure Advisory, JLL;
- **Deepak Yadav**, Head-Retail Expansion, Shoppers Stop;
- **Manik Dhodi**, Director Real Estate, Adidas India;
- **Narendra Pratap Singh**, Director Business Development, Samsonite;
- **Pallav Atreja**, Business Head - EBO & Ecommerce, MAS Holding;
- **Shashidhar Patil**, Sr. VP- Store Design & Projects, Building Services - SPAR Hypermarkets;
- **Rohit Singh**, COO- Tommy Hilfiger India;
- **Sandeep Kakkar**, Sr GM - Commercial & Company Secretary, SSIPL Retail;
- **Manish Chandra**, Head-Business Development, Skechers;
- **Sameer Singh**, Director – Ops, BD, Expansion & SCM - LOTS

and many more...

IMAGES SHOPPING CENTRE AWARDS (ISCA) 2019 Categories for Operational Malls

(Assessment Period: January 2018-December 2018)

- IMAGES Most Admired Shopping Centre of the Year: **Non-Metro** – North, East, West, South
- IMAGES Most Admired Shopping Centre of the Year: **Metro** – North, East, West, South
- IMAGES Most Admired **Shopping Centre Launch** of the Year: North, East, West, South
- IMAGES Most Admired **Green Shopping Centre** of the Year
- IMAGES Most Admired **Socially Responsible Shopping Centre** of the Year
- IMAGES Most Admired Shopping Centre of the Year: **Marketing & Promotions**
- IMAGES Most Admired **Shopping Centre Professional** of The Year
- IMAGES Most Admired Shopping Centre of the Year: **Best Turn Around Story**
- IMAGES Most Admired **Mall-Retailer Collaboration Success Story** of The Year

NOMINATION PROCESS

- To enter the ISCA 2019 process, shopping centres will be charged a processing fee of INR 15,000 plus GST for every category they file in.
- If the nomination is shortlisted for presentation, a special package of INR 35,000 plus GST is offered for two senior executives of the nominee organisation to present to the on-ground jury and attend the awards ceremony and the two-day IFF program.

SPECIAL EXHIBITION PACKAGE FOR UPCOMING MALLS

We are also offering a special package to the nominees from the upcoming malls to exhibit their projects in the L3 (Location, Location, Location) section of the IFF exhibition.

ISCA SCHEDULE – March 27, 2019

The day-long ISCA program (held alongside India Fashion Forum 2019) will include:

1. Breakfast Meet of all nominees with retailers & IPCs.
2. Presentations by Shopping Centres for various categories of ISCA
3. Joint Discussions of Jury (Retailers & IPCs) with Shopping Centres on their projects
4. Jury Recommendations for Improvements
5. Networking Lunch
6. High Tea Meet
7. CEOs Mega Round table – Fashion & Lifestyle Retailers and Malls
8. ISCA 2019 ceremony and gala dinner



Scan the QR code to access complete information on ISCA 2019



Quest Mall Hosts First Retail Floral Extravaganza

– By Shopping Centre Bureau

The first-of-its-kind flower show in the city had six nationally and internationally acclaimed designers adorning Quest Mall in Kolkata with awe-inspiring flower installations, pulling in enthralled consumers from all walks of society...

When one encounters the intertwinement of symbols of advancement and aspiration of a man with those of nature, one realises that this is a sight to behold. Such was the case at Quest Mall, Kolkata when it decided to host the first-ever international floral extravaganza from January 11- 17, 2019, marking a milestone in the Indian retail journey. The mall transformed itself into a world of floral fantasy, aptly choosing the theme 'Joy'. Six renowned international floral artists and two prominent Indian floral artists presented their 'joyful' take floral arrangements and art in a shopping destination for the very first time.

Talking about the inspiration behind undertaking this event, **Shivika Goenka, Vice President, Special Projects, Quest Properties India Limited**, the woman behind the conceptualisation, said: "We wanted to give our customers something unique, something they have never experienced before. Flowers instantly connect one with nature and bring about feelings of joy and happiness. Floral art has grown to be more than a floral arrangement and this event could bring about more awareness about the same."

The floral extravaganza was aimed at familial bonding and sure enough, it brought all members of the family together, especially during the inter-school floral arrangement competition. It was also a new experience for customers and retailers, and a completely new audience for floral artists who usually cater to a certain target group.

International Installations

The diversity of artists was conspicuous in their works. Two-time Fusion Flowers International Artist of the Year, Premysl Hytych's (Czech Republic) masterful creation was inspired by a sweet dream. The arrangement of marigold combined orange and pink



flowers to depict the vibrancy of India with a hint of a fantasy world thrown in.

Winner of the professional category at the Singapore Garden Festival 2018 Kazuhiko Tanaka of Tokyo – who came to India for the first time created an arrangement titled 'Golden Fantasy'. His creation depicted space and night and was made by combining golden flowers and natural elements in an intricate way, leaving passers-by awestruck. Tanaka used his native Japanese style and his country's national flower, the chrysanthemum, to depict his roots.

With over 20 years of floral designing expertise, Anson Low, the Master Designer for the record attempt for the world's largest bouquet (Singapore Garden Festival, 2010) used intricate Indian carpets as the inspiration for his exotic floral installation. The piece – which stood out due to its closed nature – depicted a dream ready to blossom, captured in a nascent stage. The artwork of Phubast Chesdmethee, the 8th recipient of the WFC Floral Noble Prize, 2005, created perfect symmetry in line, form, texture and colour. His arrangement combined pastel colours with glass and golden surfaces.

The piece by 2011 Fusion Flowers International Designer of the Year, Andy Djati Utomo, showcased the unique colour combination of red and brown and gave an earthy element by using wood and incorporating ample space, breathing life into the artful creation.

Tomas De Bruyne's creative installation was evidence of why he had received an award for Best Technical Work in Floral Design in his country. Successive oval cut outs helped people

In an exclusive interaction, Shivika Goenka talks about the success of the event.

Tell us about the 'Quest Floral Fantasy'?

'Quest Floral Fantasy' was born out of an idea to present an International Flower Show to the patrons of the city of Kolkata. Flower Shows predominantly have always been outside and the challenges of executing breathtaking & spectacular displays of global floral artists within a secured environment accompanied with handling of millions of people who go through one mall being the toughest challenge. The execution of this event, first of its kind, required thorough coordination & cooperation on every aspect. The Mayor of Kolkata was present at the ceremony and he inaugurated the show.

Elaborate on the ideation of the event?

Initially we were having discussion to organize 'The Chelsea Flower Show' or 'The Macy's Flowers Show'; however during the discussion several parameters evolved. The creativity and co-operation from World Association of Floral Arrangements (WAFA) and our local partners Pushpa Bitan took the idea to global recognition. Hence, global artists Global Artists enamored themselves for the event by the recognition and love from the city of people and flower enthusiasts. People thronged into the mall to enjoy some of the spectacular displays ever seen. We at Quest, now own another remarkable property which will evolve with time and we will present better at Quest Floral Fantasy.

What is unique about the event?

Quest Floral Fantasy stands out at many level. However, greatest thing was to see some of the greatest floral arts to present one of the elaborate displays in coordination with the team. Each effort was unique and binded over by the Theme "Joy" and the pleasures of all the patrons of the mall. Quest Floral Fantasy 2019 was a 1 week-long event. It will be a Biennial event at Quest.

Does the event have something fruitful for the retailers and brands?

It was very much appreciated by all our retail partners. There was a decent increase in the footfalls and it got reflected in the revenue for the brands as well.



focus on the space in between where the subtlety of beautiful purple flowers contrasted with the spotlight, creating an intricate, technically sound floral masterpiece.

The Intricately Impressive Indian Touch

Reputed Indian florists Baisakhi Ghosh and Babita Jain created stunning platters with flowers. Their unique installations were located on either side of the mall's floor containing the rest in between.

Baisakhi Ghosh's beautiful work of art smelled of the Indian culture. She used rajnigandha (tuberose) flowers to create India's national flower, the Lotus. The lotus installation was a testament to the older generation,

which dropped down with humility to face eight buds, signifying the younger generation, who in turn depicted purity, happiness and being carefree. The green colour in her installation implied unity, love, peace and harmony.

Babita Jain, on the other hand, experimented with shapes and colours which differed from the perspective of the viewer, making one wonder about the psyche of the artist.

Floral Fantasy

The fantasy world extended to other floors with four installations on each floor artfully created in collaboration with Pushpabitan. Poems by Tagore served as inspiration for these installations, many of which are based on the joyful spring season.

For raising further awareness about the art of floral design, an interschool competition was hosted, and their art pieces displayed. The theme was in tandem with the present global environmental movement.

From the retail perspective, the event helped generate higher footfalls from varied age groups, bringing in more visibility for brands at the mall. The creation of this floral fantasy world changed the retail atmosphere inside, making it visually and aromatically appealing for customers, whilst making them more aware of art. This international standard of art, delivered for the first time in India, served to add to customer experience, making Quest, a one of a kind shopping centre. ●●



Imagica: Providing an Innovative FEC Experience to Consumers of All Ages

– By Sandeep Kumar

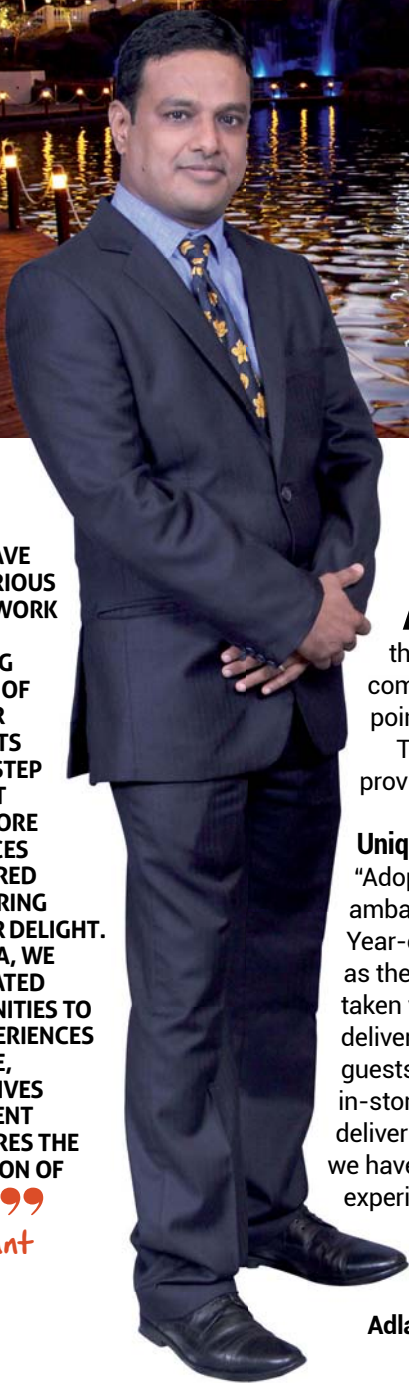


Adlabs Entertainment Ltd's Imagica is a capital intensive theme park business, hence budget allocation towards the retail unit is planned efficiently in order for it to be effective...



“WE HAVE TAKEN VARIOUS STEPS TO WORK TOWARDS DELIVERING MOMENTS OF MAGIC FOR OUR GUESTS AT EVERY STEP SUCH THAT OUR IN-STORE EXPERIENCES ARE TAILORED TO DELIVERING CUSTOMER DELIGHT. AT IMAGICA, WE HAVE CREATED OPPORTUNITIES TO MAKE EXPERIENCES IMMERSIVE, WHICH DRIVES ENGAGEMENT AND INSPIRES THE IMAGINATION OF VISITORS.”

– Dhimant Bakshi



Adlabs Entertainment Ltd has created India's first family holiday destination of international standards, Imagica, a 130-acre theme park in Khopoli. Imagica is a complete entertainment destination present in a single location comprising of theme park, water park, and snow park. It has 21,000 sq. ft. retail space that encompasses the 13 stores and 7 kiosks present across all the parks combined, thereby providing cumulative experiences across multiple touch-points. The park has an estimated daily capacity of 15,000 visitors.

The brand, whose tagline is *Badi Interesting Jagah Hai!* works towards providing a truly innovative experience to people of all ages.

Unique Experiences

“Adopting a guest-oriented approach has converted our guests into our ambassadors to such an extent that we don't need celebrities endorsing us. Year-on-year, we have firmly stood by the belief that a business is only as strong as the guest experience. We have taken various steps to work towards delivering moments of magic for our guests at every step such that our in-store experiences are tailored to delivering customer delight. At Imagica, we have created opportunities to make experiences immersive, which drives engagement and inspires the imagination of visitors,” says Dhimant Bakshi, Jr. CEO, Adlabs Entertainment Ltd.



Imagica creates unique experiences via:

Store Design and Format:

- Thematic Imagica Main Retail Store: This is replete with colourful and thematic flow units, vibrant color coded visual merchandising, which is mapped to theme park aesthetics
- Ride Exit Store: This helps guests re-live their experience of thrill and adventure through merchandise designed specifically for that ride/ attraction with a conveniently placed store at the ride exit

Facilities Provided:

- Digi Photo: Post-ride video screens present at the ride exit store exhibiting snapshot of the guests latest thrill/adventure ride climax as cameras are not permissible aboard the rides, enabling them to choose their images quickly and efficiently, make the purchase and walk

designated location near the front entrance by the visitor before leaving the park.

Marketing Activities:

- Experiential Selling: Designed retail experiences to comprehend the end benefit by allowing trial of products e.g. hand water fans during summers, glow-in-dark products during evening or

social media platforms tagging Imagica, gather 150 likes and stand a chance to win a free gift

- Lucky Draw – Full Paisa Vasool: On any given day, one lucky guest wins merchandise that is worth the ticket price they purchased by filling a voucher and dropping it off in the drop-box placed in the main retail store



to reduce the costs in order to stay competitive. Essentially in retail chains, the number of SKUs to be replenished typically ranges from several hundred thousand to tens of millions. This means that manually reviewing every order line is impossible. This entails a complex process affected by many independent factors including suppliers, retailers, warehouses and stores associated with Imagica," explains Bakshi.

Imagica has worked towards creating an adaptive, intelligent supply chain that helps remove the uncertainty, risk and complexity of demand planning, pricing and replenishment to deliver impressive returns and deliver the best customer experiences by leveraging the Automatic Store Replenishment tool. This tool provides them with a competitive edge by ensuring availability of the product in storage of the varied delivery locations within the park premises and the flexibility to determine when to replenish them.

Pricing

Theme parks are a capital intensive business hence budget allocation towards the retail unit is planned efficiently in order for it to be effective.

"We need metrics that track not only return on investment but return on experience and return on learning. Our customer demographic reveals relatively low spend threshold as their primary purpose of visit are the rides/ attractions while shopping is secondary priority. Therefore we have to work a lot harder to increase our revenue. Hence, we continuously strive towards offering exciting and international standard merchandise at Indian prices to bridge the gap.

Pricing strategy implemented within in-park stores and offline channels is post understanding the current market trends, benchmarking price across brands and categories and then arriving at a pricing tier almost at par to private labels of leading Indian retailers," says Bakshi.

WITHIN THE PARK PREMISES, TACTICAL STRATEGIES IMPLEMENTED WERE UP SELLING OF COUPONS, SPIN-O-WHEEL, SHARE-&WIN, FULL PAISA VASOOL VOUCHERS. THE KID-FRIENDLY THEME PARK, LAUNCHED CHHOTA BHEEM - THE RIDE, IN MAY 2018, WHICH CREATED A BUZZ AMONG THE 2-14 YEAR OLD KID'S CATEGORY.

Key to Success

The current Indian retail market is highly competitive in nature and majority of the Indian retailers are continuously aiming to improve customer loyalty by offering good service.

"In order to deliver the best customer experience, while also turning a profit, it is vitally important for us to optimise on-shelf availability and get the replenishment right. Imagica's key to success is having the right product for sale to a shopper, in a place where they expect it and at the time they want to buy it. But at the same time, we also struggle



- away with this memorabilia
- Easy Delivery System: The focus here is to deliver a convenient frictionless customer service to the visitors who make purchases at the numerous stores/kiosks across the park. The entire purchase can be collected at the Imagica's main retail store or delivered at a

- night time etc.
- Spin-O-Wheel: Visitors stand a chance to win quirky merchandise by spinning a wheel placed outside Imagica's main retail store
- Share-&Win: Guests at the park need to post a picture with their respective retail merchandise/products on their

Marketing & Promotional Campaigns

Following efforts, several retail marketing and promotional campaigns were undertaken in the past year where brand tie-ups and exploring licensing avenues were instrumental in showcasing Imagica retail merchandise. Within the park premises, tactical strategies implemented were up selling of coupons, Spin-o-Wheel, Share-&-Win, full paisa vasool vouchers. The kid-friendly theme park, launched Chhota Bheem - The Ride, in May 2018, which created a buzz among the 2-14 year old kid's category which also helped in driving sales and footfalls to the park.

"Key activations that have paved the way for our merchandise to reach our target audience outside the park are via participation in BTL activations like the India licensing Expo 2018 and a Kids fashion week and Kids festivals. Hamleys in-store sales led activations where on purchase of any Imagica product within the store, customers get the Buy1, Get 1 free ticket that indirectly stimulates visit and footfalls to park and



store," says Bakshi. Aside from this, e-commerce marketing campaigns like banners on all the leading e-commerce sites with promotional offers were also activated.

"For 2019, we are focusing towards retail expansion via brand and character licensing and building further brand associations that will help

maximize our reach and penetration into unchartered territory," said Bakshi.

Growth and Achievements

Imagica Retail has exhibited a growth of over 3 percent till date versus previous. In addition, several valuable brand associations have been built upon starting of this year. The brands include

Speedo, Chhota Bheem, HB Leisure, House of Stars, Mattel, Havmor and Edutainment. These brands contributed to 6.5 percent growth in revenue since their in-park placements starting April 2018. Recent alliances that have been built are across varied categories for development, manufacturing distribution of Imagica co-branded products with reputed brands such as WelSpun, Yedaz (Shemaroo), Mars Chocolate and Cello(back to school range).

Omnichannel Strategy

"We understand that the modern consumer is no longer a single-channel shopper and have therefore devised an Omnichannel strategy that connects us with our core and target customers as they move between retail channels and touch points. Even though our primary sale of merchandise

IMAGICA HAS WORKED TOWARDS CREATING AN ADAPTIVE, INTELLIGENT SUPPLY CHAIN THAT HELPS REMOVE THE UNCERTAINTY, RISK AND COMPLEXITY OF DEMAND PLANNING, PRICING AND REPLENISHMENT TO DELIVER IMPRESSIVE RETURNS AND DELIVER THE BEST CUSTOMER EXPERIENCES BY LEVERAGING THE AUTOMATIC STORE REPLENISHMENT TOOL.

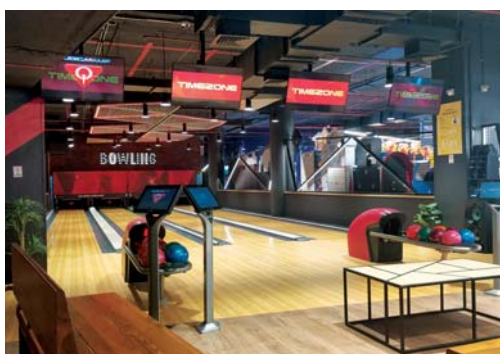
is from our three parks, we are present in all the major e-commerce websites so that all our customers can have an integrated customer experience. The end objective is to extend the experience beyond our park, penetrate every urban household through Imagica branded merchandise," says Bakshi.

Expansion Plans

One of the key objectives is to scale the popularity of 18 of Imagica's own IP characters called Stars of Imagica. Aside from this, the brand is constantly evaluating and exploring avenues to reach out to masses. In order to break through the clutter and make the brand more visible to the customers, Imagica is moving towards character brand licensing which is a proven method for product branding. ●●

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(See Rule 8)

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I, SP Taneja, hereby declare that the particulars given above are true to the best of my knowledge and belief. Dated: 1 st March, 2019 Sd/- SP Taneja	



Timezone Gets Bigger at Phoenix Market City Kurla

– By IMAGES Shopping Centre Bureau

A new store with more space, new games and rides that kids will experience for the first time in India, Timezone is ensuring an adrenalin rush among kids that is difficult to beat...

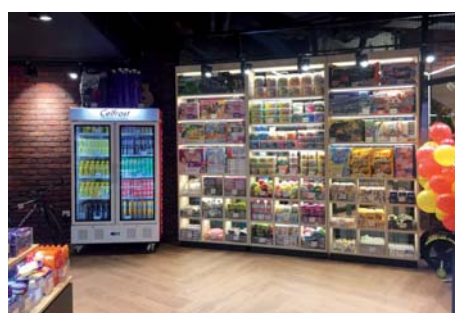
Timezone is a popular entertainment venture for kids, Millennials and adults when it comes to virtual and arcade gaming. Founded in 1978, Timezone is a leading Family Entertainment Centre chain in the Asia Pacific region, known for delivering entertainment and educational concepts that provide a social experience filled with exciting interactive games, rides, attractions and learning experiences in a safe, friendly and fun environment.

The brand internationally operates over 200 locations across seven countries and has its head office in Singapore. As a part of its expansion, it is entering new Tier II & III cities in India and has recently renovated many of its existing venues in the metro cities of Mumbai, Kolkata and Bangalore. Ever since its launch at the Phoenix Market City, Kurla, due to its unique gaming options for all age groups, there has been a continuous demand for adding more space, games and entertainment to the center.

The Timezone management, understanding the need of the hour, came up with a brand-new store to complement the existing one. With its new positioning #NextGenTimezone, this venue is all set to lure kids, teens, corporates and families.

The sporting arena is spread over an area of 14,000 sq. ft on the first level of the mall. With larger space, the excitement has also doubled with

innumerable, never-seen-before rides, interactive arcade games, irresistible offers and prizes. #NextGenTimezone follows the brand's international standards of quality and safety norms along with lit signages and a unique sky grid lighting to enhance the store layout. All in all, the wholesome entertainment area promises an adrenaline rush to all visitors.



Their 'Play More, Win More' mantra allows players to win points and collect tickets which give them more play time plus the opportunity to encash the tickets for gifts from the brand's shop.

Talking about the new, bigger Timezone, Abbas Jabalpurwala, CEO, Timezone Entertainment said, "We are grateful and thrilled with the love we have received from our patrons at Phoenix Market City. We have built this larger space with more games and an overall exciting ambience on public demand. We strongly believe in creating experiences and would continue to entertain and enthrall all visitors."

CONCEPT GAMES

The family entertainment centre is loaded with varied concepts and games. Few of the new games/ rides include the following -

BOWLING: Timezone has revamped bowling into a family activity and allows families and friends to compete among themselves. The brand offers lightweight balls, kid-friendly bowling lanes, innovative score chart and attractive colour themes that makes the whole bowling game lot of fun. Great music and lounging space add to the whole experience making it a 'must do' while there.

KRAZEE WHIRL: These dodging cars have LED illumination at the base and dual joysticks to make people spin and dash. Unlike a normal bumper car, Timezone makes this bumping car- racing arena more joyous for all to steer, accelerate and compete while dashing your friends and family.

VIRTUAL RABBIT: With special Oculus and attractive cabinet, Virtual Rabbit takes you on an adventure ride where you get to experience the thrill, jerk and bump of an actual ride, though only virtually. It's a ride you can't afford to miss if you are an adventure junkie. To maintain hygiene standards, Timezone provides sanitised eye masks to players before the ride begins.

WILLY WONKA CHOCOLATE FACTORY: Just like the way fictional confectioner Willy Wonka was adored in the book, Willy Wonka Chocolate Factory at Timezone is loved by all. This game is extremely popular in other countries where kids and adults alike queue up outside Timezone even before it opens and win innumerable prizes, and the excitement is catching on in India.

REBALLTARGET SHOOTING: This game is similar topaintball target shooting, wherein players have to hit the bottle with spherical dye-filled gelatin capsules that break upon impact. Unlike paintball, one does not have to play with any competitor but must hit the bottle to win prizes. It is an enjoyable experience and players can win many tickets.

INTERACTIVE VR WALL: Timezone is getting augmented wall climbing for the first time in India, the video of which has gone viral on all social media platforms. Players can play virtual ping pong or spark on the climbing wall alone. This game is suited for people of all ages.

PING PONG: This is a tad different. For once, you don't need to coerce your sibling or friend to be your opponent in the game as arcade Table Tennis can be played alone. As the game session starts, lightweight balls are thrown in the direction of the player which he must hit back using small rackets to win tickets. ●●

Special Events in Malls

Shopping Centre news brings you a detailed look at some of the most engaging mall activities across the country in the last two months...



AMBIENCE MALLS ALL SET TO CELEBRATE INTERNATIONAL WOMEN'S DAY WITH VIGOR

The International women's day is just a few days away and to celebrate the indomitable spirit of women across the world, Ambience Malls Gurgaon and Vasant Kunj are recognising the contribution of women in the world, showing them the love they deserve.

As part of the celebrations, on 8th March each woman visitor in both the malls will be greeted with rose flowers. A series of music and dance performances are scheduled in Ambience Mall Gurgaon from 8th to 10th March to celebrate womanhood. This will include specialized dance performances (Kalbelia, Ghoomer, Bhavai etc), Soul of Langa performance by The Langa family of Rajasthan and Musical performance by Jasbir Jassi. Apart from these, there will be Self-defense workshop from Kalaripattiu and

Free styling workshop by Kiehls' & The Body Shop. Rta Kapur Chishti and team will give some Sari draping lessons in an interesting Fashion Stylist Session.

At Ambience Mall, Vasant Kunj, lady visitors will get the chance to win amazing goodies by participating in the 'Spin the Wheel' activity. Also, the mall is organizing an exciting activity 'Every Hour Happy Hour' wherein the shoppers have to submit their bills and randomly one winner would be announced every hour, who will be gratified with attractive gift hampers.

Both Vasant Kunj and Gurgaon malls are also organising Shop and Win campaigns. Under this campaign, top 3 participants with a minimum shopping of Rs.10,000 would win amazing gift hampers from Mac cosmetics worth Rs. 20,000. Apart from these three lucky ones, all other shoppers who participate in this campaign would be provided free pampering services from the malls' premium saloons like Looks Salon, Geetanjali Salon, Monsoon Salon, Nail One etc.

Speaking about this initiative, **Arjun Gehlot**, Director, Ambience Mall – Gurgaon & Vasant Kunj said, "As an organization, we at Ambience believe in equal rights and opportunities for women. Our endeavor has always been to go the extra mile to understand women's needs, necessities and put that insight in improving our service quality to make them feel special every single day. International women's day is a perfect occasion for us to celebrate womanhood with equal vigor and enthusiasm. We are all set with lot of activities, be it Music, Dance, workshops, couple of attractive offers and lot more, for our women customers to brighten their day".



AMAAL MALLIK GIVES AN ELECTRIFYING PERFORMANCE AT INORBIT'S 15TH ANNIVERSARY



Inorbit Mall recently completed its remarkable 15-year journey and on this occasion, treated visitors to a pulsating musical evening. Inorbit Malad hosted a live concert by the immensely talented, youngest Bollywood music composer and singer, Amaal Mallik. It was a full house with over 3,000 people enjoying the concert on Republic Day. Malik's music is something to die for and he has quite a huge fan base. The Dadasaheb Phalke award winning singer enthralled the audience by performing on popular tracks from movies like Badrinath ki Dulhaniya, Roy, Kapoor & Sons, MS Dhoni – The untold story and more.

He also joined Inorbit's 15th Anniversary celebrations by cutting the cake and posing for pictures with his fans.

"Completing 15 years is quite a milestone for Inorbit Malad. To celebrate this glorious occasion we decided to give our customers a larger than life experience by giving them an opportunity to enjoy a live concert. We would like to thank Amaal Mallik for giving us this action packed dose of entertainment and making the celebration a big success. We hope to continue the trend of creating enriching experiences for our shoppers," said **Naviin Ibhrampurkar**, Head of Marketing and Corporate Communications, Inorbit Malls at the occasion.



THE BEER CAFE LAUNCHES LITERATURE THEMED OUTLET AT LOGIX CITY CENTRE MALL

The Beer Café, India's largest alco-beverage chain, is invoking for its bibliophilic patrons with a book-themed outlet at Logix City Centre Mall. The launch of the outlet, the brands first in Noida, marks the operational expansion into yet another city and highlights its strong growth trajectory, taking the total number in the Delhi-NCR region to 18 and across India to 37.

Situated at one of the most prominent hubs in Noida, the outlet combines an artful ambience, heavily derived from literary influence infused with the brands open and inviting social setting. Its mesmerising décor is replete with puntastic brew-based wordplays on popular book titles that will delight and enthrall bibliophiles. With all this complemented by the largest collection of premium and craft beer brands, choicest cuisines and a vast collection of curated wine and liquor from across the world; This is bound to become the perfect hangout destination for the lovers of both brews and books in the region.

Speaking on the launch of its Noida outlet, **Rahul Singh**, Founder & CEO, The Beer Café, said, "Some of the most famous authors have often expressed the charm of alcohol when it comes to art. Our latest outlet in Noida is aimed at capturing this synergy. With an ambience perfectly suited for sparking conversations and ideas we are confident that beer lovers will enjoy this dedicated space. Who knows, we might just catch the next batch of Hemingways and Bukowskis sitting there, cradling their pints and typing their way towards literary glory!"



DLF SHOPPING MALLS CELEBRATE THE MONTH OF LOVE WITH A WEEK-LONG GALA

In order to celebrate the month of love, DLF Shopping Malls organised a week of Valentine's Day celebrations from 13th - 17th February across its malls in Delhi-NCR & Chandigarh. Not only were the malls decorated with Valentine's themes and other paraphernalia, they also hosted various specially curated events which gave its consumers an opportunity to create unforgettable memories with their loved ones.

Valentine Day Celebration at DLF Shopping Malls:

DLF Mall of India created a beautiful floral installation using iconic Valentines flowers in the shades of red to celebrate the season with romantic blossoms, giant roses and little hearts. This acted as a selfie wall where lovers could click pictures and create utterly romantic moments with their loved ones. The mall further ran a digital campaign and asked their followers to post their love stories. 6 lucky winners were selected, and cheer was added to their Valentine's Day. The mall witnessed a footfall of over 55,000 visitors on Valentine's Day.

DLF Cyber Hub hosted an open-air movie screening of romantic comedies 'Love Actually' and 'Pyar ka Panchanama 2' to bring back the

nostalgia among the romantic lovebirds. The mall also curated a carnival around the theme 'Around the World Valentine' from 14th - 16th February that included romantic landmarks like London Bridge Gate Arch at the entrance of the mall, the Venetian Bridge and a Romantic Boat Ride. The alley was decorated with lanterns and the word Love written in different Languages - LOVE, XOXO & AMOR. DLF CYBERHUB alone recorded a footfall of over 52,000 visitors on Valentine's Day.

DLF Promenade curated Love Street, a special valentine's market offering multitudes of gifts from clothes, jewelry and chocolates. Further, the central décor of the mall was elegantly adorned with thousands of roses which added to its vibrancy and left



the customers awestruck. The mall attracted over 150,000 visitors during the celebration week.

DLF Place Saket became the talk of the town with its Valentine's Market from 13th - 17th February. It comprised of various brands selling a wide range of gifting items to celebrate the day of love and the mall witnessed a footfall of close to 40,000 visitors on Valentine's Day.

DLF City Centre Chandigarh organised a soulful unplugged evening with Punjabi singer, Gursaaaz, who performed Hindi-Punjabi romantic songs for the visitors. Apart from this, City Rj's conducted a couple Kitty including Love Tambola, Compatibility Tests, Fashion walks, paper dance and other fun filled couple games. In addition to this, the mall had also created a unique photo booth and on ground activations like 'Magic Mirror', 'Dillon ka Scooter' and 'DLF Love Route' were arranged in order to engage with the enthusiastic consumers. Additionally, the mall also ran a digital campaign "#DLF Love stories" which witnessed active participation among the visitors as winners were awarded a trip to Shimla, silver rings and a jewellery set, gold gym vouchers and movie tickets. The mall recorded a footfall of nearly 7,000 visitors on Valentine's Day alone.

Pacific India to Introduce Three New Malls

– By Charu Lamba

Pacific Mall is gearing up for a launch of their Dwarka centre by mid- August 2019...



Pacific India, which operates 3 shopping malls in India, grew in double digits in 2018 and is looking forward to further growth in 2019.

PACIFIC MALL- DWARKA: Elaborating the same, **Abhishek Bansal, Executive Director, Pacific India** says, "In 2019, you will see a new centre from us in Dwarka and that should workout very well for us and we have already signed some fantastic brands there like PVR and Lifestyle and we have a great food court. So all of that put together, the new centre should be fantastic."

Pacific India has bagged this project from Delhi Metro Rail Corporation (DMRC) to develop a shopping mall and multi-level car parking at Dwarka in the national capital with an investment of about Rs. 100 crore.

Bansal stated the total project

cost of this metro mall would be ₹90-100 crore and the same would be funded through internal accruals. The company will develop a total of 4.5 lakh sq ft area, including a shopping mall of 3 lakh sq. ft. of leasable area and a multi-level parking, having capacity of 600-700 cars.

"We are gearing up for a launch of our Dwarka centre by mid-August 2019," reveals Bansal.

Dwarka mall is more of a mid-level shopping centre and will be housing few brands for the first time in the locality. Brands that Dwarka mall will be housing are: • PVR • Lifestyle • Max • Big Bazaar • Iconic • Louise Phillippe • BIBA • Rangriti • W • Aurelia • Madame • Mustard • Miniso • Zivame • Nykaa • Kama Ayurveda • Woodland • New U • Skechers • Nike • Bluestone • Perfection House • D' Shoe Lounge • Feetoes • Looks Salon • Hamley's • Mothercare

PACIFIC NIT, FARIDABAD:

Pacific NIT, Faridabad, is the sixth shopping centre from the kitty of Pacific Group and is being developed in collaboration with the Haryana State Transport Corporation. According to Bansal, "This 3.50 lakh sq.ft. mall will cater to the entire city of Faridabad, Haryana having a population of over 2 million. The mall being built with some of the best facilities will be a welcome change for the city shoppers to come and shop for their most loved national and international brands available in the country today and looking to enter the country in the next couple of years."

"A large hypermarket, a departmental anchor, fashion anchors, family entertainment centre, restaurants and a large food court called 'SALT' will be some of the attractions of the mall," he added. It will

also provide a world-class experience of watching movies to the cinemagoers with an 8-screen, 800-seater multiplex by PVR. The mall is scheduled to be launched by mid-2021.

PACIFIC NETAJI SUBHASH PLACE: Pacific has also bagged a third project from DMRC where it is developing a 2.5 lakh sq. ft. shopping mall and a multi-level car parking with a capacity of 600 cars at Netaji Subhash Place metro station.

"The mall will spread across 5 floors and will have the best of national and international brands along with an international level food court. It will also have a 1,700-seater, 9-screen multiplex from Cinemapolis," said Bansal. It will be ready to be launched by mid-2020. ●●



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