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Shopping Centre Mark

DEVELOPING RETAIL SPACES IN INDIA

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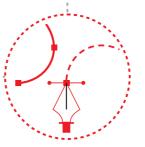




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Malls: The Retail Spaces of Tomorrow

The shopping mall is on the cusp of a major change. From being mere buildings housing stores, they are evolving into becoming an integral part of the community they belong to, places where people spend their leisure time. This is particularly true for a country like India where the weather conditions and the need to move around in a car dictate where people spend their free time! But just when the mall was settling into a routine, came a new medium of sale, in form of e-commerce. People switched over for the convenience and the comfort, the sea of choices, deep discounts and doorstep delivery.

The Indian mall developer was jolted out of his comfort zone, as shoppers who once thronged malls were now ordering on phones, computers and tablets, siphoning sales from physical stores. They started facing the heat to reinvent their shopping centres. And what a reinvention it has been. From simply housing well-known chain stores, cinemas and supermarkets,the Indian mall has transformed itself into a FEC – a place where people can eat, watch movies, take part in events and activities, spend quality time in play zones with their children, and maybe shop some!

Gyms, supermarkets, hotels, co-working space, pop-up stores, expanded food courts, movie theatres and event spaces are all filling up the retail space in the malls, bringing in footfalls and pulling back customers and revenue from e-commerce.

In the new and improved Shopping Centre News, we bring you an analysis on why shopping malls are the 'the' retail spaces of tomorrow and how fashion and lifestyle play a major role in bringing in the shoppers.

The feature analyses concerns from both retailers' and shopping malls' perspective and also talks about ways to deal with these challenges in a mega round table discussion that took place at IMAGES Group's recently the concluded flagship event, 'India Fashion Forum 2019'.

The edition also brings you a perspective of small business ideas apt for a mall, in the form of kiosks which is becoming one of the leading trends in the shopping malls today. This business idea has been advocated globally in developed countries for decades, even though it has picked up pace in India very recently.

At last, we hope to find this redesigned issue crisp, knowledgeable and valuableto your business as always. Log on to our website www. indiaretailing.comto read more informative articles and analyses on innovative trends and developments in the shopping centre industry on a global stage with an emphasis on India.

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LuLu Group to Expand in India With Two New Malls

The UAE-based NRI-owned LuLu Group will expand its retail presence in India by building two new shopping malls in Bengaluru and Chennai. According to a PTI report: The group, which is headquartered in Abu Dhabi, already operates a mall in Kochi and have three upcoming projects in Lucknow, Vishakapatanam and Thiruvananthapuram. The Bengaluru and Chennai projects are expected to be operational by the end of this year.



The Group intends to maintain a similar investment momentum in the UAE and Saudi Arabia, its core markets, this year. Saudi Arabia provided about 10 percent, while India now accounts for 5 percent of the top-line number. Twelve new locations will open in the UAE this year, on top of the 87 it currently operates. Outside of the Middle East and India, East and South East Asia will be the next big territory for the retail giant to try. Two hypermarkets have opened in Indonesia and Malaysia.

"We have acquired an ongoing mall development in Bengaluru and will build our own in Chennai," Yousuf Ali, Chairman and Managing Director of LuLu Group was quoted by PTI as saying. Noting that mall projects give the company the best platform to keep expanding its India portfolio, he said that still there is so much to do in the country's retail space

Help from the Government Aids India's Mall Developers

Anarock data indicates that nearly 10 million sq.ft. of new mall supply is expected to hit the Indian market in 2019. Despite rollover of some supply from 2018, there will be a three-fold jump in 2019 against 2018 — from 3.2 million square feet to nearly 10 million square feet.

There is still significant demand for malls in India, and this demand is not limited to just Tier 1 cities, but now also comes from several Tier II & III cities. Previously, most malls lacked the right tenant-mix and were located in the wrong areas, thus failing to draw shoppers. This dynamic, largely the result of bad planning and lack of research, invariably resulted in closures -and a dearth of the right kinds of malls. Today, Indian mall developers have completely changed their strategies and are banking on creativity, technological innovations, the right tenant mix, the rights brands and locations, etc. These essentially are the parameters that decide a mall's fate in India today.



The look and feel aspect of shopping in India is very much alive and, thanks to timely and highly focused policy interventions by the government, actually growing. Malls — as long as they tick all the right boxes — will therefore be in greater demand in India than ever before.

Malls Across India to Get 100 Amazon Kiosks: Report

E-commerce giant, amazon is reportedly planning to expand its footprint of offline kiosks in India, opening over 100 such small-format stores that will be located inside malls by the end of 2019. The company has already started looking for 70-80 square foot space in malls, Economic Times reported citing sources. These kiosks typically sell devices such as the Kindle e-book reader, the Echo speaker and the Fire TV dongle. The company is also hoping to get a push for its entry into brick-and-mortar stores in India with this move. Amazon started experimenting with kiosks in India when it opened its first retail store in Bengaluru in May 2017. It then introduced four more stores — two in Bengaluru, one in Mumbai, one in Ahmedabad.



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Virtuous Retail in Talks to Acquire 2 Malls from Tatas



Xander-backed Virtuous Retail is in advanced talks with Tata Realty and Infrastructure (TRIL) to buy two mall projects in a deal valued at around ₹700 crore. TRIL will be exiting the two mall properties, totalling 1.15 million square feet, in Amritsar and Nagpur. TRIL owns 90 percent stake in these assets. A successful transaction would mean TRIL would create an exit route for Tata Realty's maiden fund Tata Realty Initiatives Fund I, which had invested in these assets. The fund had a corpus of \$750 million. In 2017, the Xander Group's retail arm acquired the two-million-square-feet North Country Mall in Chandigarh from private equity fund Sun Apollo and US-based JJ Gumberg for ₹700 crore. Virtuous Retail currently has 8.3 million square feet of mall projects — both operational and under development.

Singapore's Airport Goes For Retail High With Billion-Dollar Mall

A sprawling retail complex with the world's tallest indoor waterfall is what Singapore hopes will bring more travellers and visitors to the airport to shop and dine. As global competition for travellers heats up in the aviation industry, Singapore's Changi Airportissetto openits S\$1.7 billion (\$1.3 billion) Jewel complex on April 17, as per a Reuters report. its shops, cinemas and food and beverage outlets. Housed under a dome of glass and steel, the building spread over 135,700 square metres is designed by Moshe Safdie, the architect known for the Marina Bay Sands resort, a boat-shaped landmark that has become synonymous with Singapore's skyline. Changi Airport, recently



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"(We want to) provide a wide range of amenities that allows the passenger to make the best use of their time as they transit through us," Jayson Goh, managing director, airport operations management at Changi, told a news conference. The airport also aims to attract domestic visitors and tourists to voted in a Skytrax survey as the world's best for the seventh year running, reported a record 65.6 million passenger movements in 2018. A joint venture between Changi Airport and Singapore developer CapitaLand, Jewel adds 53,600 square meters of retail space in the wealthy city-state.

Landmark Group to Launch Oasis Mallin Sharjah This Month

Anew shopping with 45 retail outlets will open in Sharjah later this month (April). Landmark Group will open the Oasis Mall, which will be the group's tenth mall in the region, housing brands like Home Centre, Emax, Max and Fun City, according to a report in The Khaleej Times.

Landmark Group is owned by Dubai-based billionaire and retail magnate Micky Jagtiani with assets estimated at \$4 billion. He has been ranked among the world's 500 richest persons on the earth by Forbes magazine.

"Our first mall in Sharjah will open its doors to its customers in April 2019. We recently opened malls in Oman (Sohar) and Bahrain (Juffair) and now with the addition of this mall, we are expanding our footprint to 10 malls across 4 countries," said Aarti Jagtiani, Group Director, Landmark Group.



Located on Al Wahda Street, the three-floor mall will feature over 45 retail stores - spread over a total area of over 650,000 square feet. Cinépolis, the 4th largest cinema operator in the world, will operate a 10-screen cinema in the mall, including Cinépolis Junior, which will be dedicated for children with a play area and a slide. This would be the first cinema in the UAE for Cinépolis, after the already operational cinema in Bahrain.

The mall will be boasting of Landmark Group's homegrown brands like Centrepoint, Home Centre, Fun City, Max, and other well-known international brands like Carrefour, Vincci, and Okaidi, under one roof.

Towne West Square in Wichita Looking for a Buyer



Towne West Square mall in Wichita has formally been placed on the sales block. The mall is located at 4600 West Kellogg. Commercial RealEstate Direct reports that the 899,285 -square-foot mall, of which 448,760 square feet serves as collateral for a \$45 million loan securitised through Morgan Stanley Capital, is owned by Washington Prime Group. NKF Capital Markets has been hired to market the property for sale.

In Costa Mesa, California, a Shopping Mall That Thinks Small

In Bristol Street, Costa Mesa, is a different kind of shopping experience. There lies The LAB – Little American Business – a self-dubbed "anti-mall," built from a re-purposed night goggle factory with recycled and reused materials, according to a report in The Epoch Times. The open outdoor space is dressed

in earthy tones and overrun with greenery. Some trees sport colourful yarn sweaters around their trunks; matching rainbow-planked benches placed around them complete the whimsical picture. Rocking chairs and swinging benches provide respite for weary feet, an invitation to simply slow down and hang out.

The anti-mall is the brainchild of

artist-developer Shaheen Sadeghi, who opened the plaza in 1993. In curating vendors, he turned away from bigger companies and retail chains in favour of highlighting smaller, local entrepreneurs, the forces he saw as the future drivers and shapers of the retail space – and American culture as a whole. The biggest store you'll find at The LAB

is Urban Outfitters, one of its few long-term tenants. The rest make up a quirky, rotating cast of small boutiques and eateries, helmed by young business owners mostly based in the surrounding Orange County, if not Costa Mesa itself.

The LAB is thinking small-turning to local, small-scale producers and their often handcrafted goods



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Build-A-Bear Launched at Phoenix Marketcity in Bengaluru

For more than 21 years, U.S. based personalised experiential toy retail brand Build-A-Bear has been sharing hearts and bear hugs globally, and after a long wait, Tablez - the retail arm of LuLu Group International - has launched the first Build-A-Bear store in India, at Toys"R"Us, Phoenix Marketcity in Bengaluru.

Build-A-Bear is a global customised 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, Adeeb Ahamed, MD, Tablez said: "The Build-A-Bear concept is a oneof-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-inshop 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.'

adidas India Launches Biggest Retail Store at Ambience Mall, Gurugram

adidas, has announced the launch of its first own retail store at Ambience Mall in Gurugram in the presence of the famous Indian cricketer and adidas athlete, Rishabh Pant,

Located at Ambience Mall, the store brings the passion for sports, design and innovation to a brand new level by creating a unique and interactive experience for the consumers. Rishabh Pant along with Manish Sapra, Senior DTC Director, Global Sales Retail, adidas India were present to mark the opening of the store. adidas through its new sprawling retail store aims to offer its consumers an enhanced shopping

experience with an evolved version



of footwear display that increases the offered range on floor to more than double. Spread over 3954 sq. ft, the store at Ambience mall is the biggest retail space of the brand

in the National Capital Region. This adidas store is poised to be the next destination for Gurugram shoppers to gain access to adidas' elaborate product range

and will also enable the brand to both create and deliver engaging consumer facing experiences.

Speaking on the occasion of the store launch, Manish Sapra, Senior Retail Director, adidas India said, "Consumers and athletes' needs are paramount at adidas; we constantly strive to focus on creating unique experiences for our consumers in India. We are glad to have Rishabh join us today at the launch of Gurugram's first 'Home Court' format store, which celebrates adidas' proud sports heritage, and provides consumers with a unique and interactive experience. Now that Home Court has arrived here in Gurugram, we're very excited to take consumer experiences to an entirely new level and let more consumers enjoy the extraordinary shopping experience that it promises."

Under Armour Opens First Store In India at DLF Promenade Mall



Under Armour has opened its first physical retail location in India. Spread across 1,900 square foot, the store is located at the DLF Promenade Mall in Vasant Kunj, New Delhi. "We are excited to open our first retail location to introduce the Under Armour brand and our world-class athletic performance products to athletes in India," said Kevin Plank, Founder and CEO, Under Armour. "As a nation with a long, rich history in sport and an accelerating

focus on health and wellness, we look forward to building a strong foundation for our brand in India and driving our ability to achieve even greater long-term, international growth," he further added.

The brand is planning to open 10 stores by the end of this year and will access its performance going forward. The brand, which is already available in India online through e-commerce platforms like Amazon and Myntra, employs some of the world's best performance materials, cushioning and body temperature management innovations.

Ralph Lauren Launches New flagship Store at The Chanakya

After launching Polo Ralph Lauren in DLF Emporio a few months ago, the brand opened its very first flagship store in luxury mall, The Chanakya in New Delhi.

Spread across two floors, the space features apparel and accessories for both men and women, along with pieces by Purple Label, Ralph Lauren Collection and classic Polo Ralph Lauren. From tailored suits, party-ready dresses to their classic polo tees, it has everything you'd need for a sartorial update.

Staying in line with their American heritage and exquisite craftsmanship, the interiors echo Spanish architecture, a curated selection of antique furnishings and vintage 1920s styled decor. In addition to their range of footwear, handbags and other leather items, you can also find the iconic Ricky bag here.

The brand is also housing the new spring/summer 2019 collection, recently showcased at New York Fashion Week. Given that Priyanka Chopra chose Ralph Lauren for her white wedding in December 2019, the brand could not have arrived in the country at a more opportune moment.

Indya Opens its Door in Oberoi Mall

Oberoi Mall announced the launch of Indya, a store by High Street Essentials Pvt. Ltd (HSE). The launch at Oberoi Mall marks Indya's third exclusive retail point in the city. Indya has been receiving overwhelming responses across the country leading to the arrival of the brand's 18th store in India.

Indya, an Omnichannel fast fashion brand, was born out of a thought to re-look at ethnic fashion

range of ethnic-fusion wear with East-Meets-West silhouettes and contemporary details. The store retail the latest collection - called Stories of Summer, in addition to a handful of curated statement pieces. One can choose from a variety of evening and daywear outfits, sheer maxi jackets, contemporary tunics, peplum crop-tops, slit tunics, palazzos, dhoti pants with attached dupattas,



and design by considering the lifestyle and aesthetics of the modern Indian woman. As an ethno-fusion wear label, the brand continuously reinvents traditional Indian wear to create fuss-free, easy to wear fashion with an edge. The brand emphasizes on fusion wear while incorporating traditional ethnic embroidery, prints and motifs. Indya creates affordable fusion-wear garments for the evolved Indian woman who is rooted in culture and yet modern in her outlook, hence providing her with new combinations, patterns and variations, yet keeping Indian design aesthetics intact.

The design aesthetic of the store are in sync with the brand philosophy; housing a widespread pant-sarees, maxi skirts and crop tops that marry the richness of the east with the versatility of the west.

Tanvi Malik & Shivani Poddar, co-founders of HSE said at the launch "Indya was launched to eliminate the hassle of unorganised boutique trips for women and offer them a fuss-free, ready to wear wardrobe for every occasion. Our entire collection is an amalgamation of global trends and Indian silhouettes, creating a high street for Indian wear," said Tanvi Malik & Shivani Poddar, co-founders of HSE at the launch.

Thestorecaterstotheyoungglobal Indian women with contemporary The collection lifestyle. retails from ₹1800 onwards.

















































































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SCAI Mega Roundtable: Fashion & Lifestyle and the Retail Spaces of Tomorrow

Even as online retail cannibalises store business, shopping centres worldwide are all set to lure in the consumer by adding more and more unique experiences in their premises, some retailers have responded by shuttering stores to cut costs, leaving more shopping malls and plazas empty – resulting in a painful upheaval in an industry that employs millions of people globally – others are gearing up to bring back the consumer...

By Shopping Centre News Bureau



ince the advent of malls in India, fashion and lifestyle categories have been occupying three-fourth space inside shopping centres. However, this dominance began to face unprecedented challenges as consumers mass migrated to mobile and e-commerce channels of retail in search of convenience and a wider variety of choice. In fact, online shopping has reached such a critical mass globally that even popular brands, icons of the traditional brick-and-mortar industry are

facing an increasingly uncertain future. Shoppers, who once crowded malls, are now ordering on phones, computers and tablets, siphoning sales from physical stores, which face growing pressure to reinvent their businesses. Customers today focus on price and hunting for the best online bargains, thereby shrinking profit margins at many stores.

While some retailers have responded by shuttering stores to cut costs, leaving more shopping malls and plazas empty - resulting in a painful

upheaval in an industry that employs millions of people globally – others are gearing up to bring back the consumer. So even as online retail cannibalizes store business, shopping centres worldwide are all set to bring lure in the consumer by adding more and more unique experiences in their premises.

Gyms, supermarkets, hotels, co-working space, pop-up stores, expanded food courts, movie theatres and event spaces are all filling up the retail space in the malls, bringing in footfalls and pulling back customers and

revenue from e-commerce.

At the recently concluded India Fashion Forum 2019, in Mumbai, a session on 'Fashion and Lifestlye and the Retail Spaces of Tomorrow: Mega Round Table with Fashion and Lifestyle Retailers and Shopping Centre Developers' highlighted the major concerns from both retailers' and shopping malls' perspective and also talked about ways to deal with these challenges. This mega Shopping Centre Association of India (SCAI) roundtable brought together some of the most vibrant retail space creators and

some of the biggest names in Indian retail to dive deep to the subject and chart out a road map for all stakeholders to plan future expansion.

The two hour long session was attended by the leading experts from retail and shopping mall industry. The retailers panel included Akhil Jain, ED, Jain Amar Clothing (Madame): Amit Chaudhary, Co-Founder, Lenskart; Navin Vaswani, MD, Saffron Lifestyle; Mridumesh Rai, President Sara Futura Group; Rahul Vira, CEO Skechers South Asia; Rajesh Jain, MD & CEO, Lacoste India; Sanjay Vakharia, CEO, Spykar Lifestyles; Shital Mehta, CEO & Executive Director, Max Fashions; Vasanth Kumar, MD, Lifestyle; Sandeep Kataria, CEO, Bata India, RA Shah, Head property, Trent; Lalit Jain, VP Property Project & Planning, Spencer's Retail; Narendra Pratap Singh, Director, Business Development, Samsonite; Pallav Atreja, Business Head- EBO & E-Commerce, MAS Holding.

The shopping mall developers panel included Bipin Gurnani, President & CEO, Prozone; Gopal Machani, JMD, MG Group; Goutam Karmakar, President Leasing, M3M India; Manoj K **Agarwal**, CEO, Viviana Malls, Munish Khanna, CRO, Express Avenue Mall, Pankaj Kumar Jain, MD, KW group; Rajendra Kalkar, President-West, Phoenix Malls: **Shibu Philips.** Business Head, LuLu Mall: Shubhoiit Pakrasi, VP- Mall, P&M and Hitech Infrastructure: Ariit Chatterjee, COO, Junction Mall (DMMSPL); Nandini Taneja, VP, Reach group.

The session was moderated by Abhishek Ganguly, MD, Puma India and Anuj Puri, Chairman, Anarock Property Consultants.

The Onset of **E-Commerce**

Abhishek Ganguly kickstarted the session praising the contribution of shopping malls Indian retail and how they have helped in organising the retail industry to a large extent in the country. "The shopping

mall industry has witnessed a sea of change in these fifteen years. Malls are structuring and organising retail spaces. However, it is true that they face stiff competition from e-commerce. The questions we must ask are:Can malls compete with e-commerce or is it a losing battle? Is there a scope of coexistence between malls and online retail? With the advent and popularity of e-commerce, are retailers even opening new stores in malls or is there hesitation?," he said.

Rajesh Jain responded to this saying, "Lacoste is a popular brand, which requires no introduction. We are always going to open stores in new shopping malls. For us, expansion means opening 6-10 new stores every year, so we are totally focused on creating those points of sale every year – online as well as offline. As far as our online journey is concerned we initially started partnering with selective online platforms and then we launched our own website as well."

RA Shah added to this saying, "We have 145 stores as of today and in next three years we are going to add 40 more stores yearly at one-third capacity every year. Our new format, Zudio, which we started in 2018, has 50 stores as of now and we are in the process of taking this number to 100 by 2020 and many of these will be in shopping malls.



RAJESH JAIN MD & CEO, Lacoste **India**

"For us, expansion means opening 6-10 new stores every year, so we are totally focused on creating those points of sale every year."



RASHAH Head Property, **Trent**

"We have 145 stores as of today and in next three years we are going to add 40 more stores yearly at onethird capacity every year."



NARENDRA PRATAP SINGH **Director, Business** Development, Samsonite

"We are looking at the factors strategically and with market research and are moving towards expansion accordingly."

So yes, we are adding more stores in malls." He added that e-commerce accounted for only 10 percent of retail in India and that there was a market for everyone and every product in a nation as vast as ours. "There is nothing such as online vs offline. Everyone can work in tandem in the Indian retail scenario," he stated.

Narendra Pratap Singh from Samsonite, elaborated on



this theme further stating, "We have about 152 stores and we are expanding very selectively. We are looking at the factors strategically and with market research and are moving towards expansion accordingly. For us malls are a good location."

Mridumesh Rai agreed saying malls were great location for a brand like his. "I have realised that everything depends on the demands of the consumer. In the premium footwear segment, the demand of the client is high. We currently have 30 Ruosh stores and we are looking at opening 10 more stores this year. We have signed five locations already and are looking for more five more options. Malls are a very good option for premium brands like ours since they guarantee revenue and footfalls."

Lifestyle's Vasanth Kumar agreed with Rai, adding, "The Indian catchment is still not measured in terms of saturation, and as far as the fashion retail industry goes only 30 percent of it is organised. Hence, there is lot of market which is yet to be merchandised. The online



MRIDUMESH RAI President, Sara Futura Group

"In the premium footwear segment, the demand of the client is high. We currently have 30 Ruosh stores and we are looking at opening 10 more stores this year."



VASANTH KUMAR MD, Lifestyle

"The Indian catchment is still not measured in terms of saturation, and as far as the fashion retail industry goes only 30 percent of it is organised."



RAHUL VIRA CEO, Skechers, South Asia

"Retailers analyse and value check the location and then make an informed move. They don't compromise and open new stores anywhere just for the sake of expansion."



AMIT CHAUDHARY Co-Founder, Lenskart

"We will be opening close to 200 new stores in malls in the coming years since Lenskart's success rate in malls has been quite good."

fashion industry is not more than 4-5 percent, so 95 percent still operates from regular brick-and-mortar stores. In the coming time, there is definitely going to be conversion, but it will be more focused on convenience. Malls today are adding technological aspects to the business which is pulling more and more consumers. The ultimate challenge is to make the customer go to the mall. If the malls ensure that the consumer frequency doesn't come down, retailers will never hesitate in opening new stores there."

However, **Rahul Vira** differed from the others in his views, saying that the truth of the matter was when a new mall comes up today, retailers don't make a beeline for it. "Retailers analyse and value check the location and then make an informed move. They don't compromise and open new stores anywhere just for the sake of expansion."

Online & Offline – Complementing Mediums

Rajesh Jain said that a brand like Lacoste firmly believed in the fact that there can be no differentiation between the offline and online mediums. Both must work together for the betterment of a brand. "Despite an ample number of stores in most regions in India, we understand that

physical presence will always be limited and will not have the reach that the online medium is providing. So, for us online is a great channel for reaching our target audience in cities that we haven't managed to physically penetrate."

And that's not all. Lacoste has noticed that even in cities like Delhi and Mumbai, where the brand has a thriving



physical presence, there has been an increase in online orders. "E-commerce has been extremely beneficial for us since it has helped us reach the busy consumer who doesn't have the time to visit stores," Jain said.

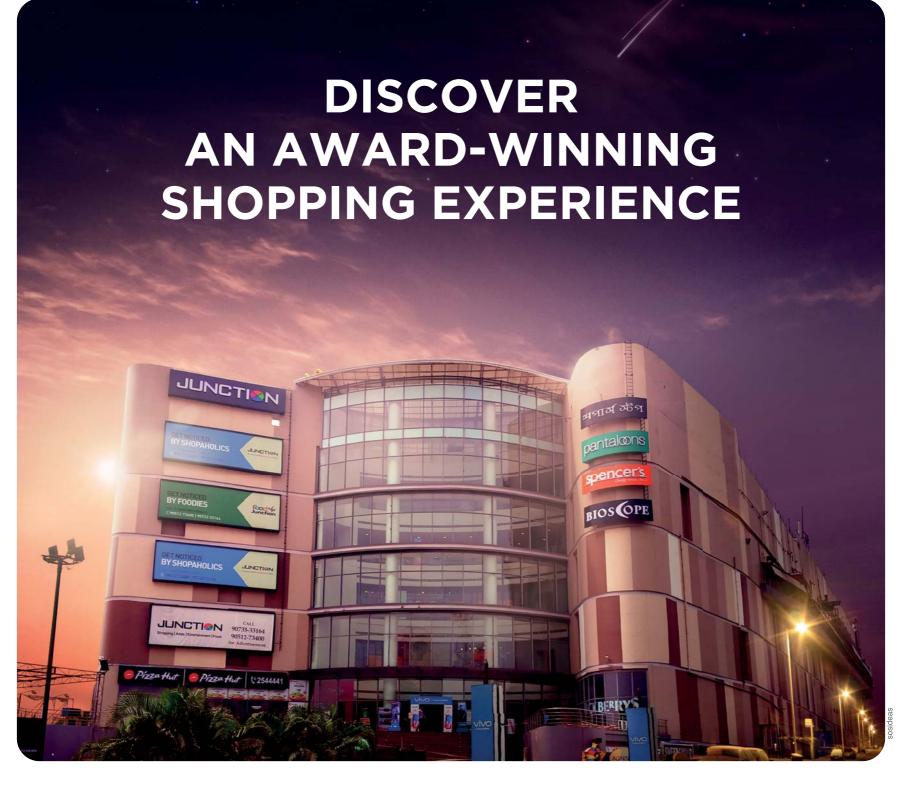
RA Shah agreed with him saying that there was no online vs offline anymore. Instead, he said that there was a market for everyone, for every type of consumer.

Samsonite's Singh however said that online doesn't affect his brand since they have an SKU rationalizing plan which works very well. "As far as e-commerce is concerned, in our case, customers will not find products sold at our store online with discounts attached to them. However, that is not to say that we ignore the medium. We understand and respect its importance and hence have certain products only for online sales, so that there is no conflict of interest on both platforms. For us, the customer at both platforms is different as are the price points."

The Right Location: Malls or High Streets?

Amit Chaudhary took over the discussion as he explained the Lenskart perspective saying, "We have opened 500 stores in the last three years in approximately 17 malls and high streets respectively. For us, malls have been a good platform as far as the popularity of the brand is concerned. I won't hesitate in opening stores in 20 new malls as the opportunity for our products is immense. As is, we will be opening close to 200 new stores in malls in the coming years since Lenskart's success rate in malls has been quite good. However, we do perform due diligence by strategically checking a location and don't rush into opening a store at any spot."

Lacoste's Rajesh Jain said that his brand believes in opening stores in malls for a number of reasons – the weather conditions in India, parking problems and lack of security in open spaces. "These problems are all sorted when we open a store in a mall, a strategic decision we took 5





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years ago. Malls also provide a certain luxury, which high streets generally don't and so we prefer going in for malls."

"We prefer opening stores in malls since the profile of the Lifestyle customer fits in with the kind of audience that frequents malls in India. We have 78 Lifestyle stores in malls, and we are opening around 9-10 new stores in a year with a present capacity of 8 percent every year. The average size of the store

is around 40-50,000 sq.ft. Our brand Homecentre- which has 42 stores – and a new smaller, exclusive format for households at 10,000 sq. ft. which we are planning to expand are also more mall friendly than high street friendly," stated Kumar.

Akhil Jain also stated that in Tier I and metro cities, malls is the brand's first choice of preference. "We plan to open 4-5 new stores soon. We are also thinking of entering Tier II & III



AKHII JAIN ED. Jain Amar **Clothing** (Madame)

"There are other regions that we may want to enter - like Haryana, but the lack of shopping malls in these areas is a major deterrent for a brand like Madame.'



SHITAL MEHTA **CEO & Executive** Director, Max **Fashions**

"Currently, we are opening a store a week and by next year we aim to open a store every five days. For us, the speed of expansion is only accelerating."



SANDFFP **KATARIA** CEO. **Bata India**

"Bata is a very old brand and we open around 70-80 stores every year. We have over 1,500 stores in the country at different locations."

towns as well. There are other regions that we may want to enter – like Haryana, but the lack of shopping malls in these areas is a major deterrent for a brand like Madame."

Max Fashions' Shital Mehta agreed saying that malls were a preferred destination for opening a new store. "Earlier we used to open new stores every 10 days. Currently, we are opening a store a week and by next year we aim to open a store every five days. For us, the speed of expansion is only accelerating. In three years, we aim to have 500+ LFSs for Max in shopping malls. For our value fashion format, Easybuy we are also looking to open new store every week and 120-130 stores every year for the Max series. In case of smaller cities and towns which don't have malls, we don't have a choice but to hit the high streets. However, as soon as a mall comes up in these cities, or if a small mall makes big space for us, we prefer to move in there."

Sandeep Kataria diverged from the others, being more open in his approach. "Bata is a very old brand and we open around 70-80 stores every year. We have over 1,500 stores in the country at different locations. Ofcourse we look at malls, but the challenge for us is that from the point of saturation in both malls and high streets. We are now looking for e-tail space in Tier III towns, and this quest has, in most cases, been very successful for the brand in India."

Rahul Vira talked about the aggressive expansion of Skechers over the past few years. He said: "Our expansion rate has been quite aggressive in past year. We have opened 250 stores and for 2019 we have 100 stores in pipeline. We will be opening 30 stores to open in next 15-20 days. Every third day, a new store is coming up for us. Currently, we are looking for a mixed tribe platform and shopping malls are making more sense for us. However, if there is a high street which is very similar to a mall and has features to pull in more crowds, we don't hesitate in making a move there."

Success Formula for Malls in Tier I Cities & **How to Sustain This**

ANAROCK's Anuj Puri, posed a question to the panel. He asked them why retail real estate companies opened more than one mallin the same city. He also questioned the success ratio of new malls which are trying to make an impact on Tier I cities which already have so many successful malls. What, he asked the panel, was the success formula and what was the way forward towards sustaining this success?

Rajendra Kalkar from Phoenix Malls tried to answer this saving, "In Tier I cities like Delhi, Mumbai, Bengaluru etc, there is enough growth potential available. Cities are growing at a huge pace, and the development of the retail sector will continue helping them to expand in coming times. So in these cities, it is a good move to have more than one mall of the same brand. In Bengaluru, we have 1 billion sq. ft. space mall each and we are building one more mall with a similar amount of retail area. Today, retailers are happy to approach new malls mostly because their confidence levels double. They know they are investing into a modern retail format and not any ordinary shopping centre complex type structure."

Kalkar added that he was confident that till a shopping mall provides a healthy retail mix and a large number of experiences for consumers of all ages to up the percent ratio of consumption, new malls will keep coming up, luring in the consumer and more than survive.

Munish Khanna from Express Avenue added to this

saying, "When we take a call to open a new retail asset, we follow a procedure. We do campaign profiling and then make an effort to understand the consumer as well as market needs. We then need to cater to this customer's type in terms of events as well as retail. We need to work on technology in the mall. Ultimately, the success of a new



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RAJENDRA KALKAR President-West. **Phoenix Malls**

"Building a mall is a start of a new chapter. The art of running the mall, building the parameters, getting the content to which retailers can connect to is the real challenge."



MUNISH KHANNA CRO, Express Avenue Mall

"We do campaign profiling to understand the consumer as well as market needs. The success of a new mall depends on the objectivity of the assessment of the customer."



MANOJ K **AGARWAL** CEO. Viviana Malls

"To open a new mall in any location, it is very important to keep the catchment attractive. The overlapping of catchment should be avoided."

mall will depend totally on the objectivity of the assessment of the customer."

Manoj Agarwal from Viviana Malls agreed stating, "We have seen certain examples across India where suddenly there is plethora of malls coming up, because of which developers along with retailers also suffer. If you are opening a new mall in any geographical location, it is very important to keep the catchment attractive and to the point. The overlapping of catchment should be avoided,

along with the demographic growth. Also, providing unique experiences and themes that help in differentiating the mall from other retail avenues work well. The visibility, demographic location also plays an important role in making a mall successful."

Success Mantra for Tier II &III Malls

Bipin Gurnani of Prozone said. "We have the largest mall in Aurangabad, which is a Tier II city and we can only say that consumers anywhere deserve the

LULU GROUP: CREATING RETAIL SPACES OF THE FUTURE-

Shibu Philips from LuLu Group said there are certain labels which play an important role in differentiation and this is what is being done by LuLu. "We are a mall developer, but we also differentiate ourselves from the retailer's prospect. We operate 165 retail hubs in 2.25 lakh sq. ft. retail area in 23 self-owned shopping malls in the Middle East as well as in India. We offer retail operating super market stores, departmental stores along with the FECs and that too without comprising on the space. We are the only retail developer where a supermarket and the departmental store will be provided a mandatory space of 1 lakh sq. ft. each, and a minimum of 45,000 sq. ft. for a retail store."

The other thing particular about LuLu Malls, he explained, is that they are not vertical in design. "Most malls in India are vertical, which we thought won't work for us. If you see international malls models they are mostly 6 meters high from the store front and have ground plus retail with second floor primarily being the extended food court. We have made all LuLu malls on this format. For Tier II cities like Lucknow and Vishakapatnam, the design model is ground + 1, but for Tier I cities we go by ground + 2 model. The other thing which we do is be very clear in providing information to consumers. We clearly tell them when we are coming up with new retail developments, we always mention the exact sizes and areas for every upcoming departmental store, store chains or FECs. We keep emphasising on space and experiences for children, youth and Millennials alike. We want people to come to our malls and not sit at home, ordering products online. To do this we need to keep their interest levels high, keep them engaged. Towards this we concentrate on using lots of theme building and product highlighting messages," he explained.



He said that LuLu Group creates enough retail space so that the entire retail family can come and enjoy a day full of experiences."We know these concepts are not just exclusive for us and there are so many malls who are also trying the same to keep the consumers engaged. We also have emphasized on providing a convenient parking space. We also have a principle not to go vertical, and go into basements, we feel that customers don't want to go in three basements down, and they would rather happily go in a single basement and would love to enter the mall directly from there. In India, we don't find the tendency to have a single line parking and the mall entrance on the same floor. If you give the consumer the facility to do that, I am sure he will like it. If you go the cinema, and if you get the facility to park and watch the movie on the same floor, you will be more than happy. At LuLu, we are on the process to bring the consumer experience to this label, which is helping us bringing more and more consumers to our premises.'

"Currently the most important thing which we run in our Kochi mall is our loyalty program. We have 2 lakh customers who spend close to ₹30 crore every month in the mall. We have a program where every retail partner of the mall contributes - as well as the LuLu mall app – which keep both customers and retailers in the loop. The program is used to send e-mailers to retailers telling them how many consumers come to the mall on a particular day, particular time, and how much they have spent, and in which stores. This has helped retailers grow their businesses immensely."





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same treatment. We have seen that in smaller towns and cities, consumers are more aspirational. They are willing to consume more and more. The number of consumers may be smaller, but their consuming habits are large, and desire is much greater than with consumers in Tier I cities. For us, customer engagement has become a basic requirement and a critical feature."

"At Prozone, we have tied up with various social clubs in the city and reserved spaces for them to host their events in the mall free of cost. The spaces can also be rented/booked on occasion basis in advance as well. The retailers in the mall also put up sale, lucrative offers in the products as per these events' theme so that the mall witnesses enough crowds to make it successful. These events are the retail platforms to bring in the community to come in. The events include movie premier, festival and cultural programs, social awareness programs

related to environment, cleanliness and women empowerment," he added, stating that these events were huge successes.

Is Building a New Mall Affordable?

Building a new mall has become a part of the rat-race. In past five vears, there has been a sudden rise in building of new malls. Delhi -NCR, Maharashtra and a few cities in South India have witnessed a major increase in new malls. If building new malls is the trend, then are older malls shutting down? Anuj Puri again threw around a question, asking mall developers the necessity of building a new mall and the factors essential to making it successful?

Gautam Karmakar from M3M tried to answer this by saying, "We need more malls and not building them is out of the question. Yes the success ratio of a mall is a worrying factor, but we all know there is a surplus



demand in the industry and therefore we are building new malls. We choose the location keeping the potential target audience in mind for a 3-4 km radius. One cannot afford to just relax after building the mall. Every new mall has to be new in concept; it should be the one different from the rest. It should portray things different from

what are already present in the market. One needs to build an environment and solely focus on making the mall popular amongst its target audience."

Manoj Agarwal agreed with Karmarkar adding, "Building a mall is a continuous process. One cannot sit back and relax after the completion of the project. There are so many things involved with it. The expansion plan, adding new themes and concept is a continuous process and every stage requires planning and investment. Given the land prices and things associated with it, making huge investment or arranging for funding or partnership, to the next stage of taking care of all building process, looking for brands and retailers and to the final stage of getting return on investment. It is a long period which can last upto 7 to 10 years. Getting a financial cover is the most important factor because if the mall suffers, then the brands and retailers present in the mall will also suffer. Mall developers need to a model which would lead to the success of the mall."

According to **Pankaj Jain** of KW Group, market research to understand the catchment area is extremely important. "Be it a Tier I, II or III cities or towns, a new mall needs to make an impact. In regions, where there is less completion and excessive demand, the popularity level goes up naturally but in areas which have other malls running successfully, new malls need



SHIBU PHILIPS Business Head. LuLu Mall

"We are a mall developer, but we also differentiate ourselves from the retailer's prospect. We operate 165 retail hubs in 2.25 lakh sq. ft. retail area in 23 self-owned shopping malls"



BIPIN GURNANI President & CEO. Prozone

"We can only say that consumers anywhere deserve the same treatment. We have seen that in smaller towns and cities. consumers are more aspirational."



GOUTAM KARMAKAR President Leasing. M3M India

"Every new mall has to be new in concept; it should be the one different from the rest. It should portray things different from what are already present in the market."



PANKAJ KUMAR **JAIN** MD. KW group

"In regions, where there is less completion and excessive demand, the popularity level goes up naturally but in areas which have other malls running successfully, new malls need to be innovative and unique."

to be innovative and unique in providing concepts, experiences, themes and offers to the consumer."

Rajendra Kalkar gave this some perspective saying: "Building a mall is not the end, it is a start of a new chapter totally. The art and science of running the mall, building the parameters, events and themes, getting the content to which retailers, brand can connect to is the real challenge. The break even period of mall is 7-10 years, until and unless you get great funding."

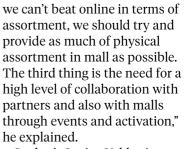
Making a Mall Sustainable for Retailers

Tier I malls require cushioning. "When we are structuring deals food court or a PVR is ready, the developers don't wait and open the mall to the public. For malls, this is a win-win situation."

"When we opened a mall in 2013, we got an Occupational Certificate (OC) four months before we were due to open. We informed retailers and showed them the structural details along with the OC that we have our departmental store, cinema ready two months before the launch. We were 77 percent ready and we launched these facilities with a token amount. The mall was a huge success. For our second property, we have opened the mall with 80 percent occupancy," stated Shibu Philips.

Agarwal concurred saying that for his mall in Hyderabad too, the till the time the mall generates a certain number of footfalls on a regular basis, they should charge the retailers and brands variably, rather than having a fixed rental. If this happens mallretailer partnerships would turn extremely fruitful."

"There should a reverse performance clause as well where malls come out in support of retailers. I feel malls are gearing up to take on the e-retail challenge very well. The fashion mix is going down and entertainment is the demand of the hour. We have seen a similar technology disruption in the food space with the coming of Swiggy and Zomato, and 30 percent of the business coming from online deliveries. Similarly in the case



Spykar's Sanjay Vakharia added technology to the above three factors saving, "Everyone is pushing for Omnichannel retail, where consumers can shop on the platform of their choice. We must make this available in malls. Traditional retailers know that they are better than the e-commerce medium and therefore take part in mall events and festivals simply because we understand that it is not just that discount which brings us the consumer. It's the experience and the loyalty programs which brings the buyers to us."

Amit Choudhary furthered the point stating, "Lenskart started online and moved into brickand-mortar model. From a mall perspective, the fundamental thing is that the shopper in most cases is an old visitor. He considers the mall as a social hangout place where he can visit frequently. Shopping is an addition point for us which are beneficial for everybody. One must ensure that this thinking always remain and is increased fundamentally so that the brand as well as the mall gets repeated

Munish Khanna rounded off the discussion by saving: "The best way to keep the customer level engaged is to keep the product relevant and fresh. The more you churn it, more shoppers will follow. The other effective factors are the ambience of the mall, the kind of music playing, cleanliness and parking. The success of the mall depends on a vision and developers must focus on that vision."

"There should be a dedicated marketing calendar that malls stick to. Malls also must invest towards creating a brand of their own. Malls and retailers have equally relevant roles and that is the key note for a good future," he concluded.



we do step up them on yearly basis, so that is one way to give the retailer cushion on franchising. The second is to have an occupancy cloud, so that the retailer should start paying for the occupancy from Day 1,else there is a huge pressure on mall developers. The sooner we overcome these problems, the easier and simpler the mall journey becomes," said Express Avenue's Munish Khanna.

Kalkar agreed, stating, "Retailers have realized that they need to open in and be part of shopping malls from Day 1. However, malls today are not shy of opening to the public with only 70 percent occupancy. For example, if a gaming section/

strategy was to get the multiplex running at the beginning along with some vanilla stores. "Two of our malls opened in February with functional multiplexes, departmental stores and three vanilla stores. The rest of the mall was fully launched after a month."he said.

Bringing in the retailer point of view, Rajesh Jain said, "There are some cases where retailers end up waiting for a year in order to get space in a mall. Post that they are made to follow certain guidelines which include disclosing details of revenue, profit, business model and future plans. That is fine. However, one criteria that the malls should fulfil must be that

of the multiplex, viewership has suffered with the coming of mediums like Netflix and Amazon Prime. So, mall developers need to think of a deeper, more permanent solution to bring in the retailers," added Rai.

Future of Malls

On the side of experience side. the future of mall is dependent on three things, said Vasanth Kumar.

"The first is that offerings in a shopping mall need to be curated. We need to be very focused on customer profiling and catchment, ensuring these are people who would like to come again and again for the experience. Secondly, although







Select CityWalk To Get **New Retail Mix; Focus On Fashion & Beauty**

To keep up the exclusivity, and consumer demands, Select CityWalk is partnering with a variety of brands present in the centre. The focus this year will be on three categories - fashion, beauty and curated food...

By Charu Lamba

elhi's Select CityWalk, one of India's most recognised and highly felicitated shopping centre, is expanding its retail portfolio. This popular shopping destination is introducing 10 new brands in FY2019-20.

In an interview on the sidelines of India Food Forum 2019, CEO & Executive Director, Select CityWalk, Yogeshwar Sharma said, "We want our shoppers to

experience something new every time they visit the mall. To keep up the exclusivity, and consumer demands, we are partnering with a variety of brands present in the centre. The focus this year will be on three categories - fashion, beauty and curated food."

'We are in talks with two brands which have entered India, Tom Ford Beauty and Aveda Hair Care. We also want to try and bring in the brand Kiehl's in the

beauty space and are in touch with them too. In the fashion category, we recently added Ted Baker, Onitsuka Tiger. We are also in talks with Polo Ralph Lauren to open a store in the mall."

He added that there was scope for improvement in the brands in the mall in the athleisure category. The mall management is currently in talks with Under Armour to get them to open a store in Select CityWalk. Aside from this, Sharma said that the category to watch out for was F&B. "From occupying only 8-10 percent in previous years, the mall space dedicated to F&B has increased to 15-18 percent today," he said.

Pop-Ups: The New Trend

"Although the mall is already full, we are being extremely creative in finding new, visible spaces for good brands that we want to bring in," Sharma stated, adding that the mall may go in for smaller stores for some brands.

One way of bringing brands into the mall's fold has been popup stores. Select CityWalk has recently started experimenting with fashion pop-ups. Brands like Madison, Masaba and Nicobar have already

participated in pop-up activities in the mall.

"Pop-ups help in test marketing a brand and we as a mall understand how they are performing," said Sharma, clearly indicating that pop-ups which bring in good revenues can be converted into permanent tenants.

Fashion & Beauty: The **Clear Winners**

When Select CityWalk was conceptualised, it was observed that there was a huge demand for both the beauty and fashion categories."Armed with this analysis, we dedicated additional area percentage to fashion. We worked towards creating space for brands like Zara, H&M and Sephora when they entered India. Today, 50 percent of the space in Select CityWalk is dedicated to fashion," said Sharma.

He also stated that both the categories - although occupying a large amount of space - deliver good numbers, both for themseleves as well as the mall. "At present, fashion is contributing almost 60 percent of the overall sales of the mall as per sq.ft sales of the category is very high," Sharma said.



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Kiosks in Shopping Malls: Big Revenue Opportunity for Small Businesses

A quick Google search on small business ideas apt for a mall will throw up options of the most in thing these days – setting up a kiosk. The business of kiosks in malls isn't something that has happened overnight. This business idea has been advocated globally in developed countries for decades, even though it has picked up pace in India very recently...

By Zainab S Kazi



commerce giant Amazon has been toying with the idea of installing kiosks in malls in India for some time now. Their tryst with the idea began two years ago with the setting up of kiosks in malls in Bengaluru. Today, they operate five kiosks in Mumbai, Noida and Ahmedabad. These kiosks offer customers

the experience of using Amazon devices including Kindle, Echo and Fire TV before they buy them. The very fact that recently they went ahead to announce the roll out of 100 new kiosks in malls across the country speaks volumes on the potential they see in this format. Whether or not this can be considered as a prelude to their aim of setting up of brick-and-mortar stores in India remains to be seen, but the mere fact that Amazon is taking the business of kiosks seriously signals an opportunity for budding entrepreneurs to enter this space. In India, the most

common categories for kiosks include food, cosmetics and accessories though malls today are experimenting with niche kiosk offerings like tattoos, quick hair-cuts and astrologers.

A Quick Run-Down from Malls

One of the most prominent names in malls in the west is Inorbit Malls. Inorbit houses around 40-45 kiosks in each of their locations i.e. Malad, Vashi, Bangalore, Hyderabad and Vadodara with a lease agreement extending to a period of 11 months.

According to Naviin **Ibhrampurkar** - Marketing Head. Inorbit Malls, the kiosk formats for them has been working "really" well especially in the food and beverages segment. "Recently, the format has gained popularity among categories like accessories, cosmetics, nail services and tattoo art too," he states.

Brands like Colorbar, which retail through EBOs as well as MBOs in department stores like Lifestyle, are big fans of the kiosk format, proving Ibhrampurkar's statement of the format attracting cosmetic brands.

Recently launched brand, SUGAR, too has made its presence felt through kiosks at malls in India.

At DLF Promenade management of kiosks is taken care of by the mall marketing team as well as the leasing team. While the marketing team leases kiosks to brands for a period of 1 to 11 months, the kiosks agreements

signed in by the leasing team are a part of a larger leasing strategy that extend beyond 11 months.

Siddhartha Natu, Mall Head DLF Promenade, says, "We host 9 temporary and 17 permanent kiosks in-mall. Typically, food and beverage and accessories are the categories that perform well in comparison to apparel and other kiosks. We have had TIBBS Frankie for the last 3 years, Belgian Fries for the last 1 ½ years and Google Pixel these are some of the names that are doing well in terms of sales and footfalls. Besides these categories, we continue to





experiment with other categories such as bookstalls and stationery kiosks."

Mumbai's Viviana Mall leads the number game when it comes to the number of kiosks in a single mall with a total of 58 kiosks and all running successfully. They too offer an 11-month lease agreement to their brands / retailers.

Manoj K Agarwal, Chief Executive Officer, Viviana Mall states, "In present times, there has been a mushrooming of kiosks in malls across various categories. At Viviana Mall, along with our premium brands, we have a range of kiosks to appeal to our guests. One can find confectionary brands, fast food joints, jewellery, phone accessories, fashion and apparel, among others. Additionally, we also offer footwear, bags, toys and various services like key maker, shoe laundry, car wash, bike wash and a plant nursery under our wide gamut of kiosks. All of these have received a tremendous response from visitors."

Kalyan may sound like an offbeat location for anyone living in Mumbai but surprisingly Metro Junction Mall has managed to changed the retail landscape of this place. According to Latika Kandpal Rao, Director Retail & Business Development, Metro Junction Mall, they have 36



NAVIIN **IBHRAMPURKAR** Marketing Head, Inorbit

"Recently, the format has gained popularity among categories like accessories. cosmetics, nail services and tattoo art too."

kiosks at its location, all of which have a lease agreement of 11 months. "Food and games do well when it comes to kiosks," she says.

At Mumbai's Oberoi Mall, all kiosks are currently dedicated to the category of desserts. Anuj Arora, General Manager, Oberoi Mall shares, "Oberoi Mall at Goregaon in Mumbai has about six kiosks dedicated to the 'desserts' category in its



SIDDHARTHA NATU Mall Head, DLF **Promenade**

"Typically, food and beverage and accessories are the categories that perform well in comparison to apparel and other kiosks."

Food Court. Typically, all such arrangements are for twelve months which gets renewed mutually. This gives us the flexibility to bring in the latest trend in desserts and stay relevant amongst our patrons."

On what makes the mall specialise in kiosks that offer desserts, Arora explains: "Food and beverage kiosks tend to do extremely well as they mostly offer seasonal delicacies and

customise their menu base on demand. Therefore, we have consciously created a chain of kiosks dedicated to desserts."

Mukesh Kumar, Chief Executive Officer, Infiniti Mall shares, "Our Andheri branch has 17 kiosks and Infiniti Mall in Malad has 35 kiosks. Unlike other malls, here the lease agreement runs for a minimum of three years."

On the categories that are apt for this format, he says, "Kiosks are often best suited for impulse purchases. These are generally products or services that visitors would not take special trips for and thus it is important that kiosks have an instant and uncomplicated aesthetic value. quick and seamless transactions. and smaller variety of products with minimal price points. Hence, gifting items, stationary, novelty accessories, food and beverages attract a significant clientele when it comes to kiosks."

Ouest Mall in Kolkata too has close to 18 kiosks with a lease agreement of 11 months. Sanjeeev Mehra, Vice President, Quest Properties India Ltd. states that kiosks have their own USP and these usually "are in your face". "Their USP is that they are small ticket items which are purchased on impulse. What best we can do is to position them at the right spot," he explains.

Factors That Drive the

Kiosk Format

Besides the attractive kiosk designs that allure the shoppers, there are a host of other factors too that drive footfalls to them. Every mall which brings in a kiosk stresses highly on the uniqueness of the product / service being offered by it. The more niche the product / service, the better are its chances of having a successful run at the mall. The other prominent factor would be pricing of the goods being sold/ services being offered.

Ibhrampurkar elaborates: "It is impulse buying and low-price points that draws footfalls to a kiosk. A kiosk can be easily



MANOJ K AGARWAL Chief Executive Officer, Viviana Mall

"At Viviana Mall, along with our premium brands, we have a range of kiosks to appeal to our guests."

spotted by customers as they are strategically located in the mall aisle spaces. Inorbit also encourages kiosk operators to run offers and participate in mall events to get more brand visibility and better conversions."

The top three factors that Inorbit takes into consideration before signing on a brand to run a kioskinclude product, pricing and uniqueness of the product. Agarwal reveals the factors put in place at Viviana before signing up on brands to run their kiosks saying, "Before we sign up with a retailer for a kiosk, we look

into factors such as their market demand, brand presence and value addition to the mall. We conduct a detailed research to evaluate and understand the right mix for our customers to identify the potential brands. This has enabled us to creating an elaborate mix of brands that range from an astrologer to kiosks offering high-end tech gadgets, food and beverage, fashion accessories and even a shoe laundry."

The top factors at that drive the kiosk format at Oberoi Mall include questions like: Would brand offerings be relevant to their patrons? Can the brand do justice in a kiosk format? What are the credentials of the brand?

For Infiniti Mall, the most important factor is the price point of the product and category. As for Quest, the top factors taken into consideration before signing in on a brand would be to find out if the brand offers a fresh perspective, is palatable by the consumer and whether it offerss mall ticket item or belongs to a category not catered to otherwise by the mall. Metro Junction Mall, meanwhile, looks at the category the kiosk caters to, the uniqueness of the product / service being offered and the brand identity.



LATIKA KANDPAL RAO

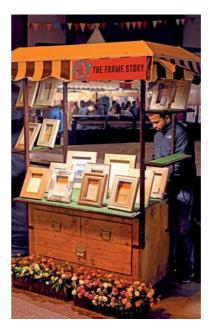
Director Retail & Business Development, Metro Junction Mall

"We have standard kiosk guidelines and each kiosk operator has to mandatorily adhere to these."

The Technicalities

Each mall has different mandates when it comes to size and design of the kiosks though all of them strive to ensure that the design is in sync with mall aesthetics. They also look for kiosks which are able to stand independently as well as attract footfalls without blocking any stores in the foreground or background.

At Inorbit, the usual size of a kiosk runs in between 8ft x 8ft which is manned by not more than three staff members. This has its pros and cons. The size of the kiosk does not merit for more sales personnel to crowd it but then if the kiosk attracts heavy footfalls, not having enough staff may mean losing customers. At DLF Promenade, the mall has



left it to the brands to decide on the number of people it would need to run the kiosk. Natu says, "The manpower of the kiosk is controlled by the brand itself depending on the space available to them."

Then there is the issue of space availability, which is as important as the uniqueness of the product. According to Ibhrampurkar, the adjacencies play an important role too, for e.g. an accessories kiosk located at the women's ethnic zone will draw more relevant crowd.

Elaborating on the design parameters in place, he says, "As per mall norms, a kiosk has to be set up within a certain dimension as per the space allotted. Also,



ANUJ ARORA General Manager, Oberoi Mall

"Oberoi Mall at Goregaon in Mumbai has about six kiosks dedicated to the 'desserts' category in its Food Court."

the retailer has to share the kiosk design with the mall team for approval. It is important to have a well-designed kiosk that gives enough space for product visibility. The kiosk should also have good lighting."

The placement principle followed at DLF Promenade is based on the fact that the kiosk only act as an additional option to the shoppers and do not compete with brands inside the mall. Natu states that the placement is decided by the available Floor Area Ration (FAR) which is a fixed area. Also, the nature of the products/brands is taken into consideration while placing a kiosk in the mall. "Our efforts lie in offering the best space to the kiosks so that they get the most conversions in terms of sale and footfall," he says, adding, "the size of the kiosk also plays a crucial role since we only have a limited area for FAR and the same space is used by the mall for its promotional events."

On the size offered to brands for running their kiosks and the manpower mandate, Agarwal says, "Viviana Mall aims to offer kiosks which are compatible and fit a specific desired standard of the establishment. Typically, we offer two standard sizes of kiosks in the mall, one being 10 x 5 and





other of 8 x 8. The average height of the kiosks that is decided by the mall is 4ft. Based on the size of the kiosks, we generally permit a minimum of two people in a kiosk. However, the manpower might exceed in to suit the requirements of the business."

On the design philosophy followed at Viviana, Agarwal adds, "According to the mall policy, there is a standard framework that needs to be followed when brands kiosks are given an entry in the mall. The standard height of the kiosks needs to be 4ft and the all 4 sides of the kiosks need to be visible for customers to be have a full view of all products in the kiosks and also helps to access the them from all 4 sides."

At Infiniti, kiosks can be of several varying sizes: however. they are mostly between 50 -250 sq ft range. The manpower allowed is subject to the nature of business. Adding on the placement policy in place, Kumar shares, "While the brands have pre requisites, the ultimate placement is determined based on space availability and the right retail mix. A retail mix typically refers to the plan of categoryspecific space allocation within a mall. For instance, the break-up of space allocated to food and nonfood and within non-food, the amount of space to be allocated to apparel, footwear, jewellery, etc."

As for the design of the kiosks, at Infiniti the mall policy makes its mandatory for kiosk to have

EACH MALL HAS DIFFERENT **MANDATES WHEN IT COMES TO SIZE** AND DESIGN OF THE **KIOSKS THOUGH ALL OF THEM STRIVE TO ENSURE THAT** THE DESIGN IS IN **SYNC WITH MALL AESTHETICS.**

an open format with height not exceeding 7.5 feet. Kumar adds, "The material used for the kiosk should be good quality."

At Metro Junction Mall, the brands are given 100 sq.ft. of space to build their kiosk with a liberty to have a minimum of 1 to a maximum of two people manning it. Rao talks about the plan of action in place at Metro Junction Mall saying, "We are currently revamping our mall completely and wehave engaged Bentel Associates as our architects. They have played a crucial role in determining the kiosk location, size and number. We have categorised kiosks as dry, wet and pop kiosks. These are primarily defined per customer circulation as well as the zoning mix of the mall." On the design mandate she says, "We have standard kiosk guidelines and each kiosk operator has to mandatorily adhere to these."

On the size of their dessert kiosks, Arora says, "The kiosk size is generally in the range of 40 to 50 sq. ft. depending on the space requirement by the brand and so is the manpower." Adding on the placement technicalities, he adds, "All our kiosks are located in the centre of our food court where they cater to our patrons' sweet cravings. Given the dedicated zone and limited number of kiosks, there is less stickiness to a particular location by any brand. They are all happy to trade from the kiosk which becomes available during a brand churn."

On the placement policy in place at Quest Malls, Mehra shares that all their kiosks are positioned by category. He further highlights that where brands may have a say on where they wish to have their kiosks, it is important that the fundamentals of retail are understood rather than demanding location. He explains, "Revenue is the most important litmus test. We also keep the mall's perspective and target



SANJEEEV MEHRA Vice President, **Quest Properties India**

"We also keep the mall's perspective and target audience in mind, to make sure we present the kiosk and the mall in the best way possible to our patrons."



MUKESH KUMAR **Chief Executive Officer,** Infiniti Mall

"Our Andheri branch has 17 kiosks and Infiniti Mall in Malad has 35 kiosks. Unlike other malls, here the lease agreement runs for a minimum of three years."

audience in mind, to make sure we present the kiosk and the mall in the best way possible to our patrons."

Mall Support to Kiosks

Where the design of the kiosk and the products it has to offer are what ultimately drive the footfalls, the malls too play an important role in supporting the kiosks to attract the shoppers. To ensure steady footfalls to their kiosk tenants, Agarwal and his team at Viviana extend their full support not only in terms of placement but also various marketing initiatives. Agarwal says, "We strive to ensure our tenants and partner have a fruitful association with us and we go beyond the usual to provide unique solutions to them. While guests do prefer visiting stores, we aid our kiosk partners by providing them with solutions on the placement of the stall depending on their brand offerings. We also help them with conceptualising aesthetically pleasing design ideas. Not just this, but we curate marketing activities for kiosks which enhances their visibility and leads to an increase in customer engagement."

Shopping Centre News





FAMILY ENTERTAINMENT CENTRES (FEC) SPECIAL

Today no mall can afford to operate in isolation by just being a 'shopping' destination. To keep themselves popular and ahead in the race, shopping malls are bringing to the discerning consumer the best of brands, food, and entertainment. They are morphing into hubs where people go to rejuvenate, socialize and entertain. Shopping Centre News June edition brings you a round up of the popular Family Entertainment Centres in India, what they have on offer, and how these offerings have helped increase footfalls and transform malls into community spaces.

HIGHLIGHTS:

The issue brings you views from India's leading businesses and professionals who help decode the need for malls to transform into Family Entertainment Centres. They tell us why no mall today can afford to stand tall with just a bouquet of brands, why shopping, food and entertainment go hand-in-hand.

- > Steps that are being taken by malls to offer patrons the best of all three worlds; shopping, entertainment and dining
- > Interaction with entertainment / play zone vendors both Indian and International their offerings and the malls they are targeting in India and why.
- > A look at how entertainment centres substantially extend a mall's draw, lengthen shopper stay and even increase revenue for other tenants.

Do not miss participating in this special issue of **Shopping Centre News**

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"In fact, we also curate annual properties enabling kiosks to come up with exclusive offers, resulting in higher customer engagement and sales. 'Tech Fest' and 'Sunglass Fest' are a couple of such properties which aid brands dealing with respective product categories to reach out and attract more customers to their kiosks. Similarly, we also ensure a healthy participation from kiosks during our flat 50 percent sales,"

On the support extended to kiosk partners at Infiniti, Kumar shares, "We help them via social media activity and enhance their brand awareness. We also offer branding support to the retailers in the mall premises. Moreover, if the brand expresses their desire to reach out to our loyalty customers database, we help them by sending an emailer and SMS blast."

To attract people to their dessert kiosks, Arora says Oberoi Mall's kiosk zone has been designed in such a way that it ensures that all the brands get prominence and customer attention. "We ensure that no two kiosks have any dominant overlap in their offerings thereby enhancing the choice universe for our patron to satiate their sweet cravings."

Graduating to a Store

The business of kiosks for budding entrepreneurs is seen as a stepping stone to further their enterprise into having a fullfledged brick-and-mortar store at the mall. For e.g. at Inorbit, the team witnessed several successful brands like Chumbak. Go Colors and WOW Momos who started with a kiosk today operating out of a retail store. Ibhrampurkar says, "Inorbit helps entrepreneurs in creating success stories by helping them establish their brand among other retailers. We have an initiative called Pink Power which offers promising women entrepreneurs free retail space at the mall for a period of 9 months. We not only offer them a space to grow their business but also mentors these entrepreneurs in making right business





decisions. The initiative is hosted across Malad, Vashi, Bengaluru, Hyderabad and Vadodara. The campaign is currently in its 5th season and has become one of the most loved initiatives among women. Every year we received close to 500+ unique business ideas."

Talking about the conversion rates of kiosks to full-fledged brick and mortar stores at DLF Promenade, Natu reveals, "50 percent of our previous kiosk brands have now been converted into stores at DLF Promenade."

However, Quest's Mehra does not mince words to point out that not all kiosks can be converted into stores eventually. "It is a science. You may find that when a kiosks turn into stores, they actually fail," he says. While this may be true in some cases but going by the way Go Colors and WOW Momos have

graduated to running successful stores post initiating their mall journey through kiosks is proof enough that there is success in this format, encouraging niche and budding retailers.

Metro Junction Mall's Rao

THE BUSINESS OF **KIOSKS FOR BUDDING ENTREPRENEURS IS SEEN AS A STEPPING STONE TO FURTHER** THEIR ENTERPRISE **INTO HAVING A FULL-FLEDGED BRICK-AND-MORTAR STORE AT THE** MALL.

talks about how their mall has invariably helped retailers and brands attain the confidence of moving away from kiosks and opting for stores. "The Kalyan-Dombivli-Ulhasnagar region is transforming fast and the customer demands are almost similar to any other mall in a Tier I city. So, our endeavour is to keep introducing premium lifestyle brands and sometimes the kiosk option works very well as brands also taste success and become more confident of opening a store within a mall.

The Path Ahead

Unlike stores, kiosks give brand the chance of a direct and more personal connect with customers. If a sales executive is trained well, s/he can gather valuable feedback from shoppers on the products / services being offered and this eventually can help the brand to strengthen itself for further growth.

As for the malls, kiosks go a long way in adding a differentiating factor with their niche product offerings. For e.g. Sugar Threads at a few of the malls in New Delhi and at Kurla Market City in Mumbai has garnered a lot of attention with it flavour bursting options for the good old cotton candy. Though pried steeply at a whopping ₹175 for a single cotton candy, the brand is attracting quite some footfalls on any given day. The lesson here: the customer is open to loosening their purse strings provided they are offered something exciting and unique and this is exactly what kiosks help to achieve.

To conclude with Oberoi Mall's philosophy on encouraging the business of kiosks, Arora says something that perhaps all mall developers would agree upon, "It is important that anyone with a dream be a part of the great Indian retail revolution and be given a chance to try and succeed. With a goal to grow the entire eco-system we operate in,we welcome all businesses big and small. The only criterion is that they must appeal to our patrons and be able to enthuse them."



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Exceptional Malls, Innovative Retail Developments Honoured at IMAGES Shopping Centre Awards 2019

By Shopping Centre News Bureau

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Meanwhile, style, variety, and esponding to burgeoning consumerism in India, crucial in ensuring customer mall developers have satisfaction. rapidly started infusing This dramatically changing new retail developments across the top seven cities, with nearly 10 million sq. ft. new mall

preceding year, says the study. A combination of valueadded services and a sound marketing strategy, is key to customer attraction and successful mall performance. F&B and entertainment are

supply in 2019, according to an

ANAROCK report. Factoring

in the rollover of some supply

fold jump in 2019 against the

from 2018, there will be a three-

critical ingredients for attracting footfalls into retail developments. overall quality of malls play are

the retail scenario is bringing the mall culture closer to shoppers of over 100 cities in India.

IMAGES Shopping Centre Awards 2019 found out who the giants of the mall industry are — those who upped the ante and many an eyebrow in 2018; set benchmarks; and created landmarks at a time when the digital media explosion is challenging retail businesses and environments to reinvent and redraw their approach to consumers.

Nomination Process and The Jury

ISCA 2019 annual awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the Non-presentation categories malls submitted nominations, which was checked by the ISCA audit team for eligibility, completeness and data correctness. ISCA team of analysts then made a presentation for the ISCA prelim jury – with analysis of performance metrics such as growth in lease rent income, supplementary income, CAM charges, footfalls etc. A special note is prepared on zoning, customer relations, tenant relations, marketing / consumer promotions etc. ISCA

jury panel, which comprised of distinguished personalities in the field of research and consulting with thorough insights in to the business, India's top retailers – gave score based on their assessment of the nominees which ultimately decided the winner in each category.

For the Live presentation category, shopping centres mall nominees were asked to make live presentations to 'On Ground Jury' comprising retail real estate experts from leading IPCs and retail organisations across formats and verticals on 27th March, 2019 at Renaissance Hotel, Mumbai. Nominees presented 2-5 minutes AV presentation showing the growth chart, facilities and services provided by them.



The jury panel included

- > BS Nagesh, Founder, TRRAIN;
- > Ankur Shiv Bhandari, Founder & CEO, Asbicon Group;
- > Debashish Mukherjee, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney;
- Anuj Kejriwal, CEO & Managing Director, ANAROCK Retail Advisors;
- Viren Razdan, MD, Brand-nomics;
- Bimal Sharma, Head Retail, Advisory & Transaction Services, CBRE South Asia;
- > Munish Baldey, Co Founder & CEO, J S Martin;
- > Pramod Arora, Chief G&DO, PVR Group;
- Akash Srivastava, Director BD, Chaayos / Sunshine
- > Arjun Shyam Sumaya, MRICS, Head, West India -Retail & Leisure Advisory, JLL;
- > Karan Pethani, Chief Real Estate, Future Group;
- **Sopinath Ravindranath,** Head-BD, Arvind Lifestyle Brands & Retail;
- > R A Shah, Head, Property, Trent;
- > Sanjeev Rao, Director, Sales & Development, Raymond;
- > Ankur Kohli, Head Property, Bata India;
- > Manish Vig, Head Business Development Malls, Aditya Birla Fashion;
- > Manish Kapoor, Director Sales, Pepe Jeans;
- > Katja Larsen, Head of Sales and Marketing, APAC -Actiforce;
- > Amol Akolkar, Director Store Development, Tata Starbucks;
- > Sumit Ghildiyal, VP, Business Development, Max Fashion, Landmark Group;

- > Shashidhar Patil, Sr. VP- Store Design & Projects, Building Services - SPAR Hypermarkets;
- > Suvneet Ahuja, Head-Business Development, Reliance Brands:
- > Akshat Agarwal, Head of Retail Expansion, ITC Wills Lifestyle;
- > Deepak Yadav, Head-Retail Expansion, Shoppers Stop;
- > Manik Dhodi, Director Real Estate, Adidas India;
- > Yashish Khullar, BD Head, Madame:
- Narendra Pratap Singh, Director Business Development, Samsonite;
- > Pallav Atreja, Business Head EBO & Ecommerce, MAS Holding;
- > Rohiet 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;
- Lalit Jain, VP, Property Project & Planning, Spencer's Retail;
- Nimish Shah COO, West & East Region, Lifestyle;
- > Siddharth Baid, AVP, Lenskart;
- > Sourav Talukdar, BD Head, Levi's:
- > Sanjay Motwani, Head Properties, Globus;
- > Deepak Gupta, BD Head, Puma India;
- Shashank Kulkarni, Head Real Estate, McDonald's India;
- > Neeray Sejpal, Director BD, Pizza Hut, Yum!;
- > Saurabh Singhal, BD Head, Hidesign;
- > Aakash Koparkar, GM (West) Retail Ops, Bata India



IMAGES Shopping Centre Awards 2019: Awardees

IMAGES Most Admired Shopping Centre of the Year: Non-Metro - North

PHOENIX UNITED. LUCKNOW



Received by: Sanjeev Sarin, Centre Director, Phoenix United Mall

IMAGES Most Admired Shopping Centre of the Year: Non-Metro - East

JUNCTION MALL, DURGAPUR



Received by: Arijit Chatterjee, COO, & Prateek Chakraborty, Marketing Manager, Junction Mall (DMMSPL)

IMAGES Most Admired Shopping Centre of the Year: Non-Metro - West

PHOENIX MARKETCITY, PUNE



Received by: Amit Kumar, Senior Centre Director, Phoenix MarketCity

IMAGES Most Admired Shopping Centre of the Year: Non-Metro - South **LULU MALL, KOCHI**



Received by: Shibu Philips, Business Head, LuLu Shopping Mall

Presented by: Abhishek Ganguly, MD, Puma India and Sandeep Kataria, CEO, Bata India

Nominees: Elante Mall, Chandigarh; Novelty Mall, Pathankot; VR Punjab, Mohali

Nominees: City Centre Mall, Raipur; P & M Mall, Patna

Nominees: Inorbit Mall, Vadodara; VR Surat

Nominees: MGB Felicity Mall, Nellore; Prozone Mall, Coimbatore **JAMSHEDPUR**

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – West INFINITI MALAD, MUMBAI



Received by: Gaurav Balani, Senior Marketing Manager, Infiniti Mall

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – East P&M HI-TECH CITY CENTRE,



Received by: Shubhojit Pakrasi, Vice President & Mahua Chakraborty, Assistant Manager, P&M Hitech Infrastructures

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions - North PACIFIC MALL, TAGORE GARDEN, NEW DELHI



Received by: Kunj Thaker, Manager Marketing, Pioneer Property Zone & Salim Roopani, Center Director, Pacific Mall, Tagore Garden, New Delhi

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – South MGB FELICITY MALL, NELLORE



Received by: **Gopal Machani**, JMD, M.G.Brothers Automobiles P.ltd.

Presented by: Bidyut Bhanjdeo, Brand Director, New Look & Ethnix

Nominees: Ambience Mall, Gurugram; DLF Place, Saket, Delhi; DLF Mall of India, Noida; Inorbit Malad, Mumbai; Nexus Malls; Phoenix Marketcity, Chennai; Phoenix Marketcity, Pune; Select CityWalk, Delhi

IMAGES Most Admired Shopping Centre of the Year: **Turn Around Story**

Presented by: Akhil Jain, Executive Director, Jain Amar Clothing Pvt. Limited

Nominees: Phoenix United, Bareily; Prozone Mall, Aurangabad

PACIFIC MALL, TAGORE GARDEN, NEW DELHI (AWARDEE)



Received by: Kunj Thaker, Manager Marketing, Pioneer Property Zone & Salim Roopani, Center Director, Pacific Mall, Tagore Garden, New Delhi

GROWEL'S 101 MALL, MUMBAI (RUNNER UP)



Received by: Vikas Shetty, Mall Head & Sampada Pednekar, Sr. Manager Marketing, Growel's 101

IMAGES Most Admired Shopping Centre of the Year: **CSR Initiatives**

LULU MALL, KOCHI (AWARDEE)



Received by: Aiswarya Babu, Manager Marketing, Lulu Mall, Kochi

SELECT CITYWALK, NEW DELHI (RUNNER UP)



Received by: Garima Gakhar, Deputy Manager - Leasing & Shreya Bhagat, Asst. Manager (Digital Marketing), Select CityWalk

Presented by Neerav Sejpal, Director-Growth, Pizza Hut and *Debashish Mukherjee*, Partner Head-Consumer & Retail, AT Kearney

Nominees: DLF Mall of India, Noida; Infiniti Malad, Mumbai

IMAGES Excellence Award for Revenue Optimization OUEST MALL, KOLKATA



Received by: Lalit Jain, VP Property Projects & Planning, Spencer's Retail Ltd. Presented by: NP Singh, Director-BD, Samsonite

IMAGES Excellence Award for Sustainable Customer Services MANTRI SQUARE, BENGALURU



Presented by: Amit Chaudhary, Co-Founder, Lenskart

IMAGES Excellence Award for Regional Launch

ESPLANADE 1, BHUBANESWAR



Received by: Utsav Patel, Deputy Manager, marketing & Rahul Dhamdhere, General Manager marketing Presented by: Amit Chaudhary, Co-Founder, Lenskart

IMAGES Excellence Award for Phygital Transformation DLF SHOPPING MALLS



Presented by: Ramesh Koregave, Quality Austria Central Asia

IMAGES Most Admired Upcoming Shopping Centre of the Year

VR CHENNAI (AWARDEE)



Received by: Natasha Soni, AVP Leasing Virtuous Retail

PHOENIX MARKETCITY. LUCKNOW (1ST RUNNER UP)



Received by: Sanieev Sarin, Centre Director, Phoenix United Mall

URBAN SQUARE MALL, UDAIPUR (2ND RUNNER UP)



Received by: Vivek Srivastava. Executive Director - Strategy & Business Developement, Bhumika Enterprises Pvt. Ltd.

Presented by: Sanjeev Rao, Director Sales & Development, Raymond and Deepak Yadav, Head BD, Shoppers' Stop

Nominees: AIPL Joy Street, Gurugram; Boulevard Walk, Greater Noida West; Delhi 6, Ghaziabad; M3M Urbana, Gurugram; Orion Uptown, Bengaluru; 3 Roads, Gurugram; The Retail Park, Ahmedabad

IMAGES Most Admired Mall-Retailer Collaboration Success Story of The Year

INFINITI MALL & MAX FASHION (AWARDEE)



Received by: Gaurav Balani, Senior Marketing Manager, Infiniti Mall

STYLE HASHTAGS, NEXUS MALLS (RUNNER UP)



Received by: Megha Sarin, Manager Marketing (Heads StyleHashtags) & Nishank Joshi, Chief Marketing Officer, NEXUS MALLS

Presented by: Vasant Kumar, MD, Lifestyle and Amol Akolkar, Store Development, Tata Starbucks

Nominees: Phoenix Marketcity, Chennai; Pacific Mall, Dehradun

ISCA 2019 AT A

ISCA 2019 culminated in a gala event in the form of the IMAGES Shopping Centre Awards 2019, celebrating excellence in the field of shopping centres. The awards were a venerable gathering of the who's who of the industry in the country.

Number of Awards Categories: 13

Number of Trophies Given: 21

Number of Jury Members: 42

Number of Shopping Malls sent Nominations in Different categories Across India:

MEET THE AWARDEES

MOST ADMIRED SHOPPING CENTRE OF THE YEAR: NON-METRO



Launched in May 2010, Phoenix United Mall, Lucknow has a total gross leasable area of 3.52 lakh sq. ft. The mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.



Launched in March 2011, Junction Mall, Durgapur has a total built up area of 54.25 lakh sq ft and gross leasable area of of 3.27 lakh sq.ft. The mall was renovated and was given a fresh look which included the façade and the interiors in 2018. As a result, the mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.



Launched in June, 2011, with a total built up area of 5 lakh sq ft and gross leasable area of 11.6 lakh sq. ft., Phoenix Marketcity, Pune is one of the most popular malls of the city. The mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.



Launched in March, 2013, LuLu Mall Kochi has a total built up area of 2.5 million sq ft and gross leasable area of 6.2 lakh sq.ft. LuLu Mall is considered as one of the best malls in the country due to its brand portfolio and services. With focused activities, mall has been able to tap into audiences in depth.

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: MARKETING & PROMOTIONS



Infiniti Malad continuously worked towards creating a unique theme of events and activities for its visitors. Last year they successfully rounded up over 30 retail initiatives at the mall. The mall came up with the Jungle Safari themed Fun Mania where Jungle installations like Machaan, etc. along with Cartoon Network Characters like Ben 10, Oggy & Cockroach were displayed for the visitors. For their furry visitors, mall organized a fun-filled event titled Swaag Wag Sundowner Pet Paw-ty.



P&M Jamshedpur reached to the citizen's door by way of meeting them, appraising them of the mall and inviting them personally. Around 30,000 SEC A and SEC A + households were identified and mall brochures specially printed were handed over to each household via trained MBA interns. The activity took place over a month between October mid to November, 2018. The brochures also had gratitude coupons from various retailers.

PACIFIC TAGORE GARDEN & DELHI

This year during EOSS, Pacific Mall decided to go the unconventional way of marketing, by taking the online retailers head on. The trick worked in the favour of the mall and not only did the mall customers talk about it but even the retailers and other malls found the campaign interesting and hitting the bull's eye. As a result, the mall ended up registering a good growth rate in the month of July.



MGB Felicity Mall conducted mega events for major festivals and anniversary in the mall by doing extensive coverage of the events and bringing celebrities. These activities resulted in generating more than 50k footfall every day during the event.

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: TURN AROUND STORY



Pacific Mall, Tagore Garden won the 'Best Turn Around Story' Award. Launched in January, 2011 in New Delhi with a total gross leasable area of 6 lac sq. ft., the mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.



Launched in June, 2011 Growel's 101 Mall has a total built up area of 5 lac sq ft and gross leasable area of 11.6 lac sq. ft.. The mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: CSR INITIATIVES



Under the property named Lulu Smiles, LuLu Mall has a history of CSR tradition and has been doing a lot of health awareness and socially responsible campaigns since its inception. The initiatives were Health awareness campaigns like 'Gift Blood. Gift Life' - Blood Donation Camp, Stem Cell Sample Donation Camp, Osteoporosis checkup and BMD screening camp and Diabetes Check-up and consultation camp on World Diabetes Day.



Select CityWalk Mall's CSR activities included 'No Plastic Campaign' where the brands in mall stopped the usage of single use plastic, especially plastic straws in the premises. Around 35 f&b brands supported the cause by becoming partners in the initiative. In an another initiative, Newspaper collection was done which resulted in mass scale participation in which it was committed to plant a tree for every 50 kgs of newspaper collected for recycling. 100 trees were planted by Select CityWalk as a result of the success of the initiative.

IMAGES MOST ADMIRED UPCOMING SHOPPING CENTRE OF THE YEAR



VR Chennai is a shopping mall located on Jawaharlal Nehru Road in Anna Nagar West, Chennai. This mall was partially opened to the public in June, 2018. VR Chennai has over 200 retail stores along with a multi-screen PVR multiplex which opened in October. Other features of the mall include The Hive, a 50,000 square feet co-working space; 'Madras House', a multiple dining facility; a 10-screen multiplex theater and an event space; an open-air amphitheater; a boutique hotel; and services residences.



Phoenix MarketCity Lucknow is a upcoming dream come true mall for the people of the city of Nawabs. With a spectrum of domestic and international brands and FECs, the mall will give bountiful of options for shoppers, and is aiming to become 'the place', one would love to hang out with family and friends. Phoenix MarketCity aims to be an ode for shopaholics and a favourite destination for foodies in coming time.



The upcoming mall will be a regional power centre, mega tourist attraction and a family leisure destination - to provide the inhabitants of this royal city as well as the multitude of tourists, an unforgettable experience via its bevy of unique offerings.

IMAGES MOST ADMIRED MALL-RETAILER COLLABORATION SUCCESS STORY OF THE YEAR





Max Fashion store at the Infiniti Mall Mumbai, won the most admired Mall-Retailer collaboration Success Story of the year at ISCA 2019. The brand store at the mall introduced innovative campaigns keeping the customer interest intact, which brought more footfalls to the store.



Nexus Malls is the Indian Retail Portfolio arm of the world's leading investment firm, The Blackstone Group. Nexus Malls marked its foray into Indian Retailing in 2016 with an aim to transform the shopping experience of the Indian consumers. Growing at a great pace since its inception, Nexus Malls now boasts of a portfolio of over 5 million square feet of Grade A retail space in the country. Nexus Malls have thereby established themselves as one of the leaders in the retail real estate industry in India. With an objective of identifying, evaluating, buying and adding value to the assets that they acquire, Nexus Malls today operates across 9 major malls in the country spread across the cities of Mumbai, Pune, Amritsar, Chandigarh, Ahmedabad, Bhubaneswar, and Indore, The company also owns the distinction of owning India's largest Transit Oriented Development - Seawoods Grand Central in Navi Mumbai. Set up with transformation being its core agenda, Nexus Malls seeks to implement best practices and state-of-the-art technology in India by bringing in professional and broader mall management in the country. It also aims to aid its retail partners to compete effectively and cater to the omnipresent needs of the consumers in India.

IMAGES EXCELLENCE AWARD FOR REVENUE OPTIMIZATION



QUEST Mall was launched in December 2013 in Kolkata with a total built up area of 7.3 lakh sq ft and gross leasable area of 4 lakh sq.ft. Mall's witnessed a supplementary income growth over 200 percent in 2018. The special feature of 2018 was BLACK FRIDAY SALE, organised for the first time from 23rd-25th Nov'18 & was a grand success which was very well appreciated by our retail partners grossing a sale of around 11 crore in 3 days.

IMAGES EXCELLENCE AWARDS FOR SUSTAINABLE CUSTOMER SERVICES



Mantri Square Mall was launched on March, 2010 in with a total built up area of 17 lakh sq. ft and gross leasable area of 8.9 lakh sq. ft. The mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.

IMAGES EXCELLENCE AWARD FOR REGIONAL LAUNCH



Esplanade One became Odisha's largest shopping destination with over 4.2 lakh sq feet of leasable area. The mall is currently home to over 150 national and international brands and with a seven screen multiplex and a parking area which can accommodate over 700 cars, it is a very popular destination for shoppers of all age.

IMAGES EXCELLENCE AWARD FOR PHYGITAL TRANSFORMATION



DLF shopping malls have always been a front runner of the retail revolution in the country and has maintained its position as one of the market leader in the industry. DLF announced the launch of India's first ever retail Phygital application 'Lukout' in 2018. The Lukout app is a one stop solution that offers highly personalised proximity based engaging content in terms of latest looks, latest trends, real time location based offers while providing conveniences like one touch parking payment, one touch valet, one touch concierge along with having its own social network for millions of consumers.

SCAI to Engage In, Encourage Development of the Indian Shopping Centre Industry

SCAI will aim to play an anchor's role in the evolution of the Indian Shopping Centre Industry and to consolidate the entity of the individual shopping centre, helping it merge into the larger society as an institution of importance...

By Shopping Centre News Bureau

he Shopping Centres
Association of India
(SCAI), an NPO (nonprofit organisation), has
been set up with the vision to
engage in, and encourage, the
development of the Shopping
Centre Industry in India, by
equipping it with the requisite
knowledge base and operational
skills, to enable it to assume its
rightful place in the society, the
economy, and the world.

SCAI will aim to play an anchor's role in the evolution of the Indian Shopping Centre Industry and to consolidate the entity of the individual shopping centre, helping it merge into the larger society as an institution of importance. The association aims to achieve this by:

• Developing the distinct function of the shopping centre towards marketing of consumer goods and services





↑ Infiniti Mall, Mumbai

- Building up and inspiring a body of focused research into the architecture, aesthetic and design aspects of shopping centres
- Encouraging the development and spread of sophisticated management paradigms and maintenance methods
- Being a knowledge resource centre that collects, analyses and disseminates information on techniques of profitable operation

Delving into macro-economic, legislative and marketing factors with a bearing on the Shopping Centre Industry and guiding members to come on their own as credible, responsible and forward-thinking stewards in the arena of shopping centre development and management.

This attempt by SCAI to bridge the gap between the Indian shopping centre industry and the retail industry, and create important linkages between the two will be brought about through:

- Creating a research cell that will support design, centre management, marketing and promotion, and thereby create or redefine the rules of the industry
- Developing new managing parameters for creating profitable operations from the experienced institutions, which will support upcoming (individual) centres and the industry

BENEFITS

BENEFITS TO MEMBERS

Research & Professional Development: Research taken up by SCAI will offer its members access to a rich body of data and analyses on industry issues. SCAI will regularly organise professional development programs. These will include series of workshops designed to inform members on industry best practices in feasibility, leasing, management, zoning, architecture, tenant management, footfall analysis, and more conducted by SCAI and its partners.

Networking: SCAI conferences and seminars will bring together the decision makers on the leading companies in Mall Development, Retailers, IPCs, shopping centre designer and property brokers. These events will facilitate business development, leasing, outsourcing and create an environment to share knowledge and best industry practices.

Publications: The monthly e-newsletter Mall Talk carries comprehensive data on the Shopping Centre Industry with in-depth articles from leading shopping centre professionals from across the globe. This e-newsletter will be made available complimentary to all SCAI members.

Advocacy/Public Affairs: SCAI will enable members to meet with policy makers and government bodies to take forward industry, regulation and infrastructural issues to concerned parties for attention from the highest levels, as and when such critical issues are highlighted by SCAI members.

Online Benefits: On the web, www.scai.in will offer all members access to extensive research data on the shopping centre industry and allow them to interact with other members and exchange ideas through chat rooms on Industry issues. In addition, the website will carry continuous updates and information on events worldwide connected to the shopping centre industry.



↑ A 3 D design of Vegas Mall, Delhi

• Working towards marketing and promotional activities affecting the shopping centre industry and guiding it towards creating new techniques for growth

The Structure of SCAI

SCAI has 105 members comprising mostly mall and real estate developers. Its Board of Directors include:

- 1. Chairman: Amitabh Taneja, **IMAGES Group**
- 2. Nikhil Chaturvedi Prozone **INTU**
- 3. Shishir Baijal Knight Frank
- 4. S Raghunandan Bhartiya Group
- 5. Rahul Saraf Forum Group, Kolkata
- 6. Harshvardhan Neotia -Ambuia Neotia
- 7. Rajneesh Mahajan Inorbit
- 8. Mukesh Kumar Infiniti Malls
- 9. Shibu Philips LuLu Mall



10. Abhishek Bansal - Pacific Mall

A SCAI Board of Directors Meet was held in Mumbai at Hotel Renaissance, Powai Mumbai on the 27th March 2019. The agenda of the meeting was 'Confirmation of Resolutions Passed Through Circulation for Appointment as Additional Directors of Company'.

The meeting was attended by the following Board of Directors: Amitabh Taneja, Images Group; Nikhil Chaturvedi- Prozone INTU; S Raghunandan, -Bhartiya Group; Rajneesh Mahajan, Inorbit Malls; Mukesh Kumar- Infiniti Malls; Shibu Philips- Lulu Mall.

Agenda of the Meeting

The other things listed on the agenda included:

- To lay out the road map of activities to be undertaken by the company in upcoming financial year including appointment of senior level management employees and finalisation of membership fee structure.
- To acknowledge the status of "Supporting Association" extended to SCAI at the Shopping Centre Awards conducted by IMAGES Multimedia Private Limited.

For info contact Sunil Pai. E-mail: sunil.p@scai.in. Phone: +91 9892293046

World Retail Congress: Where Ideas Go Global

The 2019 mega event will be featuring 170+ speakers and 1400 attendees from 55 countries. The objective is to stay united in their focus on understanding and serving today's consumers and ensuring that their businesses change and innovate at the breakneck speed necessary to survive and thrive.

By Shopping Centre News Bureau



orld Retail Congress (WRC), the annual gathering place for global retail industry leaders, will be conducted from May 14-16, 2019 in Rai Amsterdam, Netherlands. The theme of the three-day event for 2019 reflects what successful retail is today with a focus on speed and dynamism. WRC brings together the leaders of today's global retail industry from the established market leaders to the most innovative start-ups and disruptors; national and international market leaders, all under one roof. Retail leaders share insights, form powerful connections and help shape the retail future at this prestigious forum.

The 2019 mega event will be featuring 170+ speakers and 1400 attendees from 55 countries. The objective is to stay united in their focus on understanding and serving today's consumers and ensuring that their businesses change and innovate at the breakneck speed necessary to survive and thrive. WRC provides an unrivalled highlevel forum for senior retailers to learn, share insight, form powerful connections and shape the retail future. In enabling this, WRC works closely with retail leaders and industry advisors to build a programme that goes to the heart of key issues. This brings together over 170 of some of the brightest minds inside retail and out, including those from economics, academia, politics and NGOs.



Why World Retail Congress?

There are several reasons to attend this mega event, the top reasons being:

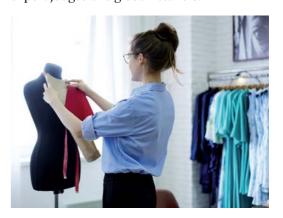
Inspirational Stories: The event unites retailers, industry experts, selected solutions providers, government stakeholders and academics to share their stories and insights that give retailers real takeaways and solutions for their own businesses. Learning from original and exclusive research, hearing the latest market intel can help them and the industry take forward. The Congress focuses on content-led sessions which are honest and interactive.

Builds High-level Connections & Communities: WRC helps to connect individuals from across the industry to facilitate networking, deal-making and mentoring - creating lasting global connections.

Diverse & Inclusive: The Congress champions a vision of the retail industry that retailers and brands would like to see, embracing diversity across the board. The event has several initiatives to encourage

women, minorities and young rising stars within retail to attend, speak, lead, inspire and have their voices heard.

Fosters Future Retail Talent: The retail revolution is here and it's imperative to identify and encourage the industry's future leaders and disruptors. The Future Retail Challenge is our unique competition which gives university students from around the world the chance to present their retail concept in front of an esteemed panel of expert judges and global retailers.





Industry Innovations: Be the first to find out how the retail landscape is changing; get ahead of the curve on what innovations, trends and technology are changing the industry – and what this means for you. Experience this in our interactive exhibition, and learn from retail pioneers and gamechangers.

Recognises Legends: Retail wouldn't be the vibrant, fast-paced environment it is without the legends who have shaped it, demonstrating their vision, passion and inspiration for the sector. From the likes of Tommy Hilfiger and Jo Malone to Sir Paul Smith, WRC celebrates their achievements and legacy within retail with personalised sessions and their induction into the Hall of Fame.

Shapes the Future of Retail: Connect with like-minded individuals, forward thinkers, disruptors and innovators. Rip up the rule book, update your strategy, be inspired and create the industry of the tomorrow.

THEME: HIGH VELOCITY RETAIL

- How successful Retail is today-Speed and Dynamism
- The Experts' Views: Reviewing the Retail Year
- Innovation Zone Report
- Leadership Survey
- Best of British Brands at World Retail Congress 2018
- The DNA of the Retailers of Tomorrow

Key Event Highlights

Women in Retail: The Women in Retail programme brings together top female retail executives to celebrate and champion the achievements of women in the industry, whilst facilitating mentoring and discussion. For the last four years, the programme has mainly consisted of the International Women in retail networking reception. The evening is also highlighted by the

presentation of the Woman of the Year Award. This year WRC is offering 100 places for women in the retail industry to attend the event free of charge.

World Retail Awards: Celebrating excellence in retail, World Retail Awards will be conducted on May 16, 2019 at the National Maritime Museum, Amsterdam which will be recognising the very best retailers and retail initiatives across a range of categories. Launched in 2007, the World Retail Awards has been honouring initiatives, themes, concepts for over last 10 years. The categories offer an opportunity for the success and achievements to be recognised as the best in the global retail industry.

Hall of Fame: Launched in 2007 with a founding group of 100 members, The Hall of Fame honours retail's most influential

Future Retail Challenge: The Future Retail Challenge student competition has become an established and popular part of the World Retail Congress. In 2019, it will enter its 10th year and seeks to promote future talent in the retail industry across the world. It aims to promote tomorrow's retailers, the work that these colleges do, the range of talented students they are preparing for careers in the industry and to bring the students' fresh thinking and new ideas on retail into the Congress itself.

Leadership Program: Designed and reserved solely for CEOs and VIPs, the Leadership Programme consists of talks, workshops and off-the-record roundtable discussions hosted away from the main agenda. These sessions provide a unique opportunity to connect with like-minded leaders.



representatives. Each year, the Congress inducts three to four new members, recognising the achievement of individuals whose ideas have shaped retailing through the businesses and brands they have created, or by their skills in running the retail industry's giants. The world's greatest retailers celebrated in the World Retail Hall of Fame share many qualities. They are innovators. They are brand builders. They demonstrate clear vision, courage and determination to make their dreams a reality. They have profound customer insight and they are driven to improve the lives of consumers. But above all, they are leaders and role models. They are men and women who have the drive and conviction to inspire their people to follow them on the course they have set.

Speakers

The event will feature more than 170 speakers presenting original ideas and engaging in stimulating debate to help shape the future of the global retail industry. Speakers include Federico Marchetti, Chairman & Chief Executive Officer. YOOX NET-A-PORTER GROUP: Judith McKenna, President & CEO, Walmart International; Rodney McMullen, Chairman & CEO, Kroger; Juliet Anammah, CEO, Jumia Nigeria, Marc Rosen, EVP & President of DTC, Levi's; Carol Hamilton, Group President, L'oréal USA; Arthur Huang, Founder & CEO, Miniwiz; Dr. Beau Lotto, Founder & CEO. Lab of Misfits; Neelendra Singh, Senior VP Global DTC & Franchising, Adidas Group and many more... •

Special Events in Malls

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

VIVIANA MALL'S EXTRAORDINAARI CELEBRATES THE DIFFERENTLY ABLED SUPERWOMAN WHO ARE #JUSTLIKEUS

In a genuine effort of creating an inclusive environment for each member of the society, Viviana Mall through its flagship platform 'ExtraordiNAARI', on March 8, 2019 (Women's Day), brought to light the issues faced by women on wheelchair. The event organised in association with the Nina Foundation, saw women on wheelchair from various walks of life entertaining the present crowd through standup comedy, wheelchair acrobats and a fashion show. While the show presented by wheelchair bound women was high on energy and entertainment, it certainly did send across a message about these women being equally abled just like us.

It was learnt by the authorities at Viviana Mall that, women with mobility challenges often receive marginalised treatment. Taking this into account, the mall, on the eve of Women's Day initiated its campaign #RespectWomenonWheelChair

and showcased the abilities of wheelchair bound women to give them a voice and a platform to bring awareness to the society about their abilities which are on par with able bodied people.

Commenting on the occasion, Rima Pradhan, Sr. Vice President Marketing said, "Through ExtraordiNAARI, while we strive to bring to light the stories which are worth celebrating, we also

work towards improving the situation for those people with specific needs. This year through #RespectWomenOnWheelChair we aim to create awareness for the issues faced by people on wheelchair, especially women. It's important that we realise that women on wheelchair have the potential to play a central role in workplaces and wider communities. It is important

that we recognise and value the contribution they can make to our society. However, the same can be recognised only if we collectively work towards building a community which is inclusive and create an environment which aids them to be more independent, gives equal access to their rights and encourage their self-esteem and confidence."



WORLD SPARROW DAY CELEBRATED AT OBEROI MALL IN ASSOCIATION WITH NATURE FOREVER SOCIETY

March 20th is earmarked as World Sparrow Day annually, to raise awareness about the importance of sparrows in the ecosystem and to convey the message of conservation of sparrows, which are disappearing faster than other common birds. Oberoi Mall, in association with Nature Forever Society's worldwide campaign, had a

two-day event on March 15-16 March at the mall to create awareness amongst people about the endangered sparrow species that have been dwindling fast due to rapid changes in lifestyle of humans in urban areas.

There were also fun engaging activities for kids and adults in the mall, which had a message of conservation of endangered species and the need to protect them from extinction in an interactive way. Patrons also posed against the 'I love sparrow' posters cheering for the

cause with a sparrow mascot which further added excitement to the activities by interactive information session about the different species of sparrows and by taking photos with placards. The activity was designed to make people understand the threats sparrow's face and prevention measures that can be taken to protect sparrows from

extinction.



Commenting on the initiative, Anuj Arora, GM - Oberoi Mall said," It is our responsibility to protect such endangered species, and declining population of sparrows due to habitat loss is a major concern. Oberoi Mall, in association with Nature Forever Society actively supports the worldwide campaign to reach out to people and empower them with modest solutions which have a significant impact on the conservation of sparrows and the environment."

SEAWOODS GRAND CENTRAL MALL HOSTS A CULINARY EXTRAVAGANZA WITH BRAND WONDERCHEF AND CHEF SANJEEV KAPOOR

Over 100 women participate in Wonderchef's 'Cook for Me' contest. Tables were turned at Seawoods Grand Central Mall as participants honing their culinary skills prepared

delectable dishes for celebrity Chef Sanjeev Kapoor. Organised in association with Wonderchef Home Appliances Pvt. Ltd., over 100 women participants from Mumbai, Navi Mumbai and the



adjoining districts took part in 'Cook for Me' contest at the mall.

In his first ever visit to Navi Mumbai, Sanjeev Kapoor graced Seawoods Grand Central Mall where more than 45 finalists prepared and presented to him unique recipes and scrumptious dishes made of rice. Upon tasting each and every dish, he announced Kusum Sailega (winner), Manisha Shah (1st runner up) and Jaya Malawade & Geeta Kharat (2nd runners up) as the three real 'Wonderchefs'. The winners were gratified by both Wonderchef and Seawoods Grand Central Mall.

'Cook for Me' garnered great appreciation from all patrons who participated enthusiastically in the competition. Huge audience had gathered at the mall on the occasion to cheer for the contestants. The event

also saw the launch of a new product range of Wonderchef promoted by serial entrepreneur Ravi Saxena and Celebrity Chef Sanjeev Kapoor.

Speaking at the event, Chef Sanjeev Kapoor said "I am verv happy and overwhelmed to see the enthusiasm and zeal in the people of Mumbai towards Wonderchef and healthy cooking. It gives me immense pleasure to see an evolving cooking culture that promotes the usage of quality cookware. Wonderchef is committed to empowering women by enabling them to cook better with its innovative and healthy appliances."

'Cook for Me' is one-of-itskind competition organized by Wonderchef to provide a platform to amateur chefs and food lovers to showcase their culinary talent.

PINK POWER CAMPAIGN TO EMPOWER WOMEN ENTREPRENEURS AT INORBIT MALL

Inorbit's Pink Power Campaign just got bigger and better as the mall announced its collaboration with AND, for its ongoing Pink Power campaign that was launched on March 8, 2019. This initiative gives female entrepreneurs a platform to build their brands at Inorbit mall across India- Mumbai (Malad and Vashi), Bengaluru, Hyderabad, and Vadodara. The most impressive business venture will receive free retail space at the mall for a period of 9 months.

Inorbit will also provide marketing support throughout the 9 month period which will help improve brand visibility. All winners will be able to participate in the various events at the mall. In addition to this, the winner gets a chance to attend a mentorship session by the founder of AND, celebrated designer Anita Dongre. In this session, the promising entrepreneurs will get insight and guidance on the direction of their business from the business

magnate herself. AND is a brand that believes in celebrating independent and strong women. With its #ANDiRISEinitiative, AND celebrates the never give up spirit of women who fearlessly chase their dreams despite the challenges they face.

Speaking about the association, Founder and Chief Creative officer. Anita Dongre says, "As an entrepreneur, I understand the challenges that new businesses face when looking for retail spaces. It has always been our mission and

ideology at AND to empower and support women for their achievements. With Pink Power, I encourage every businesswoman to use this opportunity to help their brand flourish."

"A lot of women have great business ideas but don't have the resources or the platform to bring them to life. Pink Power is an effort to expose enthusiastic businesswomen to a shopping mall platform without having to incur rental costs for 9 months. We sincerely thank Anita Dongre for extending her support



towards this initiative. Pink Power is grateful towards the superb mentorship opportunity that is being provided for the winner this year," said Rajneesh Mahajan, CEO, Inorbit Malls.

All women entrepreneurs based across these cities are invited to submit their existing business plan - big or small by logging on to www.inorbit. in/pinkpower. The online form gives women options to apply under categories such as apparel, accessories, footwear, bags, stationery (gift articles), handicrafts, home décor, and food & beverages. The last day of the registration was April 15.

Inorbit malls have won more than 75+awards since inception including India's Most Trusted Mall by Brand Trust Report 2014 and have been recognised in various national & international forums like IMAGES, Asia Pacific Shopping Centre Awards, ICSC, Asia Consumer Engagement Forum, EFFIEs and ABBYs for their commitment in establishing community connect.

SUBSCRIBE NOW!



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

INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY.

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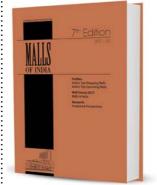
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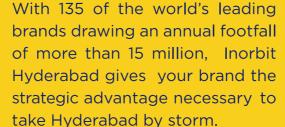


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