

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#67



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# Malls Bring in New Managers, Concepts to Attract More Footfalls

The shopping centre industry in the country is brimming with new ideas and concepts brought in by fresh blood they are hiring to take on the multiple threats of online shopping and high vacancy rates. This, along with changing laws, are bound to bring in more consumers...



## Lance Stanbury Joins Beyond Squarefeet as International Director, Sachin Dhanawade as COO

Lance Stanbury has been appointed as an International Director at Beyond Squarefeet. With over 700 malls operational in India and over 300 more malls to come up in next 5 years, Indian Shopping Mall sector looks very lucrative, with need of international experts. The shopping mall sector is reinventing in India and looks at adding another 100 million sq. ft. in the next 5 years.

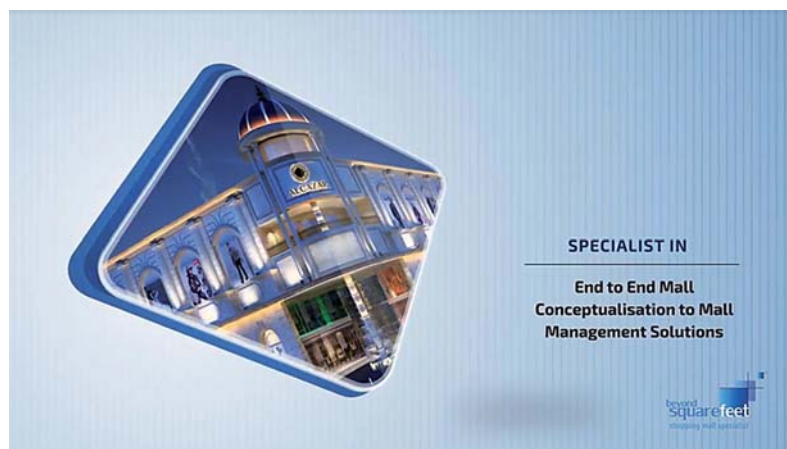
Stanbury has over two decades of experience and expertise in directing the pre-opening management set-up, launch and on-going management of the best malls across Europe. He has also developed an international respected Mall Masterclass leadership course and has trained shopping Mall professionals across UK, Europe, Middle East, South East Asia, India, etc. Previously, Stanbury has held leadership positions with some of the leading international retail property management companies such as Cushman & Wakefield, JLL, CBRE, 8G Capital, etc. across Europe.

"I am very excited about this opportunity to be involved in India's unique growth story in Shopping malls, which has been bullish in the last decade. My exposure in shopping malls, across the globe, will help the clients of Beyond Squarefeet. I look forward to the challenges of the Indian Market," Stanbury said on his appointment.

Meanwhile, Sachin Dhanawade has been appointed as Chief Operating Officer at Beyond Squarefeet Mall Management. He is a seasoned and a focused Certified shopping center professional (Certified by Shopping Centre Association of India and International Council of Shopping Centers) over a decade, risen to greater heights of success within a very short period of time during his career stint so far. Dhanawade has been part of success stories of renowned brands like Oberoi Mall, Goregaon Mumbai and Virtuous Retail shopping centers across regions (West, South and North). He has also worked for Food and Beverage industry. Prior to getting in to shopping center industry, he was a part of the core team for Pizza Hut (Yum brands),



Lance Stanbury



Mumbai for close to 7 years.

"Professional mall management is the key to success for any mall; the focus has to remain on the Asset enhancement, rather than just executing property management, which most mall management companies do today. Beyond

Squarefeet believes in creating that 'value add' to the asset in a scientific manner with a practical approach, for maximum returns to the developer and our retail partners, in turn optimising the asset value, while creating community centres to give back to society. I am excited and looking forward to this new & challenging role at Beyond Squarefeet," said Dhanawade.

Speaking on the development, Susil Dugarwal, Chief Mall Mechanic, Beyond Squarefeet said "Mall Management would be a focal point of growth for us, apart from the Mall Advisory services, we currently manage. Sachin would be responsible & accountable for the entire Mall (Asset) Management vertical. His exposure to Malls and Retail previously befits our talent pool, which has been the key strength of our success till date."



Sachin Dhanawade

# THE EVOLUTION OF SHOPPING CENTRE DESIGN & ARCHITECTURE



Matrix Design Works is known for providing complete architectural solutions to its clients. Formed out of passion for design, the firm believes in enhancing liveability and functionality. Its work profile includes retail centers, shopping malls, and mixed-use developments...

By Charu Lamba

**B**uilding a mall requires huge investment, time, hard work and patience. The design and architecture of a shopping centre is the backbone of the complete assembly and structure. However, there is no assurance that every mall built will be a success and even erstwhile successful malls can degrade and fall in the list of empty and non-existing malls.

India has a record number of malls which are being opened, but at the same time, there are only a very few which are able to sustain the deceitful path of retail. Many of these malls are either closing or dying at a fast pace. One of the primary reasons for the decline of the malls is improper design and planning. An efficient shopping centre plan is one where the customer does not get lost and is able to see every store in the mall,

without really making an effort to do it.

Over the years, the design concept of shopping centres in the country has greatly evolved. An architecture firm which has been instrumental in creating futuristic and sustainable mall designs is Matrix Design Works. The firm is known for providing complete design solution to its clients. Formed out of passion for design, it believes in enhancing liveability and functionality. Its work profile includes retail centers, shopping malls, and mixed-use developments.

In an interaction with IMAGES Shopping Centre Bureau, **Atul Deopujari, Head Design, Matrix Design Works** talks about the changing design concepts of the malls in the country. Excerpts from the interview...

## How, according to you, have shopping malls evolved over the last decade?

In the last 10-15 years a lot of changes have taken place in the way shopping malls are built. Earlier, developers used to get impressed with typical inward looking malls with deep stores. Shopping malls have also been built with no relevant thought given to the product mix, area allocation, facilities and amenities in the past.

At that time, very few developers followed a strategy for mall development. These malls were typical destinations (standalone buildings) housing 4-6 screen multiplexes, foodcourts, anchor stores, FECs etc.

Over the decade, malls became more efficient by way of area

allocation, product mix became clearer and retail spaces became more flexible. The size of the multiplex increased to around 12-14 screens. Along with this, newer retail formats entered the market with a new set of requirements, and these developments were more food-centric.

The current emerging developments are basically mixed-use developments. These comprise of shopping malls, office spaces and sometimes a hotel



Atul Deopujari has over 24 years of experience in the field of architecture in the Middle East and India. He has worked on numerous projects varying from commercial mixed-use developments, theme parks, malls, hotels, office spaces to housing as a part of large-scale developments. Some of the projects he has been associated with are: Gardens Galleria, Adventure Island, Worlds of Wonder, The Great India Place (Delhi NCR), Uniworld City and Infospace, Kolkata.

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Website: www.matrixdesign-works.in







# JUNCTION MALL: A MILLENNIAL FEC HOTSPOT IN DURGAPUR

Focusing on the FEC segment, Junction mall has used décor, events and activities in accordance with latest trends to woo customers and make the mall one of the city's hotspots for Millennials and Gen Zers in Durgapur...

By Shopping Centre News Bureau

**E**ntertainment and customer services are slowly but significantly becoming the in trends not just in Tier I and metro malls but in Tier II malls as well. Junction Mall, Durgapur is one such destination which is gaining popularity among Millennials due to its vibrant FEC segment. The mall is constantly evolving, never failing to surprise its customers. Mall management recently introduced brands like Jawed Habib, Lenskart.com, People and Trends. Focusing on the FEC segment, Junction mall has used décor, events and activities in accordance with latest trends to woo customers and make the mall one of the city's hotspots for Millennials and Gen Zers in Durgapur.

"Constant upgradation is important to stay abreast of new formats available in the market. At Junction Mall, our dedicated management team is always on the go, in search of available entertainment options. As per the present scenario, we try to engage more customers via interactive programs and participative digital promotions," says **Arijit Chatterjee, COO, Junction Mall.**

## Key Entertainment Highlights

Junction Mall is equipped with triple Audi, 3D enabled Cineplex, Bioscope, along with a 'Game zone' featuring 30+ varieties of games and adding. There is a kids toy train, Robo rides, Segway, pool game, London bus, kids electric cars rides and many more fun



ARIJIT CHATTERJEE  
COO, Junction Mall

games and activities.

The Food Junction – the food court – has a good collection of delicious cuisines to ensure that the mall meets the gastronomical expectations and demands of customers and serves them well.

## Physical Experience & Personalisation

"The shopping mall experience today widens the perspectives of customers, that doesn't

conclude with just shopping or food. Junction Mall provides its customers with bigger and better experiences aligned with shopping, entertainment, an *adda* (venture to hangout) and food – the four parameters for achieving an enriched response and consumer satisfaction. Durgapur being a Tier II city, it covers a vast geographical area where we get potential customers from a wide 100+ km radius. The customer can spend quality time here. At Junction, we offer Bioscope (movie), kids play zone, gaming zone, renowned national and international brands, quick service restaurants for fine dining, a mesmerising ambiance and lots more for customers to spend long hours in," says Chatterjee.

## Revenue and FEC Expansion

Junction Mall generates approximately 4-5 lakhs revenue per month from all of its rides. "From our past experiences and learning, we have observed that FECs attract more crowds than fashion in Tier II cities. Here, customers seek hassle-free destinations where shopping itself becomes a pleasure and entertainment for their kids. As far as FEC expansion is concerned, we always welcome brands for customer to avail services beyond expectation, although, Junction Mall is well equipped with its own gaming zone featuring 30+ fun games and consoles," says Chatterjee.

## FEC Contribution

"Today, people are so fond of new trends and want to live and experience it at any cost. As a result, they seek malls and other places to spend hours that offer them FECs. Shopping malls have remained as a spot to not only do shopping but spend quality time with your loved once catching more customers who enjoy a good ambiance, watch a movie, etc. In short, the number of footfalls has increased tremendously," concludes Chatterjee. ●



PANKAJ KUMAR JAIN  
Managing Director,  
KW Group



## KW Delhi 6: An Experience of a Lifetime for FEC Lovers

With games like Skeleton Dancing, AR & VR games, interactive flooring, holography, ice café, a 9D theatre, zip line, ATV tracks, drone racing humanoid, musical fountain and many more. KW Delhi 6 is the place to go to for a day of family fun and entertainment...

By Pankaj Kumar Jain, Managing Director, KW Group

**T**he entertainment business today is flourishing like never before. Even as the fun and entertainment quotient in modern life has come to a level where it has become an addiction, a stress buster from daily tensions of deadlines and chores, the world of entertainment has become the basis for many consumer-facing businesses.

Gone are the days when consumers only visited malls to shop for basic – and sometimes not so basic – necessities. Today, a significant percentage of the urban population visits malls to indulge in the fun and entertainment that have become a package deal along with retail in shopping centres.

Consumers of all age groups go out with the objective of being entertained and shopping has simply become a by product of this entertainment process. Simply put, this is the main reason why shopping malls are converting into FECs. They are trying to rake in footfalls and revenues by luring people with fun and entertainment and are bolstering their retail offerings, making it a spin-off of these leisure activities that people come to malls to engage in.

As technology is advancing, malls are being able to bring in more and more excitement to lure in consumers. Some of the most thrilling experiences in the gaming world are undoubtedly Virtual Reality, Augmented Reality, holography, body mapping etc.

### USP of the Mall

KW Delhi 6 offers all these and much more to

visitors, giving their imagination and senses a high like never before. There are games Skeleton Dancing, AR & VR games, interactive flooring, holography, ice café, a 9D theatre, zip line, ATV tracks, drone racing humanoid, musical fountain and many more making KW Delhi 6 the fun, experiential shopping centre to be in, in Delhi-NCR.

Alongside this, the malls offers the best in food and a wide variety of retail mix, making it the perfect family entertainment destination to visit in the city.

### Location Strategy

KW Delhi 6 is an ongoing commercial project by KW Group, located in Rajnagar Extension, Ghaziabad. It is a RERA compliant project and approved by GDA.

The location, connectivity and the ever developing infrastructural facilities of Rajnagar along with the unique frontal sculpture garden have made KW Delhi 6 one of the most preferred picnic and recreation spots in Delhi-NCR. KW Delhi 6 has a magnificent elevation made extremely creatively, a modern landscape design as well as a spacious frontage. The project has 24x7 manned security with CCTV monitoring, fire defense protocols and alarm systems.

It is located near a metro station (under construction), and a signal-free elevated road from UP Gate Delhi to Rajnagar Extension brings the customer straight to KW Delhi 6. It is even well connected to the under construction Eastern and Northern peripheral expressways. ●

Today, a significant percentage of the urban population visits malls to indulge in the fun and entertainment that have become a package deal along with retail in shopping centres.



# Technology: Shaping the Future of Malls

The world has also seen a transition in the way consumers shop at the mall - with retailers giving suggestions to shoppers on what to buy, dictating the success of the store based on their personal needs. To satisfy these burgeoning customer needs, not only retailers but malls are also embracing technology to reach modern shoppers...

By Charu Lamba



**T**he dynamics of the Indian retail industry are rapidly changing post liberalisation. The industry, which was once dominated by unorganised mom-and-pop stores, is transforming into an organised body and subsequently, India is witnessing a mall boom. The rise in Internet subscribers and active social media users, changing lifestyles and increasing disposable incomes have transformed the rural and urban consumer bases alike. This dynamic resulted in the increasing prominence of malls across the country.

The world has also seen a transition in the way consumers shop at the mall - with retailers giving suggestion to shoppers on what to buy, dictating the success of the store based on their personal needs. To satisfy these burgeoning customer needs, not only retailers but malls are also embracing technology to reach the modern shoppers.

Over time, technology has transcended from an aspiration to an expectation and has wedged itself securely between consumer and experience to create an everyday interface.

While it has definitely made life easier for consumers, mall developers in India have spent the better part of the last few years on their heels, finding tech solutions.

In order to be more competent, malls are putting their best foot forward to embrace emerging technologies. With increasing cut-throat competition, it has become the need of the hour for mall developers to innovate and implement cutting-edge technologies in a bid to lure the customer who was shifting to e-commerce due to convenience and vast choice.

Malls today are using technology in various ways - from putting up smart displays to digital directories, interlinking the entire mall with an app, booking parking spots, offering discounts, mapping customer behaviour, keeping a track record of how consumers shop and what they buy and a lot more.

Malls in Tier I and metro cities have already started implementing technologies in a big way, however, small malls in Tier II and III cities and beyond are still analysing the pros and cons of experimenting with new technologies.





# FECs: HELPING MALLS TRANSFORM FROM MERE SHOPPING CENTRES INTO SOCIALSCAPES

Mall developers are formulating new and modern strategies and tactics to keep up with changing consumer dynamics and accordingly provide the best for their users. Shopping centres across the globe are now focusing on prime entertainment and several new malls have been constructed around the country, with substantial square footage allocated to Family Entertainment Centres...

By Sandeep Kumar



Shopping centres are traditional destinations for families. Such is the growing mall culture in India that 34 new shopping malls, covering 13.6 million sq. ft. area, are expected to come up in top eight cities by the year 2020. But keeping a mall alive is no piece of cake. Retail by itself appears to no longer suffice as a draw for leisure experiences. Yes, families still come to traditional shopping centers to buy what they need, but new entertainment destinations such as urban entertainment centres and location-based entertainment centres are appearing, many with retail as a significant part of their mix. Raking in the footfalls takes a lot of effort, a smooth process, keen management skills and above all, a deep understanding of consumers.

Several new malls have been constructed around the country, with substantial square footage allocated to Family Entertainment Centres (FECs).



# Timezone: An International Gaming Experience in Indian Malls

Timezone—a leading family entertainment centre known for its high octane interactive arcade games for families and kids – entered India in 2004 to offer world-class family entertainment options...

By Charu Lamba



by differentiating across various customer touch points, examples of which are latest and exclusive games and VR concepts, modern ambience in line with latest retail and hospitality trends globally, a unique prize shop experience, high value proposition from the money spent and an unmatched guest focus.

## NextGen Timezone

Last year, the brand was revamped and re-launched as NextGen Timezone. It has elements which focuses on young adults along with kids and families.



No mall today can afford to stand tall with just a bouquet of retail brands and a handful of dining options. Entertainment has become an integral part of malls along with shopping and food. Entertainment centres, entertainment and destination venues, once of little significance to shopping centres and malls, are now growing in importance as an essential part of the mix in order to attract today's consumer.

Cashing in on the ever-expanding opportunity, Timezone—a leading family entertainment centre known for its high octane interactive arcade games for families and kids – entered India in 2004 to offer world-class family entertainment options. And since then there has been no looking back.



SONAAL CHOPRA  
Group CEO, Timezone

"Timezone has been in business for more than 40 years. If you look at our history, we were into manufacturing of games. Following this business, we realised that we can convert this expertise into an experience. We started from Australia, which is home to our promoters. Then a couple of decades later, we expanded to Asia Pacific markets and later to Indonesia, Philippines, Singapore and then to India in 2004. In 2017, we expanded operations to Vietnam," says **Sonaal Chopra, Group CEO, Timezone.**

"Currently, we operate in 6 other countries with over 200 venues. Our venues all over the world deliver the exact same unparalleled experience via a modern quality offering," he adds. The brand believes in providing a superior guest experience



Highlighting the major differences, Chopra says, "The difference is reflected in the store layout and designs. From a playful and colourful store background, Timezone has moved to more urbane and futuristic design and colour palette. Lit signages for major concept zones and unique sky grid lighting in the store enhances the entire layout and elevates the whole experience



# SHOPPING MALLS BEAT THE MAY HEAT & JUNE BLUES TO COME OUT RETAIL WINNERS

The scorching summer heat can be quite a spoiler for retail. Stepping out is usually put off unless really required. While shopping centres offer a centrally air conditioned ambiance, the attraction to pull in shoppers has to be strong enough to make them step out of their homes. And if the May heat isn't detrimental enough, June brings in the worst of the summer months. But malls are fighting the heat. They are going all out with various initiatives that compel people to forget the heat, the oppressive summer humidity and step out to actively participate in events and activities in malls. Here's a look at how malls are beating the scorching summer this year...

Zainab S Kazi



**T**welve-year-old Krushangi Dave is missing school this summer vacation. Not that she is overly fond of it but then for her going to school means spending time with friends, being involved in creative activities and learning new things. And although her mother has enrolled her in some summer classes, that is not enough for Krushangi. She wants to be where the fun is!

While time and budget constraints have led to shelving of vacation plans for Krushangi's family, there is another option to keep her occupied. Shopping malls! Her parents made a beeline for Phoenix MarketCity (Bengaluru) when they realised that the mall was hosting a special initiative by recreating some holiday magic within its premises.

Elaborating on this particular

initiative, **Gajendra Singh Rathore, Senior Centre Director, Phoenix MarketCity (Bengaluru)** said, "May is vacation time for kids so in keeping with that we have created an ideal holiday destination for families right here in the city. That's how Holiday Land came into being, offering kids a chance to meet all their favourite Hollywood movie characters. We realised that there was a dearth



of experiential entertainment in the city and this was the perfect opportunity to ensure kids spend their vacation in a fun way."

"We also organised a 16-day long Toys R Us activity – full of fun and engaging activities for both kids and parents, where children could spend the whole day with all their favourite toys at the store," he added.

Aside from this, the mall management also lined up interesting activities to engage adults who were minding their children.

"For adults, we had our annual BrewBQ Festival. This year, we went with a cowboy theme. Then there were musical performances by live bands and the most popular DJs in the country. There was a Michael Jackson Musical which had 75 artists performing the legend's numbers, which





Children enjoying at 'We Love Summer 2019' Camp at the Ambience Mall



Seawoods Grand Central Mall empowers children of Dehrang village with a book donation drive.



Kids racing monster trucks at 'Hot Wheels Monster Truck Challenge' at Pavillion Mall.



# Special Events in Malls

Malls are doing everything they can to engage children this summer vacation. Here is a roundup of some of the most engaging activities across regions...



# KW *Delhi 6* HIGH STREET RETAIL DESTINATION

Raj Nagar Ext. Ghaziabad

## BRANDS ASSOCIATED



## LOCATION BENEFITS:

- ✓ Hindon Airport 10 Mins Drive Away.
- ✓ Signal Free Elevated Road Delhi to KW Delhi6.
- ✓ City Forest 5 Mins Drive Away.
- ✓ International Cricket Stadium with in the Vicinity.
- ✓ Close Proximity to Proposed Rapid Rail.
- ✓ Nearby Hindon River Metro Station.
- ✓ Adjacent Meerut Expressway.
- ✓ Well Connected to Eastern & Northern Peripheral Expressway.

GDA & RERA Approved  
Project & Freehold Land

Modern Street Shopping  
with lots of fun activities



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