

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

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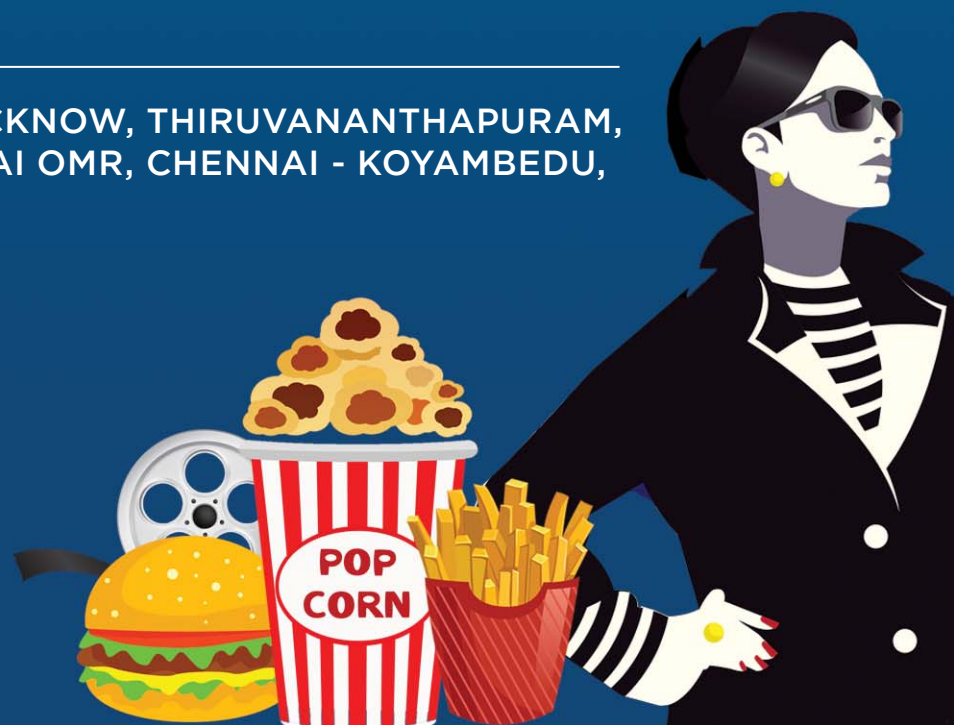


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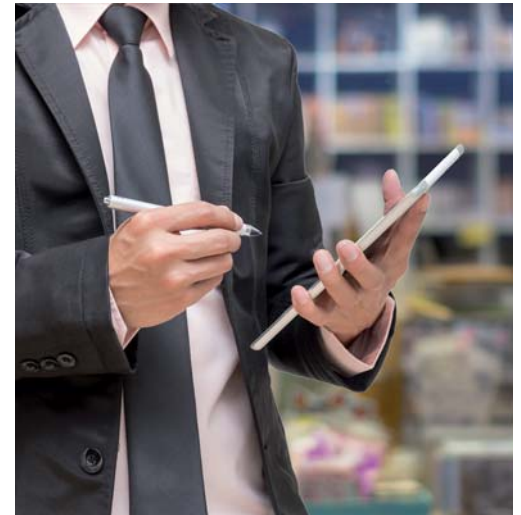
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# Malls Bring in New Managers, Concepts to Attract More Footfalls

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...



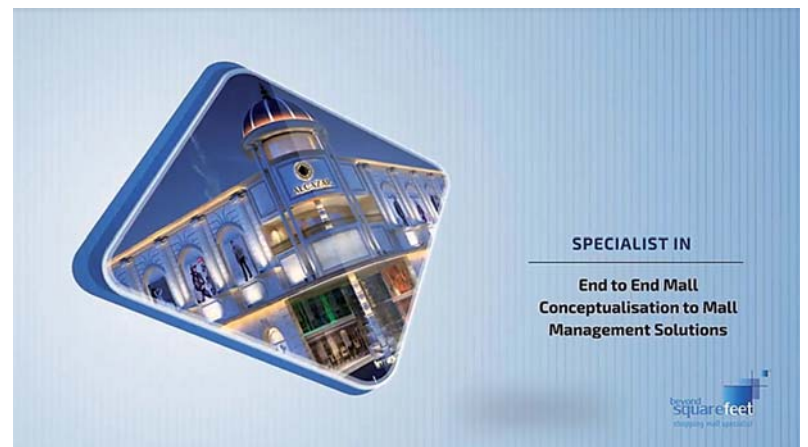
## Lance Stanbury Joins Beyond Squarefeet as International Director, Sachin Dhanawade as COO

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),



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.”



Lance Stanbury



Sachin Dhanawade

# Case Study: How LuLu Fashion Week 2019 Helped Up Sales, Footfalls

LuLu Fashion Week 2019 curated by LuLu Fashion Store was the biggest exhibition of the season's most eye-catching spring/ summer fashion trends and styles by leading brands with fascinating fashion shows.

The event kick-started on April 24 with the season's trendiest and stylish collections by 50 leading brands with 28 fashion shows spread across five days from April 24-28. Presenting sponsor of LFW 2019, Blackberrys, since its

with fashion shows from Pepe Jeans, Indian Terrain, Van Heusen, Urban Touch and Caprese.

The remaining days of LuLu Fashion Week showcased fashion shows from brands like Breakbounce, Ruff, Desi Belle, Basics, American Tourister, River Blue, Sin, Van Heusen, Peter England, Identiti, Monte Bianco, Wrangler, Lee, GAP, Vie Life, Delsey, Beat London, Indigo Nation, Scullers, Levi's, Oxemberg, Allen Solly and Blackberrys along with LuLu's exclusive brand 'Kashavi', launched at LFW 2019.

All the brands for LFW 2019 were exclusively selected on the basis of their performance at the platform of LuLu Fashion Store. LuLu Mall saw a huge uplift in footfalls on key LFW-linked days, compared to the previous months. The average footfall per day during the Lulu Fashion Week 2019 at Lulu Mall was between 80,000-1,00,000, when compared to 65,000-80,000 the previous month. LFW 2019 also saw a big sales rise at LuLu Mall, compared to LuLu Fashion Week last year.

The fourth edition of LFW 2019 was aggressively promoted both through online and offline media. The Fashion Forum was another added attraction of the event, which included an exclusive talk show on 'Global Trends Vs Indian Fashion Trends' by eminent personalities from fashion and retail industries, which was attended by more 100+ students from leading fashion institutes. LuLu Fashion Awards were also given to the most preferred brands in different categories during the grand finale.



inception in the year 1991, has consistently risen to become the exclusive fashion partner to men, crafting apparels and products that complement their confident styling needs. The fourth edition of LFW was powered by Oxemberg, Peter England, Lee, Sin & One8.

LuLu Fashion Week, founded in 2016, has undergone several transformations within the last few years. Despite all the changes, one thing remains the same: LuLu Fashion Week is still a coveted event when it comes to brand activations and attracting businesses that helps to put-on the event every year. The first day of LuLu Fashion Week looked promising

## ABIL Buys Nitesh Hub Mall for ₹ 276 crores

Pune based real estate firm ABIL has bought over 1 millionsquare feet Nitesh Hub Mall on Koregaon Park Road for ₹276 crore. The plan is that we are not going to carry on with the mall. It is going to be commercial development, more of offices. There is going to be very little retail, about 30,000 to 40,000 sq. ft., while 85-90 percent of the new development is going to office spaces," said Amit Bhosale, Managing Director, ABIL Group in a statement to press.

Bhosale said the front portion of the existing mall will get a new façade and its first floor would be refurbished to house restaurants in over 1 lakh square feet of space. "This refurbishment will be completed in 12-14 months," he added.



In a stock exchange in October 2018, the Bangalore- based Nitesh Estate had said it would sell 100 percent stake in the Pune mall to Ela Realty, a special purpose vehicle of the ABIL Group. According to company filings, it had run into three continuous years of losses of over ₹156 crore up to FY2018. In all three years, its expenses were more than the income.

## Viviana Mall triumphs at ICSC awards in Las Vegas

In recognition of Viviana Mall's innovative, socially relevant and high-impact campaign against the sale of acid to prevent acid attacks on women, Viviana Mall has been conferred the VIVA Award in Marketing category by The International Council of Shopping Centers (ICSC). The prestigious award function, regarded as the Oscars of the retail the industry was held in Las Vegas, USA and saw the who's who from the retailing industry in attendance. The awards single out leaders in the global retail landscape, highlighting the best in forward-thinking innovative retail marketing activities.

The remarkable achievement comes after Viviana Mall bagged the Gold award for the sixth consecutive time at the ICSC Asia-Pacific Shopping Centre Awards held in October 2018 at RECon Asia function in Kuala Lumpur, finishing ahead of malls from countries like from Malaysia, China, Singapore, Australia and Hong Kong. Commenting on the achievement, Ms Rima Pradhan, Sr. VP-Marketing, Viviana Mall shared, "Bagging the VIVA-ICSC is a matter of pride for us and we are honoured to be recognized for our marketing efforts, especially on a global platform of tough competitors. The fact of being the only mall in the country to receive recognition on a global level serves as a testament to our constant efforts towards creating an inclusive society for people who are often marginalized by the society. Bagging this award for the second time further encourages us to constantly innovate with various issues and causes that bring to light the plight of victims and further fortify our groundwork to empower them with suitable employment opportunities."

## DLF Surges 2 Percent on Transfer of Mall to Subsidiary

Shares of DLF surged more than 2 percent after the realty major transferred a shopping mall in Noida to its subsidiary firm for Rs 2,950 crore. The transfer of DLF Mall of India to Paliwal Real Estate was done at arm's length, as part of efforts to settle dues of its joint venture firm with GIC. DLF owes Rs 8,700 crore to the DLF Cyber City Developers Ltd (DCCDL), which is a joint venture firm of DLF and Singapore's sovereign wealth fund GIC. The largest commercial real estate developer in India wants to settle this debt by September this year through the transfer of rental assets and land parcels, said a PTI report.





# New Malls, Newer Concepts Dot The Global Shopping Centre Map

International mall developers are working towards new and improved concepts, attracting unusual retail brands, all in a bid to woo more consumers. Here's a lowdown of what's happening been in the international shopping centre industry in the last one month...

## Warburg Pincus Ventures with Runwal Group to Build Malls in India

### WARBURG PINCUS

An affiliate of global private equity firm Warburg Pincus Llc and Mumbai-based developer Runwal Group have formed a joint venture to create a shopping mall platform. Both partners will commit \$200 million each in the form of equity and raise another \$600 million in debt to create a corpus of \$1 billion to invest in and develop shopping malls across Tier I, II & III cities in India, which have a sizeable population and growing disposable income. The platform will look to build large, destination malls, as well as smaller hypermarket and cinema-anchored community malls.

This is Warburg Pincus's first investment in the retail development sector in India, after putting ₹1,800 crore in Piramal Realty for the latter's residential business and \$250 million in Embassy Industrial Parks Pvt. Ltd. The Warburg Pincus affiliate and Runwal Developers Pvt. Ltd will each hold a 50 percent stake in the platform. Sanjay Dube has been appointed the chief executive officer (CEO) of the new venture.

The platform will be seeded with several projects, which are under development, and will also have the option of acquiring some of Runwal Group's operational retail malls. The JV partners are looking to acquire both greenfield and brownfield projects.

"The retail real estate sector is expected to see tremendous growth driven by the lack of community spaces in Indian cities and the growing disposable income resulting in greater spend on entertainment and branded retail," said Sandeep Runwal, Managing Director Runwal Group. "We look forward to working closely with Warburg Pincus and leveraging their successful experience in helping create market leading platforms in the retail mall space in other parts of Asia," he said.

The Runwal Group already operates four malls in Mumbai, with a total leasable area of around two million square feet (sq. ft). These include its flagship R-City mall in suburban Ghatkopar, with a total leasable area of 1.2 million sq. ft.

## Citywide Ramadan Mega Sale in UAE: 75 Percent Off at Sharjah Malls

As per a report published in, Gulfnews.com, residents and tourists visiting Sharjah can enjoy massive price reductions on retail goods not only at Expo Centre Sharjah, but across the malls in the emirate. As part of the annual Ramadan Festival 2019, at least 2,000 shops, including those at the souks, shopping centres, central markets and other retail destinations, have slashed their prices by up to 75 percent.

The markdowns are happening at participating outlets in City Centre Sharjah, Sahara Centre, Mega Mall Sharjah, Matajir Mall, 06 Mall and Central Souk, among other locations. They apply to clothing, beauty and skincare products, shoes, accessories, jewellery and other merchandise.

The 32-day festival started on May 6, 2019 and will end on June 8, just after the month of fasting is over, so that means bargain hunters still have about 12 days to bag some discounts.

Besides the discounts, organisers are offering consumers a chance to win eye-popping prizes, including six BMW cars, vouchers worth Dh50,000 and smartphones. There are also travel tickets to be given away, as well as daily prizes. The luxury cars, which will be raffled off on June 8 and June 9, as well as the travel prizes, can be won by consumers who spend at least Dh100 during the festival.



# Generation Z May Save Future of the Shopping Mall: Study

A new study says Millennials and Generation-Xers could have been responsible for the death of the modern mall. However, Generation Z has stepped in to save brick-and-mortar retail, according to an International Council of Shopping Centers (ICSC) study. About 95 percent of people born between 1995 and 2015 visited a physical shopping center over a three-month span in 2018, according to the study.

Meanwhile, ICSC reports that only 75 percent of Millennials and 58 percent of Gen-Xers patronized brick-and-mortar stores over the same time period. The study says

reasons for going to stores," said the ICSC study. "Nearly two-thirds of Gen-Z say it is important when buying online for that retailer to have a store nearby."

The uptick in Gen-Zers patronizing brick-and-mortar retail is happening at a time when Bloomberg Businessweek reports that vacancy rates at the nation's malls are at 9.3 percent. To avoid vacancies, many shopping centers, like the Staten Island Mall, are reinventing the venues as "destinations."

The Staten Island Mall renovated "outdated spaces" with new and



Gen-Z respondents heavily favored in-store over online shopping. There is evidence of this at the New Springville-based Staten Island Mall, which recently underwent a 242,000-square-foot renovation. On weekends and after school, the Mall is packed with teenagers, socializing in many of the new venues, like Dave & Buster's, and shopping in its newer stores, like Ulta Beauty.

Many teenagers and early 20-somethings could already be seen shopping at Empire Outlets, which opened just last week in St. George. Part of the reason members of Gen-Z patronize malls is because they see it as a destination.

"Gen-Z cites the abilities to socialize, physically see items and get them immediately as their top

different retailers over the last few years. When Sears Auto body closed, the Container Store opened in its space. And Primark, a low-priced retailer with roots in Dublin, Ireland, took the second floor, which was once part of Sears. "The Staten Island Mall is an example of a retail establishment that has responded to consumer demand, which is a critical component to success. Consumers want variety, and they want a place that meets all their needs," said Stephanie Cegielski, vice president of public relations for ICSC last year to the Advance.

In addition, many malls are adding free-standing buildings and public plazas to the landscape in order to create open-air venues with the feel of a downtown.

## Douglas Jemal Joins Nick Sinatra's Efforts to Remake Boulevard Mall

As per report published in [buffalonews.com](http://buffalonews.com), Douglas Jemal, who owns One Seneca Tower in downtown Buffalo, and Cleveland-based RMS Investment Corp. are joining Sinatra's effort to transform the 64-acre property into a town center with housing, retail and office space.



Jemal said he's not deterred by the project's scope. "It's a substantial investment, no question about that," Jemal said, "but we believe in the city. We believe in the community. And we're here."

It will be Jemal's fifth real estate investment in the Buffalo area. The development group and town officials are seeking a \$10 million state grant to help pay for new roads, sewer lines and other work on and under the site. Amherst leaders say it's appropriate for taxpayers to cover the cost of new infrastructure.

"It's a regional project," Amherst Supervisor Brian J. Kulpa said. "It's a regional asset."

As the development group prepares to close on its purchase and draws up plans for the mall's revival, it has asked the Town of Amherst to slash the mall's property tax bill by lowering its assessed value. The town agrees the property's value has fallen and is negotiating a reduction. Amherst officials say they hope the mall's value will rise over the next decade as the partners invest in the property.

## Australia's Scentre Sells 50 Percent Stake in Sydney Shopping Center for \$396 Million

As per a Reuters report, Australian shopping mall owner Scentre Group on Monday said privately held property investor Perron Group will buy a 50 percent stake in a Sydney shopping center for A\$575 million (\$396 million). The consideration paid by Perron Group for its stake in Westfield Burwood, represents a 4.1 percent premium to book value at December 31 2018, Scentre said in a statement to the Australian stock exchange.

Westfield Burwood sees over 14 million customers annually and generates about A\$480 million in sales each year, according to Scentre's website. The company plans on using the proceeds from the deal to initially repay debt.

The transaction is also expected to be dilutive to the funds from operations in 2019, the primary earnings metric of the company, by about 0.2 cents per security. Scentre added that its forecast annual distribution remains unchanged at 22.60 cents per security.



# 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?

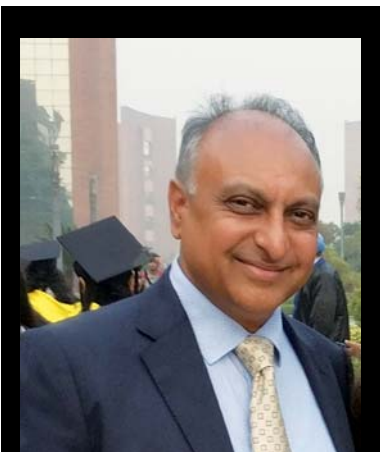
In the last 10-15 years a lot of changes have taken place in the way shopping malls are built. Earlier, developers used to get impressed with typical inward looking malls with deep stores. Shopping malls have also been built with no relevant thought given to the product mix, area allocation, facilities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

Matrix Design Works:  
info@matrixdesignworks.in  
Website: www.matrixdesign-works.in





too. They could also include large-format multiplexes and various retail formats, along with certain areas allocated to family entertainment, food and fine dining as well.

With the push towards infrastructure development - like roads and metro rail-Transit Oriented Development will be in prominence. In the near future, the focus will entirely be on the retail and customer experience, emphasizing more on efficient work spaces, retail spaces and leisure. These will be connected with mass rapid transit systems just like it is happening in countries like Singapore and HongKong.

**“With the push towards infrastructure development - like roads and metro rail-Transit Oriented Development will be in prominence.”**

### **What are the changes that have been observed over the last decade in the design and architecture of malls?**

Malls have evolved greatly over a period of time. At present, shopping malls are designed keeping flexibility in mind. The spatial requirements of retailers and anchors have become very dynamic. Hence, spaces have to be flexible. A welcoming exterior, visually appealing atriums and activity spaces, aesthetically designed interior spaces as well as break out spaces are some of the key elements which define the design of the new-age mall.

### **Have the roles of lighting, fitting and fixtures also changed with the change in design?**

Usually we try to make the atrium spaces such that they are naturally lit. It's difficult to do the same for retail stores though. Retail business depends on lighting and visibility. During the last decade, we have seen major improvements in LED lighting technology. Nowadays, we prefer to use LED fixtures. LED fittings help us save on energy consumption. This has been a major leap from the past decade.

### **What is the future in terms of mall design evolution?**

The indoor race track design has been the most successful design format in the mall industry of late.

However, in recent years, many developers have also experimented with the idea of indoor-outdoor malls. Here, the indoor spaces interact with the outdoor spaces by introduction of landscape features, water bodies, public spaces etc. This has been successfully implemented in many new retail developments in South East Asia. Recently, retail destinations in Dubai have also opted for this model. However, in cities like Delhi where weather conditions are very harsh, it is difficult to replicate this model.

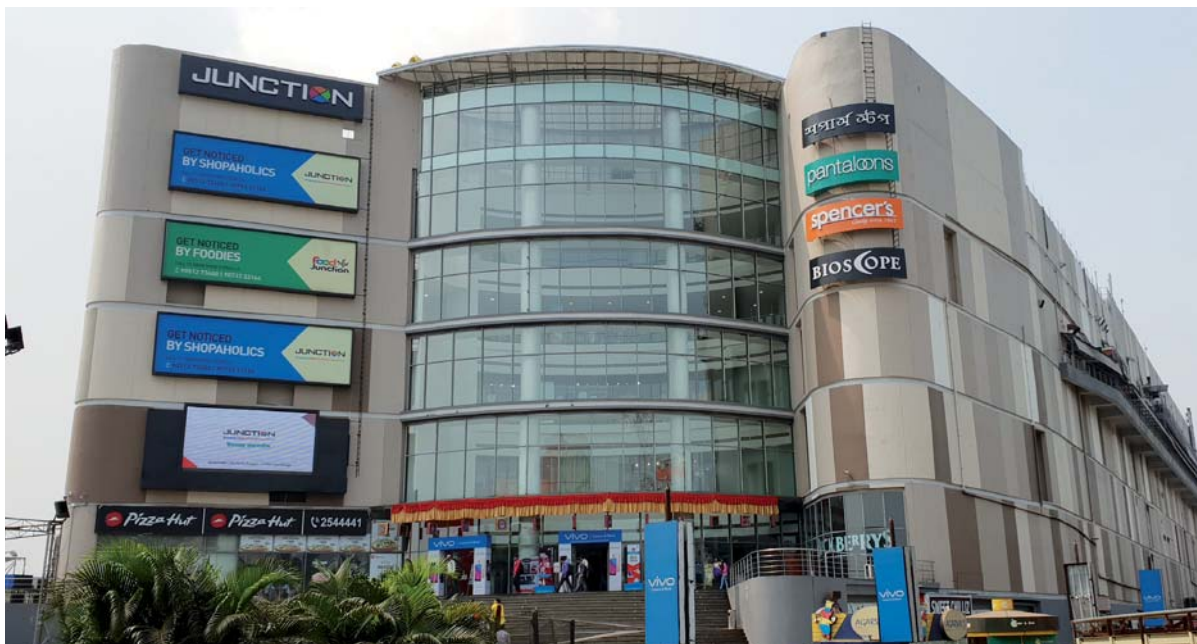
I would always prefer to include landscape along with water bodies in our developments. It just makes the space feel far more welcoming. I think well-landscaped break out spaces also play an important role in mall design. Emerging mixed-use retail developments are expected to incorporate these features for value addition.

### **What role do sustainable materials have in the development of a mall today?**

Today, a buzzword in almost all industries across the world is sustainability and the mall design and architecture is no different. We as a firm tend to conceptualise a mall on the lines of sustainability. It is important to consider how the design of a mall will affect the environment around.

The use of LED fixtures, efficient use of water etc. are some of the elements integral to sustainability. Many mall operators have installed roof top solar equipment too in a bid to conserve energy. Also, when we design a mall, we try and ensure that existing environmental features stay intact around it. For instance, in one of our newer projects, we are consolidating existing water bodies into one large water body of about 1.5 acres. It is our attempt to retain the existing trees and plantations. Some of the trees are being transplanted to new locations. In this process, we are allowing the natural habitat to exist in its full glory. With innovation and technology coming in, we will see more such advancements and as a result, this would mean less operating costs for us – a win-win for everyone. ●





# 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

Entertainment 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.



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# 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.



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## Focus on Retaining Customers

How to capture a customer's data, his demographic and psychographic profile, his shopping behaviour, connect with him regularly based on the data captured and engage him/ her to bring to the mall, are questions that the malls are trying to get answered scientifically, analytically and effectively through technology.

Additionally, malls are focusing on another set of factors like nearly zero turnaround time, smooth information flow across levels with point precision, quality and well maintained asset base with basics in place, a good mix of brands and offerings etc.

Technology has proved a boon in monitoring store performance, category performance and the centre performance at the same time. More importantly, such information is readily available to the mall officers to enable a forward looking plan to enhance consumption and brand performance.

## Technological Advancements

**MAPS Technology** is dramatically changing the way mall managers handle marketing display campaigns. It empowers mall management teams to carry out large scale maintenance work, reach more marketing display spaces and update them more frequently at a reduced cost.

"LuLu Mall is also using technologies like geo-fencing, beacon technology and ANPR. We identify our customer the moment he/ she enters the mall as this technology helps in recognising number plates of cars and keeping track of customers."

– SHIBU PHILIPS  
Business Head, LuLu Mall

"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."

– HARSHAVARDHAN CHAUHAN  
Head, Central Marketing and Phygital, DLF Shopping Malls

platforms like AI (Artificial Intelligence), AR (Augmented Reality) and VR (Virtual Reality) enable personalised and engaging experiences. These technologies help in building malls' connection with consumers via product visualisation, behaviour analyses, communication with customers, creating real-time merchandising, marketing, advertising, and promotional opportunities.

Increasing demand for experiential retail coupled with the stores' ability to be different is, in a way, fuelling demand for new technologies. It is expected that the malls will soon be introducing holograms - static visuals to interactive ones - in place of the traditional promotional standees and flex boards.

Already, malls have at their disposal varied digital communication tools, from bots like Kik Bot Shop and WeChat to voice-activated AI agents like Google Now and Amazon's Alexa. Mall operators and

**Intelligent Dashboards & Reports** point to the correlation between footfalls and customer spends on any day. Heat maps indicating which areas of the mall are performing and which need more attention make focusing on key areas easier.

**Yield Management Analysis** is another area that could greatly add to the profitability of malls where a closer study of the yields, vacancies and the potential can be culled out using such analytics.

Consumer-centric tech



tenants are also leveraging these personalized digital ecologies when shoppers are either in or away from their centres.

Also, with shoppers' mobile devices connecting to the mall's WiFi-network, a new channel of communication has opened between the mall operator, retailer and customers. This avenue gives shoppers relevant information right from where to park the car to various offers and enticements like discounts. This makes the shopping experience more personal, convenient and enjoyable.

### Innovations in Malls

To enhance customer experience, **LuLu Mall** has introduced LiFi, which is similar to WiFi but takes the signals through light.

Explaining it further, **Shibu Philips**, Business Head, LuLu Mall says, "Lights are very integral part of every shopping mall. These lights pass signals to customer's mobile phones which further informs the retailers about their exact presence in the shopping mall and in return they prompt customers with the luring offers."

"LuLu Mall is also using technologies like geo-fencing, beacon technology and ANPR (Automatic Number Plate Recognition). We identify our customer the moment he/she enters the mall as this technology helps in recognising number plates of cars and keeping track of customers. Now, we have started interacting with them and ensuring that they get all timely information about our mall," he adds.

Apart from this, the brand is also using technology to pre-cast the buildings of their new mall. This will help hasten the process of constructing the mall. By using this technology, the brand expects the mall to be ready in 24 months straight.

DLF Shopping Malls have been leading the retail and entertainment space by constantly innovating and introducing new technologies to stay ahead of the curve and to ensure superior experience to customers. The brand has

recently introduced India's first ever retail Phygital application 'Lukout'.

"The Lukout app is a one stop solution that offers highly personalized proximity based engaging content in terms of latest looks, latest trends, real time location based offers while providing conveniences like

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

– **MACHANI GANGADHAR GOPALA KRISHNA**

Joint Managing Director,  
MGB Felicity Mall, Nellore

one touch parking payment, one touch valet, one touch concierge along with having its own social network for millions of consumers," says **Harshavardhan Chauhan**, Head, Central Marketing and Phygital, DLF Shopping Malls.

"For retailers, the app provides a disruptive platform to enable channel-based consumer targeting and further allows brands to host their virtual stores fronts on Lukout to enhance discoverability and device proximity campaigns to target consumers via big-data powered analytics dashboards," he adds.

Lukout leverages cutting edge technology across IOT, big-data, real time analytics and proximity personalized marketing for seamlessly connecting the physical and digital ecosystems.

"We also installed Digital Directories to offer quick and easy guides to help shoppers find what they're looking for at the multi-level malls. On the other hand, **DLF Promenade** followed suit by introducing WiFi's and



"We have introduced self-service kiosks at the foodcourt to eliminate the tasking job of standing in queues while ordering food. Soon, we will be introducing a mall app and a loyalty program too."

– **MUNISH KHANNA**  
Chief Revenue Officer,  
Express Avenue Mall

wallets for payments within the mall," explains Chauhan.

"**DLF Sakt** recently installed sensors in the parking lots to provide drivers with a visual indicator to detect how many parking spots were available on each level. Taking Augmented Reality on a completely significant level was the integration of an engaging Virtual Assistant platform – Huber. Anyone and everyone visiting Cyber Hub can explore and celebrate life the way they want with the help of this virtual concierge," he further states.

Recently, DLF Shopping Malls has bagged IMAGES Excellence Award – Phygital Transformation at **IMAGES Shopping Centre Awards 2019**.

Just like DLF Shopping Malls, **Express Avenue Mall** in Chennai has also installed Digital Directories at each floor mapping the entire mall.

"Apart from this, we have introduced self-service kiosks at the foodcourt to eliminate the tasking job of standing in queues while ordering food. Soon, we will be introducing a mall app and a loyalty program too," states **Munish Khanna**, Chief Revenue Officer, Express Avenue Mall.

Malls in Tier II and III cities are also embracing technologies just like their counterparts in Tier I and metro cities. The best example is **MGB Felicity Mall, Nellore** which using technology starts sending offers to customers as soon as they enter the mall.

**Machani Gangadhar Gopala Krishna**, Joint Managing Director, MGB Felicity Mall, Nellore reveals, "We are planning to launch a mall app and soon be rolling all the promotional offers through the app."

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

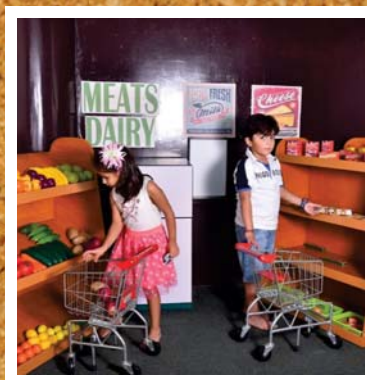
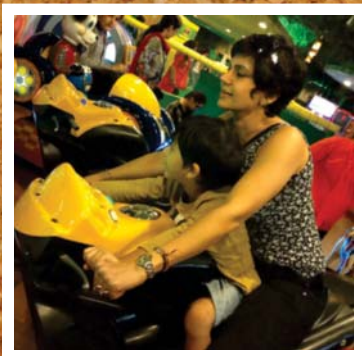
"We also have a software to better facilitate parking in the mall. Through this, counting, categorization and stay-time of the vehicles can be tracked in real time," Gopala Krishna states.

The mall management is in favour of Omnichannelisation of malls. "Since most of the tenant operating is operating on the revenue share basis, maximum amount of business, service and profit can be made in this case," he concludes. ●



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# 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).





**SHIBU PHILIPS**  
Business head, LuLu Mall

“With increased online shopping, the focus is shifting from ‘shopping’ destinations to a more wholesome approach, giving more importance to food and entertainment – creating community spaces.”



**MUKESH KUMAR**  
CEO, Infiniti Malls

“FECs are gaining significant popularity and can be seen mushrooming in malls across the country. The mall culture in India has evolved and shopping is now becoming a family affair.”



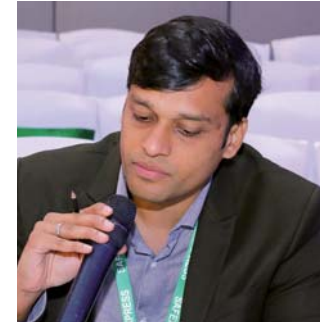
**MANOJ K AGARWAL**  
CEO, Viviana Mall

“The mall culture has been prevalent in India for just about two decades now. Having said that in these two decades the entire industry has survived a lot.”



**MUNISH KHANNA**  
CRO, Express Avenue Mall

“Food and entertainment are the new anchors of the mall. In this experience economy, there is a huge emphasis given by the shoppers on experiences vs accumulating stuff in food and entertainment fit aptly.”



**GOPAL MACHANI**  
JMD, MG Group

“This concept of FECs is a welcome change in the industry according to current circumstances and changing customer interests. The customer does not find any reason to step again and again in the same mall only for shopping.”

Maximising on digital technology, malls are enhancing customer engagement to stimulate footfalls besides boosting sales as these factors form a vital aspect of their business strategy. They are providing customers with a wide array of national and global brands, besides enabling them to enjoy with their loved ones.

There are malls offering over-the-top features including indoor ski areas, indoor theme parks, water parks, zoos, science centres, shooting ranges and even an underground shark tunnel. They are moving towards play zones, amusements park themes, rides and engaging events, like celebrations, special campaigns, shows, summer workshops music concerts etc. The FEC concept which petered down from the US to India now is the mainstay of the shopping mall industry.

These substantially extend a mall’s draw, lengthen shopper stay and even increase revenue for other tenants. Even Tier II malls are not far behind, creating spaces to bring in more entertainment players.

### The Concept Says It All

Shopping Centre News spoke with the mall developers, mall owners and industry experts on this new trend this is what they had to say:

**Shibu Philips, Business Head, LuLu Mall:** “A vibrant FEC zone is a must for any mall. With increased online shopping, the focus is shifting from ‘shopping’ destinations to a more wholesome approach, giving more importance to food and entertainment – creating community spaces. Having realised this, malls today are dedicating around 30-35 percent of the GLA to F&B and entertainment. Earlier, FECs were planned and built only for toddlers and children. India today has a brand awareness, tech-savvy millennial population with increasing disposable income. Providing exciting entertainment options to them is equally important in order to drive footfalls. So, malls should now focus on building FEC spaces that cater to kids, teenagers and young adults alike.”

**Mukesh Kumar, CEO, Infiniti Malls:** “FECs are gaining significant popularity and can be seen mushrooming in malls across the country. The mall culture in India has evolved and shopping is now becoming a family affair. Thus, parents seek exciting yet safe, fun and wholesome activities for their children which can be provided via FECs. Additionally, as these centres are indoors, they can operate 365 days of the year and are temperate controlled and add a lot of value. As a result of these, the footfalls in the malls also see a tremendous spike and FECs will surely play a key role in the success of any mall.”

**Manoj K Agarwal, CEO, Viviana Mall:** “The mall culture has been prevalent in India for just about two decades now. Having said that in these two decades the entire industry has survived a lot. While 2007-2008 saw a surge in the number of malls, the onset of recession did impact the mall and retail sector in early 2008. Only the players who understood that malls need

to graduate from just being a shopping centre to an experience zone survived the test of time. This was a key factor which made FECs play a significant role in revolutionising the Indian mallscape. A combination of digitisation, rapid urbanisation, rise in disposable incomes and changes in the lifestyle of the middle-class and the malls understanding their existence was more as providers of experiences that went beyond just shopping, made malls successful today. We at Viviana, gauged this trend through in-depth market research and launched itself with ample amount of options in its Fun and Entertainment formats. Thus, making Viviana a destination mall in the true sense.

**Munish Khanna, CRO, Express Avenue Mall:** “Malls in India are undergoing a natural evolution. Food and entertainment are the new anchors of the mall. In this experience economy, there is a huge emphasis given by the shoppers on experiences vs accumulating stuff in food



**ARJUN GEHLOT**  
Director, Ambience Mall, Gurgaon & Vasant Kunj



**MAHESH M**  
CEO, Creaticity

“Services offered by malls are the key distinguishing features now. The design philosophy has changed, the brand mix has evolved dramatically, and a lot of attention is being paid to F&B and entertainment concepts.”

“Malls are no more looked at as only a place to purchase goods and services. Modern malls have evolved over the last few years beyond that. No one can imagine an urban space without such social spaces.”

and entertainment fit aptly. Entertainment allows the families to invest quality time with their children in varied forms of FEC which have come up in malls. Teenagers and adults alike are exploring different entertainment options other than the usual movie watching.”

**Gopal Machani, JMD, MG Group:** “This concept of FECs is a welcome change in the industry according to current circumstances and changing customer interests. The customer does not find any reason to step again and again in the same mall only for shopping.

While customers can rely on e-commerce for all other needs, entertainment cannot be fulfilled by e-commerce. Converting a mall into an FEC dominated zone can make a substantial direction change for any shopping centre. Malls with strong FEC zones use this to their advantage.”

**Arjun Gehlot, Director, Ambience Mall, Gurgaon & Vasant Kunj:** “Malls have evolved a lot in the past decade.

They have come a long way and have become more of a community and cultural melting pot. Services offered by malls are the key distinguishing features now. The design philosophy has changed, the brand mix has evolved dramatically, and a lot of attention is being paid to F&B and entertainment concepts. It has been a learning experience for FECs as well. Indian FECs are up t international standards

today. India is being treated at par with international markets like Dubai, Singapore, etc. and is ranked higher in service provider priorities now.”

**Mahesh M, CEO, Creaticity:** “Malls are no more looked at as only a place to purchase goods and services. Modern malls have evolved over the last few years beyond that. No one can imagine an urban space without such social spaces. A

space where one can come and immerse into various activities like shopping, entertainment, dining or just a social outing with friends and family under one roof. For Creaticity, family entertainment is no longer the usual mix of restaurants and slot machine zones. We firmly believe that a mall needs to transform into a socialscape – a place to gather, a place to converse, a place to explore and experience





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new things. By combining this consumer journey with visual and smart-tech cues like architectural, technological and retail mix innovations, we can help to make this experience of discovery even better and engaging. FECs have usually seen a footfall drivers to a mall, we view our offerings on this front as FF+. The plus is the differentiated consumer experience that generates positive word of mouth and repeat visits to our campus.”

**Naviin Ibhrampurkar, Head-Marketing and Corporate Communications, Inorbit Mall:**

Today malls are no longer restricted to shopping. Malls have evolved as social places where people come to relax and unwind amidst their busy lives. Considering the diverse interests of customers and elements related to entertainment gaining popularity, a mall has to offer much more than shopping. It is all about exceeding consumer expectations by offering them exciting experiences that bring them back to the mall.”

**Anuj Arora, GM, Oberoi Mall:** “A visit to the mall is generally associated with leisure; and

offering a complete experience with a combination of shopping, dining and entertainment is what makes a mall attractive. In space-starved metropolitan cities, malls offer not just cinemas for entertainment but also gaming zones, family entertainment centres and recreation options that target all age groups. Most footfalls (new and repeat) consider malls to be a place where they can come to socialize, enjoy and rejuvenate. Hence, entertainment as a category is essential for any mall if it wants to stay relevant in today’s times.”

**The Race to Be the Most Popular**

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 focusing on prime entertainment, the whole agenda of the FEC to pull in crowds and make the shopping mall popular among the customers. The race to survival and success is very intense.

“Infiniti Mall strives to offer an

unmatched experience to guests and has a large dedicated space to the Family Entertainment Centre. The mall has recently added several new rides and games which will keep children engaged and happy,” says Kumar.

“Since our mall’s launch, it has relied on FECs by ensuring the continuous buzz in the mall through ongoing events. The newly-added kids zone at has given good results and pushed many customers towards the mall. Our USP is that we have introduced several events which the city has never seen before. We also pride ourselves on conducting situation-based events to meet customer sentiments and ultra-modern events mixed with local flavour to ensure that we gain all sets of footfalls. We also promote all our events heavily, on all mediums,” says Machani.

“Inorbit Malad is one of the popular players in the FEC category. We have revamped and relaunched #NEXTGENTIMEZONE at Inorbit mall. #NEXTGENTIMEZONE caters to people of all age groups and has introduced some latest

assortment of games that have been brought to Mumbai for the first time,” states Ibhrampurkar.

“FECs have been part of our mall culture since we opened doors to consumers in 2013. At Viviana, we have achieved steadily increasing footfalls, shopping spends and overall retail turnover. Having FEC options in the mall has only enhanced and contributed to our growing brand value. One of the USPs is that Viviana Mall always aims to change with the changing times and the team feels that the old should always be replaced with new upgraded versions. In keeping with this belief, we have recently got our FEC totally renovated and have added a number of new rides. These help us give our customers the very best in customer engagement and value and give them an amusement park-type experience. This, in turn, has increased our footfalls and sales which has led to organic growth for us as a whole,” explains Agarwal.

“Ambience has varied FEC concepts like Fun City and Smaaash. Both outlets are market leaders in their own segment



**NAVIIN IBHRAMPURKAR**  
Head- Marketing and Corporate Communications, Inorbit Mall



**ANUJ ARORA**  
GM, Oberoi Mall

“Today malls are no longer restricted to shopping. Malls have evolved as social places where people come to relax and unwind amidst their busy lives.”

“A visit to the mall is generally associated with leisure; and offering a complete experience with a combination of shopping, dining and entertainment is what makes a mall attractive.”





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and both are dedicated towards providing a fantastic experience to their customers. Kids can enjoy and have gala time at Fun City, the play zone, which offers latest technology and rides to them. Smaaash at both of our malls (Ambience Mall Gurgaon and Vasant Kunj) offers one of the largest bowling alleys. I would say our speed to understand, adapt and deliver according to customer's expectations is our USP. The only way to cope up with the competition is being relevant and focused to the patron's needs and continue being in touch with them through different mediums," explains Gehlot.

"At Creativity, unlike most malls, we have two mini-cities, the Foodcity and the Playcity. As the names suggest, Foodcity is over 27 cuisines and a dozen restaurants that combine beautiful indoor/outdoor ambience, while Playcity is about group gaming options (turf-cricket, futsal etc. for friends, families and pros) and an all-age trampoline park that liberates the child in you. Our context of engaging customers through FECs is different from that of a general

mall. We are a space that believes in 'Co-Creation and Creative expression' in this ecosystem that builds communities together. For instance, we have brought in two exciting formats in sportainment – Tigerplay and SkyJumper. This differentiator reflects on the footfalls that the venues attract. Consumers are spoilt for choice, but they seek out liberating experiences, be it food, dining or playing, and hence it is our job to keep creating newer forms of experiential entertainment and engagement," states Mahesh M.

### Major Attractions

LuLu has one of the largest FEC zones in the country. It is equipped with the latest video games, roller coasters, carousels and bumper cars, toddlers' play area, a 12-lane bowling alley, a world class 5D cinema experience, south India's largest ice skating rink and a host of other children's rides and video arcades. Constant innovations in technological amusements are ensured to offer a wider variety of gaming options for customers, make sure they are not easily bored. Last year, the mall opened

a 5,000 sq. ft. trampoline park which is currently a favourite among fun loving and fitness conscious youth. For children and youngsters, they have added a number of high energy Virtual Reality games, which take up less space, but provide an excellent experience.

Viviana's FEC offering is in the form a 30,000 sq. ft. space with Cinopolis, being their star attraction. Cinopolis has 14 Screens including a 4-Screen VIP section offering recliner seats, butler service and an exclusive dining menu offering a wide array of scrumptious dishes. The traditional section has 10 screens offering an excellent range of movies to view including 3 special screens which provide I-max, 4DX and Atmos formats alongwith a fresh newly designed food and beverage menu thus offering our customers a 360-degree entertainment experience. This has helped in making them a key player in mall on a pan India basis that offers unique recreation options thus differentiating Viviana from other malls in the country.

This combined with a 30,000 sq. ft. FEC in the mall has made Viviana a heavily popular mall amongst all our customers across

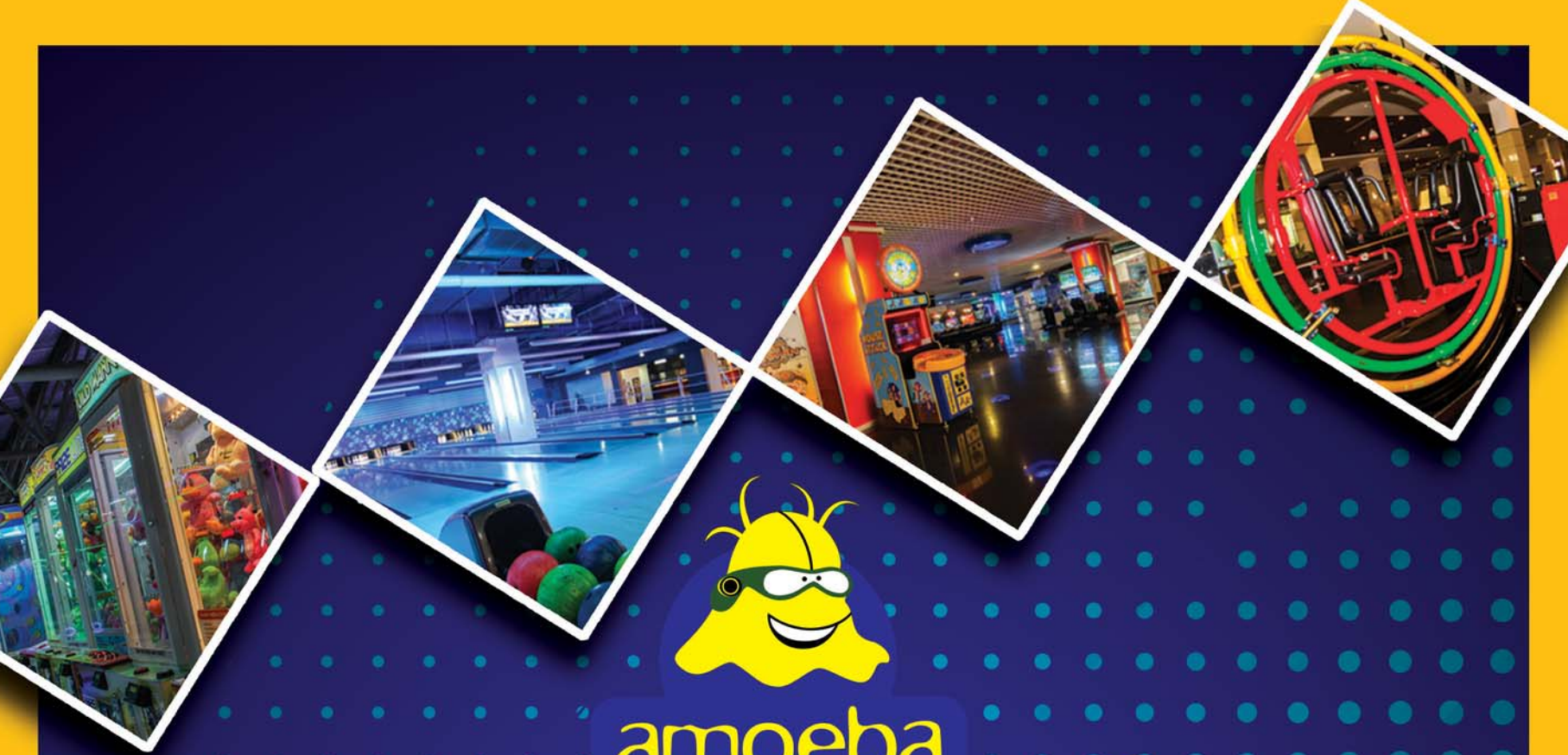
Mumbai. Fun City has been with Viviana since its inception in 2015, giving customers a wide range of rides to choose from. They also have VR based gaming options and some superb amusement park themed rides that add to the thrill for customers.

"This is the kind of experience we have in mind when we curate our events and our FEC zones for our customers. We want them to get good value for their time and money and make sure when they think leisure time with family, they come to Viviana," says Agarwal.

Infiniti mall has Fun City, which spans across 50000 sq.ft. approximately. Apart from this, it is the only mall in India to have a 360-degree indoor roller coaster. It has added multiple games along with happy and joy rides in Fun City in 2019 and also has a multiplex with 5 screens for a great movie experience.

Inorbit Malad has Inox, which has enhanced the cinematic experience by introducing LED-theatre screen ONYX, IMAX, 4DX, Kiddles etc. The #NEXTGENTIMEZONE has elements which focuses on young adults along with kids and families. The store layout and design has transformed from a playful and colourful store. It has been given more of an urbane and futuristic look. Lit signages for major concept zones and unique sky grid lighting in the store, enhances the entire layout. New games which have been added include Krazee whirl – unlike other bumper cars, Krazee has a dual joystick with attractive LED illumination at the base of the cars. Some of the other new games like Virtual Rabbit, Willy Wonka, Family Bowling are extremely addictive and appeal to every age group. To keep pace with customers' evolving tastes in lifestyle and F&B, Inorbit also launched over 24 new brands in Vashi and some leading international brands such as Forever 21, American Eagle,

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South India is being driven by the film industry and keeping that in mind, Felicity has Satyam in their fold. A dedicated gaming zone on the fifth floor was completely modified with new entertainment, added VR Games, loaded with offers on games. Overall 35 percent of the mall operational space is dedicated to the FEC section. Express Avenue dedicates 13-16 percent of the space to FEC. The key highlights are a state of the art Multiplex Escape, Fun City, VR/AR games and experiences, Snow World, Cricket, Futsal, Jungle Safari and Dialogue in the Dark.

Around 20 percent of the area is dedicated to FEC concepts at the mall and there is a plan to increase this percentage in the future. The key entertainment highlights include the rides at Fun City (especially those which were launched simultaneously in India and other markets at the same time).

“It’s hard to come by dedicated FEC players in the market and being a capital intensive segment there are very few players who are truly focused on customers and their needs and are in it for the long run. We are currently working with market leaders and share a decade long strong relationship with them. They renovate the outlets on regular basis, thus, keeping themselves and us at the top of the game,” says Gehlot.

Creaticity has innovative formats like Tiger Play, SkyJumper and SLATE (a children’s enrichment center), which are all part of Playcity and Event City with over 11 event venues including a state of the art 700 seater open amphitheatre which hosts national and international programs cutting across music, theatre, art and dance forms. The idea lies in bringing differentiated entertainment in the 10 percent of space the has mall dedicated to such concepts. While Tigerplay



is an outdoor turf that hosts group gaming sports like Futsal and Cricket, Skyjumper is Pune’s largest Trampoline Park spread over 12,000 sq. ft. of space and attracts not only children but adults too.

Oberoi has NAMCO, the first of its kind in India, which provides a fun-filled entertainment zone for kids and adults alike. Built to Japanese standards of safety and peace of mind, the vibrant facility is designed around 3D TV animation Pac-Man, Ghostly Adventures and Star Wars themes. The centre offers large-scale children’s play equipment and one of India’s largest redemption zones. They also have a state-of-the-art Multiplex PVR ICON where movie enthusiasts get to experience the one of a kind P[XL] screen with dolby atmos moving sound technology, dual 4k projections and customised 4D glasses. PVR ICON also houses a unique kids offering, Playhouse, an exclusive one-of-a-kind movie experience in Mumbai made for both kids and adults who wish to keep their inner child alive. With its vibrant ambiance, colourful décor and seating and an in-slide, Playhouse is a huge hit amongst our younger patrons and parent who want their kids productively engaged while they watch a movie. Apart from these, Oberoi Mall hosts various activities, meet-and-greet, events from time to time around the year to keep engaging with its patrons. Case in point being the Summer Escape 10 toons 10 weeks marathon



currently being hosted at Oberoi Mall where kids would get to meet 10 different highly popular toons every weekend.

### Personalisation & Customer Centricity

“The customer is the sun in our figurative universe. Everything revolves around their needs and all our efforts are focused towards meeting their expectations to the best of our abilities. The only thing that distinguishes a mall from an online market place is the experience that we offer that help in satisfying all the five senses of our patrons. They can see, touch, feel, hear and smell the ambiance of the mall and the FEC’s and that is what makes or breaks their experience. Personalisation is the next step. We have to curate specific experiences for every customer and strive to attend all their personal needs. For

example, we provide power banks free of charge to customers inside the mall, they have home delivery of goods to their homes, gift wrapping, free Wi-Fi etc. These are small activities and facilities but they enhance the customer’s experience and make his/her visit a memorable one. We intend to simplify their visit to the mall and make a hassle-free environment for them to shop in,” says Gehlot.

“For Infiniti, customer centricity is of paramount importance. They do not come only to buy products but also because of the human touch and feel and all-round experience,” states Kumar.

Shibu Philips adds a technical angle to it, saying, “In order to ensure the right experience is created for the customer, the general preferences of the targeted age groups must be analysed and teamed with the supporting, latest technology.”

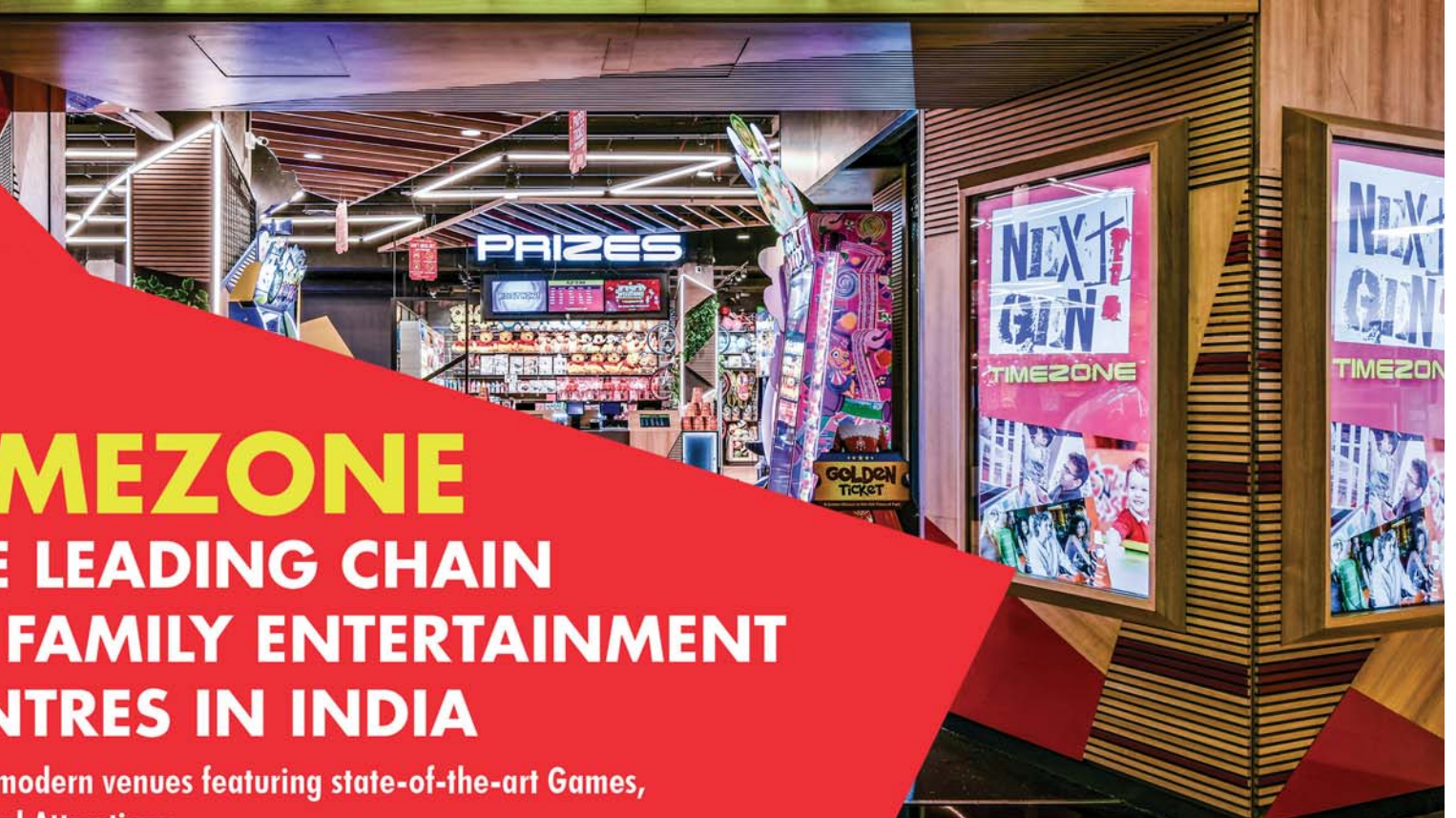




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“In recent years, e-commerce has reshaped the marketplace – from eliminating the need for long lines to buying things online without stepping out of the house. But many customers still prefer going to the physical stores because of the touch and feel factor that the online market lacks. Customers not only want to experience the commodity or product before purchasing but also want to see for themselves how a particular looks on them. In addition they also want to



develop their relationship with the retail outlet as they get a feeling of instant gratification. In order to provide our customers with this feeling of gratification, Viviana Mall has always kept customer centricity as its core value. This is reflected through all the activities that the mall undertakes and is one of the important reasons for launching our very own Loyalty programme – The V Club,” says Manoj K Agarwal.

“Marking the 5th anniversary last year, we launched five new services such as Priority Lounge for senior citizens and loyal customers, Golf Cart service for pick up and drop from parking lobby to the mall, The V Club - Mall Loyalty Program, Sanitary Pad Dispensers, and Electronic Wheelchairs. With these 5 great additions to our already existing wide range of services, we aim to provide the customers with an experience which is beyond the traditional shopping experience. Each day for us is a celebration and hence we have different days like Monday Mania, Tuesday Treats (special F&B offers), Women Wednesdays (a packaged



offer bundle for women across retail stores and services). Along with this we also host musical evenings, birthday packages, food festival, IPL screenings, pub-crawl, and chai-pakoda fest, dog show, wedding promotions and a super-duper Women’s Day celebration. These enhance customer experiences and keep them consistently engaged which is our ultimate aim at Viviana,” he adds.

In order to provide a personalised and authentic shopping experience, Viviana studied and understood customer needs, focused service requirements and other lifestyle factors. This prompted the mall management to extend its services to the visually impaired and specially-abled people as well. Other than being the only mall in the country to be visually impaired friendly, Viviana prides itself on being the first Indian mall to launch an audio-tactile labelling system and Braille menu cards at all restaurants and

outlets of the mall.

“Along with this we also provide electronic wheelchairs for our differently-abled customers, special services for the senior citizens and the expectant mothers,” Agarwal states.

“Shopping centres are known to create sharable experiences. It not only gives customers the ability to touch and feel products but also offers exciting entertainment and dining experience. Inorbit works towards offering its shoppers the best visual experience when it comes to festivals and special occasions. The larger than life décor, exciting offers and some exceptional installations creates excitement. Experiential marketing is a strong factor that entices consumers and gives them a superior shopping experience. It is medium through which the mall establishes personal connection between the brand and the consumer. Throughout the year Inorbit stays connected with its consumers through some unique mix of

events and activities,” explains Ibhrampurkar.

At Creaticity, creativity makes life worth living and sharing. This belief has been adopted in everything that we do at the campus. We have brought in personalisation to the next level of customer experience by offering personal curated trails to the customers who step into our campus. We have trained Service Scouts who help the consumers by advising on products, their USP and if need be, even take them on a personalised tour from store to store, finally handing them over to the store sales team and briefing them about the customer’s requirement. We have also built the Creaticity App which informs, involves and engages a customer with information on brands, product catalogues and facilities to choose them from and call the respective stores directly. The app also guides consumers to the store through its navigation feature capture from interactive kiosks placed at the campus in various locations. By the loyalty program, the consumer can decide where to redeem the points that he has collected. The app also allows him to save his documents like invoices or warranty cards on the app’s Safety Locker Feature. We make the consumers feel that they have come to the right place to make a smart decision,” says Mahesh M.

## Revenue & Footfalls

“Since inception, Viviana Mall has been recording a double-digit growth YOY when it comes to footfalls, trading and revenues. The primary factor contributing towards this is the in-depth research that went into before launching of the mall. Based on which we were able to find the right tenant mix, enabling the inclusion of an FEC zone offering unmatched experiences. So, from the very start, we did understand the significance of having an elaborate offering through FEC, which clearly reflects in our numbers. Further to this, we also

observed that only 52 percent of our customers belonged to Thane. The rest are from Navi Mumbai, Mumbai and even cities like Pune, Satara and Nashik, who are drawn by the wide range of offerings at Viviana Mall,” says Agarwal.

“For Ambience, the revenue generated by FEC is in sync with the proportion of area that they occupy in a mall and as per our communication with our FEC operators, they are witnessing good growth in revenue terms. They have particularly noticed that the customer is responding very positively to the new changes that they are implementing. In both our malls, FECs were made an integral part since the beginning. For example, Fun City has been in our malls since the inception of the malls and have played a vital role in our success. However, any improvement that they implement does have a direct positive correlation with footfall. But yes, we have seen a jump of 30 percent footfalls in the FEC’s after they implement new attractions,” adds Gehlot.

“Entertainment as a category is an important contributor to mall business. It also is a crowd puller during the festive season because of big banner movies and during vacations because of the attractive offers inside gaming zones – like the Triple Dollar Offer during Christmas at Timezone which has proved to be a successful year on year. The latest games and movies help us add footfalls by giving people another reason to visit the mall for a greater length of time with friends and family. During the festive season/ school holiday season, we see a spike at the gaming centre in the mall,” adds Ibhrampurkar.

For Infiniti, the FEC & entertainment contributes almost 8 percent of the total revenue generated by the mall and it has seen growth YoY. For Felicity, 30 percent of the mall revenue is generated by FEC. The mall has also grown strong in terms of footfall and turnovers. During



the month of April, it posted double-digit growth compared to previous in both footfall and revenue. For Oberoi mall, the entertainment category contributes nearly 10 percent to 15 percent of the total mall sales.

### Malls & FEC Players: A Two-Way Relationship

Shopping malls and FEC players have a two-way relationship. While the FEC generates a significant amount of revenue and footfalls, shopping malls also need take care of them properly. Special attention and care is given to the FEC players. Marketing campaigns, social media attractions, events are conducted as FEC players add brand value to the malls.

“Viviana Mall supports its FEC partners first with branding associations. Many brands have sponsored events in the FEC’s for children as well as for adults. We also organise various PR activities for FEC zones from time to time to promote rides, arcade games and other entertainment categories. This has also helped increase

footfalls in the mall. We also incorporate them in mall activities and events during festivals and special seasons. The mall does tie-ups with them or gives them location as support during mall events. Participating brands also help us in our events by providing gifts/vouchers during such events

**SHOPPING MALLS AND FEC PLAYERS HAVE A TWO-WAY RELATIONSHIP. WHILE THE FEC GENERATES A SIGNIFICANT AMOUNT OF REVENUE AND FOOTFALLS, MALLS ALSO NEED TAKE CARE OF THEM PROPERLY. SPECIAL ATTENTION AND CARE IS GIVEN TO THE FEC PLAYERS.**

to our customers. We also promote special offers and packages for our FEC’s from time to time. Due to these ongoing activities, our FEC brands are popular among our customers,” explains Agarwal.

“We work closely with the FEC team and try fulfilling their requests to the best of our capabilities. We give them enough comfort to keep on renovating regularly, in order to provide the best experience to customers and not worry about the mall being a landlord. Our marketing and promotional activities are in sync and whatever activities are planned is focused towards getting them the maximum benefit,” says Gehlot.

“Infiniti provides branding to FEC Brands on FOC basis. If we receive a group booking at Fun City, a section is reserved for them at the food court. FECs help in increasing and retaining footfalls at malls and increase the number of hours guests spend in the mall,” says Kumar.

“As a reflection of our core value of collaboration, Creativity promotes the brand partners as a part of the destination to help build exposure for the brands among the target group that we serve. We spend time with them to understand their insights and tailor our marketing efforts for more effective results. Equally, the brands themselves conduct marketing activities to promote their presence and offerings at Creativity. The value we bring to the table is a combination of our efforts based on consumer feedback and insights,” concludes Mahesh M. ●

# HANG OUT: AN EVOLUTION IN FAMILY ENTERTAINMENT

With rapid urbanisation, climate change and a dearth of play areas for children, it has become imperative to provide other forms of educative entertainment for children, entertainment which exercises not just their muscles but also their brain cells. Understanding this and seeing a gap in the market for the same, Shalini Vij founded Hang Out...

By Shopping Centre News Bureau



**T**here was a time family entertainment meant dining together, watching a movie or visiting relatives. Children used to play out in the open – the only form of kids’ entertainment that was available. With rapid urbanization, climate change and a dearth of play areas for children, it has become imperative to provide other forms of educative entertainment for children, entertainment which exercises not just their muscles but also their brain cells.

Understanding this and seeing a gap in the market for the same, Shalini Vij founded Hang Out, with its flagship Center at Select CityWalk Mall, Saket, Delhi in 2009. The brand is considered to be one of the pioneers in family entertainment. It’s a one-stop-shop for all things fun, food, and entertainment.

## Concept

Hang Out, as the name suggests, is a complete family hang out entertainment centre in the true sense of the term. It’s not just another gaming zone or toddler area, it is a comprehensive centre for family fun. It caters to all age groups, from toddlers to tweens, parents to grandparents, unleashing the child in each one of them and encourages parental interaction and quality family time. Even its catchphrase is ‘ages 2 to U 2’. Hang Out’s edutainment toddler areas, games, 6D/9D Virtual Roller coasters, the 3 level playgrounds and their hourly musical performances, have the kids coming back for more parties, games and fun.

The brand was the first to launch a next generation motion actuator system, 6D/7D motion theatre, 360-degree Rotating Virtual Roller coaster, which has

8 different tracks, a replica of roller coasters at popular parks like Euro Park, Busch Garden etc., inverted virtual roller coasters like the Mini Rider and the Typhoon, bringing the newest in Virtual Reality. The bubble, wind, snow, blizzard special effects and the electric motion simulator with a dynamic 6DOF motion with 3D stereoscopic graphics and ride films, ‘is as close as it gets to reality.’

Hang Out is a unique, promising, amusement and entertainment centre. It is amongst India’s pioneer and best Family Entertainment Centre that provides an unbeatable range of exceptional games and rides for every age. Hang Out has been a popular kids entertainment center in Delhi’s popular Select City Walk Mall, Saket, Pacific Mall, Subash Nagar and Bharti Pavilion Mall, Ludhiana.

“Playtime is the beginning of learning and it can enhance the child’s skills in a fun-filled environment by giving them age-appropriate activities and safe surroundings. The edutainment panels in the toddler area enhance their cognitive, music, fine motor and sensory skills while they play. For kids below 5 years (The Little People), there is fully foamed area which is spacious, has security and the right kind of stimuli which kids need to crawl, walk and talk before they run and jump. For children above 5, (The Explorers), Hang Out offers three level playgrounds with mazes, tunnels, tubes, sky wheels, and other activities to allow them to run, jump, crawl and burn their energy in a creatively stimulating environment. The play area provides a dynamic, mental and physical voyage of investigation and exploration and



simultaneously enhancing their gross motor skills. These games better the hand-eye co-ordination and other games like virtual bowling, golf and basketball help them practice and better their skills. Playtime can teach us so much, while we have fun,” says **Shalini Vij, Director, Hang Out.**

### Fun & Food All in One Place

Hang Out Café and Restaurant promotes family dining, with animal-themed furniture and a healthy kids menu. It operates as a 92-seater resto-room-bar that serves mouth-watering signature dishes, cocktails and a special menu designed for kids. The jungle café has a well-stocked concession area with snacks and beverages. The show zone of Hang Out is a pure fun area where Monku (Hang Out’s mascot) makes an appearance every hour with a whole lot of musical entertainment.

Hang Out throws the best, hassle-free and memorable birthday parties. It offers a new dimension to kids birthday parties with Kids favourite character themes as well as Sports, Candy shop, Frozen,

Princess, Circus and many other new themes to choose from. There is a customised packages with a buffet laid out from a hot-cold menu with unlimited soft drinks and desserts. The packages are custom made to suit the age and budget. It’s a great place to let the kids play on rides, indoor playgrounds, games and attractions. “We also have a VIP loyalty membership programme. By enrolling, people get points for every rupee spent at Hang Out, which in turn can give upto 30 percent discounts to regular guests – and all our guests are VIPs,” says Vij.

Last but not least, they ensure every child is a ‘winner at Hang Out’ by rewarding them with tickets they can redeem for prizes.

### Expansion Plans

After completing 10 successful years at Select CityWalk Mall Saket, Hang Out is now operational at Pacific Mall Subash Nagar and has spread its wings to Punjab at the Bharti Pavillion Mall, Ludhiana. It has also launched its new division called ‘Sports Diner.’

“Sports Diner is a place to eat, drink and play, as it adds a new

dimension for young adults, parents, corporates, teens and tweens by bringing a 92 seater resto-bar with glow in the dark bowling, gaming, pool tables, darts and more all under one roof,” says Vij.

The Sports Diner is a US-inspired Dave and Buster model that caters to all age groups, The ex-VP of DandB was on board as a consultant with them for this project. It has six different segments making it a very unique Family Entertainment Center.

The VR Zone-brings in a 360-degree turning roller coaster – VR2002. Here, riders can program their own journey, selecting track pieces to create millions (literally) of “mild to wild” track combinations. Passengers then strap into the coaster cockpit and the full-motion 360 degree “forward-of-axis” action sends them soaring, spiraling, plunging and twisting in two different pulse-pounding directions. Every loop, leap and lunge is seen on the huge 1080P HD projection screen. Premium quality 5.1 surround sound and the feel of real wind in the face creates a true adrenaline rush.

The VR Zone also boasts of the VR shooting a 360-degree head turning shooting game and a 6-seater VR ride with Virtual glasses, bringing virtual reality into the entertainment industry and more virtual games and rides under one roof. In addition to this, it has the first black light arena bowling with UV lights, neon balls, black light reflecting carpet, lanes, capping, side painted walls to give you the 1st of its kind neon bowling experience as its second segment called the Hi Lanes Bowling, with 4 lanes each catering to 6 players with full seating capacity and service and party area. The private party and pool table area is the third segment where interestingly, the pool tables convert into dining tables if your requirement is not to play. There’s a wide variety of games to choose from including Beer Pong, Beer Buck It and Electronic Darts.

“The idea behind Sports Diner and Hang Out Kids, was to keep the moms, dads, teens, tweens, young adults and corporates entertained by drawing a fine line between gaming and their entertainment needs and yet bringing in a comprehensive and complete Family entertainment Cente,” concludes Vij. ●

# 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

of an indoor entertainment and concept play zone.” “NextGen Timezone focuses on delivering high quality experiences that are second to none globally, right from a contemporary ambience, to latest games, attractions, a unique prize redemption shop and other interesting concepts,” he adds.

### Technological Innovations: The Way Forward

The brand has some great initiatives in the pipeline to better study and understand customer behaviour.

“We will soon be launching an evolved CRM initiative which will help us achieve realtime, targeted and customised engagement with our customers, which we believe will create immense value. We are also using technology to help minimise queues during busy periods to further enhance consumer experience,” Chopra explains.

### Tapping the North Indian Market

Timezone has recently entered the North Indian market by opening its first venue at Logix City Centre Mall, Noida.

In line with the new positioning, NextGen Timezone, this 9,000 sq.ft entertainment destination guarantees an enthralling time with friends and family where customers can run out of time, but not games.

“North is a huge market and we were planning to tap this sector for long and right from our first venue we shall provide an experience to our guests which is second to none. Our endeavour is to entertain everyone – kids, families, corporates – and to create an enriching, memorable experience,” he says.

### Future Plans

Apart from this, Timezone has just launched a new brand called Timezone Play & Learn



## MAJOR ATTRACTIONS AT TIMEZONE

**Halo Arcade** – A popular XBOX game launched for the first time in India at Logix Mall, Noida, in arcade avatar. This game is specially designed for corporates and young Millennials to compete and enjoy with their colleagues. It is an advanced version of the shooting arcade games and players can link their XBOX live game accounts to the arcade version.

**Bowling** – Timezone provides an ultimate bowling experience with state-of-the-art scoring mechanism and bumpers for kids, complete with music and light weight balls as well. In addition, there is a family lounge where customers can sit and relax.

**Virtual Rabbids** – Launched for the first time in North India, this virtual game takes customers to a new world. The special oculus and attractive cabinet lets the player experience moods and motions as depicted in the movie.

**Bumper Cars** – This is one is great fun for all ages as people can bump into a purpose-built track while trying to dodge as many cars as possible.

**Space Jump** – This fun redemption game has been launched for the first time in India at Logix Mall. The USP of the game: the player can control his jumps to navigate to a bonus planet.

**Prize Shop** – As the name suggests, this has fabulous prizes from an extensive range of unique merchandise which has been made bigger and more exclusive for customers, who can touch and feel options before choosing a takeaway.

**Party Room** – The enclosed party area at Timezone is dedicated to host and celebrate birthdays, corporate parties and even corporate team building competitions. Timezone builds packages for family / corporate gatherings.

in Bengaluru, which primarily targets kids between the age group of 2-6 years.

The brand, which has an average store size of 1,300 sq.mt, is growing by over 30 venues per annum organically. It is also looking at acquisition opportunities to scale up the network of venues.

“On an average we invest over

US \$2000 per square meter per venue. Our forward pipeline of new venues is aggressive and over the next 12 months we are committed to opening at over 13 new locations,” reveals Chopra.

The brand leases its locations within the malls at agreed rental terms and is currently experiencing year-on-year growth of over 40 percent. ●



## CSML: Providing Solutions For Optimal Entertainment in India & SAARC

Pioneers in setting up Indoor Amusement Centres (IAC), CSML offers end-to-end solutions which are customised to meet customer requirements right from planning, layout designing, objective game selection, equipment supply and logistics, installation, training and a dedicated after sales support and technical support...

By IMAGES Retail Bureau

**I**ncorporated in 2002 with over 50 years of combined experience in the amusement and adventure industry, CSML has passionately helped customers understand the market, the right size of investment as well as business model, thus transforming the customer's dream of a world class entertainment hub into reality. Pioneers in setting up Indoor Amusement Centres (IAC), CSML offers end-to-end solutions which are customised to meet customer requirements right from planning, layout designing, objective game selection, equipment supply and logistics, installation, training and a dedicated after sales support and technical support.

With over 900+ Brunswick Bowling Lanes Installations,

17,000+ arcade and amusement games, and dealings with 200 amusement centres– including numerous corporates, club houses, hotels, resorts and private villas across the country and beyond – CSML provides solutions that can deliver optimal



ROHIT MATHUR  
Director, CSML

entertainment anywhere in India and the SAARC Region. In a freewheeling chat, **Rohit Mathur, Director, CSML**, talks about the concept of his brand, investments required by potential clients, the challenges of growth in a country like India and expansion plans.

### Tell us about the history of your brand, CSML?

CSML is India's leading bowling and amusement game supplier and consultant. For the last 15-years, we have helped set up most of the iconic amusement and bowling centres in India – from designing the layout to equipment specification to supply and logistics to installation and operations SOP, everything is provided by CSML.

### What is your USP?

We have an amazing set of manufacturers who keep on launching new games for both the Indian as well as the global market. At any given time on a yearly basis, we may have 20-25 new game launches – up with the latest in technology – to keep amusement centres fresh.

### What is the capital required to set up the bowling arena especially in malls?

Bowling lanes starts from ₹20 lakh per lane onwards and the typical ROI is between 14 to 16 months. Our suggestion is usually to install a bowling alley with 6 or more lanes in a good shopping mall with a large number of footfalls.

### What are the key services provided?

CSML is the exclusive distributor for Brunswick bowling and various major USA and Europe based companies in amusement. We are the only company with a full service and support backup team in India.

### Tell us about the support and maintenance required in the upkeep of bowling alleys?

We pride ourselves in helping companies acquire correct spare parts and timely support of latest available technology from our

team as part of our after sales service. This is only possible since we help investors understand the value of buying brand-new machines. Also, as a company we only sell brand-new machines, which are technologically updated and easier to maintain. We follow international best practices in installing and maintaining the amusement centres that we setup.

### Is CSML developing synergies between online-offline gaming?

Many of our manufacturer partners have introduced popular online games including Candy Crush and Snaky Tickets in arcade forms in an effort to bridge the gap between offline and online entertainment. We completely support their endeavor.

### What kind of rental agreements do you have with malls and FEC zones in India?

Unfortunately for us, this is an issue which has kept our industry on a small scale in India unlike in other parts of the world. Mall owners don't understand the value and footfalls amusement centres in various formats bring to them. Most mall owners or their leasing experts just treat our formats as any other retail format and want high rentals along with other charges, while failing to grasp that our formats bring regular footfalls and should be seen if not as an anchor then at least as a footfall driver. So, it's important for them to understand the amusement industry completely before thinking of factoring in gaming zones and amusement centres in their malls.

### Do you approach malls for brand expansion or is it the other way round?

Our industry has now reached a point in its growth, where mall owners are beginning to approach popular brands like CSML who have developed and are operating well-defined and amazing concepts in malls. We hope this will continue and malls owners will support the development of the amusement industry in India. ●





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# FUN CITY: CARVING OUT SPACE FOR FAMILIES TO BOND

The gaming arena consists of world class collection of rides along with massive soft play structure with more than 100 plus activities...

By Shopping Centre News Bureau

**F**un City, a complete indoor family entertainment centre, is a first leisure concept by Landmark Group. A great venture for children, aged between 2-13 years, that encourages them to learn whilst they play, with a variety of activities focused on their growth and development. Fun City is a family entertainment vertical of the group which has presence of 26 big format outlets which is spread across various cities.

The playzone forms an integral part in the society by providing a platform to children for social



interactions and active play. It offers a lot of joy, happiness and fun to the children.

## The Concept

Fun City focuses on entertaining

children – starting from toddlers to kids up to 10 years of age. The arena promotes family fun using has bright spaces and a wide mix of games. The indoor FEC perfectly combines rides, games, and play areas for a wholesome playful experience.

What's unique is the rides, which are very distinctive as compared to those in other playzones. They are a world class collection. Exciting prizes can also be won at different rides and games.

Fun City's most popular area amongst the kids is the play zone, a soft play structure with a variety of colourful and attractive elements and 100+ activities to engage children while being a safe and secure place to slide, run, climb, jump around and enjoy.

Birthday parties, school trips, kids carnivals, and competitions are other favourites that draw in little visitors to Fun City.

## International Safety Standards

The quality and safety standards are global benchmark and those are being introduced in India now. Each ride and area within the premises has an SOP and is tested before commissioning. Security and mock tests of

the rides are performed every morning, before the opening of the store.

It is not only safety that is of paramount importance, it is also hygiene and cleanliness, which is thorough that even every single plastic ball is cleaned daily.

## A Family Destination

Fun City caters to the need of the children as well as their parents. The rides are designed in such manner that the parents can also enjoy them alongside their kids. The Bumper Cars are very popular among parents, especially since they are charged per car, not per person, increasing chances of parents going on rides with their kids.

The play zone within Fun City also holds no additional charge for parents – if they want, they can join their kids inside and play along with them – something which Fun City encourages to promote family time.

The brand forms an integral part of society by providing a platform to children for social interactions and active play in a safe, secure and conveniently accessed location. It is a perfect place that make every moment for family and friends a whole lot more fun and memorable. ●



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# AMOEBA: ENTERTAINING PATRONS FROM AGES 3 TO 80

With over 19 years of experience, Amoeba caters to the entire segment of customers starting from toddlers to senior citizens to provide a complete family entertainment atmosphere...

By Shopping Centre News Bureau

**T**he name Amoeba has become synonymous with family entertainment in India. The brand, which has taken the amusement industry to all the corners of India, is part of HM Leisure. The parent company of Amoeba has been in the business of entertaining people for more than 35 years now. Amoeba itself is 19 years old and headquartered in Bengaluru.

The brand, which is present in even the most remote corners of India to enable people of all strata of society to experience entertainment, brand boasts of electro-mechanical pinball games, which are very rare in India as well as toy pickup machines and black-and-white TV games.

It caters to a huge segment of customers starting from toddlers to senior citizens to provide a complete family entertainment atmosphere with regular upgrades as per the existing trends in the market.

## The Concept

Amoeba was started by brothers Hanif Siwani and Maheboob Siwani using funds of their own and with the vision to propel the country to find new avenues of entertainment to help families make joyous memories under one roof – a vision that still holds good today. The two decided to launch the brand at a time when India had only a handful of entertainment options. They have no other equity partners or franchise partners.

## USP

The gaming service provider is very flexible in setting up operations as per mall requirements and offers a large variety of games to ensure that customers are not left wanting.

Amoeba, as a group, is a one-stop entertainment destination for patrons between the ages of 3 upto 80. There is something for everyone to take part in,

then be they arcade games, bowling, playpens, 5D theaters, kiddie rides, a scary house and VR gaming. The capital requirement depends on the area and requirement of the location which can range between ₹3-10 crore, and sometimes even more, depending upon the size and the selection of equipment.

## Key Services

“As a capital investment business, understanding the pulse of a customer is key. One bad decision or a bad set of games can spell trouble from the word go. With our experience, we have been able to bring the best of video games, highest quality bowling alleys the world has to offer. To be mall ready, it’s about knowing what your customers will enjoy the most,” says Fuzail Siwani, Director, HM Leisure.

## In keeping with this sentiment, the brand offers the following:

- A variety of redemption gifts at counters which always have latest & seasonal items on display
- An ideal mix of equipment



as per the requirement of the location

- Regular events and offers for customers

## Expansion Plans

Amoeba as a company intends to grow progressively, spreading its reach to most markets but in a staged manner. For now, Amoeba has entertainment zones in most Tier I & II cities, with the brand targeting to open more centres in the coming years.

“We are looking at all kinds of malls as part of our expansion plans, both large and small, which have the right mix of anchors and facilities along with a space for FECs. We are aggressively expanding in major cities and towns currently. Since the beginning, Amoeba has seen an upward trend. Over the years through trial and error, we have been able to pinpoint which way the trends swing. We have also noticed that with the growth of income of Indian families, the pattern of spends towards family entertainment is growing. Keeping trends and spends in mind, we work towards providing the right kind of entertainment so that we can continue to thrive in the business of spreading joy,” added Siwani. •

# KORUM MALL ENTERTAINS KIDS WITH SUMMER FUN ACTIVITIES

The event aims to bring fun, education and entertainment which will make this year's summer vacation an incredible time children will never forget...

By Shopping Centre News Bureau

**K**orum Mall, Thane, a popular destination in the Mumbai suburbs, is hosting a fun and adventure Boot Camp for kids this summer. The mall is rated as a first pick for the Thaneites for a good hangout location with friends and family.

Every year, Korum hosts a summer event for children (anyone aged from 6 to 14 years). And this year too, it left no stone unturned to ensure that its patrons have the time of their lives.

This Summer Boot Camp was aimed to bring the outdoor adventure activities, indoors. It ensured that people kept their iPads and PlayStations at bay and had some real fun at Thane's Biggest Indoor Adventure Boot Camp which started on May 9, 2019. The kids were thrilled to experience activities like rock climbing, rappelling, hurdle race, zip-line, along with unique fun and learn workshops like slime making, robotics, fluid painting, fun with liquid nitrogen, bottle sand art and much more.

## List of Activities and Workshops:

- 17 ft Indoor Rock Climbing
- Rappelling
- Zipline
- Robotics – Learn the Making and Enjoy the Robotic Gaming zone
- Liquid Nitrogen Science Lab fun with International hosts
- Crazy Slime making and more

Over 3,000 kids participated in these activities and had an exciting summer vacation at KORUM Mall. They now surely have an amazing story to share with their friends about the time spent at Korum Mall, once the school reopens. The idea of the camp was to help children learn new things via various medium of infotainment and fun. The entire event encouraged parents to spend more time with their kids and to make their most of summer vacations.

## And There is More Excitement...

Korum Mall hosts around 130 prominent brands and there's no better place to shop till you drop. From budget lifestyle brands to our personal favourites like Fab India, Vero Moda and Louis Philippe to name a few, the mall also hosts Smaaash— the gaming and recreating center that's great for both adults and kids. You also have the city's most pocket-friendly bar, Thane Pub Exchange here, just in case you want to unwind and sip on a glass of chilled beer.

The mall – which boasts of the largest parking accommodation and prides itself on its world-class infrastructure – is also all set to roll out the Live Up Café to entertain visitors with some of the best stand-up comedians around town. ●



# BUSTERS: PROVIDING STATE-OF-THE-ART ENTERTAINMENT & LEISURE ZONES TO INDIAN MALLS

The brand has 4 operational centers and 6 are under fit-out, which are scheduled to open before August 2019. The average size of each outlet is about 14,000 sq.ft....

By Shopping Centre News Bureau

**B**rand Busters was conceived to be a full-fledged FEC offering in South India. The concept was created to introduce world class gaming, entertainment and leisure formats to the metro markets, and tap into the FEC potential of Tier II & III markets across India.

The brand was conceptualised in September 2016 and opened its first outlet in Mantra Mall in Hyderabad. After two years of settling in and establishing themselves as a favourite amongst consumer, Busters started their expansion journey in January 2018. Today, the brand has 4 operational centers and 6 are under fit-out, which are scheduled to open before August 2019. The average size of each outlet is about 14,000 sq. ft. The brand is a self-funded venture and the outlay so far is above ₹100 crores.

**The USP of Busters is:**

- A wide choice of entertainment and leisure options
- Best value price plans
- Hi-tech, modern Equipment

“We have the latest gaming equipment with best video and sound technology. We offer a

convenient pre-paid solution that is very easy to recharge, use, carries forward balance and can be used across all our centers. All this is done with the help of technology and which we are now upgrading to add more services for consumers,” says **Aditya Konka, Business Head, Busters.**

“We have a large pool of experienced technicians and a technology-based spares inventory management system. All equipment undergoes a weekly and check some even a daily check, to ensure all machines are in their best form and offer the best experience to the user. The response has been way beyond our expectations, and we are extremely thankful to our customers across various cities. We will continue to improve our offerings to enhance the overall experience for our customers,” he adds.

**O2O Strategy**

Aside from technology, Busters works hard towards creating a collaborative environment between online and offline.

“Currently we are working to develop synergies between online and offline gaming. We have some big plans to integrate the two in a meaningful way. Our model is



ADITYA KONKA  
Business Head, Busters



ABHISHEK JAIN  
Chairman and Managing Director, Busters



to have an efficient center size with the right mix of equipment variety, and to constantly keep improving on these two factors with the progress of time,” says **Abhishek Jain, Chairman and Managing Director, Busters.**

**Expansion Plans**

The brand – which is currently a standalone facility – is on an aggressive expansion spree. It plans to open more than 14 operational centers by the end of this financial year with 4 more centres planned for launch by

December 2019.

“As far as capital is concerned, there is a certain amount that has to be invested up-front to establish a brand and then there is a constant recurring expense in keeping it attractive, and this varies from market to market. Busters has been smart in this area, by stressing more on the other aspects that help create a brand, like choosing the best locations, having the latest equipment, giving the best hang-out experience and so on,” concludes Jain. ●

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

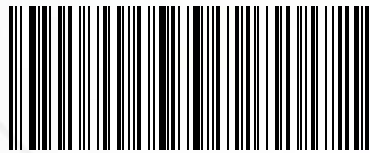
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# SHOPPING MALLS BEAT THE MAY HEAT & JUNE BLUES TO COME OUT RETAIL WINNERS

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





really managed to enthrall and capture the attention of the crowds," Rathore said.

These events – and similar activities in other malls – make shopping centres the destinations to hit throughout the year and more so during the hot, school holiday months of May and June which otherwise wouldn't see too many footfalls considering the travel industry competes with retail for the consumer's wallet share.

### Major May Attractions

There has been an emergence of specially curated events in malls this year for both children and adults. For instance, at Quest Mall in Kolkata, the team has a surprise for car aficionados each May with their event – Beast on Wheels.

Sharing details of the events, **Sanjeev Mehra, Vice President - Quest Properties India Ltd.** said, "The idea of the event is to make it a delightful day for automobile aficionados of the city wherein luxury car brands like Lamborghini, Aston Martin, Ferrari, Bentley, Porsche and Jaguar make their way to Quest. 'Beast on Wheels' is a spectacular motor exhibit at the Quest Atrium space. Where it was held in May in 2018, this year the event took place in the last week of April. A total of 14 cars were on display inside the atrium space. On the driveway outside the mall, there were about 12 more supercars,

with a special mention of the crowd puller Rolls Royce which brought the on-goers pouring into the mall. It's not every day that one finds supercars speeding down Kolkata roads in close succession. With this event, we aim to bring supercar fans together because it's such a niche area of interest."

At Infiniti Mall, there was Fun Mania, a summer event filled with performances and workshops for the kids pertaining to a 'Go Green' concept along with various meet and greet events with famous characters of Pogo Channel.

**Mukesh Kumar, Chief Executive Officer, Infiniti Mall** stated, "We received a

**EVENTS & SIMILAR ACTIVITIES IN MALLS – MAKE SHOPPING CENTRES THE DESTINATIONS TO HIT THROUGHOUT THE YEAR AND MORE SO DURING THE HOT, SCHOOL HOLIDAY MONTHS OF MAY AND JUNE WHICH OTHERWISE WOULDN'T SEE TOO MANY FOOTFALLS.**



phenomenal response for Fun Mania from kids and parents which also translated into our growth of trading density. When there is ownership in consumer engagement it helps to instill sense of belonging which enhances their overall experience in making them loyal customer of the mall."

"Since its inception, Infiniti Mall has celebrated the Fun Mania event every year in the summer holidays with some interesting thematic decorations along with edutainment workshops for kids and a variety of national and international performances," he added.

One of major players in the malls space, Inorbit Malls have been curating unique events with the aim to instantly connect and attract the kids. Sharing details, **Naviin Ibhrampurkar,**

**Head of Marketing & Corporate Communications, Inorbit Malls** said, "Our mall in Whitefield, Bengaluru hosted the thrilling summer carnival which had 13 carnival games like Spin the Wheel, Bouncy Land etc. The event led to 30 percent rise in mall footfall over the last year. The mall in Vadodara hosted Face of Vadodara, a very unique event where people of different age groups living in the city could register for a talent hunt competition and winners would get a chance to represent the latest fashion trends by featuring in the Inorbit advertisement campaigns. The event received more than 2,500 registrations."

"At all our malls, we ensured our Spring Summer events were promoted through set ups that were exciting selfie points for kids and families. Coming up

next is an event called Science Masti which is keeping in mind the philosophy of 'Play with Purpose'. The event is scheduled at Inorbit Vashi and will host a series of challenges for the kids and parents which entitles them to create, experiment and compete amongst each other,"Ibhrampurkar added.

### Unique & Memorable

In 2018, Phoenix Marketcity Bengaluru planned a special summer activity with a Panda Festival. "We make it a point to bring unique and memorable



experiences to the city – experiences that no one has ever imagined before. Take the Panda Festival last year – the coolest activity the city has seen. It had Panda décor, a flash mob by pandas and also a meet and greet. This year's Holiday Land décor has been a big hit with the kids. We collaborated with Universal Pictures India for a unique experience. There was experiential décor themed around some of the kids' favourite movies – from Madagascar to Jurassic Park, Minions from Despicable Me and How to Train Your Dragon," explained Rathore.

Creating a complete summer vibe, High Street Phoenix in Mumbai unveiled a splendid décor installation, The Enchanted Garden in the heart of the mall which is called Festival Square. The installation personified a European Garden in blooming spring with a range of beautiful flowers spanning from hydrangeas, tulips and roses.

**Rajendra Kalkar, President (West), The Phoenix Mills Limited** said, "We managed to get good footfalls and traffic as people want to explore more possibilities of spending their weekends not just shopping but also indulging in interesting

activities. To give them a holistic experience, we organised a few events they could participate in and spend some quality time with their family and friends while doing it."

Another mall which has a long running successful event



'Summer Thrill' is Metro Junction Mall in Kalyan (Mumbai).

"'Summer Thrill' has been a successful annual event for us for the last 5 years and it has evolved significantly over a period of time. The major attraction is the Meet & Greet with cartoon characters for kids. We creatively engage children in various workshops and competitions apart from conducting a kid's fashion show. This year we had an outstanding response and had over 1.5 lakh footfalls during this event. Kids love visuals and our focus was on the décor, on-ground installations and exciting toon characters, creating a thrilling visually experience for the kids as well as adults. 'Shop and Win' was another exciting campaign which we had run for the adults," shared **Latika Kandpal Rao, Director Retail & Business Development.**

Each summer, Mumbai's Oberoi Mall organises a 'Summer Escape'.

"This initiative is planned to engage and enthuse all kids and their parents during summers.

We aim to break the monotony and make summers exciting to promote our mall as a cheerful and fun getaway destination. Summer Escape is our innovative intellectual property that has been running successfully for over 10 years now," said **Anuj Arora,**



### General Manager, Oberoi Mall.

"This summer we had the opportunity to introduce the newly-launched Nickelodeon show Golmaal Junior to the world through an exciting format involving various fun games and engagements. Additionally, we hosted a '10 toons 10 weeks marathon' as part of Summer Escape where kids got to meet 10 different and highly popular toons every weekend during their summer break. To make it more engaging and fun, there were many other fun-filled activities like interactive magic show, spin the wheel and Zumba sessions and many more such activities," he added.

### Beating the June Blues

With schools re-opening or soon to re-open, families return for vacation and gear up for the coming school session. Thus,

June usually ends up being a dull month and adding to the dullness is the onset of monsoon with sudden sporadic rains. With roads dug up and the ever worsening traffic across cities in India, more often than not, people prefer staying indoors than venturing out to a mall.

However, malls are trying to – and many have successfully – beat the June footfall lull with a flurry of activities planned.

At Quest, there is the famous Midnight Sales at Quest (MSQ) property planned for the month of June. "MSQ has been ongoing since 2015. This is a precursor to the end of season sale across all brands including luxury and bridge-to-luxury brands," stated Mehra.

Sharing quick highlights of MSQ since inception, Mehra points out how it has been attracting shoppers: "When we began in 2015, MSQ registered a footfall of 90,000 though in 2018, this went up to a whopping 2,90,000. In terms of sale, in 2015, we generated a sale of ₹3 crore as against ₹8.5 cores in 2018. Million Rupees Buster Brands for MSQ 2018 were 25 as compared to 6 for MSQ 2015," he explained.

At Inorbit, the focus of activities for the month of June revolves around fun, learning and food. At Whitefield, Bangalore this June, the mall is hosting the Kebab & Biryani festival to coincide with Eid.

"Our other malls have planned activities around cricket because of the World Cup. Hyderabad is hosting a toon cricket where teams like Tom & Jerry, Ben10 and Power puff girls will play

the game of cricket against each other," stated Ibhrampurkar.

Each year, Infiniti Mall plans unique events in the month of June to keep customers attracted and engaged. "This year, we are planning to organise World Cup Mania where customers will get better offers on shopping, dining and entertainment. We are hosting the 'Mr. & Miss & Mrs. Fab Fashion Show' in the mall. Like every year we will celebrate 'World Yoga Day' in the month of June," said Kumar.

Talking about initiatives planned at HSP for this June, Kalkar shared: "For June, we primarily focus on in store and indoor events to keep the audience engaged. For e.g. for World Cup 2019, we have planned an exciting fan park screening for our audiences with various F&B options at the Universal Square. The screening will start from May 30 and will go on until the World Cup. We will also be starting with the End of Season Sales in June. For all the makeup lovers, we host the cosmetic crawl with the much coveted cosmetic brands at the mall. For the food lovers, we have the monsoon food festival planned with an exclusively curated food menu. For the art lovers, we have unique installations inspired by the Spirit of Bombay that will be coming up at vantage locations of the mall. Also, to enrich the shopping experience and help customers strut their best foot, Palladium has launched Palladium Stylista- a one-of-a-kind service offered by the mall, where in a stylist helps customers select, shop, pick and put together the perfect look."

Metro Junction Mall's Rao talked about out to the success of their event – Voice of Metro that takes place in June. "In the month of June, we have been running 'Voice of Metro' event for the last 5 years. Additionally we are planning various engaging events like TikTok competition, music band performances, photography and film making workshops."

In Bengaluru, Phoenix MarketCity has been drawing huge crowds each year in the month of June owing to their Phoenix Shopping Festival.

Rathore stated: "The End of Season Sale also falls in this month. Illustrious names such as the legendary Asha Bhosle, Shreya Ghoshal and Armaan Malik have performed live at

**EOSS CANNOT BE THE ONLY TRIGGER DURING MONTHS LIKE MAY-JUNE AND THIS HAS BEEN WELL UNDERSTOOD BY MALLS ACROSS THE GLOBE. THE VARIOUS EVENTS ORGANISED BY SHOPPING CENTRES IN INDIA ONLY ACCENTUATES THIS POINT.**



the venue here in June. We have had brands bring in stylists as part of their Stylist Activations, to offer grooming and make-up tips to customers. The month of June has also seen several theme-based flea markets being organised, and they have always resulted in huge footfalls. A retailer-led kids' festival saw little fashion connoisseurs drop in for the latest trends. We also had an Auto Show for all the gear-heads in the city."

Welcoming the month of June is the 'Festival of Fans' initiative being organized by Oberoi Mall,

which will remain live during the entire tenure of World Cup. Arora elaborated on this saying, "The patrons will get a chance to immerse in the World cup fervor where they can shop, play and win assured prizes in an exciting game designed to replicate a cricket match as much as possible."

"Additionally in June, we have been hosting events such as International Food Festival, Ethnic Wear Fest, and Denim Fest during the summer months to keep attracting footfalls (repeat and new)," he further added.

### Back to School

The term 'Back to School' has been a marketing boon for brands in the category of school supplies as well as brands that retail products and merchandise for kids. Encashing upon the same, malls too have a fantastic opportunity to plan their initiatives centered around the Back to School theme.

the demand for products other than stationery items. Gone are the days when students only needed books and pens to study. Modern technology has changed the traditional way of teaching methods. Gadgets, bags, tiffin boxes, water bottles, shoes, raincoats, umbrella and other necessary items which are required in monsoon season to go back to school always enhance sales."

"Toy brands like Hamleys come up with their individual activities and we as their partners ensure that the activities are successful and attract necessary footfalls. For an instance, Hamleys conduct a 'Ramp Camp Audition' which is a sales linked campaign that allows a customer who has shopped with them for ₹4000 or more, to register their child for the Ramp Camp workshop. Hamleys also organised 'Get Creative/ Back to School', an opportunity for children to come and engage in 6 week workshops that hone their



"School reopening offers us unique opportunities to push specific categories. Back to school sees a spike in a lot of school related merchandise. Stationery is an obvious one. Besides this, there's apparel, school bags, toys and craft items that are in high demand. For this purpose, brands such as Crossword, OM Books, Itsy Bitsy, Big Bazaar, Toys R Us and Hamleys have brought in new collections," Rathore revealed.

Kumar shared an interesting observation stating: "Increasing activities and entertainment in educational sector increases

creativity across fields like art and craft, science, DIY and many more," said Mehra.

In conclusion, it is imperative that each month be filled with initiatives that attract people towards malls, initiatives designed to engage people and serve as a community centre. EOSS cannot be the only trigger during months like May and June and this has been well understood by malls across the globe. The various activities and events organised by shopping centres in India only accentuates this point. ●



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...

## 'The Pavillion' Brings Hot Wheels Experience to Pune

Summer just got hotter as this year Pune will get to witness a first of its kind of event at The Pavillion. International toy manufacturing giant Mattel, is coming to the Pavilion Mall Pune, with a first of its kind mega event in the city- 'Hot Wheels Monster Truck Challenge' which will feature and give an opportunity to kids to race monster trucks on tracks inspired by elements of nature. This holiday season, Pune gets a chance to immerse itself in an old school activity; hot wheels cars which has been a craze for kids growing up and when a childhood favorite comes to town there's no way you miss out on it!

This year they are coming to the Pavilion Mall Pune with a very special promotion to celebrate the launch of a new monster truck. This unique activity spread over a span of twenty six days will keep your child mesmerized and leave them wanting more. The event will host a range of races and it will have four challenges based on the basic elements: Earth, Air, Water, and Fire. The water element event is the Big Dam Jump. The earth element event is the Rocky Rolling Pathway. In the air element event contestants have to jump the truck and dash the tower. The fire element is the truck that needs to land in the winning cup. Four groups of four children each will race each section and the finals will be between the four children with the highest score.

Apart from these 4 zones, there will also be two other zones. The first will be a pre-race test drive tables where the kids can try some tracks and awesome hot wheels cars. The second will be a real feel, 8 foot tall semi 3D monster truck photo-op, where the children can climb in. Watch your child's excitement grow as he climbs up the ranks on the scoreboard. What's more, everyone's a winner as even the participants will receive gifts.

With the launch of these Monster Trucks, Mattel has set up exciting activity areas across India's prime cities and in Pune they're taking it by a storm with "Hot Wheels Monster Truck Challenge."



## Ambience Malls to Organise 6th Edition of 'We Love Summer' Camp for Kids

Ambience Malls (Gurugram and Vasant Kunj) are all set to organise the 6th edition of India's biggest and best summer camp 'We love Summer' 2019, for kids in the age group of 5-14 years. This year 'We Love Summer' is back with six times more fun and excitement, combined with innovative learning activities. The summer camp will run from 27th May to 9th June 2019, 11 am to 7 pm.

Announcing the event, Arjun Gehlot, Director, Ambience Mall – Gurgaon & Vasant Kunj, says, "To make kids' vacations even more special and create a lifetime of memories for them, we are organizing the 6th edition of city's biggest summer celebration, 'We Love Summer' 2019. The camp promises to be a thoroughly immersive full-day, 14 days of exciting and educative experience for kids. Last year was a huge success with over 2,000 children enrolling for the camp and this year we are expecting more to join us to enhance their skills and pursue their interests."

'We Love Summer' follows a defined curriculum that focuses on

developing mental, physical, analytical, as well as emotional well being of the child. A Do-It-Yourself approach involves the kids and helps them learn through engaging techniques. Also on hand are some of the most well-known and acclaimed professionals to guide and teach the kids. World's Fastest Pianist Dr. Aman Bathla and Master Storyteller Kamal Pruthi (the Founder of Kabuliwaala) are some of the mentors at this year's camp. Participants will also get to enjoy sumptuous complimentary lunch.

### Activities lined up for 'We Love Summer' 2019 include –

- **SPORTS:** Basketball and Football by Kick Football Club, Golf Workshop by Ambience Greens
- **DANCE & MUSIC:** Zumba & Dance by Zenith Dance Institute, Kathak Classes by Gurukul, MusicClasses by Dr. Aman Bathla
- **CREATIVE ARTS:** Storytelling (Suno Kahani Buno Kahani), Theatre (Natak Vatak), Creative Writing (The Flying Pencil), Art & Craft (Udhed Bun), Origami & Clay, Painting (Madhubani) by Kabuliwaala
- **SCIENCE & INNOVATION:** Science Fun (Tantra) by Kauliwaala, Science Experience Zone by Science Utsav, Smartivity and Robotics by Robo Genius and Avishkaar
- **GASTRONOMY:** Cookery Workshop by The Leela Ambience Hotel
- **MEET & GREET:** Cartoon characters Peppa Pig and Chota Bheem

Ideal for summer, Ambience malls are the only place in India that provides an indoor playing turf. With an assortment of activities that meet children's varied interests, learning styles and development needs; 'We Love Summer' 2019 is the ultimate fun-filled learning experience that will keep the kids engaged and excited throughout their holidays. Website registration for the event can be done on, [www.ambience malls.com](http://www.ambience malls.com)

## Seawoods Grand Central Mall Empowers Children with the Joy of Reading

Seawoods Grand Central Mall, under their Nexus One initiative and in collaboration with 'Bargain Book Hut' and 'Blessing' NGO organised 'Share your Happyness with The Happyness Box' a week-long book donation campaign on the occasion of 'World Book Day'.

As part of the campaign initiative the mall asked its patrons, employees, retailers among others to wholeheartedly donate books, study materials etc. in "The Happyness Box" kept at two locations in the mall.

The Mall partnered with 'Blessing' to adopt Dehrang, a small village near Panvel for this campaign and specifically targeted the nursery and primary school kids. SGC Mall collected over 800 books as part of the donation drive which included both – academic and story books and the NGO distributed the books among school kids across the hamlet. The core mission of the campaign was to help students avail the basic resources for education and to enhance literacy levels besides spreading the joy of reading.

There are around 90 children in Dehrang and they go to a local Aganwadi and primary school. The students aspire to make their life better through education however they face acute shortage of basic notebooks, story books and most important stationary and school bags. Initiative such as these will help them in a great way to fulfill their dreams.

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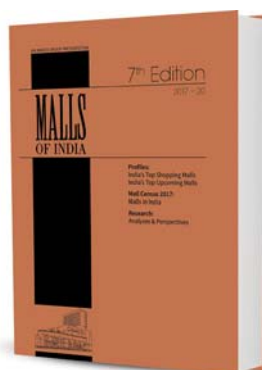
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#### AUGUST 2019 **Concept Stores in Malls:**

Shopping Centre News August 2019 takes an in-depth look at the Concept stores in the mall. The feature will focus on store innovation, architecture, lighting, visual merchandising, experiential consumer experience and immersive retail features.

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