

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#68

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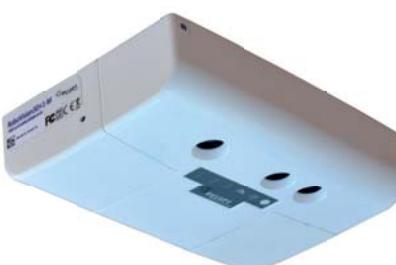
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# Phy-gital Malls: Offering Goods and Services in a Digitalised Way

The world is going digital and so is the retail sector. The industry is undergoing a digital transformation wherein it is bringing together people, data, and processes to create value for customers, all the while maintaining a competitive advantage.

Brands, retailers and consumers are all bound by a common thread – digitalisation of the retail sector. An important cog in this revolutionary wheel is the shopping mall. No longer built on a shopping complex, malls today are combining the physical with the digital to create one wholesome, Phy-gital entity.

Consumers no longer simply go to a mall to shop. In an age when everything is available online and with the convenience of doorstep delivery, consumers want experiences and malls are confidently stepping up to the challenge. They're creating Phy-gital malls – offering goods and services in a digitalised way, where physical and online retail channels are merging, blurring and influencing each other in new ways.

Being Phy-gital is much more than being Omnichannel. The idea is to offer the consumer things he cannot experience online, on his tablet or smartphone. The July edition of Shopping Centre News brings its readers a comprehensive list of Indian malls who are taking 'smart' to the next level by using new technologies to create unparalleled physical experiences that bring consumers to malls in droves.

In conjunction with the lead story is the Mall Technology section, which covers popular tech service providers that are helping malls go digital and enhance consumer experience. A feature on the importance of FECs in malls adds to the overall richness of the July issue.

As always, we hope you find the issue informative and valuable to your business. Log on to our website, [www.indiaretailing.com](http://www.indiaretailing.com), to read more useful articles and analyses on innovative trends and developments in the shopping centre industry on a global stage with emphasis on India.



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# Indian Shopping Mall Industry Witnesses Investments from Global Firms

Foreign investors becoming more inclined towards the Indian retail industry, with shopping malls and real estate expected to share the maximum limelight. Here's a look at some of the major shopping mall activities in the last month...

By Shopping Centre News Bureau

## Runwal Group, Warburg Pincus Enter Into JV to Develop Retail Mall Platform

City-based real estate player Runwal Group and global private equity firm Warburg Pincus have formed a US\$ 1 billion joint venture (JV) for a retail mall platform. "Both partners will commit US\$ 200 million each in the form of equity and shall raise another US\$ 600 million in the form of debt to create a corpus of US\$ 1 billion, to invest in and develop high quality shopping malls across Tier I, II, and III cities in India which have a sizeable population and growing disposable incomes," the Mumbai-based developer said in a statement. An affiliate of Warburg Pincus and Runwal Developers will hold a 50 percent stake each in the platform.

This investment is the first mall platform which Warburg Pincus has backed in India. The platform will look to build large destination malls as well as small hypermarket and cinema anchored community malls. Runwal Group already operates four malls in Mumbai with a total leasable area of approximately 2 million sq ft, including its flagship R-City mall in Ghatkopar



which has a total leasable area of 1.2 million sq ft. Going forward, the platform would look to acquire both greenfield as well as brownfield projects.

"Following Warburg Pincus' successful partnerships in the retail mall space in China, Vietnam and Indonesia, with entities such as Red Star Macalline, Vincom Retail and NWP Retail, this investment represents the first mall platform which the firm has backed in India," the statement said.

The platform will be led by chief executive officer Sanjay Dube who was most recently the CEO of Landmark Hospitality. "The retail real estate sector is expected to see tremendous growth going forward driven by lack of community spaces in Indian cities and the growing disposable income resulting in greater spend on entertainment and branded retail. 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," Sandeep Runwal, Managing Director at Runwal Group said.

Commenting on the JV, Warburg Pincus India Managing Director Anish Saraf said, "With a growing middle class and expansion of branded retail, shopping malls present a meaningful opportunity to participate in India's evolving consumption story."

Runwal Group's strong retail knowledge and operational experience, together with Warburg Pincus' ability to support creation of market leading enterprises, will enable the joint venture to benefit from India's long-term growth potential and become the country's pre-eminent retail mall platform, he further said.

# Myntra Launches Self-Checkout 'Roadster Go' Store in Vega City Mall

Myntra's franchisee has launched a new store for Roadster – one of the most popular and leading outdoor lifestyle brands in the country. Called 'Roadster Go', the offline store is located at Vega City Mall in Bengaluru and inherits the legacy of brand Roadster's hi-tech fashion omni channel experience, which is the first of its kind in the country.

Roadster launched the first ever 'Roadster Go' store at Mantri Mall in Malleshwaram in 2018, introducing visitors to a slew of technological innovations to enhance customers shopping experience and bringing online and offline experiences under one roof. Spread across an area of 3,200 sq ft, the new 'Roadster Go' store is the biggest store for the brand. As a 100 percent RFID (Radio-frequency identification) enabled store, shoppers will be able to pick up their favourite products without any assistance, discover real time online prices and do a self-checkout in 30 seconds, making it smarter, faster and seamless.



The RFID enabled digital screens at the store offer shoppers detailed information about a particular product when held up against it; shoppers will be able to discover all the product features on models wearing them (studio images) including fabric, washes, suitability to body type, colour matching, availability of size and more. Customers will be able to buy all the products at real time online prices which they can discover on

the digital screen when they hold the product up against it. They can also initiate a 30 second self-checkout by placing all the products in the RFID tray which will capture product details and display the bill on the screen, which can be paid using a debit/credit card, upon confirmation, eliminating the need for scanning individual products or removing security tags from each garment.

Shoppers can experience all these functions and more, requiring no intervention from staff at the outlet, unless requested for.

Speaking on the occasion, Amar Nagaram, Head, Myntra Jabong, said, "Roadster has shown how fashion and technology, when integrated, create unique experiences that take offline shopping to a new level. As a pioneer in Omnichannel fashion, Myntra is committed to strengthening its offline presence through a franchise model and offer new experiences to engage customers and make shopping fast and seamless through technology."

## Maternity Fashion Label Seraphine to Launch First Store at Select CityWalk

Keeping up with the maternity fashion wear expansion momentum, international maternity label, Seraphine, plans to unveil its first store at Select CityWalk Mall, New Delhi, by April end to showcase its stylish range for new moms and moms-to-be.

The fashion label founded by French businesswoman and designer Cécile Reinaud will be led by Rajat Kapoor, Master Franchisee & India Head. Under Cécile's direction, Seraphine has grown immensely, winning coveted industry awards including The Sunday Times Fast Track 100 and the Queen's Award for Enterprise in International Trade 2015.

Diversifying the channels for the availability of this fashionable maternity wear label in India, UK's most stylish maternity wear brand Seraphine, also has plans to establish an online store shortly after the store launch to reach expecting mothers all across India.

Seraphine, the brand that is all set to create ripples among the fashion conscious women of India is also the favourite maternity wear brand of the future Queen of England, Kate Middleton. The Duchess of Cambridge has worn the label on many official occasions during her pregnancy. Not just that, Kate had also worn a signature Seraphine dress for the first family picture of Prince George and on other several occasions.

The brand is not just popular with Royalty but also A-list celebrities like Kate Winslet, Christina Aguilera, Jessica Alba, Gwen Stefani, Anne Hathaway to name a few. With the upcoming launch, the brand is prepped to make the celebrities back home flaunt their curves and bump too.

"It has never been a more exciting time than now to experiment with maternity fashion wear with so many women looking for fashionable attires even during pregnancy.



Currently, the maternity wear industry is estimated at Rs 2,000 crore and the segment is growing around 15-17 percent year-on-year. We are looking to home in on this opportunity and grow our brand in a big way," says Rajat Kapoor, Master Franchisee & India Head.

"I am delighted to partner with Rajat Kapoor to develop Seraphine

in India. We are looking forward to dressing Bollywood celebrities and to offer pregnant women the best English brand of maternity wear. Seraphine stores are the one stop shop for all the need of stylish pregnant women and we are excited to open the first flagship store in Delhi," shared Cecile Reinaud, Founder, Seraphine.



# RETAILERS FORMATTING THEIR WAY TO SUCCESS

The modern age has seen a complete 360 degree in the way retail is conducted, the way retailers treat consumers whose lifestyles are continuously evolving, and who are becoming more demanding and selective in terms of products as well as services. Retailers are bowing to the shift, fine-tuning their existing formats to serve consumers better...

By Charu Lamba

**T**he concept of retail began with the evolution of human civilisation. It started with barter system and took the form of commodities being sold over the counter. However, over the last 100 years as modern retail came into being, different formats of retail got developed and new ways were found to make retail as convenient and efficient as possible for retailers and consumers alike.

The modern age has seen a complete 360 degree in the way retail is conducted, the way retailers treat consumers whose lifestyles are continuously evolving, and who are becoming more demanding and selective in terms of products as well as services. Retailers are bowing to the shift, fine-tuning their existing formats to serve consumers better.

The result – Indian consumers today have a variety of formats that serve them, from hypermarkets and department stores to exclusive brand outlets, kiosks and shop-in-shops to name a few. All these formats vary in terms of size, location, assortment, prices, types of merchandise and the level of customer service offered, and these concepts sometimes do more for a brand than simply improve the customer experience. New store formats can help retailers build buzz around their businesses and test out new ideas.

## Different Store Formats

Various retail formats co-exist in India to match ever-increasing consumer needs:

**EXCLUSIVE BRAND OUTLETS (EBOS):** Exclusive Brand Outlets are retail outlets that sell merchandise exclusively of one brand, normally having the store name as the brand name itself. They are located either on high-streets or within malls. Products are priced at full-price except during the clearance sale period.

# PHY-GITAL RETAIL WILL DEFINE SHOPPING CENTRES OF THE FUTURE

The global retail industry has observed an increasing number of people shopping online in comparison to hitting brick-and-mortar stores. In a bid to understand this phenomenon and to lure the consumer back to the physical store, retailers are going Phy-gital. The future of the shopping mall in particular and the Indian retail industry in general depends a lot upon creating a Phy-gital eco-system which will aim to unify consumer journey by leveraging both technology and experiences. Shopping Centre News Bureau brings experts' views on the factors responsible for elevating consumer experience in store using technology. Retail leaders also give a lowdown on the disruption which can be expected in the retail and shopping centre industry over the next decade...

By Sandeep Kumar



With increasing relevance of physical and digital eco-systems to coexist as a unified journey for consumers, retailers around the globe are leveraging technology for a seamless Phy-gital experience. In order to accommodate the evolving demands of the ever-connected consumer, and lure him in, the physical store needs to change its mindset. Traditional retailers need to consider the power of digital transformation and use it liberally to enhance instore experiences. The brick-and-mortar store needs to go Phy-gital.

The future of the shopping mall and the Indian retail industry depends a lot on creating a Phy-gital eco-system which will aim to unify consumer journey by leveraging both technology and experiences.



At the recently concluded India Fashion Forum 2019, a session was dedicated to this futuristic and all-encompassing discussion which sighted examples of what's being done in India so far and what can be done in the future along with how can malls and retailers partner on this platform.

The session was moderated by Harshvardhan Singh Chauhan, Central Head of Marketing, DLF Shopping Malls and Deepak Yadav, Head-Retail Expansion, Shoppers Stop. The panel constituted of many heavyweights including:

- RA Shah, Head-Property, Trent
- Sumit Ghildiyal, VP- Business Development, Max Fashion, Landmark Group
- Narendra Pratap Singh, Director-Business Development, Samsonite
- Pallav Atreja, Business Head- EBO & E-Commerce, MAS Holding
- Siddharth Baid, AVP, Lenskart
- Preeti Chopra, National Head & Business Development, Raymond



# PHY-GITAL MALLS: A POWERFUL ARROW IN THE SHOPPING MALL QUIVER

The new-age consumer is not loyal to any channel – online or offline. His expectations are high and his demands, unceasing. Both, retailers and shopping malls have understood that this evolved customer wants an experience which is unparalleled and are completely focused on experiential retail...

By Sandeep Kumar

**T**he word Phy-gital is not new for the Indian retail and shopping mall industry anymore. Every shopping mall is trying to go Omnichannel, upgrade its technology and provide its customers with the ultimate high-tech, experiential retail platform.

Despite the meteoric rise of e-commerce in India, the growth in the number of malls has not slowed down. New shopping centres are on the rise and the mall culture in the country is witnessing a boom like never before. The credit, in an ironical twist, goes to the rise in Internet subscribers, new fashion and shopping trends on social media. Changing lifestyles and increase

in disposable incomes have also transformed the rural and urban consumer bases alike.

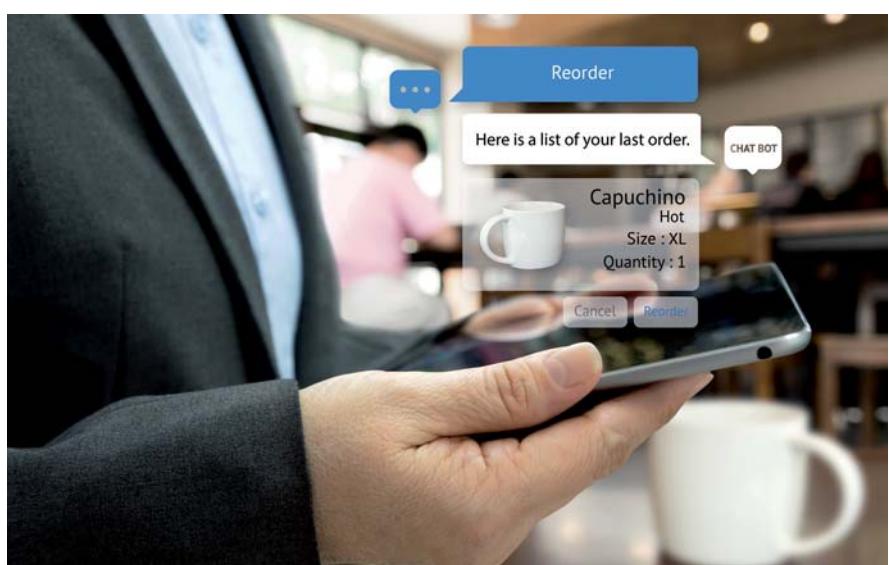
Malls today are not just a huge complex housing top brands, but also community hubs, experiential centers people visit to eat, shop and be entertained. To bring in more visitors, malls, brands, retailers and especially new businesses need to bleed the physical into the digital and create a Phy-gital eco-system between the brand and consumer – across platforms. This is especially necessary because the evolved and connected consumer today is not loyal to any platform in particular. Giving him/her all they need in one space is the need of the hour.

Towards this, mall developers are providing space to brands that are technologically equipped to handle customers and are providing quick and seamless experiences.

## Staying Connected in Malls

Mall developers are making sure consumers stay connected as soon as they enter into the centre. Consumer's mobile devices are automatically connected with the Wi-Fi of the mall, opening up a new channel of communication opens up between him, the mall operator and the retailer.

Developers have also installed digital screens in the shape of tabloids/smartphones in various areas in malls which act as sitemaps, giving exact store locations on every floor.





The wait is soon coming to an end for the people of Dwarka. Come September and Vegas Mall – with its innumerable retail experiences, the sheer opium of retail therapy – is coming up in the heart of Dwarka. The mall is a prime project of Pratham Group, an initiative of three established and experienced groups – Unity Group, HL Group and RP Group.

Vegas Mall – the first mall in the sub-city to open its gates to the people of West Delhi and Gurugram on a larger than life scale – will be more than just a shopping hub. The mall is being positioned as a premium shopping and entertainment destination for both Indian and foreign shoppers. It is a complete family entertainment centre where families can spend entire days indulging in leisurely activities, being entertained, dining and of course, doing in a spot of retail therapy.

“Vegas Mall will be a 100 percent digital mall. We are coming with an app where one can get all details about directions, shopping, offers and

## VEGAS MALL: A 100% DIGITAL MALL DESIGNED TO DELIGHT & INSPIRE SHOPPERS

With an area of over 6.5 lakh sq.ft., including cinema, shopping and entertainment, Vegas Mall, by Pratham Group, is the hot new buzzing space in Dwarka, New Delhi...

By Sandeep Kumar

events happening in the mall. The shops present in the mall will have digitalised Visual Merchandising with advanced LED displays,” states Bansal.

### Designed for Luxury, Connectivity

Vegas mall is located at Sector 14, Dwarka and has metro connectivity in 100-meter

### Zoning of the Mall

Vegas Mall will boast of premium brands. We have divided the entire mall into four levels:

- The lower ground floor is made up of the Hypermarket
- The ground floor comprises of unisex International brands
- The first floor houses men's wear brands
- The second floor is dedicated to women and kids wear
- The third floor hosts Delhi's biggest and first Superplex by PVR and large food court
- The fourth floor is an entertainment zone and includes Funcity – the largest in the city
- The fifth floor houses all the restaurants

# MALLS LEVERAGE TECHNOLOGY TO BOOST FECs, IMPROVE SALES

Technology has an important role to play not only in bringing FEC activities at par with tech-savvy shoppers in malls but also in ensuring that there are no glitches in operations.

By Zainab S Kazi

**F**amily Entertainment Centers (FECs) are being touted as the next big thing in the field of entertainment in shopping centres in India. These are usually small amusement parks or zones that typically serve local communities in big and small cities and are designed to keep the entire family engaged, generally at a significantly less per-person cost than a traditional amusement park.

According to report by Allied Market Research titled '*Global Opportunity Analysis and Industry Forecast, 2018 – 2025*', growth in per capita disposable income, availability of diversified gaming and entertainment options, and favorable youth demographics in the Asia-Pacific region drive growth of the family/indoor entertainment centers market.

Furthermore, continuous launch of new FECs supporting family activities, F&B integration, and participatory play, substantial growing investments by malls in the Asia-Pacific region and integration of new technologies such as virtual reality gaming, 3D technology, and others provide opportunities for the growth of the market.

Future Market Insights forecasts revenue from the Global Family/Indoor Entertainment Centres market to increase from about US\$ 17 Billion in 2017 to about US\$ 61 Billion by 2027 end, representing a CAGR of 13.3 percent from 2017 to 2027. This increasing revenue growth is attributed to the continuous launch of new FECs supporting sustained growth of this market.

## Technology to Enhance CX

One of the main reasons this market is consistently growing is a supportive wave of new technology, just the thing that

attracts tech-savvy shoppers and the ever-connected Millennials.

Talking the role of technology in the success of an FEC initiative, **Udit Batra, Cluster Head, Smaash Entertainment** says, "Let's take the example of bowling alleys. This sport has gone through many changes through the centuries and perhaps one of the biggest changes was when human pin-setters were widely replaced by machines – making the game faster, more fun and cost-efficient. The automated pin-setter represents technology that improves the customer experience and makes a business more profitable." Mumbai's



Viviana Mall has been at the forefront of one of the most technologically advanced FECs. Revealing key details, **Manoj K. Agarwal, Chief Executive Officer, Viviana Mall**

says, "The element of technology comes into the FEC picture with respect to the functioning of different machines in various rides and attractions. Technology in terms of gaming attractions is also evolving. For instance, in our FEC, Virtual Reality (VR) gaming has gained popularity and many games have adapted the

element of VR. This provides customers with a completely new gaming experience."

The total sq. ft. area that is dedicated to the FEC zone at Viviana is about 30,000 sq.ft. "In the last two years, we have upgraded our FECs by adding new arcade games, amusement park themed rides adapted for indoor functionality, and other gaming options. In addition to this we have also made good use of the extra space by restructuring bowling alley lanes and adding another major attraction – the trampoline jump, sky race, drop and twist to name a few. The timely upgradation cycle

# PATHFINDER: USING AI TO PROVIDE SHOPPING CENTRE SOLUTIONS

Pathfinder's P+ Knowledge Platform forms an integrated platform that helps shopping centres with visibility across revenue generation, contract and space management, facility management, and footfall and people analytics using AI...

By Shopping Centre News Bureau



M SADIQUE AHMED  
CEO, Pathfinder Global

The consumers of today are evolved, ever-connected and demanding. Store loyalty is no longer built into consumer DNA since they have plethora of choices at their behest including the convenience of shopping online and home delivery. Driving consumers to malls and stores and keeping them there requires innovative and out of box solutions; solutions that don't take up the shoppers' time and can adapt fast to changing technology and Pathfinder Enterprise Solutions Pvt Ltd is providing the industry just what it needs to win them over.

**M Sadique Ahmed, CEO, Pathfinder Global** – a domain leader in retail technology solutions who is continuously innovating and offering solutions that transform businesses – talks to Shopping Centre News Bureau on what it takes to oversee technology solutions for shopping centres in India.

## Tell us about your brand and the concept?

Pathfinder is an innovative solutions provider, enabling the transformation of retailers, shopping centres, and airports globally to ensure maximum revenue and profitability for their valuable assets.

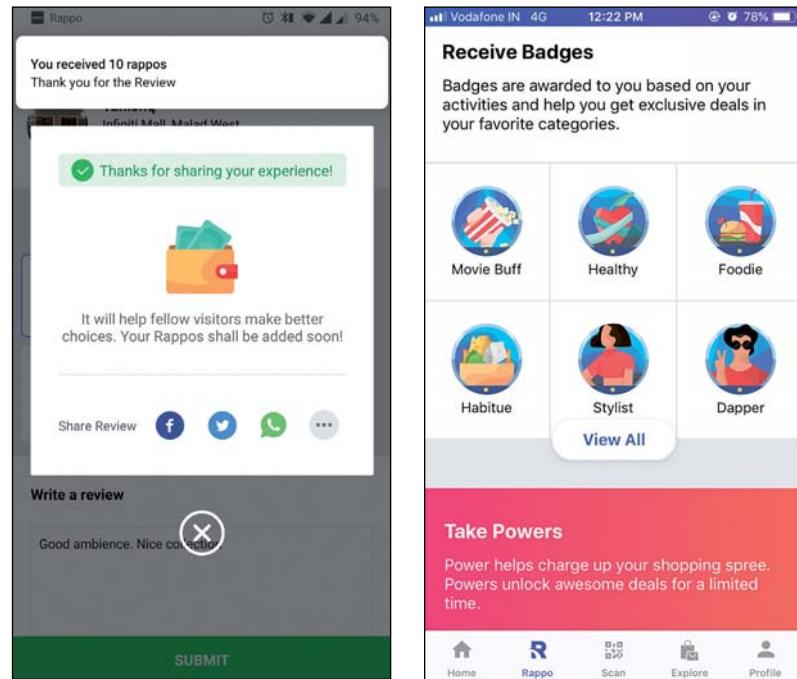
Pathfinder's P+ Knowledge Platform forms an integrated

platform that helps shopping centres with visibility across revenue generation, contract and space management, facility management, and footfall and people analytics using AI. As all this data is available on a single platform seamlessly, we project blended insights with actionable data that can be utilised to drive conversions and forecast revenues.

## Elaborate on the services offered by your brand from a shopping centre perspective?

Our primary services for shopping centre solutions are revenue assurance, space and contract management, customer engagement, and footfall analytics. With the use of AI, we are harnessing the power of real-time insights to enable shopping centres to evolve and understand their customers.

Rappo (the customer



engagement app) is enabling shopping centres to bridge the phy-gital landscape with customer engagement, in real-time, with a gamified experience to keep customers engrossed and revisit for more. Our solutions help customers with reviews, rewards, and recognition.

Rappo's AI-driven marketing foundation help centres identify customer segments and notify them with offers and promotions that are relevant to them, based on their purchase history, shopping habits, and items that they enjoy the most.

Imagine that you shop at a retailer and are rewarded for it with Rappos (points), instantly, that you can utilise for the next purchase, a freebie, or a parking charge on your shopping trip. Wouldn't this excite you to shop more and earn more tangible items instantly? You will get notifications of promotions on a similar product that you purchased, which will most likely interest you. Wouldn't you like to avail it? That's how we run the Rappo's marketing engine to enable shopping centres to target the right audiences for their offers

and promotions and increase footfall and conversions.

## What is your USP?

We understand the shopping centre business in India. We have now expanded our domain knowledge to the Middle East and South Africa. We realise the key challenges the industry faces and hence work actively towards their solutions. Our solutions are game changers in a fast-paced industry that seeks innovation to stay ahead. Such as,

- Rappo can capture customer purchase at POS, thus providing centre shoppers with easy-to-earn loyalty points (Rappos) that they can use to redeem offers, promotions, powers, etcetera.
- PosPatrol, the leader in revenue assurance in shopping centres in India, connects with over 200-different PoS machines to sales data and shares it with centre management.
- ProLeaz helps shopping centres to have complete control and visibility on revenues from space and lease management.

Blended insights, our proprietary



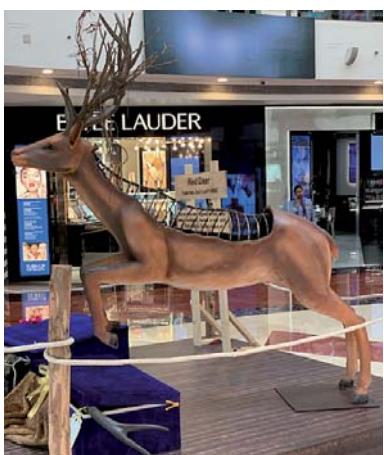
'Poila Parbon' celebrations at the Junction Mall



Capricio Band performing at the Felicity Mall



Yoga session at Felicity Mall on the occasion of International Yoga Day



Select CityWalk Celebrates World Environment Day



DJ Bravo at the Express Avenue Mall



Children doing Yoga at the Seawoods Grand Central Mall on the occasion of International Yoga Day

# 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 importance of a traffic impact study and car park design



**Unplanned**



**Planned**

Parking is not just about optimizing space utilization in the building. Equally important is the traffic flow in & out of the development which could create bottlenecks, making the destination one that the customer avoids. The Consulting Division of Secure Parking recommends various site-specific Traffic & Parking solutions. However, it is important to be called in at the planning stage itself for maximum benefits to the developer and their end users.

## Services offered by the Secure Parking Consulting Division:

- ➔ Traffic & Parking Demand Analysis
- ➔ Parking Design Strategy
- ➔ Car Park Management
- ➔ Signage and Wayfinding
- ➔ Feasibility & Revenue Modelling

We pioneered the concept of professional third-party parking and are world leaders in the same with a presence in 4 continents and more than one million parking spaces in more than 1700 car parks. We have been present in India for 10 years and operate more than 140 car parks in all types of developments such as shopping centres, 5-star hotels, public car parks and mixed-use developments.

