

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

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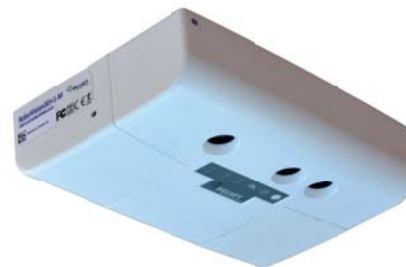


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Phy-gital Malls: Offering Goods and Services in a Digitalised Way

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, 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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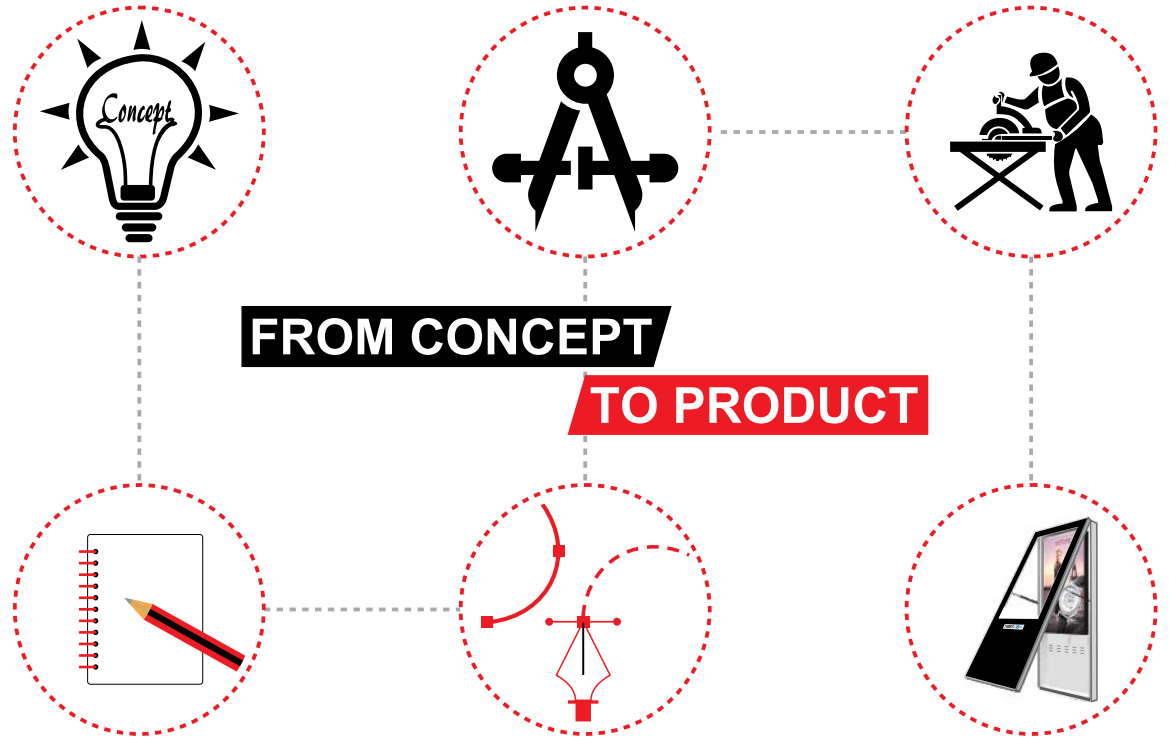
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disruption in the 'bricks & mortar' space is enabling the experiential economy



AI driven, blockchain powered Customer Engagement Platform

Given the explosive exposure of online portals, customers are being fed with too many choices. They are bombarded constantly with attractive offers and collections at the convenience of a click. This has started to slowly drift and take away business from "Bricks and Mortar" stores leading to the dwindling number of visitors to shopping centres.

The primary reason why customers drift from visiting shopping centres or retail stores is due to the lack of bespoke customer engagements that offer compelling personalized shopping experiences thereby giving customers wider choices to explore online e-commerce options.

The best way for shopping centres to ensure customer stickiness is to be where the customer is. An online customer engagement platform is the need of the hour for shopping centres to retain their customer visits. A platform combining personalization along with a unique shopping experience is hence a compelling option.

In a recent survey by KPMG, they found that close to 30 percent of retail sales are driven by stock availability and product range. Also, 12% of customers who bought online, tried the product at a retail store. This gives rise to a sizeable chunk of customers who are ready-to-buy and need to be nudged.

How can the shopping centre recognize such customers and how would they communicate with them in order to encourage them to go shopping in a "Bricks and Mortar" shop?

With Pathfinder's "Rappo - Customer Engagement with Reviews, Rewards, and Recognition" shopping centres have a platform that takes into account customer choices and keeps them engaged with bespoke offers and deals. Rappo is the first AI-driven, block chain powered customer engagement platform for "Bricks and Mortar" across retail real-estate. Rappo is currently being piloted in India and will be launched globally shortly.

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RAPPO Kids Currency	Food@Gate	Blockchain powered Rappo	In-mall way finding

Rappo helps shopping centres create an engaging gamified experience for a thriving eco-system of customers who love to browse offers and deals, giving them a good reason to visit the mall. Today customers are online (social beings), who want to be recognized, and rewarded. Rappos' in-built reward mechanism is gamified to drive check-ins, reviews and redeem 'Rappos' that they earn for various activities that they perform. Instant redemption (gratification) gives customers a rich experience, moving away from the traditional method of using it on the next visit or during a certain period. With Data Science-driven marketing, we effectively predict best suitable campaigns to segment the right customers, position the right products and help them convert.

Pathfinder Global, a leader in the space of revenue assurance for Shopping centres and Airports, is enabling shopping centres with an eco-system of AI enabled customer engagement. Incremental revenue of 5%-10% to the current revenue per square feet brings massive benefit to the overall profitability and valuation of shopping centres; Rappo encourages retail sales, greater conversions and transactions and hence a higher NOI (net operating Income) per centre.

Pathfinder's (P+ Knowledge Platform) forms an integrated platform that helps shopping centres have visibility across Revenue Generation, Contract and Space Management, Facility Management, Footfall and People Analytics using AI.

As all this data is seamlessly available on a single platform, we project blended insights with actionable data that can be utilized to drive conversions and forecast revenues.

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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.

Viviana Mall Eyes Tier II, III Cities for Expansion

As per a report published in moneycontrol.com, Sheth Corp, which has only Viviana Mall in Mumbai, is now planning to expand its portfolio after almost seven years of opening its first mall.

“We are looking to expand our portfolio and are considering metros along with Tier II and Tier III cities. We are looking forward to finding the right mix and take things ahead,” said Manoj K Agarwal, CEO, Viviana Mall.

A million sq ft mall will be useful in metros and Tier I towns and a sub-million sq ft mall will best suit Tier II and Tier III cities, which usually have

a smaller population, retail appetite and market potential. Speaking on the whether owned or leased model would be preferred, Agarwal said that the former is preferable. However, leased land for a suitably lengthy duration also works well.

“At Viviana Mall, a healthy and steady growth has been a continuous occurrence over the years. FY19 was one of the best years with regards to the trading numbers, footfalls, revenue and profits achieved. “We foresee a similar trend in the current fiscal and would like to further improve on the most impressive results recorded last year,” he stated..



‘Oh My Game’ Announces New Opening in Ardee City Mall!

As per report published in ‘Businessnewsthisweek.com,’ leading amusement centre chain offering one of the biggest Laser Tag arenas ‘OH MY GAME’ announced, the opening of its third centre in Ardee City Mall adding one more feather to their cap. Located in Ardee City, Sector 43, Gurugram OMG witnessed a grand launch beginning with ribbon cutting ceremony, then followed with some exciting events.

The newly opened gaming centre is owned and operated by Aakriti Sethi and her brother Sahil Sehgal, who currently are running two more centres based out in

Gurugram. The other two centres are located at Good Earth City and DLF Phase 2 who



have already earned a lot of love and support from the people of NCR. The newly opened

centre plans to deliver entertaining and adventurous games and activities like Laser Tag, Arcade Games, Bubble Football, Bumper Cars, bigger Soft Play Area for kids and many more fun activities for one’s entertainment.

“OMG is speeding fast on the road to expansion. We now have three company-owned centres in Gurgaon, all opened in a short span of three years, and now we want to share more joy of live gaming fun, by opening centres in multiple cities through a self-owned business model, as well as through franchisees”

Aakriti Sethi, Co-Founder, OMG.

Riift Fashion Mall’s Website & App Launched in Mumbai

As per a report published in clipper28.com, Radical Innovation In Fashion Trends (RIIFT), a company based in Kochi (Cochin) is joining the ranks of digital revolution within the ‘fashion industry’ a big way. The company is all geared for something enormous and inimitable organization. The company earmarked its launch on Saturday, 8 June 2019 in a grand way at Hotel Atithi, near domestic airport, Vile Parle (East) with their division ‘RIIFT Fashion Mall Limited’ and initiate the ‘website’ and ‘mobile app’ of RIIFT Fashion Mall in the presence of guests, and media personals.

With the changing of time, online shopping has become a

bigger and important trend. It is the more convenient way to allow people to shop at their own comfort and discretion and that too at very reasonable prices.

Through e-commerce platforms, the manufacturer finds it easier to connect with the consumers for their products and services. In other words, businessmen and

customers have embraced online sales as a cheaper and fitting in well with their needs not only within the country but also across the globe.

The program was helmed by Roy P. Anthony – the Company’s Director of Event & Promotion, Captain Hari Kumar – Director of Overseas Operations, Suresh Babu – Director of Marketing, Anil Vijay – Marketing Head, Ali C. P. – Executive Director of IT and many other dignitaries. The event began with the lighting of the traditional lamp by the Chief Guest – Ajeet Jain – Lions Club’s District Governor MJF Lion. Marketing staffers of the company, Hitesh Oza and Praveen Vohra were honoured with the Best Performers’ Award.



Malls Wooing Customers Back to the Offline Stores Concept



Malls across the world have embraced personalisation, customisation and experiential retail in an effort to woo consumers back to brick-and-mortar stores. Here's a look at some of the major shopping mall activities in the last month...

By Shopping Centre News Bureau

Metro Vancouver Mall to Transform into a 'Trendy Village'

Shape Properties hopes to have shovels in the ground by early 2020 at Richmond Centre to start transforming it into a high-density, transit-oriented neighbourhood with homes, shops and services. Dubbed "Live at FC Richmond Centre," the project got the green light recently from the city's development permit panel to start moving ahead with the first phase,

which will include 1,166 homes including 79 affordable housing units, new streets, a public plaza as well as street-level shops and services.

Michelle Paquet, Vice President of development for Shape Properties, said the project reflects new trends in retail as people are looking for an experience when they go out, not just a new pair of shoes.



Instead of the current "field of parking" and inward-facing mall, the new retail shopping will be street-oriented and surrounded by high-rise residential buildings. This turns a portion of the mall inside out, to create a pedestrian-friendly shopping precinct, anchored around a public plaza.

"The retail market is shifting to more experiential retail, where people can go and gather and spend time," Paquet said. Shape Properties is also re-developing Brentwood and Lougheed malls in Burnaby and Paquet said those two and Richmond Centre all have a similar vision, to reimagine the traditional town centre.

The Richmond Centre site is owned partly by Cadillac-Fairview Richmond Centre and partly by

Aimco, an Alberta-based investment company while Shape Property is the developer. However, Cadillac-Fairview is the operating owner of the mall, Paquet said. The closure of the department store Sears started the process of redeveloping Richmond Centre, although it had been rezoned decades earlier.

"Cadillac Fairview needed to decide whether to re-lease (the former Sears building) or take a more future-looking, integrated approach into what could happen with that site – that was the impetus to start this project," Paquet said. In a recent report by New Valuegraphics Research, a consumer research company, converting auto-oriented suburban shopping centres into "vertical villages" is a growing trend across North America.

UAE's LuLu Opens Mall, Hypermarket in Umm Al Quwain

Abu Dhabi-based retail giant LuLu has opened its latest shopping destination, Mall of UAQ in Umm Al Quwain along with a LuLu Hypermarket, as per Gulfnews.com report. The new complex was officially inaugurated by Shaikh Saud Bin Rashid Al Mualla, Supreme Council Member and Ruler of Umm Al Quwain and attended by Shaikh Rashid Bin Saud Bin Rashid



Al Mualla, Crown Prince of Umm Al Quwain. The ruler of UAQ unveiled a plaque to commemorate the official opening of the Mall

of UAQ and also digitally to mark the opening of the latest shopping centre in the emirate.

"This is a very important project for us in Umm Al Quwain as we expand our presence across the different parts of the UAE. It has been our policy to reach nearer to the people rather than driving long distances to reach us," said Yusouf Ali M.A., chairman of LuLu Group.

Amazon to Surge Ahead On Its Mall Kiosks Concept

As per a report published in 'TheVerge.com', Amazon's new locations will showcase themed collections. Amazon can't seem to decide whether it wants its own mini-stores inside shopping malls. After the company decided earlier this year to close the many kiosks it had maintained at malls, a few new ones have sprung up. As Business Insider notes, Amazon's revamped mall presence is being called "Presented by Amazon."

Unlike the previous mall kiosks, which were showcases for Amazon's Echo, Kindle e-readers, Fire TV, and other first-party hardware, this new approach offers "a themed selection of top brands, frequently updated and presented to you by Amazon." So, as with its Amazon 4-star retail stores, it sounds like the selection at Presented by

Amazon will be rotated out on a regular basis — and it won't be limited to Amazon's own products.

There are only four presented Amazon locations at the moment, with two in California and one each in Illinois and Nevada. Amazon was operating 87 mall kiosks as of March before announcing that they'd all be closing down. "After much review, we came to the decision to discontinue our pop-up kiosk program and are instead expanding Amazon Books and Amazon 4-star, where we provide a more comprehensive customer experience and broader selection," a spokesperson told The Verge at the time.

But clearly Amazon thinks putting itself in malls is still a worthwhile effort. The retailer's website shows one Presented by Amazon space



Eric Broder Van Dyke / Shutterstock.com

as being outdoors, but others are very much traditional kiosks, such as this one at the Century City mall. Aside from 4-star, Amazon also continues to open new locations for its Amazon Go stores, most recently in New York City.

Royal Debut for i-City Mall

As per a report in thestar.com, Central i-City, the newly opened shopping centre located in i-City here, marked its grand opening with a series of Thai-themed performances and activities. Sultan of Selangor Sultan Sharafuddin Idris Shah and Tengku Permaisuri Selangor Tengku Permaisuri Norashikin were present to grace the opening of the RM850mil mall.

It was the first international project by Central Pattana Public Company Ltd (CPN), Thailand's largest retail developer. The mall offers 940,000 sq ft of retail space, with over 350 retail stores, spanning across six levels.

Aimed at bringing the best of Thai design, hospitality and

retailing experiences to Malaysian shoppers, Central i-City also boasts the first Sogo department

store outside Kuala Lumpur, the first Village Grocer supermarket in Malaysia to feature Royal

Thai Project products and the largest Samsung Onyx screen in the world at TGV Cinemas.

"Our legacy for this project is to create the 'centre of life' for the people of Selangor, especially in Klang and Shah Alam. We strive to create a strong sense of community wherever we have presence, and work with local governments, partners and groups to bring economic prosperity that sustainably enrich lives and neighbourhoods. We are confident that this lifestyle and shopping destination will play a key role and contribute towards i-City being the 'heart of Selangor's Golden Triangle'," said CPN Thailand president and chief executive officer PreechaEkkunagul.



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Shopping Mall Turnover Up 14 Percent in Turkey

As per a report published in Daily News, shopping centers' turnover index increased by 14.2 percent in April from a year ago, according to a joint survey released June 10 by the Council of Shopping Centers (AYD) and Akademetre Research. The number of visitors, however, showed a 3-percent decline in April compared to the same month of 2018, according to the survey.

Turnover per leasable area (square meters) was 1,326 Turkish Liras (\$228) in shopping centers in Istanbul while the corresponding figure was 900 liras for shopping centers in the rest of the country.

The square meter efficiency index for the food category increased by 19.7 percent in April while the annual increases in the hypermarkets and clothing and shoe retailing segments were 18 percent, 15.8 percent and 12.3 percent, respectively.

Hulusi Belgü from the AYD predicted in December last year that combined turnover of shopping centers would hit some 160 billion liras in 2019. Belgü also noted that there were 412 shopping centers as of December and those shopping centers were located in 63 provinces across Turkey. He projected that eight or 10 new shopping centers would open in 2019.



Photo Oz / Shutterstock.com

India to Get Over 65 Million Sq. Ft. of New Mall Space by 2022-End

As of now, the top seven cities of India comprise 72 percent share while MMR, Delhi-NCR, Hyderabad & Bengaluru are slated to see highest the supply of space. Tier II & III cities will see 18.2 million sq.ft. of the new supply. Aside from this, nearly two-thirds of total new supply (40 million sq.ft.) will hit the market by 2020...

By Shopping Centre News Bureau



Despite the onslaught of e-commerce across the country, malls are still serious business in India. According to ANAROCK's latest retail report 'TCCx: Redefining the Future of Retail Malls' released at the CII North Retail Conclave today in Delhi, the sector is riding high on the phenomenal rise of consumerism and renewed interest by institutional investors.

According to the report: Indian mall developers are looking to add over 65 mn sq. ft. of new mall supply by 2022-end across the country. Secondly, of this total new supply, the top 7 cities comprise 72 percent share and the remaining 28 percent (18.2 mn sq. ft.) will come up in Tier II & III cities. Thirdly, MMR, Delhi-NCR, Hyderabad and Bengaluru

together lead with new supply aggregating to nearly 34 mn sq. ft. in these cities.

Amidst this rising new mall supply, developers are gradually on-boarding various new-age technologies. The report further stresses on the need for mall developers to imbibe PropTech in the leasing of mall spaces for a potentially faster, more insightful transaction process. PropTech cannot be limited to use in mall designing and operations alone.

Anuj Kejriwal, MD & CEO - ANAROCK Retail says, "Of the 65 mn sq. ft. of new mall supply hitting the Indian market by 2022-end, nearly two-thirds (40 mn sq. ft.) will deploy by 2020-end itself - and not just in the metros. This new supply is also driven by the increasing interest of institutional investors

- including PE players - who invested almost US \$1.9 bn into Indian retail between 2015 and Q1 2019. In fact, over 60 percent of this investment corpus was infused in the last two years (2017 and 2018) alone, making these the best years for the retail sector in recent times. Notwithstanding the decline in deal activity in the second half of 2018 following the NBFC-induced liquidity crisis, the retail segment attracted investments of almost US \$115 million in just the first quarter of 2019."

The report also maintains that REITs can be a viable tool for mall developers to raise funds, but this fund-raising instrument still needs to mature sufficiently. Also, the retail REIT structure and performance may not be directly comparable with the commercial

Report Highlights

- Region-wise, new mall supply in West India tops out with 25 mn sq. ft., followed by South India - 21.7 mn sq. ft., North India - 11.9 mn sq. ft. & East India - 6.4 mn sq. ft.
- Besides metros, prominent Tier 2 & 3 cities for retail growth include Ahmedabad, Amritsar, Baroda, Bhubaneswar, Chandigarh, Cuttack, Dehradun, Goa, Guwahati, Indore, Kochi, Lucknow, Nagpur, Mysore, Surat, Rourkela, and Trivandrum
- The Indian retail industry has moved from long-term leasing to short-term leasing tenures (3-5 years) to enable constant updating of the brand mix within the mall. Globally, the standard lease term is still above 5 years.
- The retail sector will witness new trends and methods of fund-raising, including increased platform-level deals and Retail REITs

office sector. Aside from this, the report examines how PropTech has disrupted the retail sector in India - specifically in mall designing or creating avenues for enhancing customer experience. From basic AutoCAD drawings, architects and designers have moved to software such as 'Revit' and 'Archi Cad' to enhance overall mall designs to ensure a superior customer experience. Architects and designers use these tools to visualise and plan the placement of stores within the mall to increase visibility. However, PropTech must find implementation in mall leasing, as well.

"Currently, the use of technology in the retail sector is largely limited to designing or creating customer experiences. Its scope for leasing of mall spaces has not been fully explored as yet, and this function continues to be done offline - either through real estate brokers or via the developer's own channels - based on the requirement and availability of space. Globally, the trend is to adopt PropTech in just about everything, including leasing and lease management. This approach leads to enhanced ease and profitability." ●

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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 Rainaud, Founder, Seraphine.

Pavers England embraces grand opening of its 40th flagship store in India

Pavers England has launched its 40th flagship store in DLF Mall of India, Noida on Tuesday 21st May 2019. The latest collection by Pavers England is a combination of comfort & Style which creates a unique look, each season. Pavers brings newness through their collection of footwear, Socks, Belts, Wallets, Bags & Accessories. Founded in 2008, Pavers England has successfully engraved a distinct positioning for the brand amongst the Indian patrons relates to its global positioning and is growing at a robust pace with presence across 40+ locations with the latest store opening at DLF Mall of India.

Utsav Seth, Group Director of Foresight Group International *(PFSV) has said “Deep values, a sense of shared destiny, and a whole lot of passion and love for shoes – these are the threads that bind Pavers England, both as a company and as a community. We are one of the very few global brands that thrive within this hands-on operational culture and we are proud to say that it has been at the cornerstone of our success through the years”.



International Make-Up Brand Kryolan Launches Flagship Store at Ambience Mall

With the best of professional and consumer make-up products available internationally, Kryolan has launched its flagship store at Ambience Mall, Gurugram. A candy house-like display for avid make-up lovers, professional make-up artists or homemakers who love to sparkle, this store has the perfect array of color cosmetics to floor anyone who walks into it. The store has a rich, chic look attached to it, playing majorly with clean ivory marble shelves so that you can easily make your choice amongst a wide color range of Kryolan products. It maintains the same international vibe and feel from their stores across the globe.

The store is dramatically fumed with mirrors here and there making you look like a star from every angle while wearing Kryolan. The store is beautifully located in the central atrium on the 1st floor of Ambience Mall, above Mac and opposite HnM, strategically positioned for easy access to one and all. Kryolan offers more than 12,000 SKUs for sale from this outlet, ranging from professional pigments to their iconic ‘Supra’ and ‘Derma’ foundations.



Cesare Andrea Ferrari / Shutterstock.com

Italian Denim Brand Replay Debuts at Ambience Mall in India

Replay, leading Italian premium denim brand, in partnership with Reliance Brands Limited, has opened its first store in India at Ambience Mall, Gurugram. The 1,200 sq.ft. store, combines the historical and iconic elements of the brand both for its materials, and for its furnishings, which are integrated into a completely renewed architectural space and confirms Replay’s constant focus on new trends.



Sorbis / Shutterstock.com

Replay, known for its innovative flair, characteristic Italian design and the superb quality of its denim is a major player in international denim styling and production. The brand’s offerings in the Indian market include a wide range of denims, casual wear, footwear and accessories for men and women.

Matteo Sinigaglia, CEO of Fashion Box SpA, said: “I am very excited about Replay’s first store opening in India at Delhi-Gurugram. I am confident that our constant striving to deliver qualitative and innovative products will be in line with the consumers’ appetite for the highest standards in denim. Furthermore, it is a real pleasure to join forces with Reliance Brands Limited and I truly believe we are starting a wonderful journey together.”



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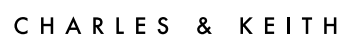
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RETAILERS FORMATTING THEIR WAY TO SUCCESS

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

The 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.

Why EBOs?

- Exclusive Brand outlets or EBOs have traditionally been the building blocks for brands. They offer the brand potential for complete display of the offering and also provide specific services related to the brand.
- The brand value proposition is clearly translated and experienced by consumers within the EBO format.
- Branded stores usually find presence in either malls or on the high streets, largely experience led prominent shopping places. Internationally, as also in India, brands have often used EBOs as an essential tool for brand salience and typically do not spend on ATL advertising activities.
- EBOs are used for communicating the brand's image and offerings to consumers. Retailers use visual merchandising as a tool to best present the product offering as well as fashion cycles while keeping in mind the shopping experience that the consumers seek.
- A customer who enters an EBO wants to understand the product and its features and benefits well and the salesperson at an EBO is better equipped to provide him those details. However, in an MBO, the salesperson will only highlight various offers that the brands are giving, and the customer mostly goes for the best bargain.



customers know more and hence, want more. Therefore, large format department stores are contributing to the overall growth by providing discerning consumers with a better selection of brands, latest trends and fresh fashion.

“Being a multi-brand format department store enables us to offer fresh fashion with a wide variety of national and international brands and trends across categories,” says **Vasant Kumar, Managing Director - Lifestyle International Pvt. Ltd.**

“This format allows us to provide consumers with the power of choice. With fashion consumption increasing across markets, our stores ensure that consumers have a memorable retail experience with fashion discovery at their fingertips,” he explains further.

Department stores give brands exclusive spaces in the store to display their merchandise separately. Higher quality, selective merchandise, higher levels of service, smart displays

of merchandise and store fronts represent the basic components of a department store.

“At department stores, multiple categories of products are provided under various brands, all at a price that is easy on the pocket but high on quality. This eases the purchasing procedure for the customer as they get various options to choose and weigh down upon,” says **Sharad Venkta, MD and CEO, Toonz Retail.**

Apart from this, by developing unique, private-label merchandise, the retailer can generate a huge pull on the customer, and its competitive pricing can give the retailer better profit margins.

Most department stores these days have separate sections such as optical, luggage, cosmetic brands, health & fitness, apparel brands and jewellery brands etc, that are located in-store but are leased out to separate companies at fixed rentals or on profit sharing basis called **shop-in-shops**.



VASANT KUMAR
MD - Lifestyle
International Pvt.
Ltd.



RAJINDER MATTOO
Head - Sales
and Business
Development, Vajor



SHARAD VENKTA
MD and CEO, Toonz
Retail

“Being a multi-brand format department store enables us to offer fresh fashion with a wide variety of national and international brands and trends across categories.”

“EBOs assist a customer to develop a connect with the brand, something s/he will associate with the brand.”

“At department stores, multiple categories of products are provided under various brands, all at a price that is easy on the pocket but high on quality.”

They offer extensive and complete range of products ensuring enhanced brand visibility.

“EBOs assist a customer to develop a connect with the brand, something s/he will associate with the brand,” states **Rajinder Mattoo, Head - Sales and Business Development, Vajor.**

“They give the brand a distinct identity. Merging with MBOs or departmental category formats can rob the brand of its exclusivity which the brand is trying to showcase in line with the needs of the community,” he adds.

One of the major advantages that an EBO offers to a brand is that it can get direct feedback, accurately and promptly from its customers, leading to better

product innovation and higher sales in the long run.

DEPARTMENT STORES:

Department Stores are large stores ranging from 15,000 to 1,00,000 sq.ft. that sell a wide variety and deep assortment of merchandise ranging from apparel, cosmetics, toys to footwear, jewellery, furniture and household goods. These stores are sectioned into separate departments such as kidswear, ladieswear, menswear and toys and so on, with each section attended to by a separate set of trained and knowledgeable sales staff.

The industry is currently witnessing rapid change in trends, customer preferences and disposable income. Today,

Advantages of a Department Store

- **Additional Revenue:** Departmental stores enjoy the benefits of economies of scale and also cost advantages due to its large scale operation. Usually, the purchases are done in bulk or large quantities as a result of which special concessions can be availed on the purchases.
- **Variety & Great Prices:** Department stores provide more variety to the customer. They provide an advantage of procuring quality goods at affordable prices along with special discounts/concessions and also keep a reserved stock for meeting the growing demands of the customers, all the while enjoying a business advantage.
- **All-in-One:** While department stores save on inventory costs, customers usually get attracted towards the departmental stores for their buying requirements due to the availability of a variety of products under a single roof.

Disadvantages of a Department Store

- **Not Cost Effective:** The overall costs and expenses involved in the operation of the department stores are very high.
- **Poor Client Relations:** The element of personal involvement or maintaining client relationship is found to be lacking in the case of departmental stores.
- **Ill-Trained Personnel:** Staff members are usually poor qualified and lack the requisite competencies or the training for dealing with the day to day business affairs or addressing the challenges involved in the business.



principle of providing their customer a one-stop shopping experience.

Some examples of some of the best known Hypermarkets in India are Spar, Trent and Spencer's to name a few.

SUPERMARKETS: A

conventional supermarket is a self-service store of size 5,000 to 15,000 sq.ft, offering mainly food items like groceries, fresh & frozen produce along with non-food items like toiletries, household articles, health & beauty products, stationery and gift items.

They are generally located close to residential localities in local shopping centres where consumers can walk down or drive over for a quick purchase.

Supermarket chains offer in-store promotions and schemes that attract footfalls. They purchase in bulk and are able to negotiate competitive prices from the manufacturers and traders, which in turn they are able to pass on to their customers.

Pros of Supermarkets

- Supermarkets offer convenience in shopping, and the customers enjoy the benefit of buying their preferred products by selecting from a variety.
- The supermarkets sell products at affordable prices.
- The customer's shopping time is considerably reduced.

Cons of Supermarkets

- Supermarkets incur heavily on administrative and maintenance expenses.
- Service aspects are usually ignored in this model of retail.
- The store operation costs are very high.

Features of Super Markets

- Supermarkets operate on a large scale basis and are the self-service kind of stores which may be entirely operated by the owner or may lease some of the departments on concessional rates.



HYPERMARKETS: A

hypermarket is a very large retail store offering a massive range of products at low prices. It is a combination of a discount store and a supermarket. The size of hypermarket varies between 50,000 to 1,50,000 sq.ft.

They carry a wide variety of food as well as non-food items such as fresh produce, groceries, apparel, consumer durables, electrical equipment, home improvement etc, and generally, the store layout is designed like a warehouse.

Hypermarkets work on the

HYPERMARKETS: THE WORKING PRINCIPLE

Hypermarkets provide the customer with:

- A wide range and depth of merchandise
- Competitive prices
- Everyday schemes and offers
- Convenient self-service layouts
- Spacious aisles for convenient browsing
- A large number of checkout counters



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- These stores are usually located in prime shopping locations where facilities for the parking are available.
- The key hallmarks of supermarkets are the availability of a variety of merchandise and branded products, affordable prices and availability of parking facility.

All About Kiosks

- In India, the most common categories for kiosks include food, cosmetics and accessories though malls today are experimenting with niche kiosk offerings like tattoos, quick hair-cuts and astrologers.
- Impulse buying and low-price points that draws footfalls to a kiosk.
- A kiosk can be easily spotted by customers as they are strategically located in the mall aisle spaces.
- Unlike stores, kiosks give brand the chance of a direct and more personal connect with customers. If a sales executive is trained well, s/he can gather valuable feedback from shoppers on the products/ services being offered and this eventually can help the brand to strengthen itself for further growth.
- Some examples of Supermarkets in India are Ratnadeep, Magsons, Miraj Supermarket, N Supermarket, Parivar Supermarket.

KIOSKS: With the opening of a large number of malls and multiplexes in India, this retail format is increasingly gaining popularity with both retailers and customers. Kiosks are generally 100 sq.ft. in size or smaller, have niche offerings and are positioned strategically in mall pathways, aisle spaces or located centrally in the malls atrium.

“Kiosks are an asset light format, enabling brands to offer quality products at aggressively competitive prices,” explains **Aharnish Mishra, Founder & CEO, Bizibean Café.**

Continuing on the same lines, **Prabhash Sharma, Senior Manager - Retail, EBO & E-Commerce, Revlon** says, “Financially, this format has an edge over other formats and as colour cosmetics is an impulse buying category, we are able to address a wider audience when we are in the atrium.”

For the real estate developer, kiosks mean additional revenue, as they provide the developer with an opportunity to utilise every inch of available space in the mall, to gain some additional revenue.

Kiosks also give the retailer a cost-effective opportunity to retail in a world-class environment with ready footfalls – an option that is cheaper in rental and one that allows flexibility – since a kiosk space can be rented for a limited period, sometimes even a day or two going up to a year.

POP-UPS: This store format is almost the complete opposite of the flagship store. Pop Ups are stores that come up in malls or high streets for a short time-frame – which can range between just a few days and up to a year.

Core Features of Pop Up Stores

- They present many products in

a small space

- Set Up costs are completely minimal
- A high sales volume is usually expected

“The pop-up stores gives us the opportunity to converse with our buyers, present products in person, allowing consumers to discover products as complete



AHARNISH MISHRA
Founder & CEO,
Bizibean Café

“Kiosks are an asset light format, enabling brands to offer quality products at aggressively competitive prices.”



PRABHASH SHARMA
Senior Manager
- Retail, EBO & E-Commerce,
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PRIYANKA GILL
Founder & CEO,
Luxeva Ltd. (POPxo,
Plixxo & Luxeva)

“The pop-up stores gives us the opportunity to converse with our buyers, present products in person, allowing consumers to discover products as complete collections, and to try them before purchasing.”

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collections, and to try them before purchasing. It is an experiment for us to see how people react to our products and get real time feedback,” states **Priyanka Gill – Founder & CEO, Luxeva Ltd. (POPxo, Plixxo & Luxeva).**

SPECIALTY STORES: This is a retail chain-store format which is dominant in its product category. This type of store generally offers an extensive selection of merchandise at prices so low that smaller stores cannot compete. These stores are larger

Advantages of Specialty Stores

- Since a specialty store chooses to focus on one or two categories, they are usually considered product experts. Consumer trust their recommendation more than those of retail associates in a multi-brand outlet.
- Retailers place high value on in-store experience in specialty stores, providing a positive retail environment for shoppers.
- Streamlined store layout is a huge focus area, as are value added features.

Disadvantages of Specialty Stores

- They'll feel the impact of any shifts in their category or market. While department stores can shift their inventories to accommodate changing trends in consumer buying, specialty stores risk alienating customers if they alter their offerings.
- A specialty retail owner will likely feel the pressure of the multi-brand outlets, who likely beats them on price on similar items.



SHIVANI PODDAR AND TANVI MALIK
Co-Founders & CEOs, Faballey



LALIT AGARWAL
Chairman and Managing Director, V-Mart Retail

“We first forayed into the offline retail space with LFS (Large Format Stores) as it served as a litmus test for the offline market with minimum capital expenditure.”

“The USP of value format stores is a price-value equation that puts customers first, and consistently delivers or exceeds their expectations on both quality and price.”

in physical space and try to ‘own’ the category of merchandise they sell. In India, brands like Chumbak, GO Sport, Decathlon, Food Bazaar are prime examples of Specialty Stores.

Internationally, Lululemon – specialised yoga-wear store – is a great example of a specialty store.

CONVENIENCE STORES:

A convenience store is a retail outlet that sells a limited range of prepared and ready-to-eat foods, bottled and fountain beverages, household staples, tobacco products and periodicals. Convenience stores are typically

small in size, are open extended hours.

These stores usually charge significantly higher prices than conventional grocery stores or supermarkets, as these stores order smaller quantities of inventory at higher per-unit prices from wholesalers.

Convenience store like 24-Seven offer Indian consumers a completely international shopping experience with a wide range of products from ready-to-eat food, beverages, groceries provisions, various convenient services and a lot more 24 hours a day, seven days a week.



VALUE FORMAT: Value retailing is a big format store concept, where branded products and accessories are sold under best deals. This concept is mainly planned mainly for Tier II and III cities with the promotion of mega savings offer.

Indian consumers in Tier II and beyond are aspirational but value-conscious at the same time. New-age consumers, especially the youth, are experimenting with their choices keeping a

vigilant eye on the prices of the products.

“The USP of value format stores is a price-value equation that puts customers first, and consistently delivers or exceeds their expectations on both quality and price,” says **Lalit Agarwal, Chairman and Managing Director, V-Mart Retail.**

Multi-Format Retailing

Some retailers prefer having presence in different retail



formats to target consumers at different stages of their buyer's journey and leverage the power of different mediums.

“Since we enjoy pan-India presence of both multi-brand store presence and exclusive brand outlets, it helps the customer establish a relationship with the brand by helping them understand and appreciate the product while increasing brand recall and reinforcing positive customer behavior,” say **Shivani Poddar and Tanvi Malik, Co-Founders & CEOs, Faballey.**

“We first forayed into the offline retail space with LFS (Large Format Stores) as it served as a litmus test for the offline market with minimum capital expenditure. Post a great response in this format, we saw it fit to spread our wings and venture into an EBO format so as to give more personalised service to the customers,” they add.

Which Store Format Suits The Needs Of Indian Consumers?

India has an extremely heterogeneous population in terms of socio-economics and culture, there is no one mold in which all Indian consumers can fit. Indians buy things that fit into their lifestyle

“Considering the lifestyle and mindset of the modern consumers, they are looking for more customized and tech-led shopping experience. The same can be facilitated more via the EBO format rather than the other retail formats,” say Shivani Poddar and Tanvi Malik.

“Stores which cater to a customer's exclusivity are the way to go today. Customers today want the brands to customise according to the needs of the buyer. All those formats which are able to identify their needs and deliver them quickly within their product or services are borne to succeed,” adds Mattoo.

Experiential stores provide a different environment to the customers which isn't much available in India right now. Not a lot of stores are product, content and design driven which is 'new and needed'.

Emerging Retail Formats

Retail is moving towards becoming Omnichannel – a format which provides customers a seamless shopping experience that is simple, hassle-free and personalised. This retail format identifies and removes all friction from the shopping journey of customers while redefining their retail experience with a frictionless journey from discovery to purchase.

“A true Omnichannel retail format provides a hassle-free, unique shopping experience to customers,” states Kumar.

“The way ahead is definitely an Omnichannel store format. This format will enjoy single-view feature for inventory, both online and offline where the customer can checkout the product availability and order online or offline and get the same experience across all channels,” add Shivani Poddar and Tanvi Malik. ●

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Nomination Process for both Awards

(Assessment Period: April 1, 2018 to March 31, 2019)

Retailers are required to submit nominations with appropriate fee details and all supporting material.

For more information on nominations, please contact:

Ritesh Pandey, +91 9810613585, ritesh@irisretail.com

Priti Gupta, +91 8826415472, pritigupta@irisretail.com

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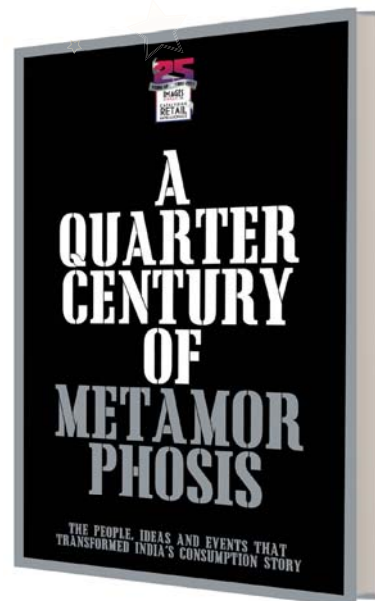


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PHY-GITAL RETAIL WILL DEFINE SHOPPING CENTRES OF THE FUTURE

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



WHAT IS PHY-GITAL RETAIL?

- Phy-gital refers to a retail environment in which physical and digital experiences merge together seamlessly and complement each other in order to offer the consumer a single, positive, integrated experience.
- While modern consumers are actively looking for Omnichannel experiences, offline shopping remains important for a large number of them – especially families. Some like to hit stores out of habit, while others shop offline simply because they enjoy the activity.
- The main benefit of offline shopping remains its tangible aspect – the ability of consumers to touch and feel products before buying them. At the same time, they demand the convenience that online shopping offers them. Some shoppers expect the store staff to have intricate knowledge of the product, advise them on their choices, while others prefer to keep it simple, low and with minimal contact with the salesperson. They all, however, want brands to use technology to offer them personalized phy-gital experiences and reward them for their loyalty.
- For traditional retailers, the hard fact is that similar choices are available almost everywhere – especially online. They are slowly, but surely, coming to grips with the fact that what matters the most is the experience and services provided by them to their consumers. So, they are using it all to keep consumers coming back, keep their businesses thriving – free Wi-Fi, Augmented Reality, location-based coupons, QR-code scanning and virtual tour guides have all been used to enhance the customer's physical experience and keep him coming back for more.
- Many retailers have already successfully implemented technologies such as beacons, IoT and location-based technologies to identify customers in shopping zones to send out personalized messages on the items they would be interested in buying.
- Some retail chains have gone a step further by matching their mobile identity with their online identity as well as utilize their data to suggest them items based on their interest, thus enhancing their customers' in-store experience.

available stock, design, color and price range in the store. There are trained salesmen to help them shop with ease and orders can be delivered at to any address of the consumer's choice," he added.

RA Shah, Head-Property, Trent said, "Be it shopping malls or brands, everyone is trying something different from the rest. Consumers have been largely disjointed – this could be because the physical experience in the store is good and expressive, but it lacks a whole of convenience online. So, bridging that gap is very important."

According to **Preeti Chopra, National Head & Business Development, Raymond,** Omnichannel has become compulsive terminology for retailers over the last couple of years. "There was a time when consumers used to venture into the market to find a product. But today, due to so much competition, the situation has reversed. The product is now attracting the consumer. We use Omnichannel to help consumers design and place their order at the click of a button. Offline and online cannot succeed in isolation, therefore, balancing the



SUMIT GHILDIYAL
VP- Business Development, Max Fashion, Landmark Group

"The main factor is keeping up a balance between the digital and the physical platforms, ushering in the Phy-gital. Recently, Prestige Mall in Bengaluru came out with a fabulous concept, providing digital imprints with headphones to every visitor entering the mall."



RA SHAH
Head-Property, Trent

Sumit Ghildiyal, VP- Business Development, Max Fashion, Landmark Group started the discussion, saying, "The main factor is keeping up a balance between the digital and the physical platforms, ushering in the Phy-gital. Recently, Prestige Mall in Bengaluru came out with a fabulous concept, providing digital imprints with headphones to every visitor entering the mall. Personalised messages, promotions and other media developments and announcements were made available to each and every visitor, without any hue and cry, in a silent, eco-friendly manner without disturbing anyone. I feel this is a balance which shopping malls and retailers have to keep."

"From the retailers' point of view, differentiation between online and offline has to be in

balance because at the end of the day, they have to be running together simultaneously sharing equal parts of the business. At Max, when a consumer walks inside a store, there are apps which help guide them to every



"Be it shopping malls or brands, everyone is trying something different from the rest. Consumers have been largely disjointed – this could be because the physical experience in the store is good and expressive, but it lacks a whole of convenience online."



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PALLAV ATREJA
Business Head- EBO & E-Commerce, MAS Holding

“Content and imagery are the most important factors. Online, touch-and-feel factor is missing and hence, creating a bridge to connect both offline and online platforms is the need of the hour. In our stores, we connect with consumers using their mobile numbers and emails.”

channels to form a convenient and personalised medium for the consumer is key,” she explained.

Pallav Atreja, Business Head- EBO & E-Commerce, MAS Holding added to this saying, “How do we connect to or create a physical connection of the product/ shopping malls/ brands to the consumer? Content and imagery are the most important factors. Online, touch-and-feel factor is missing and hence, creating a bridge to connect both offline and online platforms is the need of the hour. In our stores, we connect with consumers using their mobile numbers and emails. We also study their browsing history and see pending cart items. We send them messages telling them when and where these items are available so they can directly go to the relevant store, touch and feel, and buy them. We liberally use technology and innovations to guide consumers to the right store – whether in malls or on high streets.”



A Hi-Fi Shopping Mall?

Deepak Yadav, Head-Retail Expansion, Shoppers Stop talked from the perspective of shopping malls saying that the role of technology in malls is much, much higher than just focusing on offline and online platforms. “Making the mall Omnichannel and more uniform on the parameters of consumer experience, services and creating a convenient and seamless approach is the real target,” he stated.

Shah agreed with this, explaining his thoughts with an example. “Shopping malls in India are huge, multi-storeyed with millions of square feet of space. Finding a particular store often requires help from a mall executive or the other storekeepers. If this particular situation is handled, guided and solved online, customers will happily go to that particular mall more and more. Not only can they save their time by getting a quick location, they would also go for the faster purchase and service which would help them in a hassle-free time shopping in the mall.”

Preeti Chopra agreed that customer convenience was everything, and using technology, malls needed to boost convenience so much so that consumers don’t go anywhere else. “For example, some shopping malls have apps which greatly enhance customer experience. I have seen mall apps which let you book a parking slot in advance. So, if you are watching a movie or attending a party



WHAT RESEARCH SAYS

- The share of digital vs non-digital retail sales will change over the next five years and, in order to maintain interest in physical stores, retailers will need to focus on retail entertainment – or ‘retailtainment’. By 2021 retail sales in-store will account for 86 percent of global retail sales, down from percent in 2016, according to Euromonitor estimates.
- Meanwhile, the m-commerce share of retail sales will see the biggest growth, up from 4 percent 2016 to 8 percent in 2021. Well over half (65 percent) of UK consumers feel confident touchscreen features would encourage them to visit a physical retail store, while 57 percent confirmed they would prefer to visit a store with ‘smart’ fitting rooms, according to a recent Barclays New Retail Reality report.
- Goldman Sachs suggests retail will be one of the first industries to be truly disrupted by the two combined, leading to a \$1.6bn market based around 32 million users. Already there are plenty of examples of both augmented and virtual retail applications across the fashion, luxury, beauty, alcohol and travel spaces. So far consumers have witnessed through a lens or a screen everything from luxury brand storytelling to 360 degree fashion shows, with Burberry, Topshop, Tommy Hilfiger and Johnny Walker all examples to note.

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in the mall, you can just drive straight into your designated reserved spot, without delay. This is one instance of excellent convenience to the customer.”

Sumit Ghildiyal says that value-added Phy-gital services are a great addition to every mall’s portfolio – for instance, location services so a customer can directly reach the store without having to scour the entire mall for a particular store. “Adding a medium of communication with the consumer so that all brand promotional activities, marketing schemes reach him/her is another good example of value-added services.”

Agreeing with Ghildiyal, Harshvardhan Singh Chauhan, said that discoverability and extending the consumer convenience with regards to navigability of shopping centers was essential to customer satisfaction. “Locating brands in the mall and able to search the right categories and also using real time connectivity to communicate enhances value-added services.”

The Next Decade

What will malls look like over the next ten years? Will they sport a marketplace model – technology coupled with logistics and delivery for consumer convenience? Or will the future be completely online, and the shopping mall as we know it will become redundant?

“Currently, no mall is marketing itself as a brand. Malls in India only concentrate on promoting categories or brands within their premises. I think in the future shopping malls will need to go online and promote themselves. Each mall will need a website or an app displaying all things available in that mall to lure the consumer who is online. Building a balance will be the real challenge for retailers,” said Ghildiyal. Shopping malls need to figure out and fix on what brands in their premises are looking at in terms of milestones for at least the next five years and how can they do it by using the right technology towards personalisation and for targeting

the right consumer. These are things that are very sorted on an online platform, who study the consumer and understand his preferences.

Atreja stated that in principle, though he said that five years was a very long time for malls and brands to get their act together and go Phy-gital. “For instance, at MAS Holding, we have already been studying consumer buying patterns by seeing what they have bought in the past and then giving them suggestions on

Role of Technology for Brands in Malls

Mall developers need to keep a strict eye on their success ratio and don’t rent any space which would slow their business. Meanwhile, extensive competition between the brands always keeps them looking for something new in form of service and experiences. Technology here is the mediator, a key role-player.

“Technology is helping us grow our business which in turn helps popularise the brand. At



what they should buy now. This helps retain customers and create loyalty.”

He added that a three-way collaboration between the mall, the customer and the retailer needs to happen for a successful future. RA Shah chimed in saying that Trent too is providing club-based membership programs. “We get great business from these memberships and they help us connect with consumers and we get all their information.”

Samsonite, we use technology, starting from our distribution system. We have global software, which is developed in-house and works on ERP. We have a system which can make us reach a point where if at all, there is a situation of sales loss, it generates a plan for the next month supply model by 3X. By this methodology, we try and eradicate the gap between the demand and supply. Secondly, we do a lot of interaction with the consumers. Whatever customer



DEEPAK YADAV
Head-Retail Expansion,
Shoppers Stop

“Making the mall Omnichannel and more uniform on the parameters of consumer experience, services and creating a convenient and seamless approach is the real target.”



NARENDRA PRATAP SINGH
Director-Business
Development, Samsonite

“What we have noticed is on many occasions that customers end up buying things as compulsion and also sometimes buy wrong things – things they don’t need – due to non-availability of information. Definitely CRM, which is gain fully technology based helps in solving this situation.”



SIDDHARTH BAID
AVP, Lenskart

“In our customer journey, we have seen that lots of customers browse through products online and then conversion happens at the store, and this is a seamless process. We generate 60 percent of our revenue this way.”

said **Narendra Pratap Singh, Director-Business Development, Samsonite.**

“Targeted campaigns are important, and we need to connect our consumers’ basis their requirements, so that we end up being relevant to them. Somebody who walks into the mall, could be easily contacted

that lots of customers browse through products online and then conversion happens at the store, and this is a seamless process. We generate 60 percent of our revenue this way. In terms of superior technology we are in the process of adding a way through which customers can conduct an eye check up on the Lenskart app.

an extent, we and other offline players, have tried to follow the technology that has been brought in by the big e-commerce players and brands. But this has been a slow process. For a seamless experience between physical and digital retail retailers need to understand and divert consumers from one platform to others,” added Atreja.



Malls & Phy-gital Services

“Today, the shopping mall should have a mixed plan of development and it should start from infrastructure. Malls have offices, gyms, hotels along with the shopping space in one large infrastructure space. I think malls still have to get into that category where they provide services and utilities to the consumers because right now what is happening, the activities are getting limited and malls are not treated as places of utilities. Mall developers should be working on building the services in terms of utility for the consumers as a convenience. Right now it is more of a commercial kind and needs a revamp. Adding Phy-gital experiences to these utilities will help in revamping the mall infrastructure in India,” pointed out Ghildiyal.

The last ten years have been phenomenal for India as a retail industry and we have witnessed large multi-centered shopping malls coming up. Evolved marketplaces complete with shopping centres, offices and residential areas have enhanced the potential for brands in general. This has helped in evolving the physical construct of a shopping mall.

“Malls should have convenience services – experience and convenience being the two keywords to success – offline or online for today’s consumers don’t want to walk away with the just a product. They want to walk away with an unparalleled experience. Malls need to work towards giving them a wow factor by going completely Phy-gital, which will bring consumers back,” Preeti Chopra concluded. ●



These features help in going Phy-gital more than ever before.”

Customer Centric Phy-gital Malls

The loyalty shoppers develop for certain brands is not a new thing. Innovative and technically advanced services of malls help in creating a loyalty parameter for said malls. To gain maximum attraction, footfalls and popularity, malls today need loyal customers.

The more advanced the mall is, the more will be its popularity. Online loyalty which is more successful than the offline platform has various successful retail logics to retain the consumers. They provide a subscription program and give other special preferences to their consumers as well. Similarly, malls should work on providing such preferences to their customers in order to be Phy-gital. Customers should get notifications sitting at home on all platforms and should not be dependent on mall visits as their sole source of information.

“The online space in India is huge, with unlimited data available. Unfortunately, we haven’t been able to interpret the data in the right way so far. To

details we get through the store data or through the other mediums, we end up interacting with them. What we have noticed is on many occasions that customers end up buying things as compulsion and also sometimes buy wrong things – things they don’t need – due to non-availability of information. Definitely CRM, which is gain fully technology based helps in solving this situation. Thirdly whenever we have any product launch, we do a lot of prior interaction with the customer. We create a lot of curiosity among the consumers with shopping malls playing role in it and it helps eventually,”

with the help of technology and also figuring it out what was his/her last visit and shopping all about. The new thing which we are trying is to create a platform, where they can see the actual product without even walking into the physical stores. This creates curiosity and makes people reach out to the store in large numbers,” said Atreja.

Siddharth Baid, AVP, Lenskart explained that at Lenskart, the technology has played a major role in terms of the transformation of customers from online to offline. “In our customer journey, we have seen



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

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.

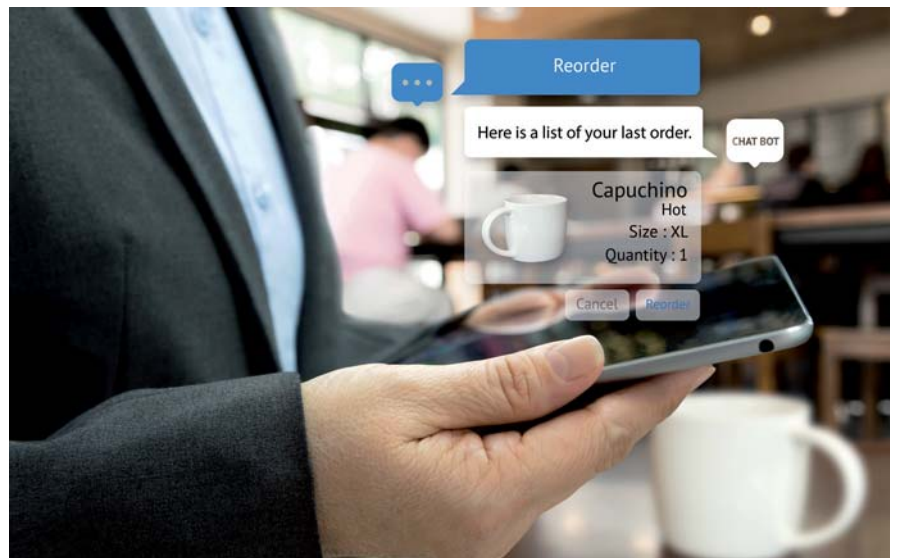
The word Phy-gital is not new for the Indian retail and shopping mall industry anymore. Every shopping mall is trying to go Omnichannel, upgrade its technology and provide its customers with the ultimate high-tech, experiential retail platform.

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

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.



Along with this are smart tabs providing info-graphics, data entry via motion sensors, AI and VR technology, digital communication tools, bots like Kik Bot Shop, and voice-activated AI agents similar to Google Now and Amazon's Alexa – malls are trying just about everything to make themselves advanced and equipped.

In a nutshell, mall operators and tenants are leveraging personalised digital ecologies when shoppers are either in or away from their centres. This avenue gives shoppers relevant information right from where to park the car to various offers and enticements like discounts, making the shopping experience personal, convenient and enjoyable.

And while malls are doing everything to make sure the visitor stays online in-mall, the flow of information has slowly but steadily transformed into a two-way street with tech-savvy Millennials open to sharing personal data via digital interaction in return for customised offers, discounted goods.

Phy-gital Malls of India

Every shopping mall today is either already Omnichannel or working towards digitalisation, introducing technologies and innovative services to stay ahead of the curve. In this rat race, where everyone claims to be the first one to start the revolution, it is really difficult to ascertain who pioneered the Phy-gital movement of shopping malls.

Infiniti Mall, Mumbai developed an Omnichannel platform for their mall very early. They initially started with facility of 'click-and-collect' where the customer were able to block the product online for 24-hours, go to the store within those 24-hours, pay and immediately pick up the product and leave. The mall soon upgraded this service to paying online and having products home delivered. Infiniti has now developed a loyalty app where customers can win points and prizes in app while shopping at the mall.

Then there is LuLu Mall, Kochi. The mall has its own Li-Fi – similar to Wi-Fi but using signals through mall lights. The lights of the mall pass signals to customer's mobile phones which in turn inform retailers about their exact presence in the shopping mall. Retailers then prompt customers with alluring offers. Aside from this, the mall provides advanced technological services like geo-fencing, beacon technology and ANPR (Automatic Number Plate Recognition) where they identify the customers from the moment they enter the mall. The technology helps in recognising number plates of cars and keeping track of visitors. This leads to a database of the loyal customers who visit the mall on a regular basis. As the mall further interacts with them, these loyal consumers get real time information, updates and offers.

DLF Cyber Hub offered a unique AI-based 'Phy-gital' experience with Huber, a virtual concierge, where shoppers can talk to Huber to find out about the next event, navigate through physical space while adding to the 'discoverability' of available brands and experiences, reserve a table, check out menus, etc. During the conversation, Huber gets to know about the customer and can make personalised recommendations. They have also introduced India's first ever retail Phy-gital application 'Lukout', a one-stop solution offering 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. It is a disruptive platform for the retailers to enable channel-based consumer targeting and further allows brands to host their virtual stores' fronts to enhance discoverability and device proximity campaigns to target consumers via big-data powered analytics dashboards.

Express Avenue Mall, Chennai has installed 'Digital Directories' at each floor mapping the

entire mall. They also have introduced self-service kiosks at the foodcourt to eliminate the demanding task of standing in queues while ordering food.

Inorbit Malls is taking keen initiatives to use social media

to visitors, which in turn increase revenues and footfalls in malls.

Shopping malls look for tenants who make customers feel that an experience has been created especially for them, through the use of technology



platforms to aid discovery and reach relevant customers. Naviin Ibhampurkar - Marketing Head, Inorbit Malls says, "Engagement is an evergreen growth strategy. In the past year, we have seen an increased focus on digital engagement and experiential marketing. We are testing the Inorbit Chatbot right now which will help discovery and elevate the shopping experience."

Conclusion

No stores with ordinary pick and carry services can sustain in today's competitive environment, much less in shopping malls. As consumers choose to invest in experiences rather than products, retailers need to respond to meet the needs of their customers. Malls too want tenants who provide immersive experiences

and digitalisation. This can be done through the utilisation of elements from previous visits, or design of products targeted at customers' niche tastes. These unique experiences are critical to ensure the brand and the mall are remembered.

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. High-tech retail experiences are the norm of the day, especially since customers' attention spans and dwell time have both decreased. It is these experiences which drive people towards stores and ensure they leave not just with products while elevating the shopping experience above anything it's previously been.

QUEST MALL: A SOCIALSCAPE TO RELISH

Known for many firsts, Quest Mall Kolkata claims innovation and customer centricity as its USP. For Quest, phy-gital experiences, personalisation and intelligent technologies are three distinct segments on which they are working. Currently, the brand is keeping itself updated and relevant by being on the cloud space in all manners – Facebook, Instagram/ Twitter / mall app and other digital platforms.

Quest is creating interactive spaces for its



consumers where they get to fill in on the mall experience and create memories, either physically or online. On personalisation, Quest is working on building a platform where customers can engage and retain information after interfacing with retailers on a digital space, a model which is preferred by big players like Amazon.

Explaining this, **Sanjeev Mehra, VP, Quest Properties India Limited** says, “We are all set to launch our official app interfaced with parking feature and in-built auto pay facet. Consumer expectations are something which are incessantly increasing and quite a challenge to keep up with and we working towards making sure all expectations are fulfilled to the best of our abilities.”

Role of Phy-gital Retail in Malls

The biggest role that ‘Phy-gital’ will play in the years to come is where customers can physically shop at a mall, book their movie tickets online, check out the food menu and communicate with a distant friend all at one go. Maybe, this is what the future of Phy-gital world holds for us,” Mehra further stated.



SANJEEV MEHRA
VP, Quest Properties
India Limited

EXPRESS AVENUE: PAVING WAY FOR THE FUTURE IN 2019

The Southern city of Chennai preps up this summer by revamping its state-of-the-art facilities at Express Avenue mall. Innovation being the mall’s USP, it endeavors to be a constant leader in terms of fashion, lifestyle, movies, food & fun, all residing under one roof in the heart of the city.

Venturing through an extremely competitive market, EA is all set to vie neck-to-neck with the impending online presence as well as offline brick and mortar stores at hand. In this existing era of Omnichannel, wherein customers get the advantage of living in a duplex of real vs. virtual world, it is pertinent to come up with a relevant and evolved product range to stand affirm. Malls need to cater to an assortment of activities that meet people’s varied interests, shopping patterns and eclectic choices. Express Avenue strives to be the ultimate destination for all entertainment needs.

“Customer eccentricity and the impactful technology definitely pack a punch as they help

increase stickiness for customers visiting the mall. They also aid in attracting more footfall. Express Avenue has sought to gain this from the perspective of minimalistic design sets, ample parking, intelligent curation of brands, centralised location, streamlined focus on FEC, food and wholesome events and activities,” says **Munish Khana, CRO, Express Avenue Mall**.



MUNISH KHANA
CRO, Express Avenue
Mall

SENTRUM MALL, ASANSOL: GENERATING SUPERIOR CUSTOMER EXPERIENCE

In this epoch of rampant technology advancement and digitalisation, the role of effective communication plays a crucial role and Sentrum Mall is not lagging behind. A variety of well developed analytics and behavioral parameters have provide great insights into the strategies that need to be implemented to generate a better customer experience. To ensure an experience beyond traditional shopping, Sentrum Mall, the brainchild of Bengal Shristi, promises to curb the issue of troublesome parking, in keeping with the fact that digitalisation of parking facilities is

developing rapidly in shopping malls across the sub-continent. Technologically optimised parking solutions can dramatically change the parking concept in malls and shopping centres. With low cost sensors, real-time data and applications monitoring available and unavailable parking spots, decrease the time spent by the customer for manually searching the optimal parking lot.

“New apps, sensors and algorithms allow more precise assessment of occupancy, improved routing to empty parking spaces and payment. The goal of digital parking will encompass a complete suite



SAHIL SAHARIA
Chief Executive Officer,
Bengal Shristi

DELOPT RETAIL SOLUTIONS

RoboVision3D+1 PEOPLE COUNTING SOLUTIONS

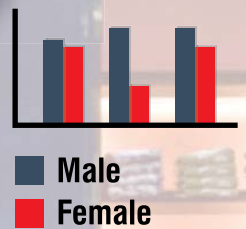
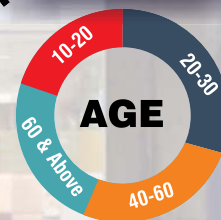
Enabling Retail with In - Store Technology...

PEOPLE COUNTING



ADULTS	380
CHILDREN	62
GROUPS	128

DEMOGRAPHY



DELBI RETAIL REPORTS



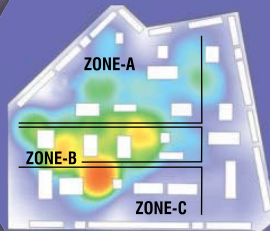
Wi-Fi ANALYTICS



QUEUE MANAGEMENT



QUEUE SIZE	AVG SERVICE TIME	AVG WAITING TIME
3	00:23 MIN SEC	01:23 MIN SEC



HEATMAP & DWELL ANALYSIS

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+91 99723 02839
info@delopt.co.in
www.delopt.co.in
www.deloptcounts.com

of services such as online payments, parking time notifications and even car searching functionalities for very large lots. To transform a mall to Phy-gital retail absolutely, it is important to consider



sustainability going along with effective time management as well,” says Sahil Saharia, Chief Executive Officer, Bengal Shristi.

Customer Centricity

“Customer centricity is now defined by the manner of seeing business from a lucrative angle – with the customer providing a positive feedback note, pre and post-sale, driving repeat business, customer loyalty and eventually, maximising profits. Evolving customer trends are a vicious circle and providing what they need with the help of the right team delivers confidence, improvement and felicity whilst measuring success at every stage. Our team endows the leaders of tomorrow with the requisite investments desired in terms of technology and expertise meanwhile creating a sustainable customer centric business model,” Saharia says.

JUNCTION MALL, DURGAPUR: INNOVATION IN A GLOBAL SHOPPING DESTINATION

For a seamless shopping experience, integrating physical and digital styles of shopping, aka going ‘Phy-gital’ is extremely important in today’s retail environment.

“In order to get an extra edge, we are introducing brand new technology-driven services including a Junction Mall app which would connect our customers to the mall, enabling them to integrate shopping, detailed tracking of customer entries, retail offers, parking, booking table along with zoning of customers in various levels,” says **Arijit Chatterjee**, COO, Junction Mall, Durgapur.

Role of Phy-gital Retail in Malls

“Trending formats like Lenskart, Wildcraft, FirstCry.com, etc have carved out a parallel way of shopping in their brick-and-mortar stores. This clever initiative has successfully led to the reduction in the loss of customers. One of the major areas where companies of all sizes are channeling their focus is towards the improvement of ‘phy-gital’

experience, enabling a true understanding of the consumer. This beautiful culmination of technology and physical presence intends to permit customers optimise shopping experience, irrespective of their location,” Chatterjee adds.



ARIJIT CHATTERJEE
COO, Junction Mall, Durgapur

CUSTOMER ABOVE ALL @MGB FELICITY MALL

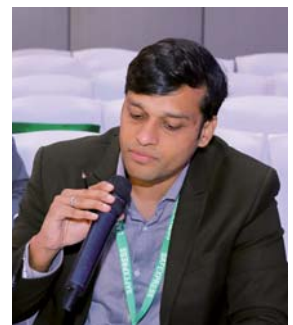
Felicity Mall, since its inception has tried to retain customer not only for shopping but also for the seamless experience and other services. Felicity Mall strives to promote a premium feel to customers, reaching the hearts of “all-classes” whoever visits

the mall. All of its efforts have been channelised towards the digitalisation of the physical stores, or making it ‘Phygital’. With its presence in all of the social media and digital platforms, the brand tends to stand firm in the web stores.



Going Phygital

“Currently, we have parking software, by which vehicles are able to make paper less entry and exit into the mal. During the process, visitors get a message in their inbox about all offers available in the mall. We are also working on the software through network operator, where a message could be sent to everyone, who is passing through the mall within 200m, telling about the happenings and offers in the mall,” says **Machani Gangadhar Gopala Krishna**, Joint Managing Director, MGB Felicity Mall.



MACHANI GANGADHAR GOPALA KRISHNA
Joint Managing Director, MGB Felicity Mall

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Stores



Super/
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CLASS
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Cash Drawer



Thermal Printer



Dual Display



Customer Display



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



Anchor & Key Vanilla Retailers

ANCHOR RETAILERS

More than 50 percent of the total area is dedicated to the anchor stores - with PVR Superplex, Lifestyle, Spar Hypermarket, Croma, Max Fashion, Pantaloons, Funcity and International brands like GAP and many more.

VANILLA RETAILERS

Aldo, Charles & Keith, Bath & Body Works, Sephora, American Eagle, Tommy Hilfiger, Calvin Klein, Mac, Forrest Essentials, Sunglass Hut, Kiko Milano, Da Milano, Hidesign, Lacoste, Vero Moda, Only, Forever New, Amante, Nike, UCB, US Polo Assn, Asics, Skechers, Louis Phillipe, Puma, Van Huesen, Arrow, Raymond and Blackberry, W, Meena Bazaar, Fab India, Geetanjali Salon, BIBA, Kazo, Latin Quarters, The Children's Place and many more

A new ID will be provided to both vanilla and anchors stores for a seamless experience in the mall with features like open ceiling and the latest merchandiser facilities.

distance. The area is well connected to West Delhi, South Delhi, Gurugram and suburbs of Najafgarh. It is also in close proximity to Aerocity and the international airport, both of which are accessible by road and metro.

Spread over an area of 6.5 lakhs sq.ft. of leasable area (which includes cinema, shopping and other entertainment spaces) the mall will be a first of its kind in as far as the design is concerned. The total built up area of the centre is more than 2 million sq. ft.

Its unique and uber-modern structure and value-added facilities have been designed by Bentel Associates International,



Johannesburg, South Africa. The firm, which has designed many malls in India has been honoured with Asia Pacific Awards for 'Best Design of Architectural Mall'.

"The mall is zoned well, with all stores visible to visitors. Huge spaces have been carved out for the food court and entertainment zones. Individuals irrespective of age can visit the mall for shopping, dining, entertainment, movies and social activities. They should come here to celebrate life," says Harsh V Bansal, Director, Pratham Group.



An Evening in Vegas

Vegas Mall organised a special curtain raiser ceremony called, 'An Evening in Vegas' on June 12, 2019 for retailers and brands associated with it.

The event had an audience of 300+ people included the top honchos, media and real state players from the retail industry. Retail brands were invited to take a look at the mall and give their feedbacks about the infrastructure and their fit-outs. The positioning of the brands would be handed soon.

On the occasion, Harsh V Bansal, Director, Pratham Group along with other Partners; Naresh Aggarwal, Suresh Anand & Kawal Kumar announced that the mall will be fully functional and open for public in the third quarter of the year, in the month of September.

Major Attractions

The mall is launching the first Superplex in Delhi, which is also first for Dwarka with 12 Screens by PVR.. The mall also features an exclusive collection of national and international brands with advanced elements and services.

Broadly speaking between 18 and 20 percent of the mall area is dedicated to Family Entertainment, which is roughly 50,000 sq. ft. The star attraction of the mall is the biggest ever 'Funcity', which will be the largest entertainment centre in Delhi, spread over 25,000 sq.ft. of area.

The 650-seater foodcourt, comprising of 18 different brands, will be a mouthwatering combination of Indian, International and Continental cuisines. It will have a large number of cabana-style indoor and outdoor seating. There will also be numerous restaurants on the fifth floor including Bar-Be-Que-Nation, Mamagoto-Dhaba, Social and Nando's to name a few. ●



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

Family 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, Smaaash 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

at Viviana Mall does serve as a perfect testament to our efforts in creating unparalleled experiences for our customers,” Agarwal adds.

India's only mall to have a 360 degree indoor roller coaster, Infiniti Mall's FEC has set standards for other to follow in terms of making best use of limited space being available.

Mukesh Kumar – CEO, Infiniti Mall states, “We have Fun City as an FEC which occupies approximately 45,000 sq. ft. area and we are also in talks with another brand to set up another large play area.” On the role of technology, Kumar adds, “Technology is, in some forms, directly related to happiness. Technology is both a disruptor and enabler for the FECs. Despite of all new entertainment option, people still desire face to face interaction and socialising. Technological advancements are improving convenience and customer service by way of cashless payment, self-service, and pay on entry enhancing the activity itself by creating a more immersive environment.”

Infiniti too offers its patrons a chance to indulge in AR and VR based games and they have recently introduced a POS-based Rewards Program where earning of points happens at the POS of the store. Kumar says, “Our enhanced Rewards Program provides a significant push in terms of footfalls and overall experience.”

Putting Technology to Use

On how technology can be used by malls to reinvent their FECs, Agarwal shares of his valuable experience saying, “First, one opportunity is gesture control, although this is still in the development stages malls can introduce gesture control gaming where players can do certain gestures that will result in them playing the game. Second, we have the augmented reality gaming where you have a 3D image or a 3D projection coming out and customers can play the game

TECHNOLOGY IS, IN SOME FORMS, DIRECTLY RELATED TO HAPPINESS. TECHNOLOGY IS BOTH A DISRUPTOR AND ENABLER FOR THE FECs. DESPITE OF ALL NEW ENTERTAINMENT OPTION, PEOPLE STILL DESIRE FACE TO FACE INTERACTION AND SOCIALISING.

which results in an interactive gaming experience for the customer – for instance if a player has a holographic 3D projection coming out in a fight sequence in a game the player would have to shoot the 3D image with a virtual gun. Third is the introduction of group gaming – where you have people playing together in a group on ground much like Internet-based. They could be either be playing against each other or even be as collaborators taking up a particular assignment in the game. Next is also the introduction of an online gaming zone within the FECs in malls where players can pay a nominal fee and players could play games on a large screen in the FEC, this is similar to the concept of internet gaming on a phone or a tablet.”

Kumar shares his views on how technology can be best put to use by malls to run their FECs saying, “Innovative malls are incorporating value added

elements like concerts, art centers, spas, fitness clubs to entertain the customer. Technology can be used to extend the relationship with the customer before and after the mall visit through social media. It can also be used to take the shopping experience to the next level by introducing Omnichannel model where customer can see a product or a ride/game and can book/block it on the App and can pick or avail it once visit the mall.”

Conclusion

It is no exaggeration to state that with technology, a mall can completely reinvent its FEC. Shoppers today visit a mall to spend their leisure time in company of their friends or family and engaging in initiatives and activities that are otherwise not easily accessible to them. With e-commerce, shopping is taking place within the comforts of one's home as well but the adrenalin rush that one can experience at an FEC remains unmatched. And

this makes it imperative for a mall to ensure that its FEC is not only technologically sound but advanced as well.

Agarwal aptly concludes, “Technology will re-invent the ways in which FECs can provide greater, 360-degree customer experiences in



terms of rides and gaming options. While technological advancement introduced us to innovations such as gesture control, group gaming, Virtual Reality, Augmented Reality and WAN network gaming, these technologies will diversify the options available in the near future. With the introduction of these technologies, customers won't have to go too far to gain experiences,” he concludes. ●



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

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



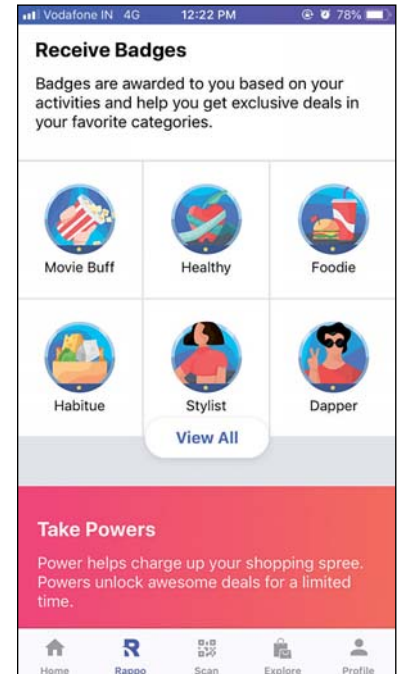
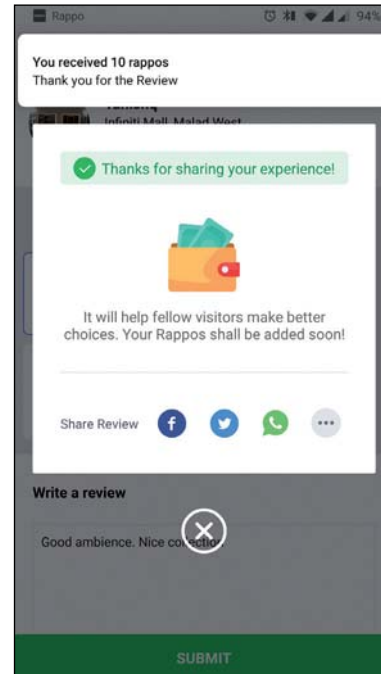
M SADIQUE AHMED
CEO, Pathfinder Global

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

analytics solution, helps blend information from various solutions that we offer to build intuitive reporting dashboards that indicate the health and revenues from retailers to the shopping centre management.

Understanding the tech stack of the shopping centre and integrating with the multiple PoS systems used by individual retailers, we have built integrations into most PoS systems, which enables us to read the billing information and analyse them for actionable insights.

Which is one of the primary factors of going phy-gital and bringing about digitisation? How are you aligning with data management?

Rappo (the customer engagement app) is the tool that cuts across phy-gital and brings about digitisation.

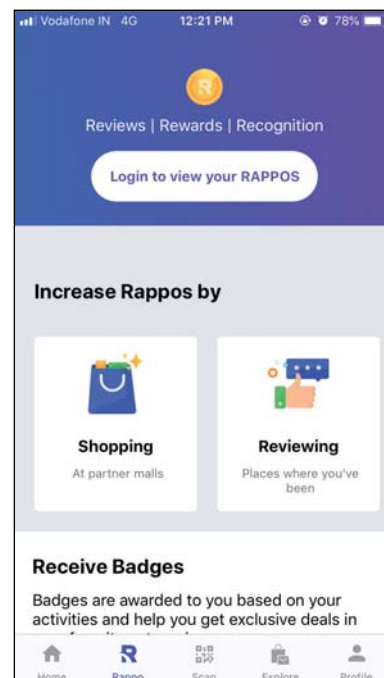
Rappo helps shopping centres create an engaging gamified experience for customers who love to browse offers and deals, thus giving them a great reason to visit the centre. Today, customers are online social beings who want to be recognised and rewarded. Rappos' in-built reward mechanism is gamified to drive check-ins, post reviews, and redeem Rappos that they earn for various activities that they perform. Instant redemption (gratification) provides customers with luxurious experiences, thus moving away from the traditional method of using the points on their next visit or during a specific period.

What are the challenges that are involved in providing phy-gital experiences for centres and brands? What makes Rappo the perfect shopping centre loyalty and rewards program?

Pathfinder has been a leading technology-based solution provider for the Indian shopping centre industry, almost since its inception. We have understood the primary challenges faced by shopping centres and also the unique requirements of the industry (as differentiated from the retail business).

For instance, one of the biggest reasons behind the fact that current centre loyalty programs are unable to on-board a large share of their shoppers is, unlike retail loyalty where points are earned immediately at the till on a purchase, shopping centres until now, have no such till. With our integration into retailer PoS systems, shoppers can earn their loyalty points at the till immediately on a purchase.

Other such ways of uploading a purchase to earn loyalty points are that shoppers can load points against invoice copies at the customer service desk or from the comfort of their home or anywhere, by clicking a picture of the bill. With our sophisticated machine-learning tool, the bills are read by the system and credited to the customer's account. Today, some shopping centres have back-end

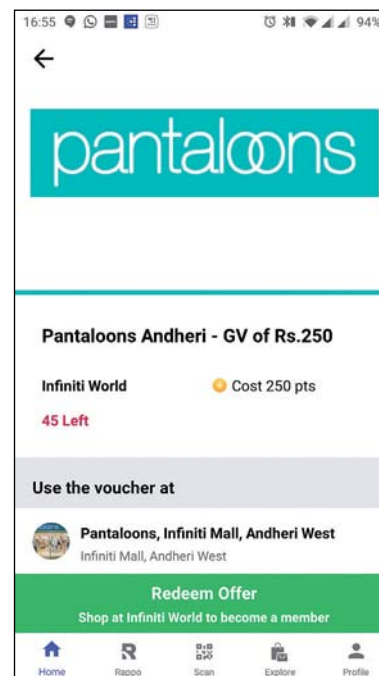


Rappo is enabling malls to bridge the phy-gital landscape with customer engagement, in real-time, with a gamified experience to keep customers engrossed and revisit for more.

teams of 6-10 people only for bill upload verification, but we have eliminated the need for human intervention and leading to saving of employee costs.

The customer purchase data is also analysed and sliced and diced through retail analytics and data science tools, consequently giving a sound picture of the shopping pattern. Such as:

- Do shoppers of premium retail brands buy from premium retail footwear brands or value footwear brands?
- Does a family always dine while coming in for a movie?
- Are hypermarket users regular shoppers of the centre or do they visit once in a month for their monthly grocery shopping?



Now, if you are a shopping centre manager, this data becomes an essential tool for you to understand your customers' journey and shopping habits. Hence, you can adjust your marketing program and leasing strategy to maximise your centre's revenue.

Further, we also offer solutions like way-finding and facial recognition tools. The data from these tools can be layered on to the loyalty program data to derive the most accurate customer journey patterns.

There are, in fact, many more features, but the ones shared here,

we believe are the game changers in making the shopping centre programs successful in terms of enrolments and regular usage by its members.

What does the facial recognition tool offer and why should a shopping mall consider investing in it?

Today, the only real metric that shopping centre management has control of is the footfall count. Having that said, the system has some inherent flaws. For example, a large centre could have an average weekday footfall of 25,000, of which, at least, 1500-2000 will be the staff of the centre and retailers. If you assume that even 50 percent of them are walking out once a day for a break, it takes up to 3000-4000 staff count off the 25,000. Some of the large shopping centres also tend to have outdoor and indoor areas, and if a customer visits the two sections, they get counted twice. So your realistic footfall count in such situations can be around ₹17,000-18,000 for the day! Now, all that you know is the total number of people. You do not know their gender nor their age, and you do not have this data sliced by time-part of the day! I don't need to elaborate on why having this information would be beneficial.

Third-Eye (the facial recognition-based people counting and analytics system) provide shopping centres with the 'net' visitors for the day. We can white-list the staff of the centre and retailers and eliminate them from the count. We can remove the duplication of customer entry between different areas of the centre. We can thus tell you, as per the above example, that you actually had 17,850 visitors that day, of them, 9,350 were women, 6,950 were men, and 1550 were children. We can further layer this by time-part and age group. You can also check 'the delight factor' of the visit by analysing facial expression at entry and exit! Further, if you have integrated this with Rappo, you could get a real-time link between walk-ins, customer journey and shopping! •



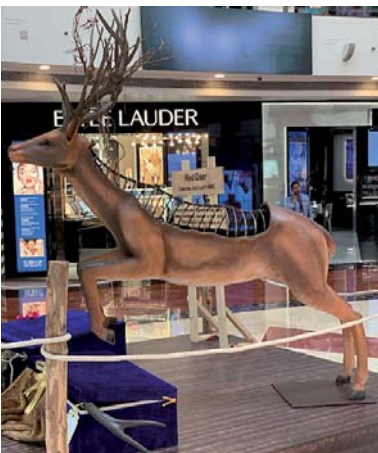
'Poila Parbon' celebrations at the Junction Mall



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...

Community Connect At Junction Mall, The City of Joy

Some malls have taken a giant step forward when it comes to displaying a platform for promoting events. Such is the case of Junction Mall, Kolkata wherein promotional and innovative activities were held recently. An event titled, POILA PARBON - "celebrating 1st", was organised mainly as a "Community-Connect" with its denizens. The entire set-up, event planning, creatives for the campaign and the overall decor plan was executed keeping in mind the upcoming Bengali New Year ahead. Over and above, special attention was given to Bengali traditional fashion shows, dance performances, recitations from the past years, Bengali folk bands and a Celebrity folk performance referred as Baul was performed for the general public. These performances have said to bring out the real enthusiasm from the audience and they look forward to see more of it in the years to come.

A whopping 4.5 lakhs was the total cost involved in organizing this festive themed event, of which 2.75 lakhs was spent just on the decor segment. It was created by the local artists to imbue an actual flavor of the regional festival and to imbibe a sense of belongingness.

Anchors, Ethnic Fashion Brands, Footwear, F&B were some of the retail players that got recognition for their work during this period.

'Asli Happyness Wala' Sale kick starts at Seawoods Grand Central Mall

The much awaited End of Season Sale has knocked your doors yet again at Seawoods Grand Central Mall, as the mall announced its second edition of 'Asli Wala Happyness' Sale. This month long shopping extravaganza is supposed to begin on the 15th of June '19 and will most likely continue until August 15 with wholesome lucrative offerings on over 400 brands. Shopping will be redefined from June 6-7 as the mall will offer a 'Flat 50% Off' on all of its merchandise. Participation from leading brands such as Vero Moda, Ethnicity, Global Desi, Wrangler, Lee, VIP, Jack & Jones, Gap, Puma and Samsonite will be graced as well. This season, the sale offer has promised to be even more appealing for the patrons as the mall will offer assured gifts to anyone who shop for over ₹2,500. The customers will also be getting a chance to take part in multiple lucky draws held throughout the day.

EVENTS

IPL Celebration at Express Avenue with DJ Bravo

International Cricketing Sensation & Chennai Super Kings IPL Star DJ Bravo visited Express Avenue as a celebration of IPL Season, and interacted with fans. He also performed on his hit songs including Champion, Asia etc. in front of an excited audience. Mall shoppers also got to purchase Official DJ Bravo 47 merchandise and indulge in the cricketing theme.

Seawoods Grand Central Mall Celebrates 'International Yoga Day'

On the special occasion of International Yoga Day, Seawoods Grand Central Mall is all set to host a healthy yet exciting event in association with Yoga Sadhana Mandir on the 21st of June, 2019.

In its maiden attempt to inculcate a healthy style of living amongst its patrons, the mall is inviting guests to attend a special yoga session at the mall between 7.30 AM - 9.30 AM.

In this two hour long power-packed Yoga session professional instructors will be there who will be teaching some basic yogic asanas such as shalabasana, pawanmuktasana and makrasana among others which is known to be a natural cure for several ailments. This will be followed by a few breathing exercises such as Kaapalabhaati and Pranayana, which is quite easy and much of a life saver for those with chronic health issues. This two hour session will also include emphasis and advice on mental, psychological and physical health benefits of a regular yoga routine.

All prominent Yoga institutes from in and around Navi Mumbai such as Ambika Yoga Kutir, Patanjali Yogapeeth, Swami Vivekananda Yoga Anusandhana Samsthana etc. will also be there to grace their presence in the event.

Select CityWalk Celebrates World Environment Day

On the occasion of World Environment Day, on June 5, 2019, Select CityWalk championed the need of a clean and green planet through various initiatives and events. Select CityWalk strives to highlight

the concerns that are threatening the planet as now breathing in a green planet remains a dream and the installations ravaging the environment by none other than man is a vile attempt. The mall conducted a series of events in call to action for creating awareness to save the environment.

A series of unique and thought provoking art installations include - 'Wild Horse: Build a Stable Relationship with me, before I'm Gone' stating that massive deforestation has driven wild horses onto the verge of extinction. Hence, one needs to 'Stop cutting trees and save paper!'. Apart from that, they have 'Red Deer : I can run, but I can't Hide.' Red deer are endangered as they have been consistently hunted for red velvet on their antlers, for their hides and meat. It stands affirm on the note - "Give up wearing the skin of animals!"

'Polar Bear: Drowning in the Unbearable heat of my Home' was another such initiative wherein they swear to refrain from using plastic and dirtying the ocean. Polar bears are falling prey to melting ice caps as a result of global warming.

Also, 'Siberian Crane : Caught in my Flight' says that these birds travel long distances in cold winter months and are hunted heavily along the route. These are in grave danger of being absolutely extinct.

The impact of climate change and global warming is affecting species across the globe and endangering their very existence like the polar bear, the African elephant, the giant panda, whales, dolphins and porpoises, tigers, sea turtles, arctic foxes, penguins, toads and salmon to name just a few.

"At Select CityWalk, we have created a series of art and culture that represent the state of our planet through which we would like to raise awareness and action to be responsible environment-friendly citizens", says Yogeshwar Sharma, Executive Director and CEO, Select CityWalk.

MGB Felicity Celebrates 3rd Anniversary

MGB Felicity celebrated 3rd anniversary of the mall with great enthusiasm and style. The mall conducted 'Live Concert', where Capricio Band performed in front of a huge crowd of more than 20,000 shoppers. The event was a hit as mall received huge footfall with maximum being the youth.

Felicity mall also conducted special yoga sessions at the International Yoga Day in the mall premises. More than 100 shoppers participated in the session which lasted for more than two hours.

POSIFLEX: PROVIDING EFFECTIVE POS SOLUTIONS TO SHOPPING MALLS GLOBALLY

The concept of offering total POS solutions under one roof has proved vital to major retailers, mostly because their efforts to coordinate with multiple vendors for after sales services lead to inefficiency and performance issues at stores...

By Shopping Centre News Bureau

Established in 1984 globally, brand Posiflex was launched in India in 2001 and has today become a powerful and leading POS solution providers in India. Posiflex is the one of the oldest POS Terminal Company in India with installed bases of more than 75,000. The brand has always provided maximum uptime of its machine running at its customer stores thus ensuring shopping delight at 'POS check out'.



The concept of offering total POS solutions under one roof has proved vital to major retailers, mostly because their efforts to coordinate with multiple vendors for after sales services leads to inefficiency and performance issues at the stores.

Currently, Posiflex is marketed worldwide as one of the leading brands in the industry and has established subsidiaries and offices in various nations including United States, Germany, Japan, India, China, Singapore, and Malaysia to provide local and prompt services.

D Baskaramoorthy, Vice President - Sales, Posiflex Technology India Pvt. Ltd., talks to Shopping Centre News Bureau on what it takes to oversee technology solutions for shopping centres in India.



D BASKARAMOORTHY
Vice President - Sales, Posiflex
Technology India Pvt. Ltd

Excerpts from the interview...

What are the services offered by your brand from a shopping mall perspective?

Posiflex offers comprehensive POS with integrated service solution to retailers, multiplex and food courts within shopping malls. These are the areas which have maximum visitors and therefore our products are built specifically to handle such high traffic billing, ensuring maximum profitability to our customers using Posiflex POS terminals.

What is your USP?

Posiflex is the only company in India with an in-house hardware design, R&D, manufacturing, sales and after sales service. We believe in providing complete visibility of product and technology road map to our customers and partners. Posiflex POS hardware – with long shelf life of asset usage – assures the lowest 'Total Cost of Ownership' among any competitive brands.

What are the challenges that are involved in providing phy-digital experiences to malls and brands?

Currently shopping malls are not integrated, and they operate independently. Each mall has a different brands and retail stores which are not related to each other; thus, it is important to have all these stores-customer and sales data collated to give empowering experience to the consumers, who have visited the mall.

The value for money that a consumer spends in malls has to be quantified, so that he visits the mall time and again which also improves the mall performance ratio. To ensure this, shops within malls should be integrated digitally to give seamless shopping experience with a powerful loyalty program.

How fruitful are your solutions from a retailer / mall perspective? Please elaborate in terms of revenue and footfalls generated.

Posiflex believes in keeping the consumers happy and satisfied. We help the retailers and mall developers in keeping up their checkout experience as smooth and enjoyable for their customers. Most retail sales analysis suggest that 40 to 50 percent of sales are happening due to repetitive customer visits, whereas Posiflex POS systems play a vital role in making this happen through its 'Point of Sales' (Fixed and Mobile) + Self order/check out kiosk system.

How useful can your brand be towards helping malls go Omnichannel?

Posiflex solution caters to both physical and virtual stores for ordering, processing and check out. Our services play crucial role for any brand/retailer/mall in going Omnichannel. We are now offering a new service called 'Remote Management Solution' which ensures data in POS is secured and system uptime is monitored real time for maximum performance. ●

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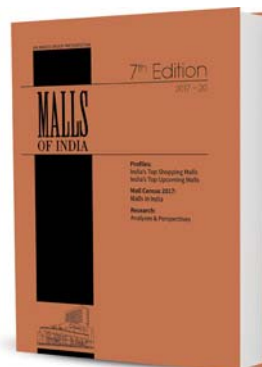
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MALLS OF INDIA 2017-20

Malls of India is a retail real estate guide for retailers. It provides a perfect opportunity for developers to present details of their operational and upcoming projects to the retailers and prospective tenants. In its 7th edition, the 550 pages volume documents the current status of the shopping industry, presenting a detailed analysis of the current status of the shopping centre industry.

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NEXT ISSUE HIGHLIGHTS

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.

SEPTEMBER 2019 Shopping Mall Desing: Shopping Centre News September 2019 takes an in-depth look at the mall designing concepts and architectural themes based around it. The feature will focus on designing/ redesigning malls to serve customers in a better way, green/eco-friendly initiatives, theme based malls and other factors associated with it.

INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY.

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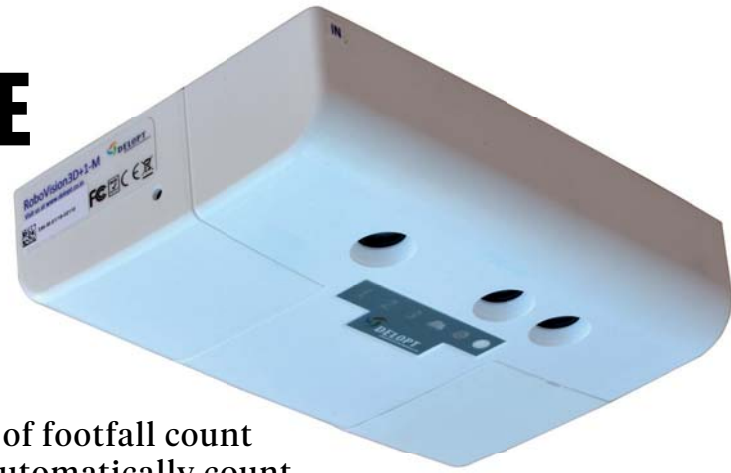
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ROBOVISION 3D: AN INNOVATIVE PLATFORM TO PROVIDE FOOTFALL DATA FOR MALLS



ROBOVISION 3D technology is based on the trending concept of footfall count systems, that are deployed at entrance of shops and malls to automatically count the number of visitors and generate reports on a timely basis...

By Shopping Centre News Bureau

DELOPT (Deepti Electronics & Electro-Optics Pvt. Ltd.) is a company that focuses on the design, development and production of Embedded Systems and Electro-optics systems for military and civilian applications. Their civilian applications include providing a footfall counting system for retail intelligence and security surveillance systems in retail organisations etc.

Staffed with a pool of experts, DELOPT strives to achieve Total Quality Management (TQM) through continuous improvement. In a tête-à-tête with **Dr. MR Sheshadri, Managing Director, Delopt**, Shopping Centre News Bureau finds out on what it takes to create and oversee technology solutions for shopping centres in India.



DR. MR SHESHADRI,
Managing Director, DELOPT

Excerpts from the interview...

Tell us about DELOPT?

Being a leading in-store technology provider in India, DELOPT strives to manufacture and sell People Count Systems with high accuracy and optimum power. We consistently focus on development and towards that have developed 'ROBOVISION 3D'. This technology is installed and used by major retail brands and shopping malls across the country. It is also installed in airports, amusement parks, shopping centres, office spaces etc. to get an accurate count of visitors and also to find out building occupancy patterns.

It is based on the trending concept of footfall count systems, that are deployed near entrances of shops and malls to automatically count the number of visitors and generate reports on a timely basis. This footfall count data is then used by the retail stores and malls to ascertain the following:

- The total number of people visiting the mall
- The exact timing of the visit
- The busiest and prime hours of business as per footfalls
- Whether advertising and

promotions by the mall / brands helped increase footfalls

- Adequate store staff planning

What are the services offered by your brand from a shopping mall perspective?

We offer a multitude of services to our customers including:

- ROBOVISION 3D: The sensor offers almost a 98 percent accurate people count. It is an IoT device that processes data on the edge and is intelligent enough to differentiate between an adult and child.
- DELBI: These are people count reports on a SaaS Model. DELOPT offers cloud services to generate people count reports for the shopping malls. Automated reports are mailed to designated e-mail IDs every day.

What is your USP?

Ours is a global product that is sold and installed in Europe, Middle East, APAC and American markets. Our systems are designed, developed and procured in India and our USPs are many and varied. We are backed up by a strong R&D Team with an embedded

system and software. We also specialise in applying cutting edge Indian Defense technology into civilian applications. Aside from this, we are quick to install and manage large deployments. We also enable easy integration to third party applications such as ERP, IBMS and many other energy management systems.

What are the challenges that are involved in providing Phy-gital experiences to malls in India?

The first and foremost challenge is the lack of prior planning. Mall owners should make provision of adequate budget and infrastructure to incorporate technology products right at the beginning. Further, mall developers should adopt a scientific approach to data management. Footfall count data can be used by mall operations, marketing, security and all other teams for taking various decisions and this holistic approach to the investment and ROI needs users to effectively benefit from the change.

How fruitful are your solutions from a retailer / mall perspective? Please

elaborate in terms of revenue and footfalls generated.

Today's mall management teams are gearing up with a professional approach towards operations. Footfall count data is automated and extensively gauged so malls can take quick action to remedy any shortcomings. Shopping malls and retailers study visitor count data to measure the rate of success and efficiency of store resources and brand.

Our solutions also help with the following:

- Management team gets accurate, reliable and timely footfall data.
- Enables speedy decision making process.
- ROI is well-achieved within a year of deployment.
- Performance indices & KPAs can be set using footfall data.
- Retail brands can plan as well measure ads & promos.
- Footfall data is available through a variety of business analytics.
- Real-time occupancy data can be used for energy management & building safety applications. ●

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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.

