

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#72



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Malls Shift Focus from Selling Products to Selling Experiences

Every shopping mall has its unique way of serving consumers and visitors – some malls may be more traditional in their offerings while others more modern, innovative in how they woo visitors. Some malls work on bringing in better brands – both homegrown as well as international, others concentrate on providing entertainment and food offerings and yet others use technology to keep themselves ahead of the rest.

Suffice to say fierce competition, the age of digitisation and Omnichannelisation is drawing malls out of their comfort zones, getting them to try the unique at regular intervals to rake in consumers. One sure shot method to bring in the footfalls is selling experiences. The new-age consumer has enough disposable income, lack of time, a plethora of mediums to shop on and food tech platforms bringing the best of cuisines to his doorstep. The only thing which can add more value to this already well-served customer's mall visit is serving him experiences.

This theory is supported by a study by Walker, a customer intelligence consulting firm, which reveals that customer experience will overtake price and product as the key brand differentiator by the year 2020. Malls today are providing a wide range of services and experiences including discounts, offers,

exclusive events like midnight sales, buy online and pick at store facilities, waiting lounges, 24*7 helpdesks, digital screens and robotics manuals to guide shoppers.

Shopping Centre News' November issue brings you a detailed analyses of the need for consumer engagement, and case studies on how malls have prospered after implementing more services. The issue also brings readers a feature on the role and impact of Visual Merchandising in malls, how it is responsible for more footfalls and eventually more conversions, and why it plays a key role in deciding the brand's fate by attracting more shoppers.

As always, we hope you find the issue informed and beneficial. Do log on to our website, www.indiaretailing.com to read more informative articles and analyses on the stage of the global retail and shopping centre industry with an emphasis on India.



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Investment, Consumer Experience Remain Top Priorities for Indian Shopping Malls

Shopping Centres are investing in upmarket areas and spending more and more to understand the exclusivity of consumer requirements, in order to anticipate what the buyer really wants. Here is a roundup of major mall news and activities from India over the last one month...

Viviana Mall Increases Rooftop Solar Installation Capacity

Viviana Mall has increased its rooftop solar power installation by over 35 percent to 1,340 KVA. With this renewable source of energy generation, the mall is set to meet half the common area electricity requirement. As per a report published in constructionweekonline.com, the solar setup at Viviana Mall now generates approximately 1.75 lakh kilowatts of clean energy each month.

In December 2016, Viviana Mall had installed 900 KVA rooftop solar power plant at their premises. This made Viviana Mall the first retail premises to have such a vast rooftop solar installation generating 100,000 kilowatts per month.

The decision to increase the capacity was taken after the mall's management realized the benefits accruing from generating power through renewable energy.

After having covered about 50 percent of common area power requirement, the mall's



management is looking forward to covering maximum electricity consumption through green energy.

Post this rooftop solar plant installation, the power bills for Viviana Mall have reduced substantially as well. Secondly, during power

cuts, reliance on diesel-generator sets has also reduced drastically. Thus, it also reduces reliance on fossil fuels (diesel) to a considerable amount.

On augmenting of the installed solar capacity, Manor K Agarwal, CEO, Viviana Mall said, "As a role model for sustainable progress, the Viviana Mall is well on course towards achieving its goal of maximizing the generation of its power requirements through renewable or clean energy sources. Renewable energy has significant environmental benefits making it the single biggest driver to help us meet our carbon emission reduction targets in our fight against climate change. With India being a growing economy, power consumption is only going to rise. The adoption of alternative sources of energy is the ideal way to manage the balance between economic growth and a sustainable environment."

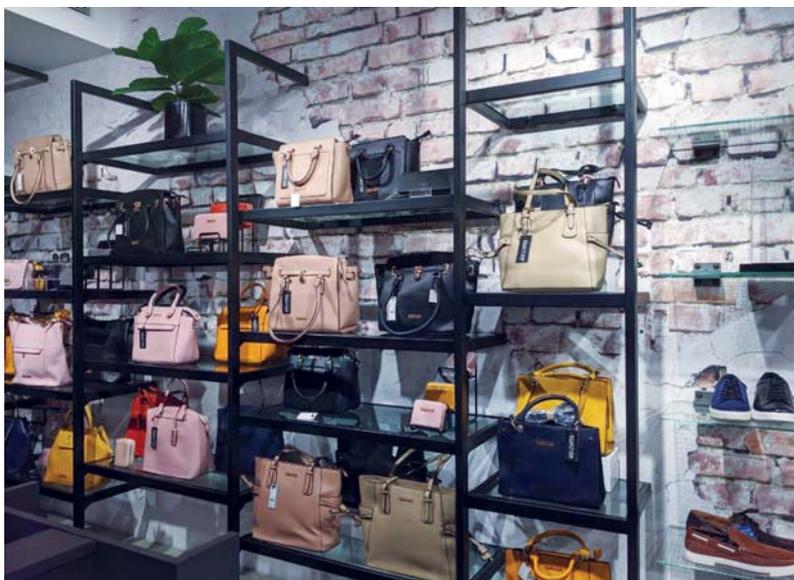
Kenneth Cole Opens First Flagship Store in India at Infiniti Mall, Mumbai

Global fashion brand Kenneth Cole has opened its first flagship store in India at Infiniti Mall, Malad, Mumbai through Brandzstorm India Marketing.

Spread over 1,200 square feet, the new store promises a graceful dose of retail therapy with a seamless assortment of lifestyle products, interactive decor, minimalistic design, and vibrant interiors. The store will sell men's and women's apparel, footwear, handbags, accessories, perfumes, laptop bags, and luggage. The products will be priced from ₹3,000- 20,000.

of global fashion with its distinctive New York style and classic designs. We are pleased to bring the brand to the Indian customer and believe there will be a high degree of acceptance from our esteemed patrons in Mumbai. The new store will provide irresistible shopping experience giving customers access to a wide choice of Kenneth Cole New York products under one roof."

Brandzstorm India has also embarked on a retail expansion plan to open 10 flagship Kenneth Cole stores nationally within the next 3



Announcing the launch, Ujjval Saraf, Managing Director, Brandzstorm India Marketing Pvt. Ltd. says, "We are excited to launch the first flagship Kenneth Cole store in India at the upscale neighborhood in Malad Mumbai. For over three decades Kenneth Cole brand has defined the standard

years. The brand will concentrate on major metros and Tier I cities during the initial phase of growth. Brandzstorm India Marketing will market Kenneth Cole through flagship stores, multi-brand boutiques, shop-in-shops, major department stores, and e-commerce portals.

Beccos Opens Flagship Store in Times Square, Ahmedabad

Beccos, a Korean designer brand, announced the opening of its one of the largest flagship store in Time Square Building - Ahmedabad. Spread over 3500 sq ft, the store is the third BECCOS store in Ahmedabad.

Beccos' products have been designed by South Korea's influential product designers which offer aesthetically pleasing yet functional products. The flagship store will offer a wide array of products including Baby Care, Beauty & Personal care, Fitness & Outdoor, Home & Kitchen, Stationary, Digital Products, Handbags & Wallets, Seasonal and some Lifestyle Products. True to its core business model, the flagship store will soon add more sub-categories and refresh current offerings to keep pace with the latest global trends.



Speaking on the sidelines of the inauguration, Gauttam Kumar Jain, Director, Beccos India said, "We are overwhelmed with the tremendous response we have received from Indian consumers and would like to thank them on behalf of the entire Beccos team. Our wide range of exquisite products designed by South Korea's most influential product designers demonstrate the brand's commitment to innovative design, high quality and affordability".

Speaking on the opening of the flagship store Franchise Owner Jignesh Thakkar said "Our third store in Ahmedabad is an attempt to raise the bar in experiential shopping and offer an immersive experience, with kids play zone and customer lounge to all shopping loving people. The exclusively designed store promises to offer a fun way to shop for Beccos' vast and an ever-expanding array of the hottest products at affordable prices. We see tremendous potential in the Indian market and will be expanding our retail presence to 5 stores by March 2020.

The brand successfully forayed into the Indian market late last year by opening its first store in the country's capital city, Delhi. Since then, the brand has successfully expanded across Delhi, Maharashtra, Punjab and now in Ahmedabad. With many more BECCOS stores in the pipeline, the Korean brand is all set to spread its wings across the country. The Brand Sees the tremendous potential in the Indian market and to accelerate the aggressive expansion, BECCOS invites franchisees to be their partners in growth. With all the right ingredients, BECCOS will be warmly embraced and coveted by the savvy Indian consumer.

INDIAN MALLS: SELLING EXPERIENCES TO ENGAGE CONSUMERS

A 2018 study by KPMG titled 'Global Retail Trends 2018' suggests that customer experience is more important than ever as retailers are striving to differentiate themselves in a challenging and crowded market. Consequently, experience per square foot will be the new retail metric to measure success...

By Charu Lamba



Shopping centres encapsulate a robust holistic experience of entertainment, food, shopping, and leisure. They are no longer looked upon as retail destinations but instead have evolved into platforms to garner memorable experiences and spend good quality time. They have transformed into a space for people to relax and rejuvenate their energies and spend quality time with family and friends. For malls to succeed in becoming community hubs, it is imperative for the management to engage consumers across various touchpoints – not just retail, but also services provided, the ambience and décor as well as experiences, including events – to ensure both repeat footfalls as well as to garner customer loyalty.

A study by Walker, a customer intelligence consulting firm, has revealed that customer experience will overtake price and product as the key brand differentiator by the year 2020.

“The need to engage the customer is paramount as one wants that the customer forms a positive and great image of the mall in their minds; this helps not only in developing a large base of loyal and repeat customers but also in acquiring new or additional customers,” explains **Manoj K Agarwal, CEO, Viviana Mall.**

Adding to this, **Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure Pvt. Ltd** says, “Engagement and experience can only be achieved in a shopping centre retail format. The customer of the future does not shop merely for functional purposes but also for the experience, which starts much before the actual purchase transaction.”

A 2018 study by KPMG titled 'Global Retail Trends 2018' suggests that “customer experience is more important than ever as retailers are striving to differentiate themselves in a challenging and crowded market. Consequently, experience per square foot will be the new retail

GROWEL'S 101'S 'FESTIVAL OF DELIGHTS' HELPS MALL RAKE IN FOOTFALLS, REVENUE

Growel's 101's 'Festival of Delights' event blended the euphoria of the festive season with visual grandeur and consumer experience...

By Shopping Centre News Bureau

In an exclusive interaction, Sachin Dhanawade, COO Retail and Real Estate for Grauer & Weil (India) Limited, talks about the festive season celebration at Growel's 101 Mall.

Tell us about the events conducted by Growel's 101 during the festival season, focusing on Diwali and Dussehra.

Growel's 101's 'Festival of Delights' event blended the euphoria of the festive season with visual grandeur and consumer experience by conducting competitions, musical events, tambola, etc. To incentivise shoppers, we gave out 'Gold', the symbol of auspiciousness and good luck as our mega prize. Everyday engagements, including online picture/selfie contests, also involved a lot of prizes sponsored by our retail partners.



Sachin Dhanawade, COO Retail and Real Estate for Grauer & Weil (India) Limited

What was unique about these events?

Initially, we used to do a lot of engagement centric activities for kids and families which had a limited set of audiences. This year we focused on creating a grand visual festive experience for our customers. Hence, a rich elaborate and grand décor played a vital role in making this event a star attraction. To enhance the shopping experience of customers, we extended the shopping hours until midnight.

Was there an increase in the footfall of the mall during these events? Which events had the best impact on the footfalls?

Though there cannot be an apple to apple comparison for the footfall since Diwali was in the first week of November 2018 and this year it was in October, there was good growth in footfall for the month. So far, the month of November has been quite fruitful, and we are hoping of closing the numbers in double-digit growth for the season.



Tell us about the revenue and business generated? On what scale do you rate this growth in comparison to the events in 2018?

We clocked our ever highest retail sale this year in the month of October 2019 with a big margin compared to our previous highest. Hence, the growth compared to the event in 2018 was phenomenal.

Elaborate on your event calendar and mechanism behind it?

Growel's 101 has grown from being a neighbourhood mall to a regional centre and aspires to be a super regional centre very soon. Apart from the major seasonal events, Growel's 101 also conducts community-centric events and CSR activations. From making the customers gift solar lamps to the villagers at neighbouring Sanjay Gandhi National Park by redeeming their rewards points, making the children make Diwali greetings and sending them to the Indian Army, gifting Anti-Pollution masks to the Traffic Policemen, hosting a Ganesha Festival specially for the visually impaired with a Special Idol for them to feel and understand to being an active venue partner by offering mall premises to neighbourhood to carry out their social activities like blood donation camp, street plays and flash mobs, it all happens here at Growel's 101.



KW DELHI 6: AN ESSENCE OF 'FREEDOM SHOPPING'

With the promise of a delightful shopping experience to all, KW Delhi 6 is ready to write a new story of customer experience and to establish a new benchmark for success...

By Sandeep Kumar

With a vision to revolutionise the entire real estate sector, KW Group has been creating new benchmark projects to transform the lifestyle of the society and KW Delhi 6, Ghaziabad is one example of this. Located in Rajnagar Extension, KW Delhi 6 is an ongoing commercial project with most advanced and latest gaming options in world, best of local and international cuisines, as well as optimised and blend of renowned Indian and international brands under one roof. With the promise



PANKAJ KUMAR JAIN
Director, KW Group

of delightful shopping experience to all, KW DELHI 6 is ready to write a new story of customer experience and to establish a new benchmark for the success.

“The imagination of a

commercial project in residential hub of Raj Nagar extension was a huge challenge for us. KW Group was first in the country to launch two commercial projects in January 2017 post demonetisation. The market condition was adverse, and it required massive courage to come out with a real estate project in a Tier II City. In just two years' time, the feeling of accomplishment has surpassed and superseded every other feeling,” says **Pankaj Kumar Jain, Director, KW Group.**

Factors Influencing Popularity

Apart from the infrastructural

growth explosion in the Ghaziabad, KW Group has the benefit of being the first mover in the region. The project has access to an organised residential hub with a catchment of approximately 3 lakh people.

Adding to this, it is essential to note that there is no competition for KW Delhi 6 in near future absolutely. The mall is a door opener for many national and international brands, restaurants and gaming arcades and zones in the Ghaziabad region.

“Rajnagar Extension today is one of the most preferred investment destinations in NCR. The infrastructural development and decisions like conversion of Hindon Airport to domestic Airport, Hindon Elevated Road, Eastern and western Peripheral corridors, metro connectivity and a proposed international cricket stadium have added a new dimension to the area. And all these factors have added more weightage to our project,” states Jain.

The Tenants

A right tenant mix plays a pivotal role in the success of every shopping destination.

VISUAL MERCHANDISING: A TOOL TO HELP BRANDS GET NOTICED IN MALLS

Shopping Centre News speaks to shopping malls and brands present in the mall to understand how effective visual merchandising in malls can lead to more footfalls and eventually more conversions...

By Zainab S Kazi

There are two kinds of shoppers who visit a mall. One belongs to the category of impulse shoppers who do not have an agenda or preference for brands as part of their shopping list and then there is the serious shopper who exactly knows where s/he wants to shop and for what. What's common amongst them is that both these types of shoppers can be attracted to brands they may otherwise have not thought of patronising depending on the visual merchandising (VM) tricks and tactics the brand has in place.

Shopping Centre News Bureau speaks to various brands in shopping malls and mall managers to understand how effective VM in malls can lead to more footfalls and eventually more conversions.

It remains no secret that each mall today is home to a plethora of brands – both local, national and international and that these brands have their presence in practically all malls in an area. The large format MBOs may choose to be present in just a few malls but single brand outlets cannot afford to miss

even a single mall, even if these malls are in proximity to one another. To take this further, each category – be it apparel, beauty, home or accessories – have 'n' number of players to satiate the shopping needs of the new age shopper. More the choice in the number of brands within each category, lower is customer loyalty – unless of course the brand has truly created a niche for itself.

For shoppers walking in a mall, besides the brand name, it is without doubt VM that will lure them into a store and keep them there long enough to ensure that they fill their shopping bags with the merchandise being sold. VM plays a key role in deciding

the brand's fate to attract the shopper and make her shop. From the façade of the store to the layout, each of it plays a key role which cannot be understated or undermined.

Expert Speak

Talking about the importance of VM, **Manoj K Agarwal, Chief Executive Officer, Viviana Mall** shares, "A successful retailing business needs to create a good impression in the minds of the customers and that can be achieved through products as well as services offered. So, for retailers, visual merchandising is a very effective tool to drive footfalls and convert them into sales. It involves presenting

the merchandise at its best by using colour synchronisation, light coordination, accessorised displays and self-explanatory props."

On the role played by malls to add to the effectiveness of this tool, he adds, "In India, malls continue to have a strong growth potential, but only if a mall's management can differentiate its business from the other malls through customer perception." Agarwal points out that his mall

regularly synergises with all retail brands on VM and assists them in standing apart from the competition and this is done with an aim to grab the attention of consumers and influence their buying decision.

Echoing similar views is **Santush Kumar Pandde, Mall Head – R City Mall**. He says, "As a retail partner to different brands we believe in working with them closely to ensure a synergy between visual merchandise at storefronts and the ambience and interior of the mall. The idea is to give unique store experiences to shoppers, each of which resonate with the overall brand philosophy of the mall and lend itself to making the



MALLS & WAREHOUSING: CHENNAI CRACKS THE CODE

There are two other industries that share a deep symbiotic relationship with Chennai's overall real estate viability – one is organised retail (which is due to the presence of prominent shopping malls) and other is warehousing & logistics sectors...

By Sanjay Chugh, City Head – Chennai, ANAROCK Property Consultants



Today, a city's real estate success formula depends on quite a few other industries than just housing. Housing demand is a natural by-product of the success of businesses and industries that drive consumption and create jobs. Chennai's strengths as an automobile hub has already earned it the tag of 'the Detroit of the East', but it has also emerged as one of the leading IT/ITeS destinations of the country. Both these industries drive job growth, which in turn drives housing demand, but there are at least

two other industries that share a deep symbiotic relationship with Chennai's overall real estate viability – the organized retail and warehousing & logistics sectors.

Shopping Malls

Economic downturn or no economic downturn, Indians love to shop. Some consumer items like cosmetics (the fabled 'lipstick effect'), fast fashion and electronics like smartphones are actually beating the current trends, with the growth figures in these industries still firmly in the green. Malls are the best places to shop for these - and

to enjoy a few hours in clean, air-conditioned and visually appealing environs.

Contrary to doom sayers' predictions when the Indian e-commerce boom began revving up in earnest, malls are still very much the pièce de résistance of the Indian retail industry. South India has not been left behind, with the main Southern cities displaying bracing growth of the organized retail sector.

As per ANAROCK research, the top 7 cities in India currently have 105 operational malls sprawling over 50 million sq. ft area, of which Chennai has 10 malls spanning over 5.9 million sq. ft.

area. Organised retail activity in Chennai may not have caught up with Bengaluru's pace as yet, but it is picking up. In fact, at least 10 new malls covering over 5.45 million sq. ft. area are slated to come up in Chennai by 2022-end.

Chennai Mall Trends: The prominent areas in Chennai that will see new supply of malls include OMR, Anna Nagar, Perambur, Saligramam and Navallur. Average monthly rentals in the city hover anywhere between Rs. 70 to 150 per sq. ft. Mall vacancy levels in Chennai are more or less on par with Hyderabad at 14 percent, but higher than in Bengaluru (where mall vacancy currently clocks in at 10 percent.)

Unlike in some other major cities in India (MMR and Bengaluru come to mind) easy accessibility and connectivity drive footfalls in Chennai's malls. The city's top-performing malls essentially lie in prime locations and are easily accessible by both public and private transport.

In fact, their easy accessibility is one of the USPs for Chennai's shopping malls and mall developers recognize this critical factor as integral to the success of their establishments. For instance, malls in and around Anna Nagar – which is well-connected via metro - such as Forum Vijaya Mall and VR Chennai are seeing excellent footfalls, with the average footfalls in Forum Vijaya Mall averaging at least 1,500 even on weekdays. Chennai is a leisure-loving city, so the fact

Special Events in Malls

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



Select CITYWALK Ushers in Festivities in the Most Spectacular & Unique Style

To celebrate Diwali, the festival of prosperity, Select CITYWALK has adorned itself with beautiful decorations, and lined up with activities and shopping experiences for the consumers, with a tagline #HereForYou this festive and beyond. The décor of the mall is inspired by various aspects of the Ramayan. The central atrium depicts Hanuman carrying the Sanjeevni Booti- the magical herb as well as the Dhanush- the divine bow. The outdoor area has been decorated with architectural elements inspired by Indian mythology as well as a rotating Diya, which is synonymous with spreading prosperity and light. The shopping centre, in all its Diwali glory has also created many selfie spots across different areas.



The festive season began with Pop Box Exhibition from October 11 to 13 bringing together the best of ethnic and festive-wear apparel, accessories and more. The exhibition was followed by a special dramatisation of the Ramayana on October 13 in collaboration with Shriram Bharatiya Kala Kendra, known for one of the city's best depictions of the Ram Leelain Delhi for years. The Diwali Bazaar from Oct 16-20 will bring together a wider collection of brands to offer an exhaustive range of options that make for the perfect Diwali shopping and gifts.

Select CITYWALK has also created a one-stop shop festive Gifting Guide to cater to all the gifting needs. The guide has been carefully curated with exclusive handpicked gifting options available at the shopping centre. It provides an array of ideas to explore the best of home products, beauty, edibles, accessories and many more.

Speaking on the occasion of the month-long Diwali celebration at the mall, Yogeshwar Sharma, Executive Director and CEO, Select CITYWALK said "Be it decor, events or shopping, we have always celebrated Diwali with great enthusiasm and fervour! Diwali is all about togetherness and us, at Select CITYWALK strive to create an environment for families and friends to spend the festive season with happiness and joy. We are truly #HereForYou in every possible way"

VR Punjab Marks 2nd Anniversary Celebration With 'Free Shopping Spree'

VR Punjab marked its second anniversary by mesmerizing the customers through a first-of-its-kind celebration. As a token of appreciation towards its patrons, the mall hosted a 3-week celebration by hosting a series of events and



offers at the mall. The celebrations included a first-of-its-kind 'Free Shopping Spree' which gave an opportunity to the shoppers to avail the benefits of a 'VRP Switch'. Through this switch, the buyers could take home products belonging to opposite ends of the spectrum in the same price, i.e. in the same price they could 'switch' their fashion statement from ethnic to western and formal to casual. Also, they could



GITANJALI SINGH
Vice President - Marketing,
Select CITYWALK

We invest a lot into building loyalty and a genuine relationship of friendship and trust with our customers. At Select CITYWALK, we have always positioned ourselves as a friend to shoppers who choose to trust us. Someone they can rely on, have fun with and come back to for more every time

Building Consumer Engagement Essential for Malls

The retail landscape is changing. Many have questioned the future of brick-and-mortar retail in the face of online e-commerce taking precedence. But we believe that the two can in fact co-exist to serve very different purposes. Engagement and experience can only be achieved in a shopping centre retail format. The customer of the future does not shop merely for functional purpose but also for the experience which starts much before the actual purchase transaction. Here is where the shopping centre plays a crucial role.

If we can build engagement and in turn get loyal customers, we essentially make ourselves future proof. Most retailers who worry about losing customers to alternative options in a world of plenty are not trying to make themselves indispensable. A customer chooses to come to a particular shopping destination mainly because they like the experience, the ambience and the way the shopping centre engages them. So, building engagement in turn impacts building of loyalty and walk-ins.

There are various aspects other than shopping to engage consumers, and events and activities takes precedence. In terms of engaging customers through events and activities, we at Select CITYWALK like to go above and beyond the usual expected calendar of activities. We recently celebrated World Doodle Day by inviting doodle artists to conduct workshops on the art of doodling which was a huge success. Another interesting food exhibit that we recently hosted was 'Cheeni Cheeni'. It was a one of a kind Mithai fiesta showcasing innovative mithais in a pop-up format to gear up for the festive season. Other innovative events include a women's leadership talk series titled 'Sheros' as well as regular screenings of old classic films and performances across theatre and music. We also like to partner with local authorities providing them with a platform to spread important social messages. For this, Delhi Traffic Police conducted a road safety carnival as well as the recently held SDMC anti-plastic

initiative on the occasion of Gandhi Jayanti.

Another important aspect of engaging customers are the Family entertainment centre and food courts. Food outlets and Family Entertainment Centres are important binders making a mall a destination beyond shopping. The longevity of stay and footfall are highly impacted by a healthy mix of F&B as well as entertainment brands at the mall. Food courts especially have emerged as an essential component to our success. At Select CITYWALK, we have an extensive mix of F&B outlets including international coffee chains, bespoke stand-alone restaurants, Cafes, Pubs & Lounges as well as our Food Court - 'My Square' with a plethora of cuisines on offer. The PVR movie theatre as well as popular spaces like Hangout as well as our outdoor plaza area are popular among families to spend time, especially during weekends.

In today's time customer engagement and loyalty are correlated and very important. We invest a lot into building loyalty and a genuine relationship of friendship and trust with our customers. At Select CITYWALK we have always positioned ourselves as a friend to shoppers who choose to trust us. Someone they can rely on, have fun with and come back to for more every time. This loyalty is hard-earned and hence we realise it should also be rewarded. This is the basic ethos behind our loyalty program. Today a customer is bombarded with options and hence the fact that they skim above these options and choose to be loyal to us requires a justified program to cater to them.

Consumers expect and demand an experience when visiting a shopping centre. The mall owners face the challenge of pleasing both tenants and visitors. As these trends advance across the global stage, they are forcing mall operators to rethink how they conceive and operate their properties. Owners can revitalise their strategies by engaging new retail concepts. In the face of these considerable challenges, malls are seeking to stay relevant, drive growth and boost efficiency.

The importance of a traffic impact study and car park design



Unplanned

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



Planned

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.

